

The benefits of microgreens in human life

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Startup Goal: To further strengthen the market for highly effective vitamins that affect the human body and increase competitiveness.

TECHNICAL AND ECONOMIC INDICATORS

Economic indicators	Technical specifications	Socioeconomic impact
<i>Expected investment: 5 million tenge</i>	<i>Platform: Net Profit, Profitability, Investment</i>	Providing the population with healthy products
<i>Funding source: grants</i>	<i>Tools: Trays, Hydroponic Solutions, Seed Procurement</i>	Cross-marketing
<i>Payback period: 2-3 years</i>	<i>Number of First Users: 500–1,000</i>	High quality. Natural product grown without the use of chemical fertilizers.
<i>Expected income:</i>	<i>User Growth: 50% per year</i>	
<i>1 year – 1 million tenge</i>	<i>Average Product Cost: 5,000–10,000 Tenge per Month</i>	
<i>2 years – 2 million tenge</i>		
<i>3 years – 2 million tenge</i>		
<i>Project profitability: 30-50%</i>		

PROBLEM

- Low product market penetration
- Insufficient awareness
- Widespread dissemination of information about the product's benefits among the population

SOLUTION

- No seasonality.
- Easy to grow.
- High yield.
- Simple technology.

PRODUCT

- Restaurants and cafes,
- Health food stores,
- Agricultural exhibitions,
- Online stores,
- Custom orders.

COMPETITIVENESS

1. Unique Features and Key Benefits:

Low calorie. Eating green sprouts will prevent you from gaining even the slightest excess weight.

Highly digestible. Does not cause problems for people with gastrointestinal diseases.

Lowers cholesterol. Sprouts lower "bad" cholesterol. Dishes stay clean.

2. Market and Competitive Analysis:

Main competitors: Onion family, commonly consumed by the general population, grown in greenhouses.

3. Barriers to entry for competitors:

Correct seed selection. It is impossible to predict the behavior of seeds in packets at the store; for example, microgreens do not germinate. It is better to purchase unprocessed raw materials and then, after ensuring good germination, buy in bulk.

4. Growth Potential and Scalability:

Expanding into new markets (international online sales). Expanding the product range.

PROTECTION OF INTELLECTUAL PROPERTY

Current Technological Readiness Level (TRL 1-3)

Fundamental research has been conducted, and the platform concept has been developed.

Target groups and the main functional modules of the system have been defined.

Initial educational content and a chatbot prototype have been developed.

- Intellectual Property
- Industrial Property
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- Invention, Utility Model
- Industrial Design, Technical Solution

Intellectual Property Protection Plan

Copyright Registration for courses, methods, and educational materials.

Protection of databases and client information in accordance with security standards.

TEAM

Project Manager / CEO - strategic management, partnership development, and investment attraction.

Financial Analyst / Chief Analyst - educational program development, investment strategy analysis.

Technical Director (CTO) / Developer - digital platform creation and support, chatbot and financial instrument development.

Marketing and Promotion Specialist - marketing strategy development, social media promotion, and advertising.

Methodologist / Educational Content Manager - creation of educational materials, adaptation of programs for different educational levels.

Lawyer / Intellectual Property Specialist - legal protection for startups, contract management.



