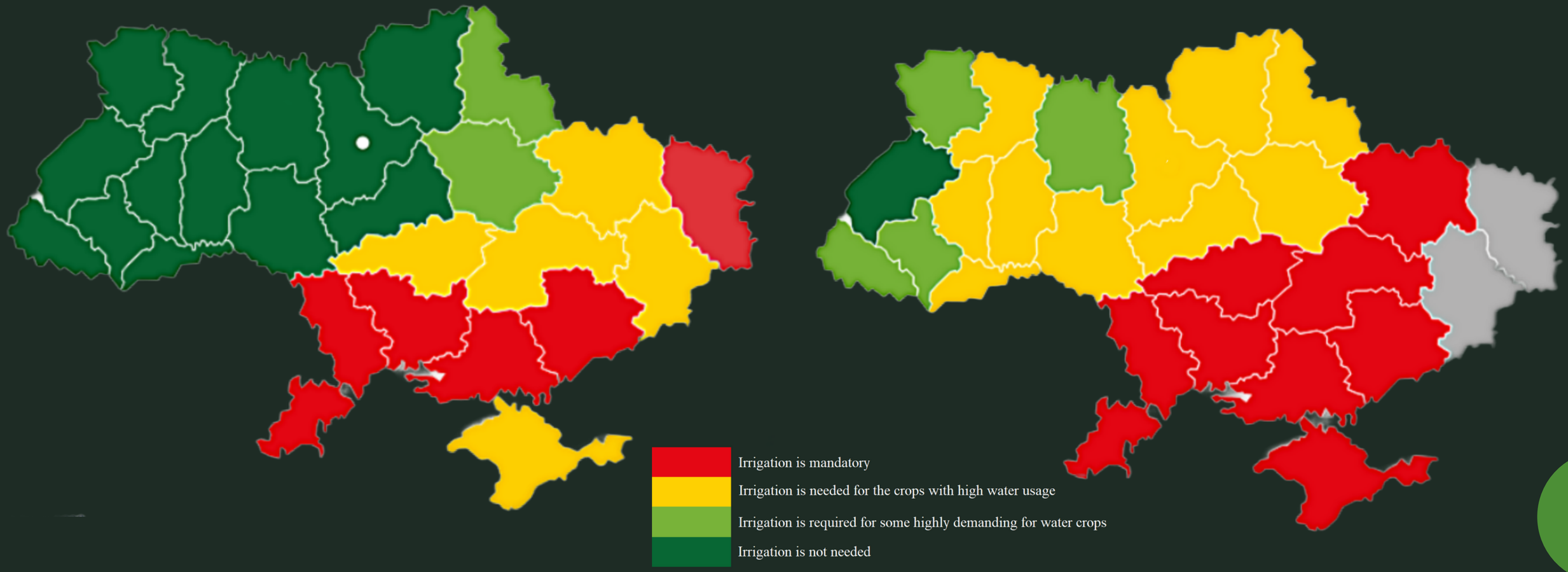
GREENEASE

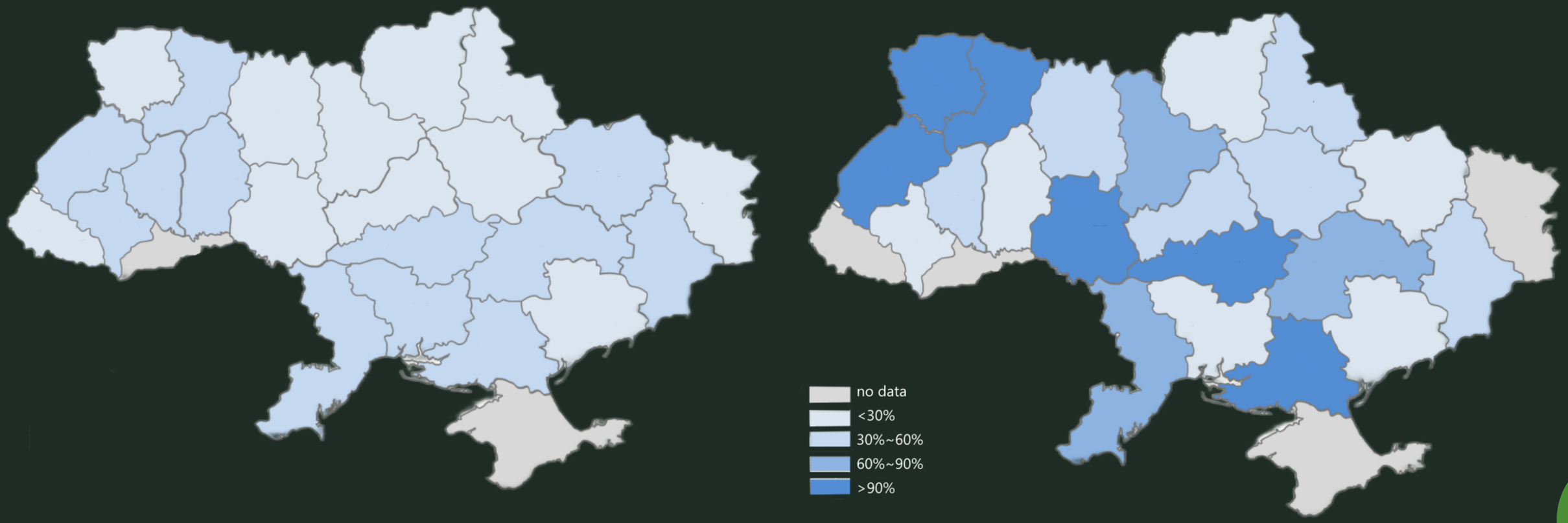
SOIL MONITORING SYSTEM

Market Problems



IRRIGATION REQUIREMENTS IN 1990 (LEFT) AND 2020 (RIGHT) ACCORDING TO THE SOIL MOISTURE REGIME

Product Usage



SOIL MOISTURE SENSOR USAGE IN SMALL (LEFT) AND MIDDLE-SIZED (RIGHT) AGRARIAN COMPANIES

Solution

- Unit of soil moisture, temperature and EC sensors.
- -40℃ ~ 85℃ operating temperature and IP66-rated enclosure.
- Battery life up of to 10 years.
- Bluetooth for quick app configuration.
- 2km in urban areas and 10km in line of sight scenes.

Business-Model

01. Sales channel

An online store for selling the product directly to customers.

02. Business partners

- sensor manufacturers (access to high quality components)
- research institutions (access to expertise, resources, and validation for the monitoring system)





Marketing and Sales

01. Marketing

- Digital advertising
- Social media campaigns

02. Keeping customers

- Customer support
- User experience personalization





Competition

- **PlantLink**

  Pros:
  - Easy to use
  - Compatible with various smart home systems

  Cons:
  - Limited compatibility with watering devices

- **Parrot**

  Pros:
  - Accurate data gathering
  - Plant-specific recommendations

  Cons:
  - Compatible with Bluetooth LE-enabled IOS devices only
  - Users have to be close to a device to get any data

- **GROW Duino**

  Pros:
  - Open source
  - Remote control and monitoring
  - Variety of sensors and other accessories

  Cons:
  - High cost

Necessary Investment and Financial Prognosis

- **~ $160,00/unit**

  PRODUCT COST

- **~ $80,00/unit**

  PRODUCTION COST

- **~ 1000**

  UNITS/MONTH SOLD

- **~ $960.000,00**

  GROSS INCOME



THANK YOU

IT HAS NEVER BEEN THIS EASY