



# Elevator Pitch: Verda Valley

*Elevating Health, One Delivery  
at a Time*



# Greetings

- Good [morning/afternoon/evening], esteemed investors. Today, I'm thrilled to introduce Verda Valley, a game-changer in the organic produce delivery space.

# Cover Slide

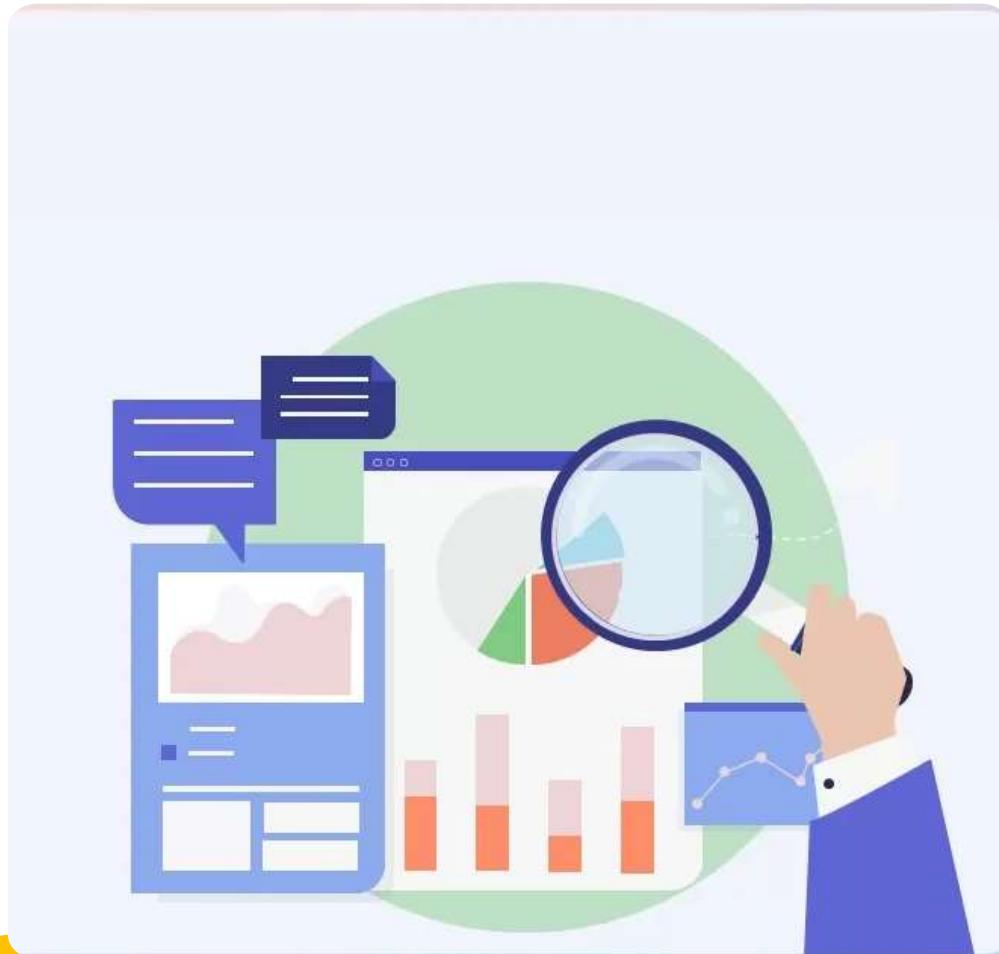
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- My name is [Your Name], AUS ID [Your AUS ID], presenting for IEN301 Section #[Your Section Number].
- Our brand, Verda Valley, is defined by our slogan "*Delivering Freshness to Your Doorstep*" and our vibrant logo that embodies nature's bounty.



## Problem Description and Importance

- **Imagine this:** city dwellers hunting for real organic nutrition while stuck in the rut of status quo supermarket basics. The availability of the easily accessible fresh and organic products has never been of matter of importance than today.



A photograph showing several brown paper grocery bags filled with various fruits and vegetables like bananas, oranges, and leafy greens. In the foreground, a smartphone is positioned vertically next to one of the bags. A white curved shape partially covers the top right corner of the image.

## Story about the Persona

- Say hello to Sarah, a well versed, health-oriented career person who is also a sustainability zealot. In the end, she does her best to not to give up on her grocery time but battle with it every time it comes around the corner.



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## Interviews

- By various interviews we found that almost all the requests for fresh organic produce delivery came from the working professionals like Sarah, who paid utmost attention to their health and comfort.



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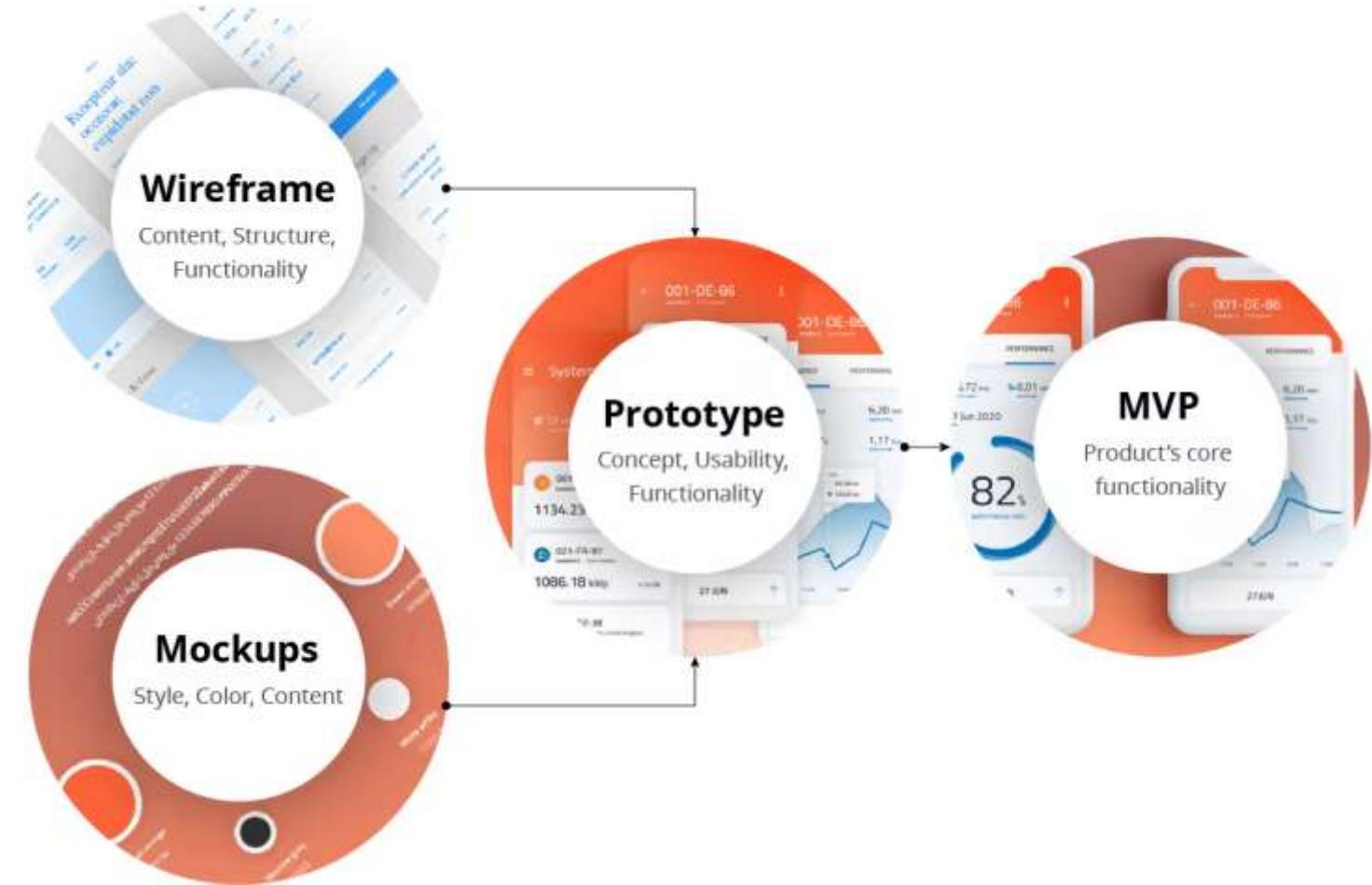
## Solution

- Verda Valley distinguishes itself with these local organic's farms in our direct connections, which allow us to have the best freshness on the market. In contrast to a competitor, we provide customers with personalized subscriptions and a convenient ordering process.

# Prototype and MVP

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- Our easiest to use mobile application assumes the role of the trial in confident demonstration that home delivery is possible for rural areas. In the next couple of sentences; we will have a guided look on how Sarah can have her weekly box of fresh organic products in just a couple of clicks on her phone.



## Uniqueness of Your Solution

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- The unique thing about us is not just a natural product, but also transparent farming practices and provisioning of locally grown crops. This deliberateness rings true to our target market.



# Market Opportunity Analysis

- Customer surveys show a highly aspirant niche market which demands our products, a prospect that should work us into escalating to a regional scale.



## **Comparison with Competing Solutions**

- However, other options do exist, but none reach the level of functionality, ease, and sustainability that we provide. Verda Valley is a concentrated small-scale farming mecca.



# **Key Aspects of Business Model Canvas**

- By very careful selection, we've picked the ones that will bring us together the best local organic farms have to offer. We customize our bills to the different desire of customer wallets.



## **Cost and Revenue Generation**

- Verda Valley's viability is backed by sound financial projections, indicating a profitable venture within the first year of operations.





## Brief Statement about 6-Month Milestone

- Our six-month milestone includes scaling operations to reach 1000 subscribers, solidifying our position as the go-to choice for organic produce enthusiasts.

# Call to Action

- Join us on this journey to revolutionize how we eat and live. Invest in Verda Valley and be part of a movement towards healthier, sustainable living for all.



