



# swissponic

*grow vegetables at home*



# Can we avoid that?



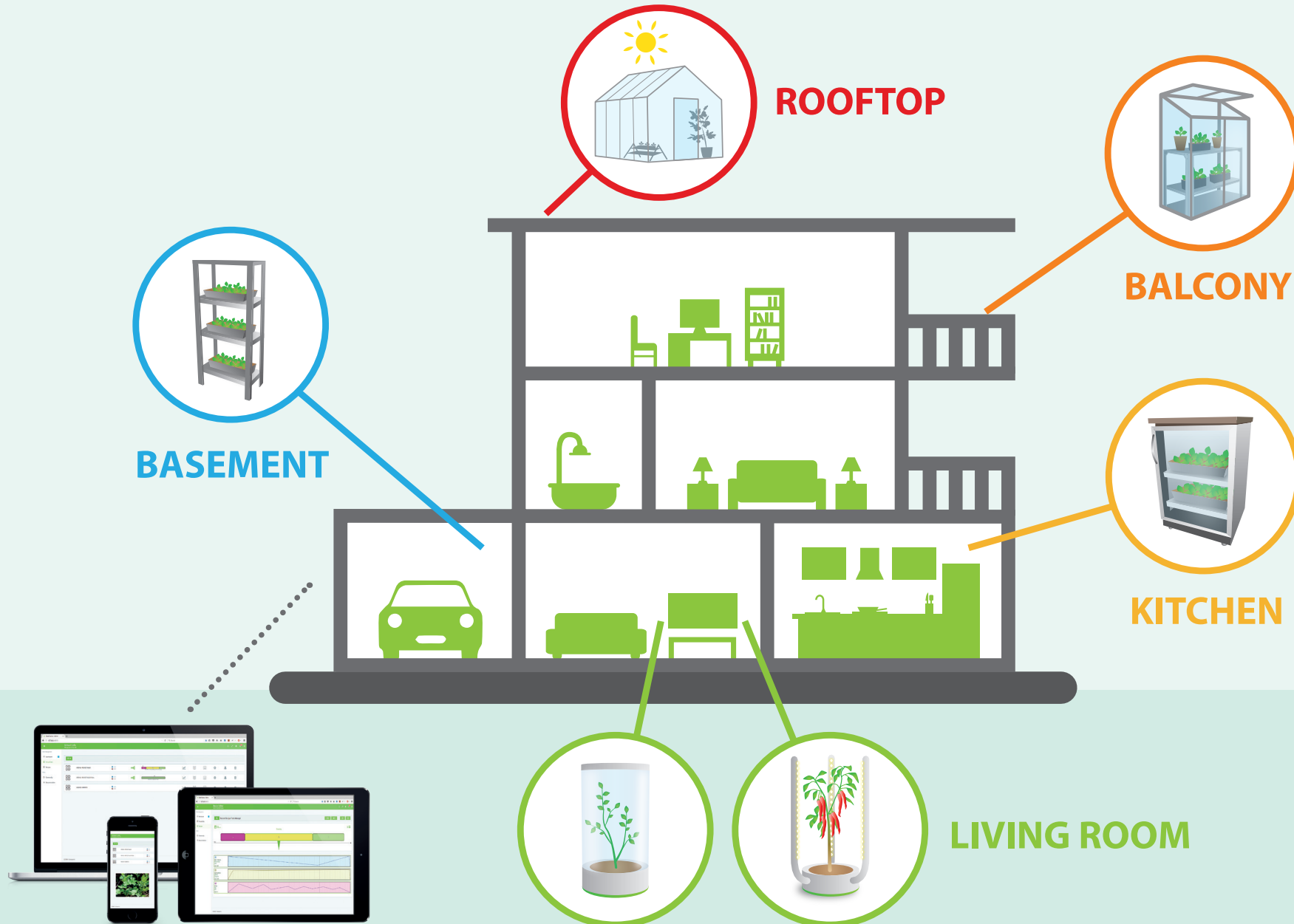
# The problem



# The solution



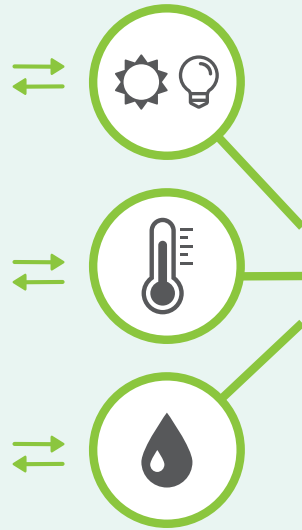
# HOME FARMING



# How it works



**Growth**



**Control**



**Monitor**



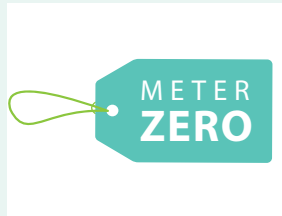
**Ai**



**Cloud**



# Value propositions



## OUR SOLUTION IS:

- ✓ **COMFORTABLE** → At home in any season
- ✓ **HEALTHY** → No pesticides
- ✓ **SMART** → Fully automated
- ✓ **CLEAN** → No soil
- ✓ **EFFICIENT** → 90% water saving
- ✓ **ECOLOGICAL** → Carbon footprint reduction
- ✓ **CONVENIENT** → Salad crop for 1 EUR

# Business Model

## BASIC version



## TARGET

- Families
- Communities
- Schools

## PRO version

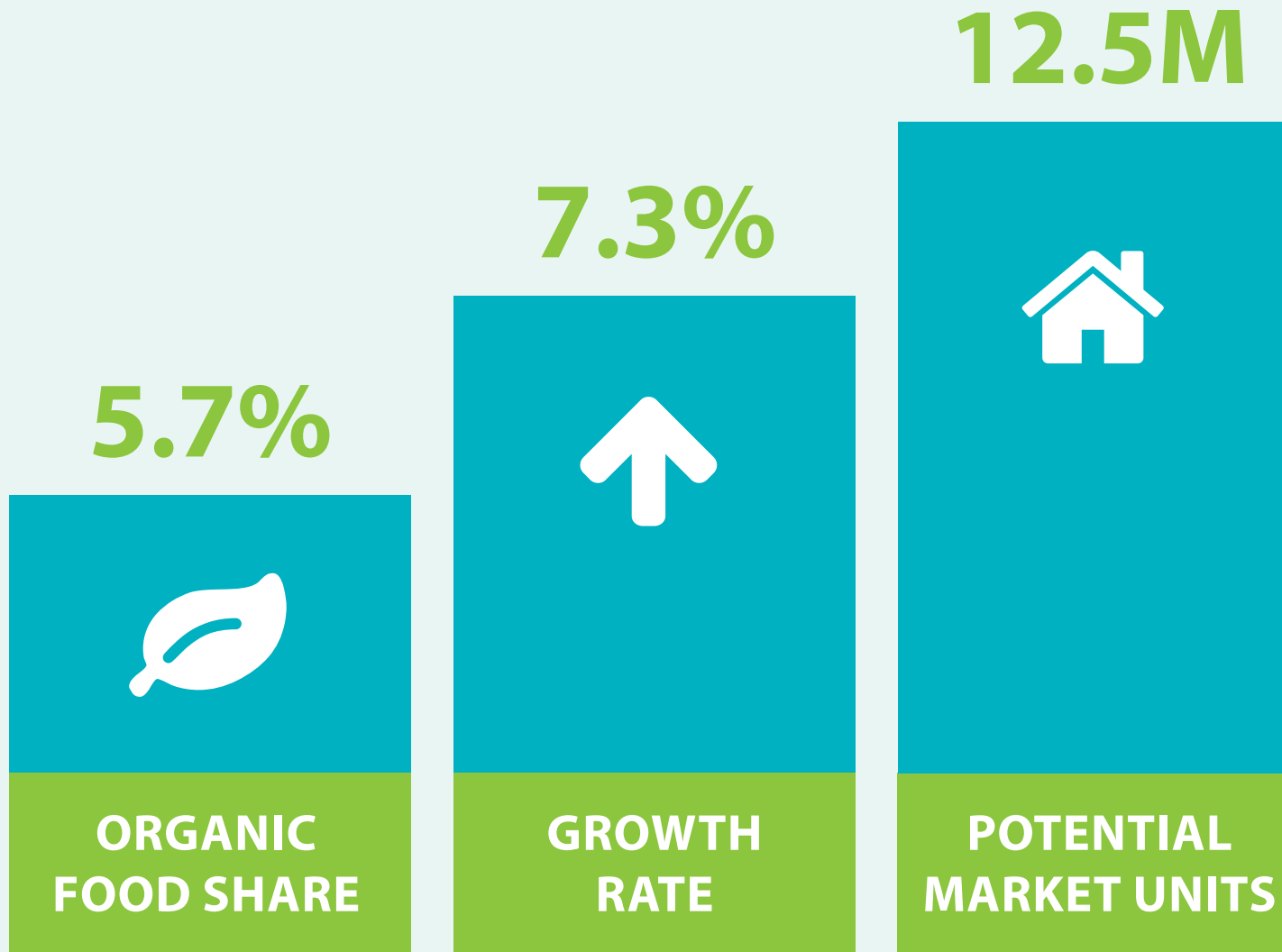


## TARGET

- Urban Farmer
- Restaurants / Take-Away
- Universities / R&D industries

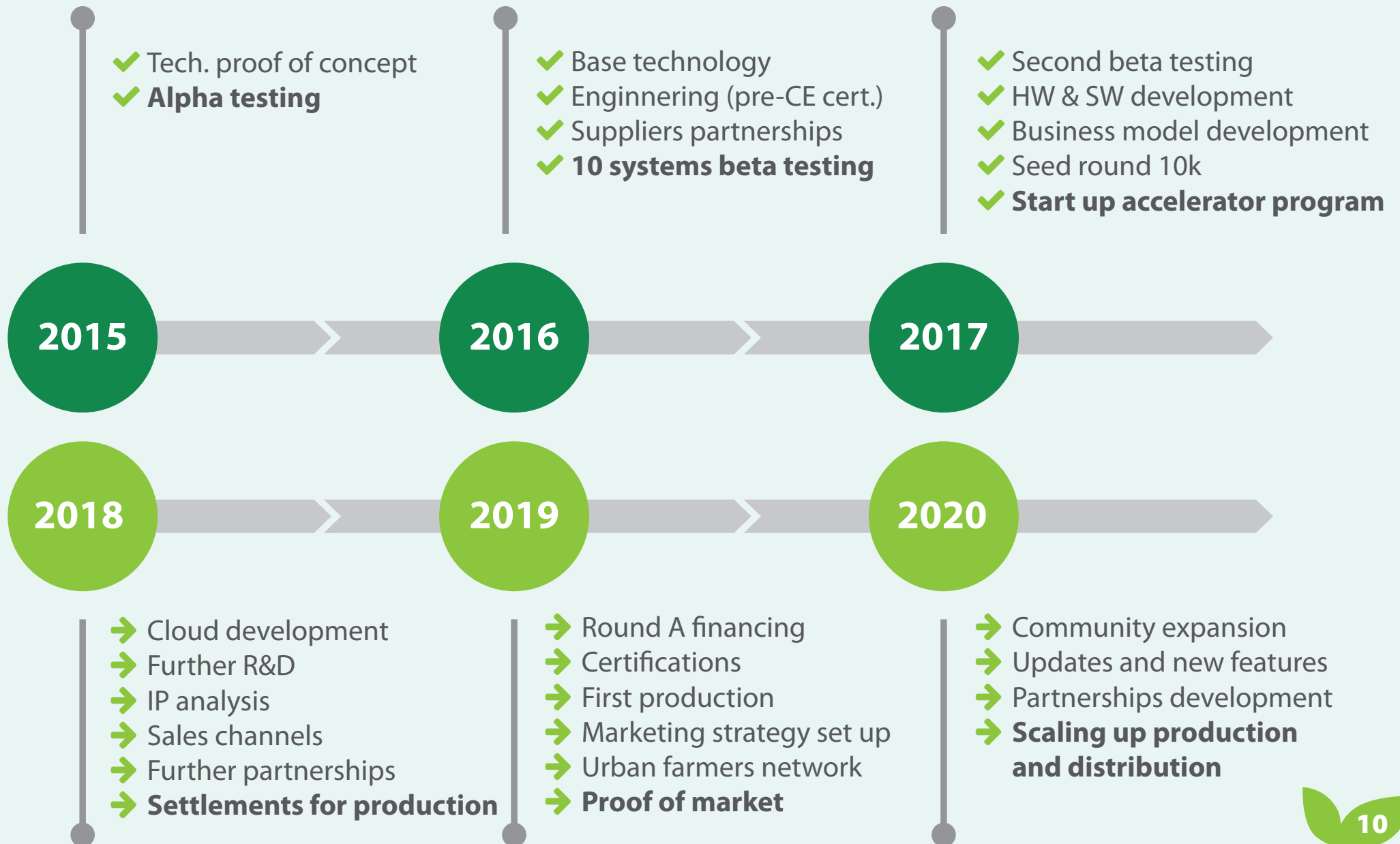


# Market growth



Sources: [www.ifoam-eu.org](http://www.ifoam-eu.org) (Organic in Europe, Report 2016)

# Roadmap



# Living room



# Kitchen



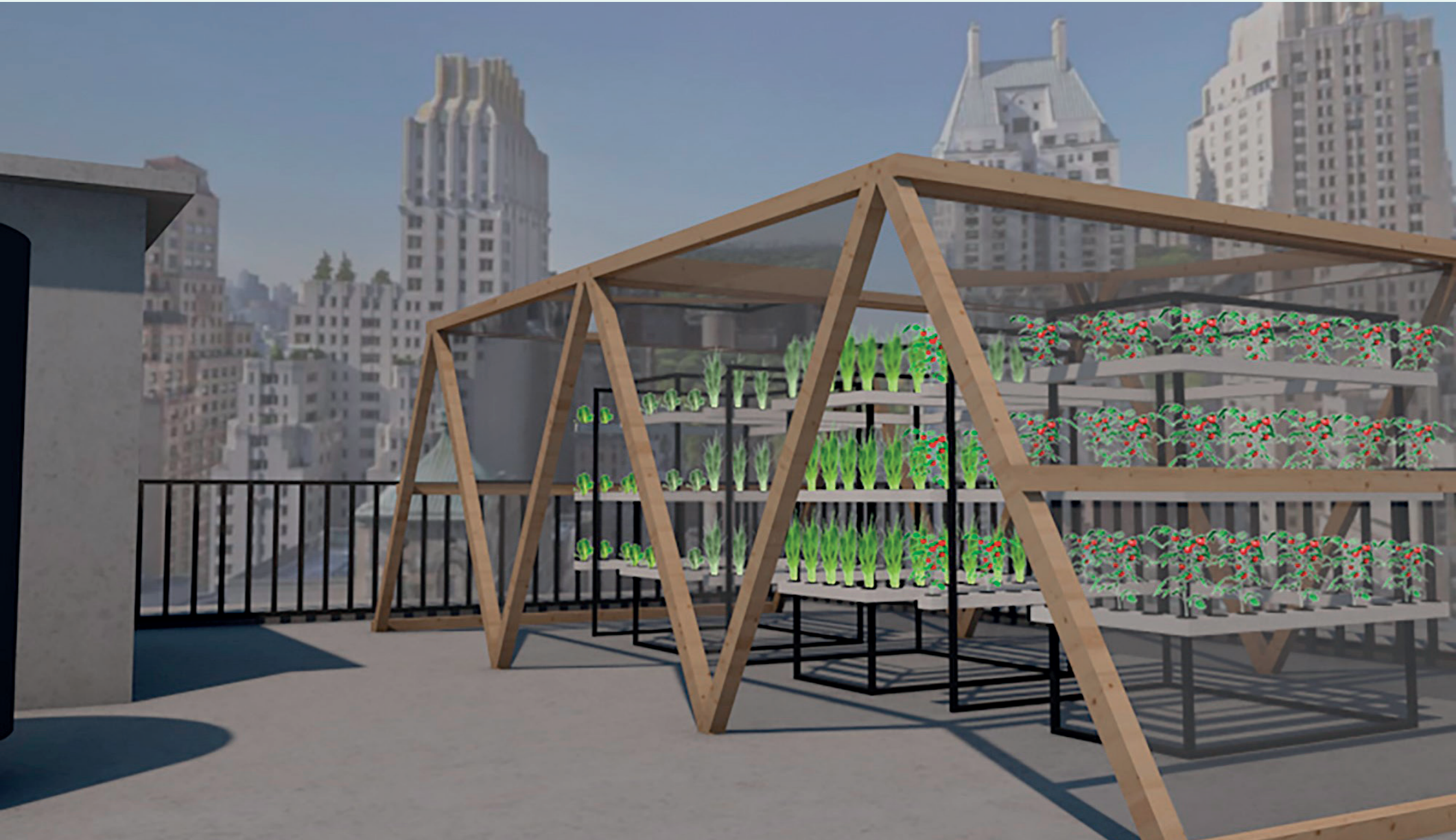
# Basement



# Balcony



# Rooftop



# Team



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# A new era has begun



## New York Today



## New York Tomorrow



**Join us to take root!**

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