



# Green Joining

## Executive Summary

### Contact Information

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### Development stage

Seed and Development

### Year founded

not founded yet

Green joining aspires to be a reference in science-based sustainable solutions for urban agriculture. Green joining uses proprietary knowledge on plant interactions as base-stone to develop innovative Eco-friendly solutions applied to urban agriculture. Our intention is to use plant science to create combinations of vegetable species so urban growers can have sustainable solutions to produce their own organic vegetables, taking the most out of their limited time and space resources. Moreover, by providing the user-friendly instructions needed for a successful crop, Green joining will offer unique and gratifying agriculture experiences.

### PROBLEM/OPPORTUNITY

Urban farming is now a trend and more and more people wants to be sustainable and grow their own organic vegetables. Nevertheless, the problem is that most of them do not know how to do it and frequently fail and get frustrated.

### SOLUTION/PRODUCT

Based on our understanding of how different plant species interact with each other and how they establish either positive and negative interactions, we shall create, test and validate intercropping solutions (growing two or more crops together at the same time in the same space) dedicated to urban agriculture to be performed by amateur growers. Moreover, we know how challenging vegetable production can be, that is why our products will incorporate all the instructions (tutorials, step-by-step videos and troubleshooting) to simplify the process so even beginners can be successful and have fun while doing it.

### COMPETITION

There are several well established companies selling seeds in the retail market. However, they all have very similar products, a package of seeds for each specie and a poor set of instructions in the back. Our offer will be different, we will provide kits of seeds for growing multiple vegetable species in small spaces and uncomplicated but thorough instructions to do it successfully.

### TARGET/MARKET

We are targeting urban growers, people that lives in urban environments and wants to produce their own vegetables at balconies, rooftops or small backyard gardens. Ideally, it will be some one with a high environmental conscience that wants to be more sustainable and does not have much time to dedicate to the task and therefore needs easy-to-use solutions.

Just in Portugal the retail market of seeds, plants, flowers and fertilizers represented almost 300 millions in 2017 and it grew up nearly 28% in a five years period (2012-2017, INE-Portugal). Moreover, our validation verify that a large percentage of consumers are unhappy with the current offer/information provided and had problems while sowing/growing their vegetables.

### THE TEAM/RELEVANT EXPERIENCE

Our team is composed by a Biotechnological Engineer with a PhD in Biology/Agronomy and a Food Engineer with a PhD in Sustainable Chemistry. Combined we have more than 20 year experience in plant science and growing plants under controlled conditions.

### WHAT WE WANT?

We are looking for 500000€ for the next three years. The money will be used to develop new products and accelerate market approach and will be divided in three ways: 1/3 for human resources; 1/3 for facilities; and 1/3 for research and product development.