

Growomatic

GROW YOUR OWN FOOD.
EFFORTLESSLY.

Mission

Provide personalized expert services for growing your own organic food, within the limited space of your home, using technologies that consume minimum resources

Vision

By 2030, we aim to establish a world where everyone grows their own food

Industrialized Agriculture - A Global Threat

Food Insecurity

When all arable land has been used up, how will food production be doubled by 2050 to feed 9 billion people?

Negative Environmental Impacts

Large scale farming is one of the leading causes of deforestation, biodiversity loss, eutrophication, soil erosion, greenhouse gas emissions, etc.

Health Impacts

Pesticides and fertilizers have been proven to be the main reasons for the current diabetes and cancer epidemic.

Why people aren't growing their own food

Lack of Space

At least 100 square meters of foot deep soil is essential - something which nearly every household lacks.

Time Consuming Process

A minimum of 3 hours a day is required for effectively sustaining a family on self-grown food.

Lack of Expertise

Even before it can be initiated, months of research and planning need to be done, after which years of trial and error, along with experience, is vital for achieving perfection.



The Solution

Modern Agricultural Techniques

Technologies like hydroponics, aeroponics and aquaponics that use 75% less space, half the resources and have upto 30% higher growth rates

Expert Services

Consultations and troubleshooting with professionals who do all the research, while you reap up all the benefits.

Personalized Plan

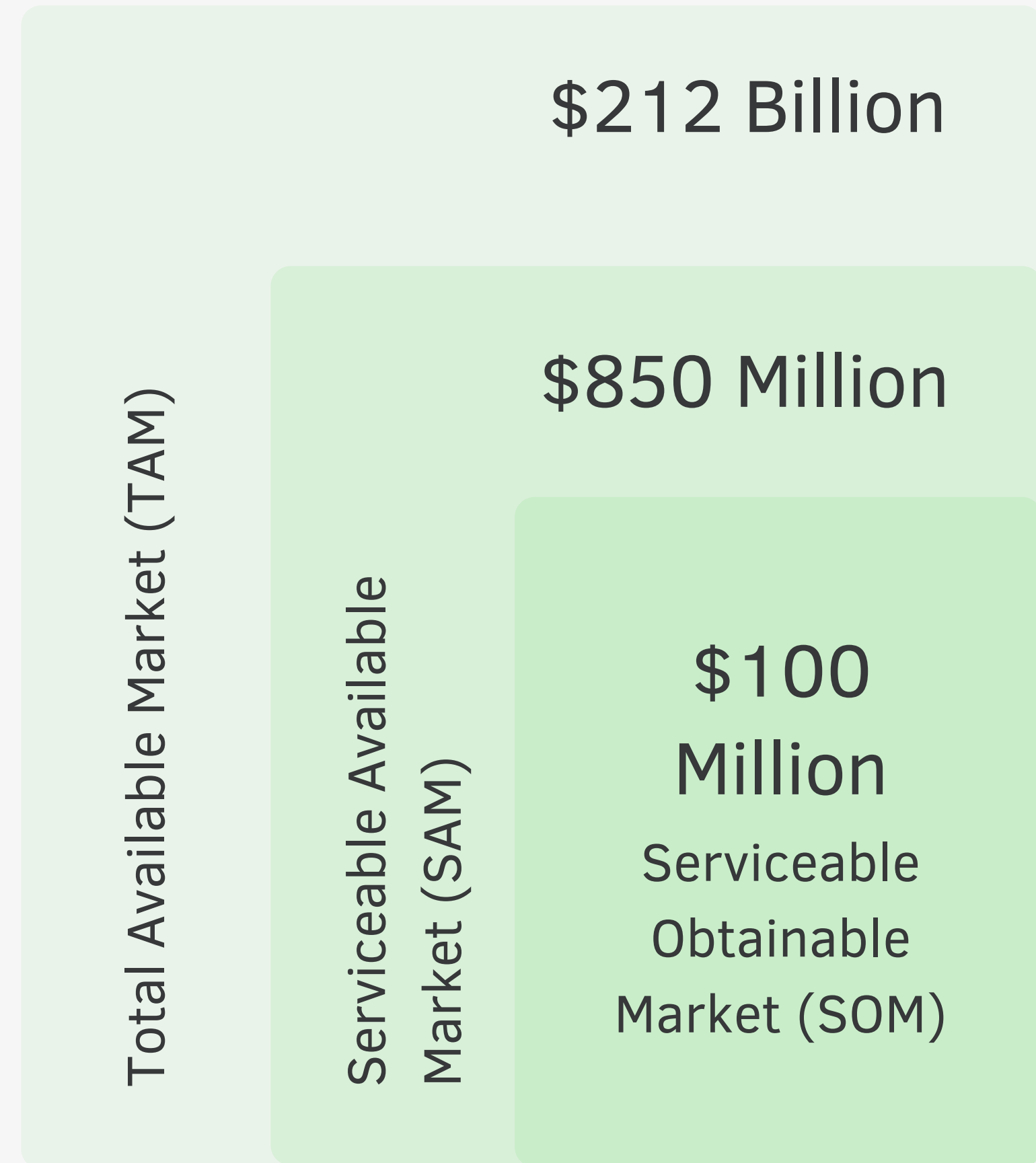
Just by sending us some data about your house, you receive a plan suited to your preferences and available space made by our team of agricultural engineers, interior designers and horticulturists.



The Market

Type: New

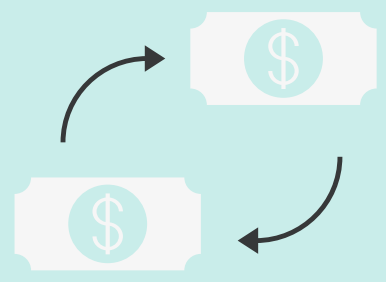
Customer Segment: Residents of metropolitan cities in India



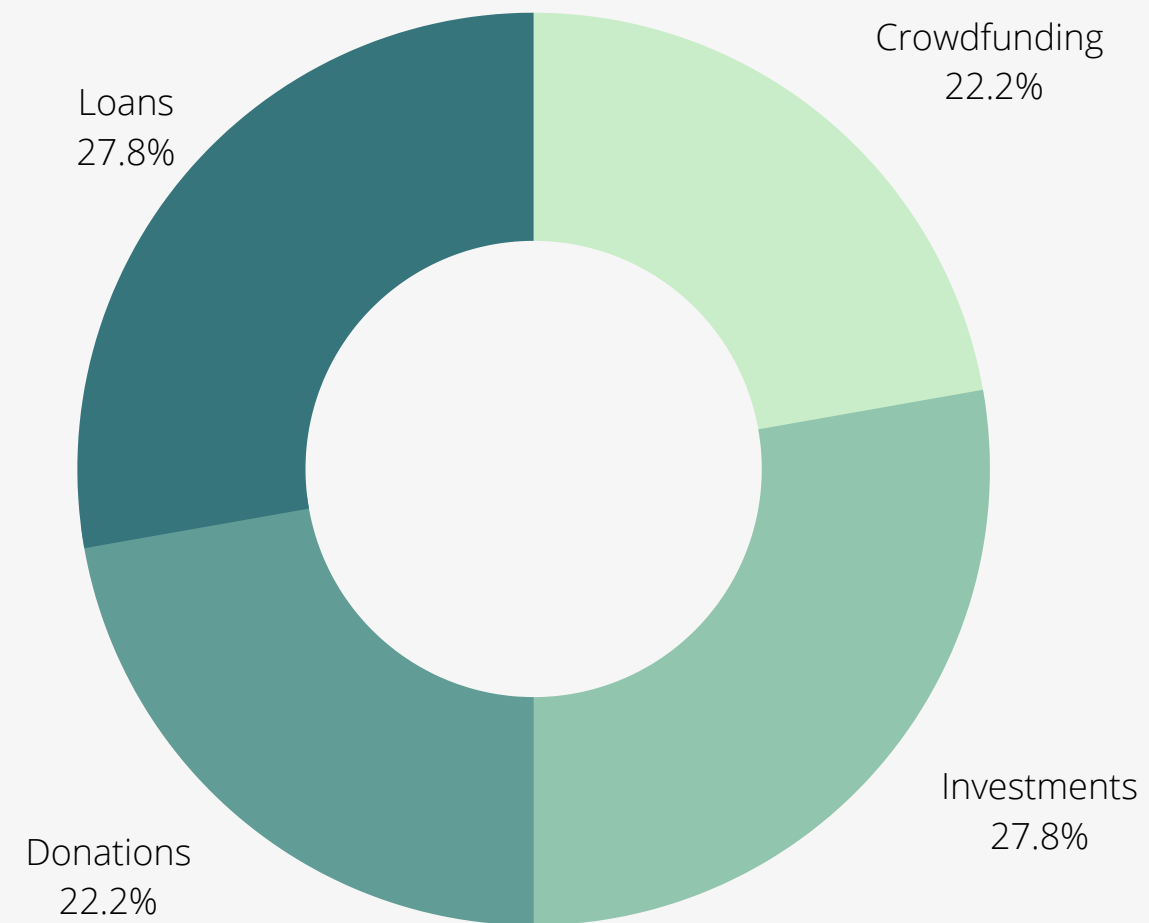
Financial Plan

	1st Year	2nd Year	3rd Year	4th Year	5th Year
Revenue	\$15,000	\$36,000	\$160,000	\$500,000	\$2,000,000
Product Costs	\$6,000	\$12,000	\$40,000	\$100,000	\$350,000
Profits	\$9,000	\$24,000	\$120,000	\$400,000	\$1,650,000
Experts	\$10,000	\$20,000	\$30,000	\$60,000	\$120,000
Overhead	\$1,000	\$1,000	\$1,000	\$5,000	\$10,000
Core Team	0	0	\$4,000	\$20,000	\$50,000
Promotion	\$16,000	\$14,000	\$20,000	\$50,000	\$100,000
Total Expenses	\$27,000	\$35,000	\$55,000	\$135,000	\$280,000
Net Profit	-\$18,000	-\$11,000	\$65,000	\$265,000	\$1,370,000

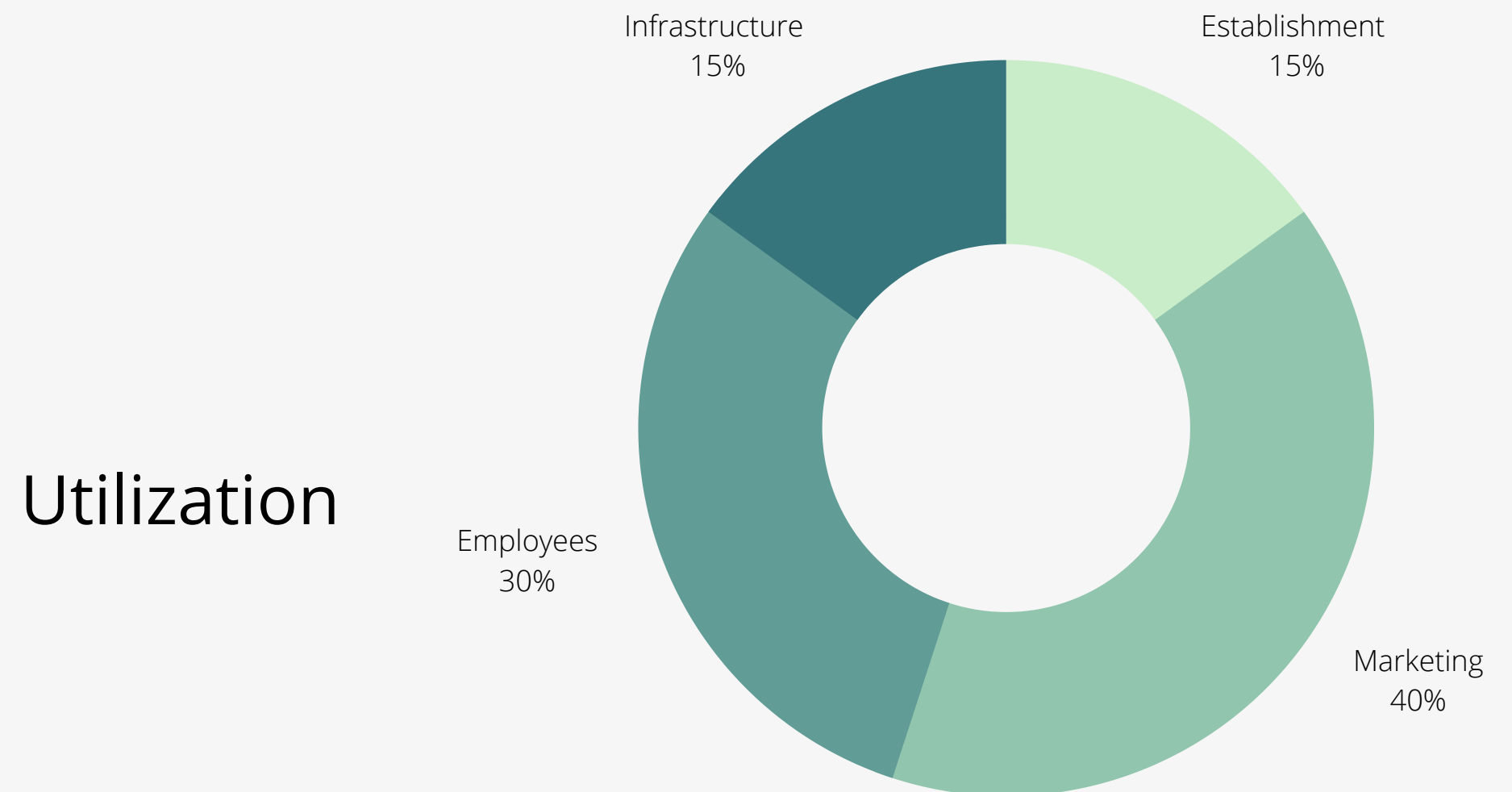
Required Capital:
\$30,000



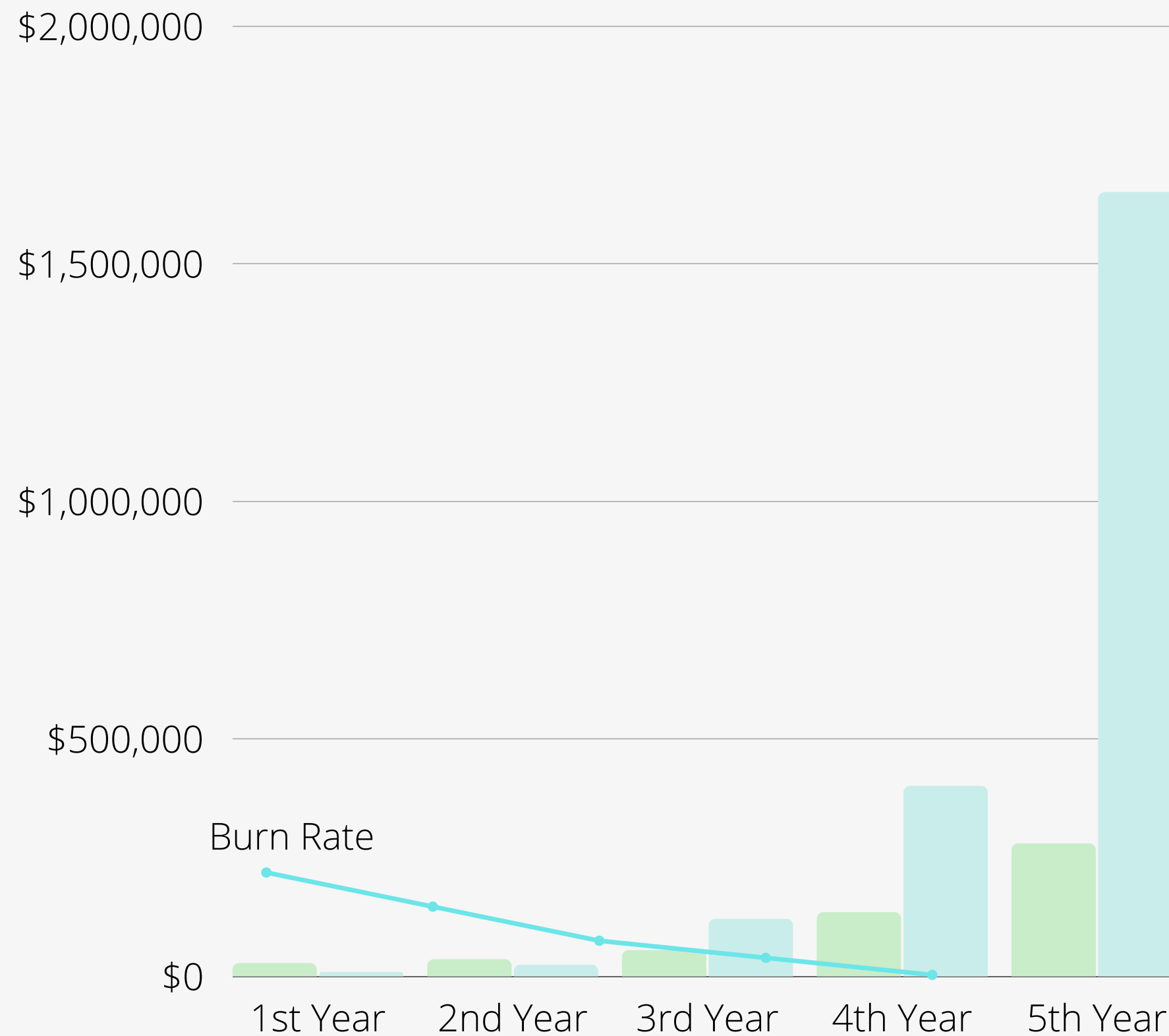
Running the Venture - Fund Sources and Utilization



Sources



Utilization



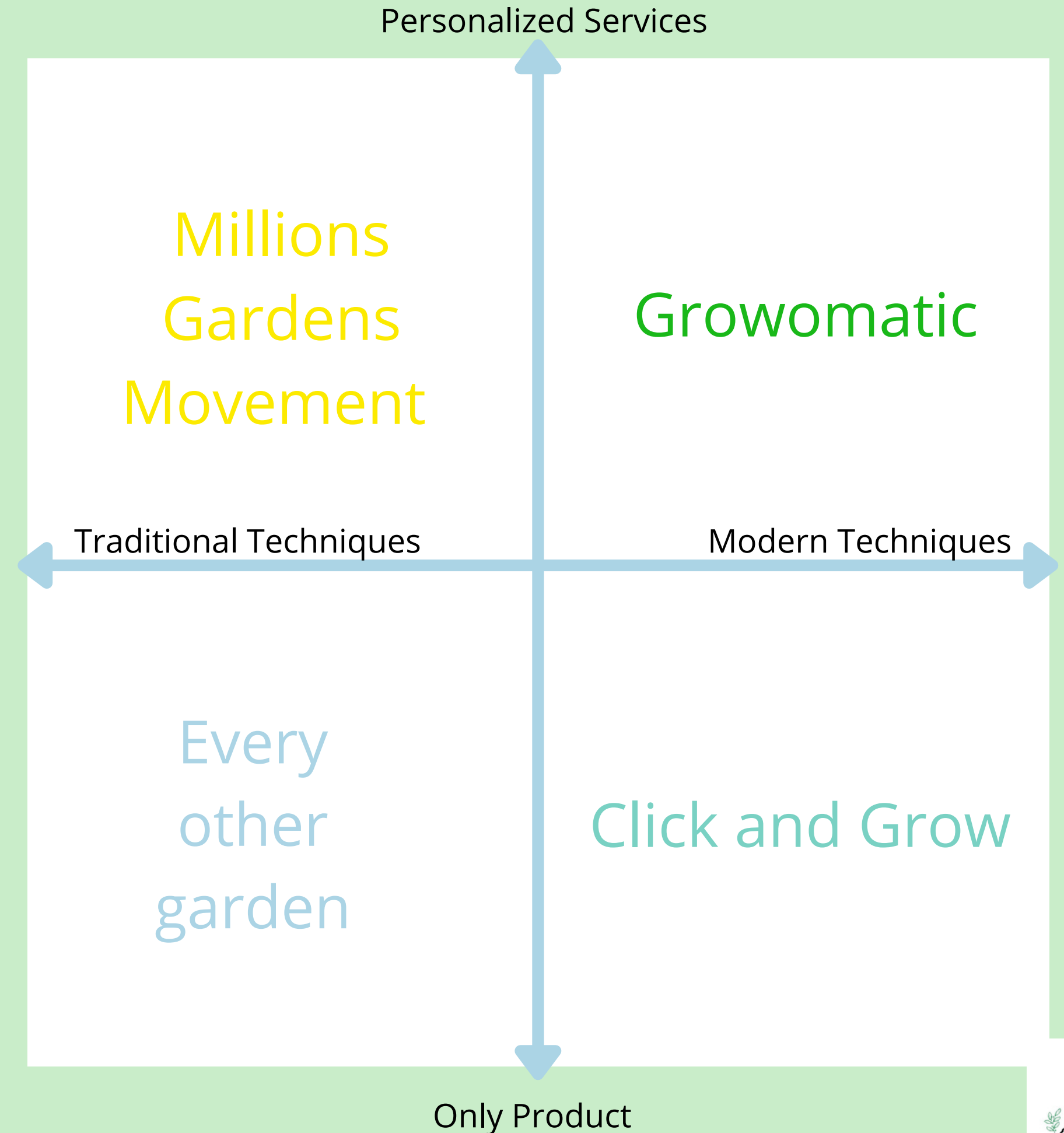
Pricing



Packages ranging from \$699 to \$2,000 depending on duration of free expert consultations, access to community, accommodation into interior design, etc.

Runway Period:
4 years

Competitive Analysis



Problem

People stay away from growing their own food due to the space, resources time and expertise needed to do it.

Solution

A personalized plan and expert services for growing your own organic food using technologies like hydroponics, aquaponics, aeroponics, artificial intelligence, etc.

Unique Value Proposition

Grow your own organic food. Minus the effort, time and space.

Unfair Advantage

The focus on personalized services and making farming more convenient.

Customer Segments

Urban population

Existing Alternatives

Click and Grow

Key Metrics

Conversion Rate, Service Time, Cost of Package Opted For, Number of Collaborators

High Level Concept

Bridging the gap between sustainable technologies and a sustainable society.

Channels

Advertisement mainly through social media, initial contact through website or mobile application; product delivery through suitable transport from nearest manufacturer

Early Adopters

Health conscious individuals who majorly depend on organic food; those who like to be unique or the first to adopt a new technology

Cost Structure

Salaries of experts and internal management - customer service, app & website managers and maintenance charges; equipment; advertisement

Revenue Streams

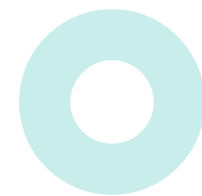
Crowdfunding; investments; donations; profits from main services (expert consultations, personalized designs and equipment, app community feature); collaborations with architecture firms, restaurants, hotels, resorts

Marketing & Sales Plan



Strategy

Emphasis on health benefits - reduction in healthcare costs, stronger immunity, stress reduction; Assuring that though initial cost seems high, it actually is less compared to buying organic food daily, Make consumers feel important - playing a significant role in helping the environment.



Channels

Instagram, YouTube, Streaming platforms, Regional newspapers, Blogs, Collaborations



Acquisition

Free expert consultations, Demonstrations, Testimonials, Reviews, Chance to interact with community members

The Team



Tobasum Mandal
CEO



Aryaka Tickoo
COO



Anvita Rautray
CMO



Khushi Yadav
CTO



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