

01.
↓ SOLUTION
NAME

PLANTSHUB – An aeroponic system for the production of leafy plants to be used in the food retail industry

In traditional farming, growing large amounts of healthy food can be a big challenge. Protecting crops from harsh weather, reductions in fertile soil, industrialisation and urbanisation are among the biggest hurdles for conventional farming.

Increasing consumer demand for pesticide-free food and the pressing need to reduce carbon emissions from agriculture are leading to the adoption of aeroponics farming systems across the world. PLANTSHUB aims to provide a sustainable, profitable, and ecologically healthy alternative to traditional farming for small, medium and large food retailers. The principle is similar to hydroponic systems, where roots are placed in a liquid solution, but has the advantage of significantly increasing the uptake of nutrients, and reducing plant stress related to water intake and oxygen concentrations. The solution is both a product, the actual aeroponic system/setup, and a service, as PLANTSHUB provides technical support in setting up, maintaining and improving yields of the vertical farm system. The key components of the aeroponic system are water sensors, spray timers, hydro-atomizing spray jets, microchips, and computer interface for data collection. This Solution provides an in-house system capable of producing high-quality food products using 95% less water than traditional agriculture.

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Key features

- Customisable units from 80 m² to 800 m²
- BPA-free recycled plastic material with lifetime of 15 -18 years
- Can reduce emissions up to 92% and water consumption up to 95%
- Production efficiency per area : 300 plant per m²/year

Profitability

- 20% Return on Capital Employed within 7-9 years
- 340,000 EUR savings of inbound freight per year

←
02.
ONE SENTENCE
DESCRIPTION

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03.
PUBLIC SHORT
DESCRIPTION

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04.
PICTURES & VIDEO

05.
KEY FEATURES

←
2x technical

←
2x environmental

←
2x profitable

PLANTSHUB – An aeroponic system for the production of leafy plants to be used in the food retail industry

In traditional farming, growing large amounts of healthy food can be a big challenge.

Protecting crops from harsh weather conditions and urbanisation are among the challenges.

Increasing consumer demand for fresh, healthy food and decreasing emissions from agriculture are among the challenges of the world. PLANTSHUB aims to provide an alternative to traditional farming for smart cities. It is a hydroponic system, where roots are grown in water, significantly increasing the uptake of nutrients and oxygen concentrations. This system is a turnkey solution and a service, as PLANTSHUB provides the hardware, including improving yields of the vertical farms. It features water sensors, spray timers, and data collection. This Solution produces products using 95% less water.

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Key features

- Customisable units from 1 to 1000 plants
- BPA-free recycled plastic material with lifetime of 15 -18 years
- Can reduce emissions up to 92% and water consumption up to 95%
- Production efficiency per area : 300 plant per m²/year

Profitability

- 20% Return on Capital Employed within 7-9 years
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01. SOLUTION NAME



- ▶ Max. 40 characters



- ▶ Do not use the name of your company

02. ONE SENTENCE DESCRIPTION



- ▶ 1 sentence only
- ▶ Information must be easy to understand for a non-expert audience
- ▶ Keep it simple
- ▶ Place emphasis on the function

Example:

“An aeroponic system for the production of leafy plants to be used in the food retail industry”



- ▶ Do not repeat the name of your Solution
- ▶ Avoid “: , -” and do not use a period at the end (“.”)

Example:

“PLANTSHUB is a system able to produce food such as salads, cabbage ..., which doesn't use water, can be installed anywhere - aesthetic and cost-efficient at the same time.”

PLANTSHUB – An aeroponic system for the production of leafy plants to be used in the food retail industry

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Increasing consumer demand for pesticide-free food and the pressing need to reduce carbon emissions from agriculture are leading to the adoption of aeroponics farming systems across the world. PLANTSHUB aims to provide a sustainable, profitable, and ecologically healthy alternative to traditional farming for small, medium and large food retailers. The principle is similar to hydroponic systems, where roots are suspended in a nutrient solution, significantly increasing the uptake of water and oxygen concentrations. This solution is provided by a service, as PLANTSHUB offers a turnkey solution and a service, as PLANTSHUB provides the hardware and software, improving yields of the vertical farms. The system includes water sensors, spray timers, and data collection. This Solution produces products using 95% less water.

03. PUBLIC SHORT DESCRIPTION



- ▶ Between 500 - 1500 characters
- ▶ If you use acronyms, write the full phrase once and then use the acronym
- ▶ In simple words, try to reply to the following questions:

1. What challenge are you trying to solve with your Solution? (your mission)
2. How will your Solution solve this challenge specifically?
3. What will the client receive (product, service, different components)?
4. How does it work?
5. Who are you trying to reach? (SMEs, municipalities, off-grid communities...)

Example:

See above - Plantshub



- ▶ Do not use marketing style, rhetorical questions or bullet points
- ▶ Your text should be understandable by everybody
- ▶ Do not use “We”, “Our/My solution” etc
- ▶ Avoid terms such as “Unique”, “First & Only”, or “the best”. Keep it informative!

Example:

... We offer the only product guaranteeing food security in the world. Plantshub has been founded by John Smith in 1995 and is a pioneer in the sector of vertical aeroponics. Technical characteristics are the following: -No water needed, -BPA-free recycled plastic material with lifetime of 15 -18 years. You have a problem, we, at Plantshub, have the solution!...

Key features

- Customisable units from 1 to 1000
- BPA-free recycled plastic material
- Can reduce emissions up to 95%
- Production efficiency per square meter

Profitability

- 20% Return on Capital Employed within 7-9 years
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04. PICTURES & VIDEO



- ▶ High quality (in jpeg, png...)
- ▶ Use the same pictures for the Header & landscape image
- ▶ Add 2-3 additional pictures showcasing your Solution or its value proposition
- ▶ You video must be publicly published on either Youtube, Dailymotion or Vimeo, in English or subtitled



- ▶ Do not upload picture with a low quality
- ▶ Do not upload your company's logo
- ▶ Do not upload a video that is too long (Ted, Conference...)
- ▶ Do not upload a video file or an online downloading link (Wetransfer, google drive...)

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Profitability

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In traditional farming, growing large amounts of healthy food can be a big challenge. Protecting crops from harsh weather, reductions in fertile soil, industrialisation and urbanisation are among the biggest hurdles for conventional farming.

Increasing consumer demand and rising greenhouse gas emissions from agriculture are driving the world. PLANTSHUB aims to provide an alternative to traditional farming for smart hydroponic systems, where root systems are significantly increasing the uptake of nutrients and oxygen concentrations. This is achieved through a service, as PLANTSHUB provides a complete solution, including improving yields of the vertical farming system with water sensors, spray timers, and data collection. This Solution produces products using 95% less water.

05. KEY FEATURES & PROFITABILITY



- ▶ Go for bullet points
- ▶ 2 clear and measurable figures regarding the end user/buyer profitability (ROI, payback, savings,...)
- ▶ 2 clear and measurable figures regarding the the Solution's environmental impact (X% reduction of CO2 emissions/fuel,...)
- ▶ 2 clear figures regarding the technical use of your Solution (X litres/day of water purified,...)

Example:

See above - Plantshub



- ▶ Avoid long sentences
- ▶ Avoid general information about an industry or only quantifying the challenge you thrive to overcome.
- ▶ Avoid vague or incomplete information

Example:

"Aeroponic systems can reduce water usage, as well as CO2 emissions significantly", "Intensive farming is responsible for about xx to xx% of the overall irrigation water consumption in France – Plantshub could greatly improve this situation."...

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