

# Pitch Deck

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**GREENHOUSE NURSERY SEEDLING PRODUCTION.**

Wincate Kariuki,  
Founder & CEO  
1<sup>st</sup> June, 2024



Providing plants parents  
with healthy quality green  
children (Seedlings)



## OUR MISSION

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**Product:** Produce and distribute healthy disease-free seedlings

**Economic strategy:** Operate on financial sustainability for profit growth,

**Social responsibility:** Operate in a manner that enhance Plantpulse positive impact to the community, naturing good ways to improve quality of life through quality seedling provision for better yield



# MEET THE TEAM

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**Founder & CEO**

**Wincate Kariuki**

Wincate, is a skilled agronomist with 5 years experience in the field. Through her love for soil and agriculture as a whole she has worked closely with farmers hence fully understands the concern and challenges faced by farmers. She has helped redefine the way farmers approach quality and product development..



**Founder & CTO**

**Lucy Valerie**

With a track record of leadership and good relationship with people, she is a marketing officer with good eye for current trends and ready to bring client to the business and bridge the gap that has raised in seedling market, fostering innovation in a sector that is ripe for change.



**Advisor**

**Moses**

As a seasoned business advisor has helped countless startups launch and succeed in today's competitive landscape. With a deep understanding of the challenges facing new businesses, he's committed to providing the support and guidance needed to turn entrepreneurial visions into reality.



**IT expert**

**Daisy**

Daisy is a skilled IT expert. To know the companies progress we need to update data in regular basis. She will be responsible to make sure all data is updated and keep the other team members informed.



# DESCRIPTION OF THE BUSINESS IDEA

## Why it is innovative and sustainable?

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High quality seedlings are fundamental to the successful yielding of any crop variety. However, the quality of seedlings raised in most local nurseries are generally poor and thus it is common for most seedlings from this nurseries to have poor root structures, etiolated stems, and many seedlings are often overgrown. Others are not properly sun-hardened before been released to the field resulting in high mortality rate. Disease and nutrients deficiency are also common.

This project aims at providing farmers with high quality seedlings at a fair price.

How do we do that? – it is often hard to convince

Somebody to shift from his old way especially if money is involved, thus our project has thought out the following ways to try solve this.

1. Provide incentives to our farmer - offer farmers seedling in credit, they pay half and the other half (with an agreement) to pay after first harvest – this will also serve as a marketing strategy
2. Provide free extension services to farmers who buy seedlings from us.
3. In future form agri-clusters – through this our farmers gets access to ready market for their produce.
4. Advise on better adapted varieties to our farmers.



# NEW PRODUCTS and Services



## **Servicing Creative Industries**

Plant pulse aims at providing farmers with high quality seedlings while helping farmer in choosing a better adapted variety.



## **Simplifying**

### **Farming**

Quality seeds will be available at close proximity to most farmers. This will cut down the expense of travelling miles away in search for seedlings and as a result disrupting them..



## **Solving**

### **Affordability**

With provision of incentives to farmers, provision of free extension services we see to it that affordability is achieved through this.



## **Innovating**

### **Creative Finance**

Forming Agri-clusters means bringing excellent minds together with their end produce. It is through this Agri-clusters that the idea of value addition come along as they are trying to look market for the su produce



# MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

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We took a step back to survey and understand our industry's competitive landscape, in order to gain insights that would allow us to better serve our farmers. We achieved that and also gained a deeper understanding of our place in the seedling industry



# COMPETITIVE ANALYSIS

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## **Plantech seedlings.**

Deals with both horticultural seedling production and flower production.

Located 250 Km away from our region

Founded in 2015 – over 200 employees

## **Agitech seedlings**

Deals mainly with horticultural seedling production.

Founded 4 years ago with over 50 employees.

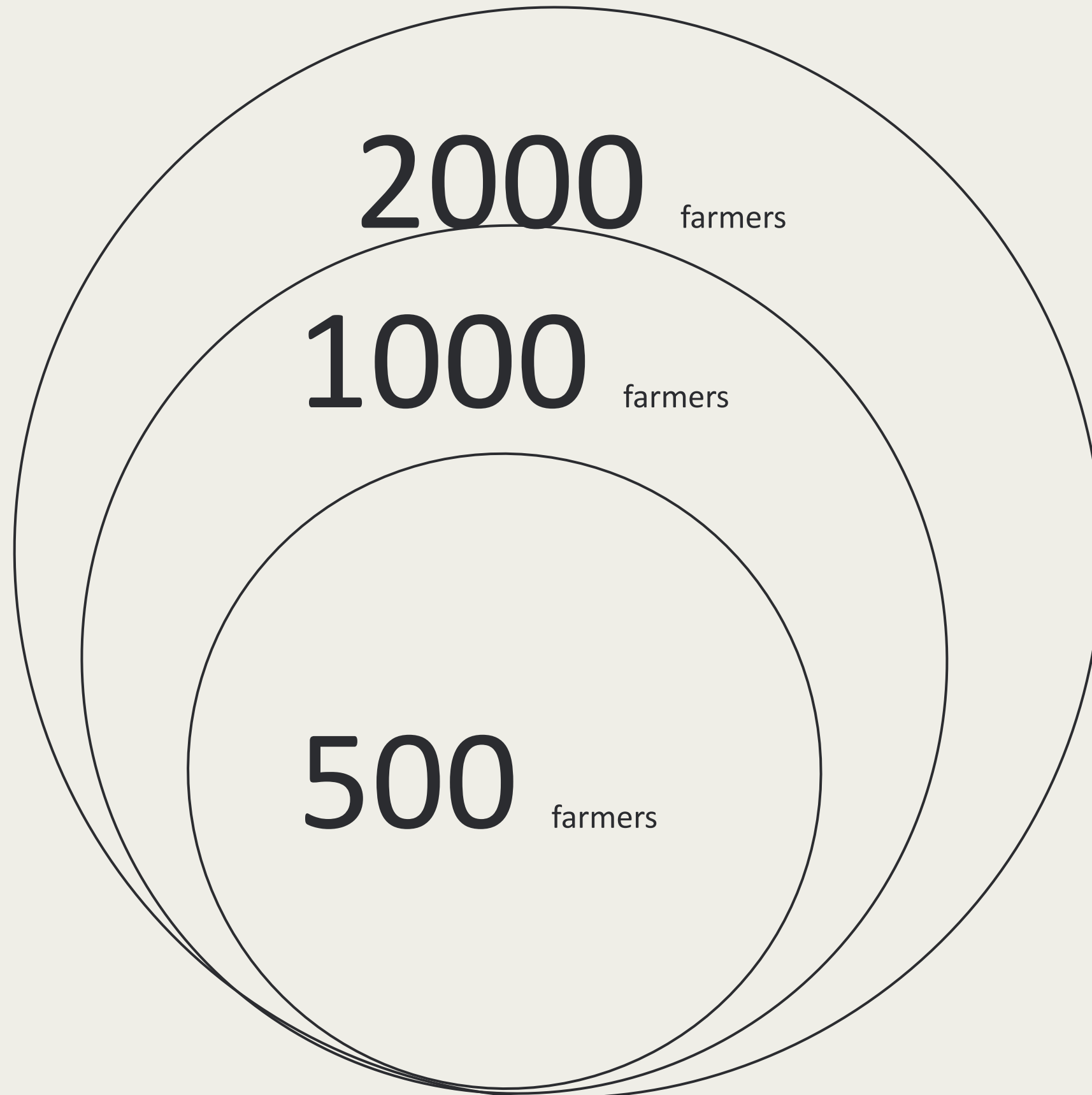
180KMs away from our region





# SIZE OF MARKET

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## TAM

More dedication and we can provide seedlings countrywide. Perseverance is paramount to achieve success

## SAM

A lot of dedication and resilient, aiming towards customer satisfaction at this level. No gain without pain

## SOM

It not a walk in the park but we can have 500 farmers from the region willing to source seedling from us with the right marketing strategy and provision of good quality seedling



# OUR NUMBERS

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## **1 year in operation**

500,000 seedlings produced.  
This involves three cycles per year to give time for incubation, germination and maturity, hardening off and transplanting.

## **500 Farmers**

Plantpulse is aiming at 500 farmers in the first year. This would mean an average of 1000 seedlings each farmer.

## **2 million raised**

Most seedlings range between KSH 3- KSH 5. Going by an average of KSH4. it would mean we raise 2million Kenyan shillings in first year

## **7 employees**

For starters the project plants on operating with 2 permanent employees and 5 casual workers.



Join us in putting a smile on plant mothers and together we celebrate the excellent end performance by the baby plants.



# Thank you!

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Wincate Kariuki, Founder & CEO  
1<sup>st</sup> July, 2024

