

Pitch Deck

Hydroponic System Adapted for Sub Saharan Area (HydroSASS)



TOGETHER, WE MASTER OUR ENVIRONMENT FOR SUSTAINABLE TOMATOES PRODUCTION !



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Together, we master our environment
for sustainable tomatoes production !

OUR MISSION

To Improve the production technics for sustainable availability of healthy tomatoes by using our local resources.



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MEET THE TEAM



Balbine ALINDEKON

Holder of a Master's degree in Biotechnology and Plant Improvement and a Certificate of Advanced Studies in Integrated Crop Management, is passionate about sustainable agriculture and farmer resilience. Thanks to her background and expertise, she promotes in this program the use of vegetable seeds suitable for the implemented systems and promotes sustainable production practices by farmers.



Gildas HOUËSSOU

Agricultural engineer specialist in crop sciences. My specialization in plant physiology and nutrition, will allow me to bring my expertise in plant physiology, fertigation, and controlled plant nutrition. This will be achieved through the analysis of nutritional requirements, optimization of growth conditions, and the use of ecological agronomics practices to ensure a continuous supply of healthy tomatoes while using local resources.



Melchior AGBOKOU

Graduated with a Master's degree in Integrated Agricultural Production Systems. Familiar with sustainable and ecological farming practices, Melchior can help to prioritize eco-friendly solutions for fertilization. He can also suggest solutions to minimize the ecological footprint of the system and advise on crop rotation in some cases to avoid nutrient depletion.



Houlifath ADEOTI

Master's degree in Rural Engineering and Water Management. Houllifath ADEOTI's knowledge and skills in crop management under irrigation will allow her to bring her expertise in calculating and respecting crop water needs and the irrigation dose to be applied by the irrigation system to ensure the proper development of plants and promote better water management.



Sergio HOUNYO

An engineer in crop science and a specialist in slow-release fertilizers, his expertise will bring new ideas to fertilization.

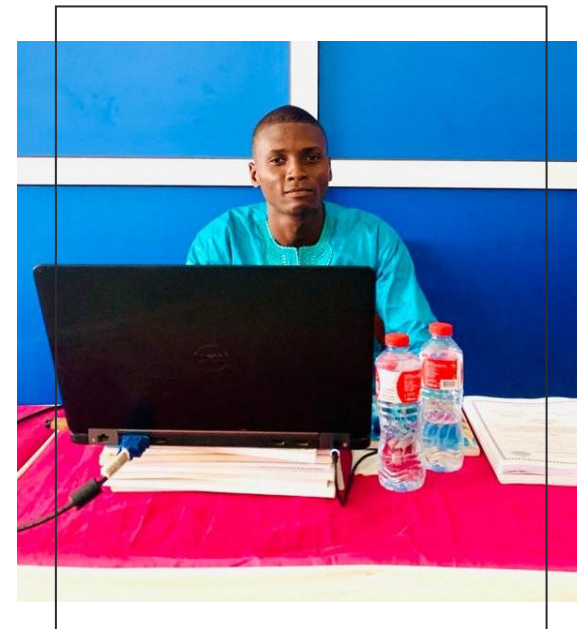


MEET THE TEAM



Pinawè AGBANDOU

With her background in plant breeding, she could help selecting plant varieties that suit well to hydroponics, considering criteria such as rapid growth, disease and pest tolerance, and also the ability to absorb nutrients efficiently. Her knowledge of pest management will be useful in identifying, preventing and controlling pest and disease infestations, crucial parameters to maintain high yields.



Fouad ASSANI

Master in Rural Engineering and Water Management. I can help with the various methods of soil-less crop management, as well as setting up an efficient drip irrigation system.



Crépin HOUENOU

I am a bioengineer specializing in integrated production and natural resource conservation, with expertise in entrepreneurial ecosystems, agroecological innovation, sustainable production, and issues related to climate change and sustainable cities.

My profile is built around the development of human capital capable of addressing the various problems of underdevelopment in a systemic perspective, combining knowledge, know-how and interpersonal skills without compromising the dual objective of environmental well-being and meeting human needs.



Céphas HOUNSOU

I am a crop protectionist specialized in Integrated Pest Management. I have been a professional in ecological agriculture for around ten years. I am experienced and able to manage a company whose vision is the promotion and practice of sustainable agriculture.



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DESCRIPTION OF THE BUSINESS IDEA

Why it is innovative and sustainable?

Previous tomatoes system

- Pluvial system for tomatoes production
- Use of sprinkling and connection
- Rudimentary agricultural practices
- High temperatures that prevent flowering
- No alarm detection of disease or plant needs
- No automatic watering/fertigation system-

Overuse of pesticides

Business idea

- Enabling full-time production
- Master temperature under cover
- Precision agriculture
- Provide improved disease detection techniques
- Set up an alarm system to monitor maintenance
- Installation of an automatic watering/fertigation system
- Increased yields



NEW PRODUCTS AND SERVICES



Green house, Shelter aeration system, Irrigation system, Dectection alarm

We aim to provide suitable innovatives tools and technologies to market gardener need. New adaptatives greenhouse models, greenhouse and shelter aeration system irrigation system, detection alarm are many of them. Due to our experiences, we built a strong adaptabilty capacity in line with problems we wish to soldve.



Delivery and Maintenance

Conceived tools and technologies are destined to targeted users. We bring them to recipients and ensure their maintenance for a lifetime use. Our maintenance services are in charge of set product care but also to ensure that the product reflects its user's commitment to the sparing management of natural resources.



Marketing and trading

As innovative and as good as they are, products are nothing without good promotion and follow-up. For the sold products, and on request a customer service will be in charge of client relationship to take the feed-back and improves by the better ways, users experiences.



Finance and Accounting

With a view to perpetuating our solutions and by extension, the concerned farm, an accounting and financial consultancy service will help our customers to maximise the profitability of their investments.



MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

survey of greenhouse owners

- ❖ Difficulty in managing excessive heat in the greenhouse during the dry season.
- ❖ Non-availability on the market of seed varieties proposed by the supplier;
- ❖ Presence of apical necrosis in soilless production;
- ❖ Malfunctioning of temperature-regulating fans inside the greenhouse;
- ❖ Excessive use of synthetic inputs proposed by the supplier;
- ❖ Failure to maintain greenhouse equipment;
- ❖ Not enough greenhouses to meet market demand;
- ❖ Non-automation of greenhouse irrigation



MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

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



COMPETITIVE ANALYSIS

GBios

The vision of GBioS is to be by 2027 a leading Plant Genetic Resources and Horticultural Research Group of Excellence. Research within the GbiosS mainly focuses on unlocking the potential of neglected crops, improving agronomic practices of horticultural crops and improving access of smallholder's farmers women and youth to quality seeds. GBioS has experimental fields to showcase good agronomic practices and give hands-on experience to people interested in getting skills on how to efficiently produce different crops.

Holland Green Tech

Since 2015, Holland Greentech has provided cutting-edge technology and expertise in growing and handling fresh produce from the Netherlands; which is packaged and adapted to current conditions in Africa.

Benin Flowers Revolution

Creation and maintenance of modern gardens, Sale of high-yielding seeds and plants, Modern agricultural farm installations, Decoration with natural flowers, training in modern agriculture, international consultation in modern agriculture.



SIZE OF MARKET

1.5 Million

1 Million

228000

TAM (Total Addressable Market)

Everyone that might consume our products
(Market gardeners, Agriculturists, etc,

SAM (Serviceable Available Market)

People in the TAM that could feasibly reach our
products

SOM (Serviceable Obtainable Market)

Customers that are in our SAM, but are currently
not being served, or are unhappy with the existing
market offerings, or those that would actually be
willing to try a new version of the product they
already use.



HYDROSASS

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OUR PARTNERS



Ecllosion



CECODOZ
Le socle de l'Agriculture
Écologique



Afrik'Entomo
La passion de l'Entomoculture

UCCM-ZE

**Union Communale des Coopératives
des Maraîchers de ZE**

The complex block contains two main visual elements. On the left is a logo for UCCM-ZE consisting of a sun-like shape formed by colorful human figures holding hands, with the text 'UCCM-ZE' in a white circle in the center. On the right is a photograph of fresh vegetables including red tomatoes, yellow and green bell peppers, green beans, and eggplants. Below these elements is a blue banner with white text.

HYDOSASS

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Let's work together for a better world.



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Thank you!

NEW BUSINESS OPPORTUNITY



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