



The benefits of microgreens in human life

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The goal of the startup is to further strengthen and compete in the market for very rich vitamins that affect the human body.



ProblemLittle use of the product in the marketInsufficient informationWidespread distribution of product benefits to the population



Solution
There is no seasonality.
Easy to grow. High yield.Simple technology

Product

- restaurants and cafes,health food stores,agricultural exhibitions,online stores,individual orders



TECHNICAL AND ECONOMIC INDICATORS

Economic performance

Expected investments: KZT 5 million
Source of funding: grants.
Maturity: 2-3 years
estimated income: 1 year-KZT 1 million
2 years-KZT 2 million
3 years-KZT 2 million
Project profitability: 30-50%

Technical indicators

Platform: Chistaya Pribyl, profitability, investmentEquipment: lots, racks for hydroponics, purchase semyan Number of initial users: 500-1000 peopleUser growth: 50 per year% Average cost of products: KZT 5,000-KZT 10,000 per month

Socio-economic impact

Providing the population with useful productsCross marketingHigh quality. It is a natural product that is grown without the use of chemical fertilizers.



COMPETITIVENESS

1. Uniqueness and main advantages:

Low calorie content. It is impossible to gain even the smallest amount of excess weight by eating green shoots.High digestibility. There is no problem for people with diseases of the gastrointestinal tract.Lowering cholesterol. Sprouts reduce the level of "bad " cholesterol. The dish remains clean.

2. analysis of the market and competitive environment:Main competitors: the family of consumer dill, grown in greenhouses

3 . Entry barriers for competitors:Correct selection of seeds. It is impossible to predict the "behavior" of seeds in store bags, for example, microgreens do not germinate. It is better to buy unprocessed raw materials, and then buy it in bulk, after making sure that it has germinated well.

4. growth potential and scalability:Entering new markets (online sales internationally). Expanding the range of products.



INTELLECTUAL PROPERTY PROTECTION

Current technological readiness level (TRL 1-3) Basic research was carried out, the concept of the platform was developed. Target groups and the main functional modules of the system are identified. The initial educational content and the prototype of the chatbot were developed.Intellectual property objects industrial property objects intellectual propertyinvention, utility model industrial design, technical solutionIntellectual property protection plan Registration of copyright for courses, methods and teaching materials. Protection of databases and client information in accordance with security standards.

Team

1. Project Manager / CEO - Strategic Management, Partnership Development, Investment Attraction. Financial expert / chief analyst-development of educational programs, analysis of investment strategies.Technical director (CTO) / developer - creating and maintaining a digital platform, developing a chatbot and financial instruments. Marketing and promotion specialist-development of a marketing strategy, promotion through social networks, advertising. Methodologist / educational content manager-creation of Educational Materials, adaptation of programs to different levels of knowledge. Lawyer / intellectual property specialist-legal protection of the startup, work with contracts.

