

SIMPLIFIED HYDROPONICS GARDENS FOR NUTRITIOUS FOOD

Presenter:
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Problem

- By 2050, demand for food is projected to be 60% greater globally.
- As of January 9, 2023, the World Food Program (WFP) Hunger Map shows that *16.4 million Ugandans face insufficient food consumption*
- Food insecurity in urban centers.
- Limited land to grow crops



VALUE PROPOSITION

“Construct affordable and simplified hydroponics gardens for urban women to take control of their food sources that fasters fresh and nutritious sources”



UNDERLYING MAGIC



Description

Hydroponics is method of growing crops without soil

Competitive advantages

- Space efficient
- Faster growth
- Saves water
- Affordable

Business model

We train urban women on how to use these gardens.

We have created a scheme called **SAVE FOR HYDROPONICS SCHEME** where women save money on mobile account and once they save up to 50% they start growing then pay fully once they start harvesting.

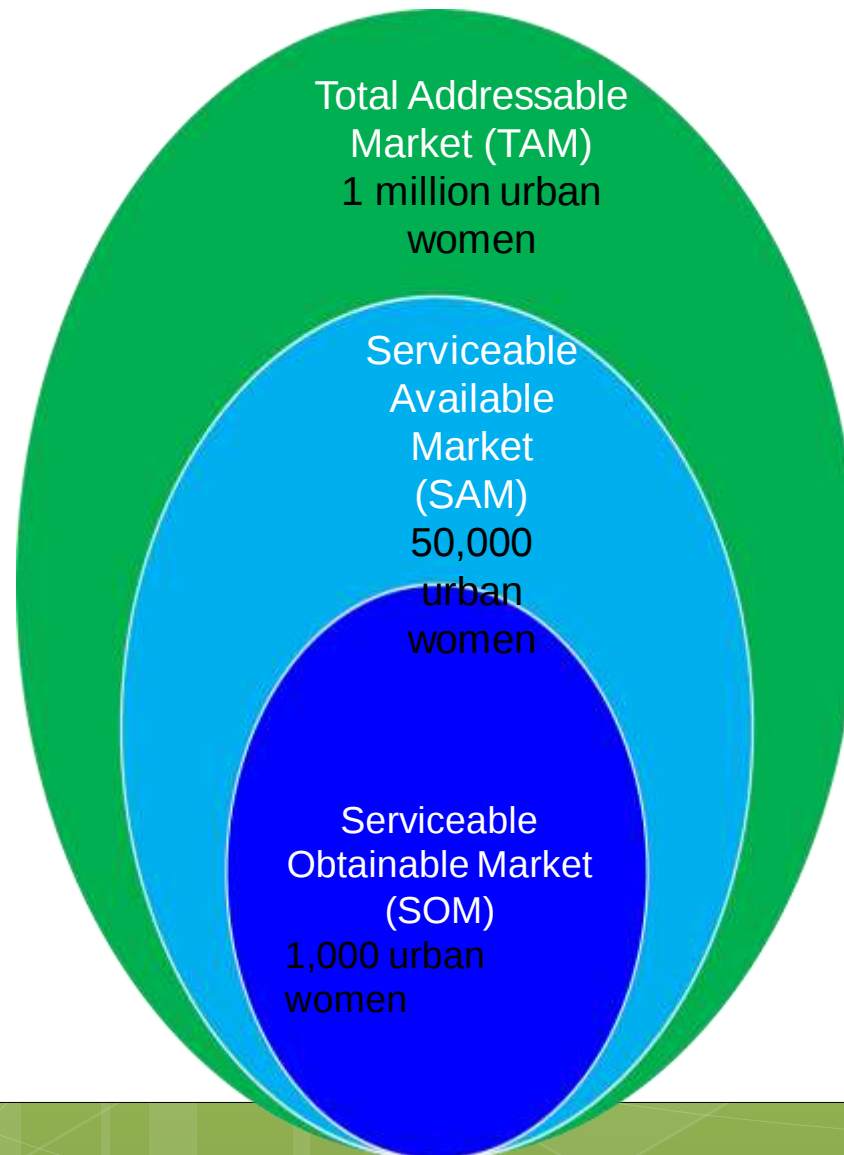


GO -TO-MARKET PLAN

We ally with local leaders that help us to spot out different women associations in the urban communities.



Market



Competitive analysis



Most of the hydroponics systems on the market are Auto and our gardens are manual therefore affordable, simplified and manageable

Our team



Flavia Nalugwa is Co-founder and CEO. Holds bachelor's degree in Business administration with Certificate in crop production. 6 years of entrepreneurship management



Getrude Nabweteme is finance officer. Diploma in financial management with 5 years of experience.

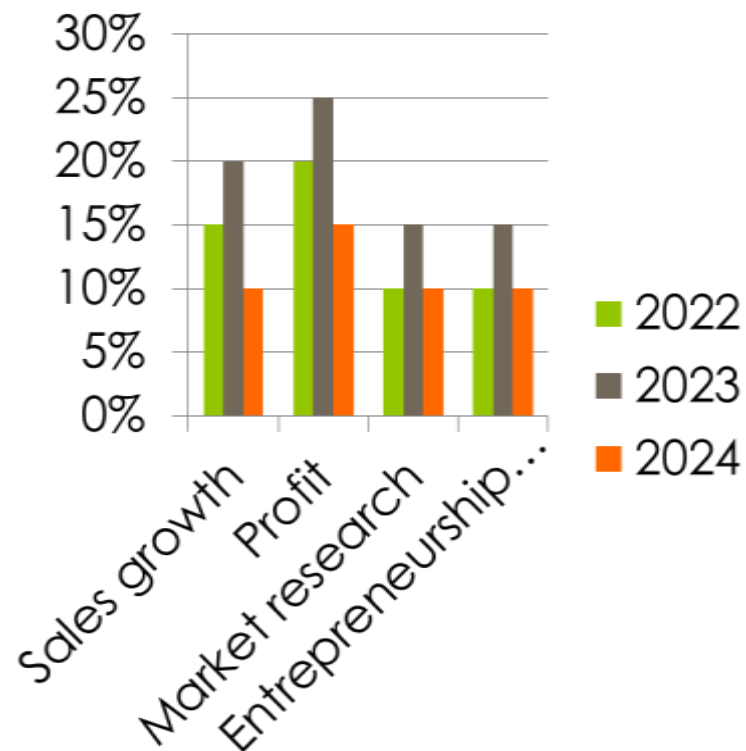


Wasibi Derrick is operations manager with over 5 years experience.

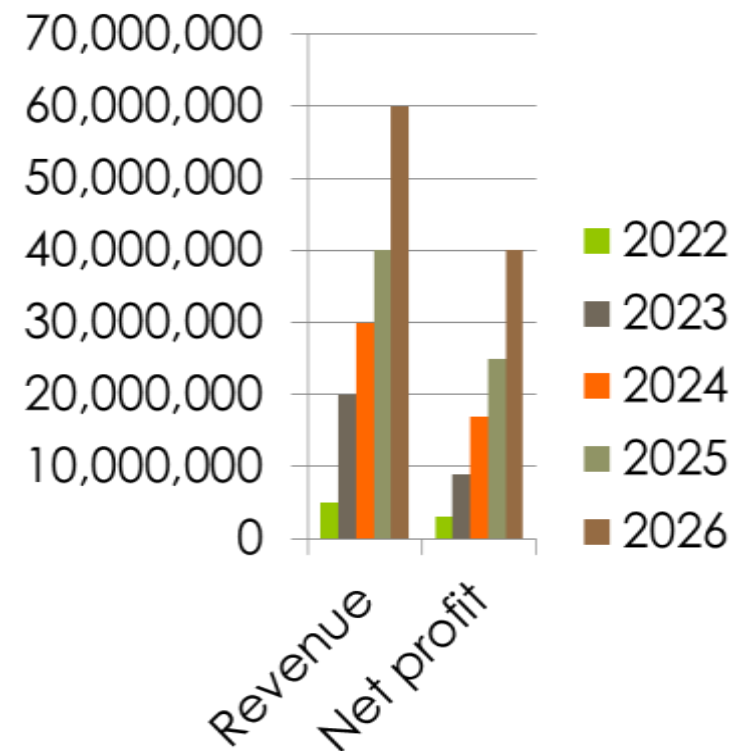


Wanda Joseph: Research and Innovation Team lead. He holds a degree in Economics, Diploma in Agribusiness management with 7 years of experience

Traction



Financial forecast



The Ask

- Money to setup demonstrations of hydroponics systems, allowing attendees to see firsthand how these systems operate and their environmental benefit



Contact Us



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