

Greenhive Essentials

Successful Startups during Lockdown - Product Industry



greenhive
E S S E N T I A L S

Group 1

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FOUNDERS



Abhishek Deo and Gourav Sarangi

PROBLEM STATEMENT

- Growing concerns related to increasing plastic pollution in India are no longer news.
- There is an urgent need to switch to non-harmful alternatives to ensure a better environment and future.

“*Our mission is to offer sustainable and plastic-free alternatives for commonly used items. We aim to cater to the consumer-driven society with sustainable alternatives and make this planet a better place to live in.*”

EXECUTIVE SUMMARY

The co-founder revealed that the idea of starting Greenhive originated amid the COVID-19-led lockdown last year. He noticed that while humans had a tough time staying shut indoors due to the pandemic, nature took that time to heal itself. They realised that post-pandemic, things would again go downhill if proper steps were not taken to conserve nature. This thought led them to launch Greenhive.



BUSINESS IDEA (Pitch)

- The lack of sustainable products which are relatively cheap from the one's available in the market was the main scope behind the excavation of this idea.
- "I and my co-founder as individuals want to make an impact on society and then looked out for ways to tackle the use of plastic in our daily lives. Customers felt that it's a lot easier for toothbrushes made of wood to catch fungus, especially if left wet for a long time which isn't the case. So in April 2020, we carefully picked a bamboo toothbrush manufacturer based out of Delhi and sourced our products from them. We even requested them to coat the brushes with oil wax to keep even the slightest hint of fungus at bay."

BRAND VALUE

BRAND VALUE = \$55000



Trademark number :	4814413
Legal Status :	Not published
Revenue:	1.5 lakh p.m. (avg.)
Country :	India
Type of Product:	Consumer Products

GROWTH

- Business Model: B2C, B2B
- The bootstrapped startup claims to have recorded transactions worth Rs 30,000-40,000 per month and claims to have 1,500 customers, back in September 2020.
- The founder recently stated, "Talking about revenue, we've been generating approx 1-2 lakh per month"



COMPETITORS

According to the co-founder, Greenhive competes with other notable players such as

- Rusabl,
- Bamboo India, and
- Bare Necessities.
- New Ranpara Industries
- Just Green Leaf
- Dinearth
- ArEco Green



TARGET MARKET

B2B

We can supply customized eco friendly gift set to corporates.

Client Segment: Art & Design, Clothing & Apparel, Collaboration, E-Commerce

Target Companies: Startup, Small Enterprise, Medium Enterprise, Large Enterprise

Target Geography: India

B2C

Anyone who uses a Toothbrush and is thoughtful for the planet is our target customer.

User Age: Less than 18, 18 to 25, 26 to 34, 35 to 45

User Income: Lower-middle Income, Upper-middle Income, High Income

Location: India

PRODUCTS & SERVICES

Bamboo Toothbrush
Steel Straw



Copper Tongue cleaner
Foldable Shopping Bags



RISK FACTORS

- Environmental attitudes do not necessarily lead to green purchasing. Recently, Rokka and Uusitalo (2008) claimed that even consumers with the highest level of environmental consciousness do not always purchase green products; their choice of products depends on both ecological perspectives as well as their evaluation of the various product attributes.
- Availability of the product can be a major risk factor in the business.
- The products being eco-friendly will obviously be less durable than the existing one. Thus any company making more durable products will take over the market soon.
- Lesser variety and options of products can lead to lesser sales.

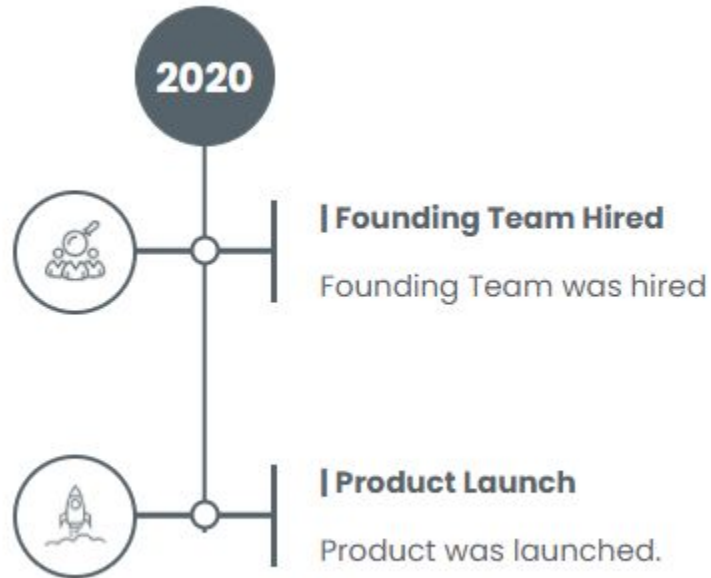
MARKETING STRATEGIES

1. Create an Eco-Friendly Selling Point
2. Brand with Green Logos or Insignias
3. Host giveaways and contest to increase product visibility.
4. Promote Local Vendors
5. Environmental Donations and Charities
6. Active social media management, product integrations and posts, tweets to keep everyone updated with the new products.
7. Partnerships with renowned brands, event managers, associate teams and organizations for more publicity.
8. Special Discounts to returning customers. Offer a Freebie with each purchase.
9. Creating a sense of urgency by keeping timely attractive sales or combos.
10. Educating the masses and stating the need and relevance of your products.

MARKETING

- "We're promoting our products only on social media. Response was good there. Then we launched our own website, www.greenhiveessentials.com. We mostly focus on digital marketing and Google ads for our sales. We also conduct events across our city to promote sustainable products in society to spread awareness of our brand and help solve the plastic waste problem," says Abhishek
- "We have also distributed our products to various environmentalists and social workers, and partnered with NGOs to conduct various events for promoting sustainable development in our society. We have also partnered for a gifting event with Television Cricket League (TCL), which sees participation from Kannada actors"
- All Greenhive Essential products are retailed via their own website and they are up on Amazon India as well. They want to capture the offline market soon and start being available in departmental and grocery stores as well.

TIMELINE



FUTURE PLANS

- Speaking about our plans for the future, Abhishek says, "We plan to expand our market in nearby cities such as Bhubaneswar, Cuttack, Jharsuguda, and Sambalpur among others. We also plan to introduce new products and are looking to raise external funding by July 2021."
- "We are now looking for more sustainable alternatives that could replace the use of plastic in our daily lives. Also we wish to bring e-books on sustainability and eco friendly living and also online courses regarding sustainability and its impacts."

THANK YOU

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