

Putting together a pitch deck for High Tech Greenhouse

Below we have processed your requirements and elaborated in more detail:

1. **Market analysis:** A greenhouse offers many advantages, such as protection from the weather, shortened cultivation periods and extended harvest times. The choice of plants to be cultivated is crucial for the profitability of the project. Potatoes and similar arable crops are less suitable, as they are only harvested once and can be stored. Crops that can be harvested several times, such as tomatoes, peppers, aubergines, cucumbers, strawberries, herbs or exotics like figs, are more profitable. A thorough market analysis is needed to define the range of potential crops and to determine the distribution channel, which can be local and self-reliant or through trading partners or cooperatives.
2. **Business model:** The business model should take into account different sources of income, including wholesale, direct marketing, gastronomy and catering. The growth in turnover is directly related to the area and the sales channels chosen. Since the producer prices for the fruits hardly grow, sales growth can only be achieved by optimising and enlarging the cultivation. I and team are professionals and with the cooperation with our **(supplier/producer)**.
3. **Competitive advantage:** The competitive advantage lies in your specific marketing form and your unique selling proposition. With a strong business idea and a solid marketing strategy, you can achieve high prices on the market. Me and the team are professionals.
4. **Finances:** A good business plan includes liquidity planning over 3-5 years with the associated financial plans. The exact costs and the necessary investment requirements are highly dependent on the specific requirements of your project. A good business plan in this case can only be made after the first **high-tech greenhouse has been** built, **approximately after 3-5 years.**
5. **Investment requirement: (supplier/manufacturer)** can offer us a turnkey project that includes the construction of the greenhouse including all necessary equipment and assembly. However, some aspects are outside our scope of services, such as approval procedures and development of the land. A rough overview of the cost structure shows a total investment volume of **about € 1,495,000**, although the exact costs may vary depending on specific requirements.

We hope that this information will help you to understand our concept and to refine it in the future, making it more affordable and efficient. If you have any further questions or requirements, please do not hesitate to contact us. This is the future, get on board now before the train has left.

With kind regards

Your **(supplier/manufacturer)** team and Anton Johann Feil Visionary

Investment needs:

Our project requires a comprehensive investment to realise a state-of-the-art greenhouse that meets the latest technological standards and operates efficiently. The investment needs include the following areas:

1. approval procedure (approx. 100,000 €):
 - Building permit including fire protection
 - Civil engineering planning
 - Soil expertise
 - Statics and test statics
2. Development of the land (approx. € 50,000):
 - Earthworks
 - Connection to municipal suppliers
 - Work outside the greenhouse, such as fencing, path construction and well development
3. Construction of operational buildings outside the greenhouse (€ 275,000 as required):
 - Offices
 - Residential building
 - Workshop
 - Machine hall
 - Fence
4. Certification costs (€ 5,000 - 10,000):
 - Costs for the certification of the greenhouse and the farm buildings

Cost structure for the greenhouse:

1. Planning services of the project (€ 100,000):
 - Building permit
 - Fire protection report
 - Statics
 - Test statics
2. Preliminary work (€50,000):
 - Levelling of the terrain
 - Connection to municipal suppliers
 - Road construction and other preparatory work
- 3. Turnkey greenhouse (€ 1,070,000):**
 - Greenhouse with an area of 5000 m²
 - Equipping the greenhouse with state-of-the-art equipment, including:
 - Irrigation system
 - Heating
 - Electrics
 - Climate computer
 - LED lighting
 - Drain water disinfection system (UV system)
 - Harvest wagon
 - Spraying robot
 - Assembly and commissioning
- 4. Operations building (€ 275,000):**
 - Envelope with an area of 500 m² for housing the plants
 - Workshop
 - Cold store (20 m²)

- Office
- Sanitary facilities (without sewage treatment plant)
- Social space
- Camp
- Hygiene sluice
- Packaging line

Total investment: € 1,495,000

Our team (**supplier/manufacturer**) is available to discuss further details and provide you with a comprehensive presentation that will convince you of the attractiveness of this project. We are confident that our expertise and comprehensive approach will enable us to create an outstanding and profitable facility for you.

Thank you for your attention.

Outside the range of services, as already indicated in the previous email:

- Approval procedure, approx. 100,000€ (building permit incl. fire protection, civil engineering planning, soil expertise, statics and test statics, etc.)
- Land development (earthworks, municipal utility, any work outside the greenhouse such as fencing, path construction, well development, etc.) approx. 50,000€.
- Construction of farm buildings outside the greenhouse (offices, residential building, fence, workshop, machine hall, etc.) Depending on requirements....275000€
- Certification costs 5-10.000€
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§ 6 Risks:

1. **Project-related challenges:** We recognise that implementing a high-tech greenhouse with innovative technologies and automated processes may present specific challenges. These could include complexities in integrating the technologies, unforeseen technical difficulties or adjustments to the production processes. Our team has a highly skilled team of engineers and professionals who can address these challenges. Through our continuous monitoring and use of proven solutions, we minimise potential impacts on the production schedule and stay on track to achieve our goals.
2. **Market volatility and competition:** The agricultural sector, and the high-tech greenhouse market in particular, can be characterised by market volatility and a dynamic competitive environment. Our extensive market research and in-depth understanding of the industry allow us to focus on the needs of our target group and take a differentiated approach. We will actively respond to changes in the market and continuously develop our product to successfully compete against the competition.
3. **Financial risks:** The implementation of a high-tech greenhouse requires significant investment in research, development, production and marketing. Although we have already raised significant funds to initiate the project, there remains a risk that additional financing will be required to fully complete the project. However, we have developed a sound financing strategy that will

includes various financing options to cover our financial requirements and successfully complete the project.

4. **Legal and regulatory aspects:** The operation of a high-tech greenhouse may be subject to various legal and regulatory requirements. Our legal experts will actively work to ensure that we obtain all necessary permits and certifications to keep operations running smoothly. We understand the importance of regulatory compliance and will cooperate with the relevant authorities to address potential challenges in this area.
5. **Supply chain risks:** The procurement and smooth operation of high-tech greenhouses requires a reliable supply chain. Bottlenecks, delivery delays or quality problems could have a negative impact on our project. However, we have dedicated procurement experts in our team who carefully monitor the supply chain and work closely with our suppliers to ensure the quality and timely delivery of our components.
6. **Environmental and natural disasters:** Agricultural production is vulnerable to natural disasters and extreme weather conditions that could affect our crop yields. We have developed a comprehensive risk management plan to be prepared for such eventualities. Through the use of technologies such as weather sensors and preventive measures, we will protect our assets and minimise risks from environmental impacts.

We firmly believe that our commitment to transparent communication, our highly qualified team and our in-depth experience in overcoming challenges will help mitigate the risks and successfully implement the project. We are confident that our innovative technology and sustainable approach to the agricultural sector will convince investors to be part of this promising project.

The following is a table extra for the greenhouse cost structure

Greenhouse cost structure

Planning services Project			100.000,00 €
Building permit	100000	1	80.000,00 €
Fire protection report	8000	1	10.000,00 €
Statics	5000	1	5.000,00 €
Test statics	10000	1	5.000,00 €
			-€
Preliminary work			50.000,00 €
Levelling	25000	1	25.000,00 €
Connection municipality	10000	1	10.000,00 €
Road construction	10000	1	10.000,00 €
Other	5000	1	5.000,00 €
TurnKey Greenhouse			1.070.000,00 €
Greenhouse	5000	100	500.000,00 €
Equipment			
Irrigation	60000	1	60.000,00 €
Heating	120000	1	120.000,00 €

Electrics	50000	1	50.000,00 €
Climate computer	80000	1	80.000,00 €
LED lighting	100000	1	100.000,00 €
Drain water disinfection (UV system)	50000	1	50.000,00 €
Harvest wagon	10000	1	10.000,00 €
Spraying robot	25000	1	25.000,00 €
Assembly and Commissioning	5000	15	75.000,00 €
Company building			275.000,00 €
Envelope 500m ²	500	300	150.000,00 €
Workshop	10000	1	10.000,00 €
Cooling 20m ²	20000	1	20.000,00 €
Office	5000	1	5.000,00 €
Sanitation without sewage treatment plant	20000	1	20.000,00 €
Social space	5000	1	5.000,00 €
Camp	5000	1	5.000,00 €
Hygiene sluice	10000	1	10.000,00 €
Packaging line	50000	1	50.000,00 €
Total Invest			1.495.000,00 €

Good to know, additional information, questions for our supplier/manufacturer:

1. Cost of a modern high-tech glass greenhouse:

- o Area: 5,000 m²
- o Height: 6 metres Please give me a detailed cost breakdown for the construction of the greenhouse.

Calculate 100€/m² for a normal glass greenhouse for foundations (depending on the soil expertise), greenhouse with technical area for heating and irrigation, as well as the assembly.

There is certainly room for discussion about the type of glass and the various ventilation principles. If you take it to the extreme, you can spend about 30€ more.

Cost of technical equipment:

- Irrigation : 60.000€
- Heating : 120.000€
- Electrics: 50.000€
- Climate computer: 80.000€ (depending on the scope of the technical modules)
- LED lighting: €100,000
- Drain water disinfection (UV system) €50,000

- Harvest wagon: 10.000€
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1. greenhouse erection time: How long does it take to erect the greenhouse with the above specifications?

Approx. 2 months for the greenhouse plus approx. 2-3 months depending on the interior fittings. In addition, there is the levelling of the terrain, depending on the condition of the land (which should not be so dramatic in OF).

1. costs for care: What costs are incurred for the care and maintenance of the greenhouse? Please tell me the annual costs.

Basically, there are no ongoing costs for software maintenance and external data access apart from service contracts with the software manufacturer. There are no further maintenance costs; you can set aside approx. 2% of the construction sum for repairs.

1. cost of seeds of beef tomatoes: Please inform me about the cost of seeds of beef tomatoes needed for planting the entire 5,000 m².

Plants are planted and not sown, as they are thinned plants. I think 1 plant should be between 0.5 and 1€. The number of plants depends on the cultivation method. Calculate with 2,5 plants per m². So 12500 plants.

1. harvest quantity of beef tomatoes: How many beef tomatoes can be grown in the 5,000 m² high-tech greenhouse?

Well, if you knew that exactly...hardly anyone will let you look 100% into their cards. And the proportion of hunter's lore is high....in Mexico and similar countries, yields of up to 100 kg per m² are assumed. In East Frisia, I would settle on 50-60kg for an intensive process on cocopeat or rockwool. I'll ask a r o u n d a bit more.

1. water consumption until harvest: How much water is needed to irrigate the beef tomatoes in the greenhouse until harvest? Please give the estimated costs for irrigating the whole area.

Calculate with 10l/m² per day. Water can be obtained by collecting the roof water and by treating the drainage water from the crops (approx. 20%). The rest is then filled with city or well water. For this we then need a water analysis, as the salt content is sometimes too high even with city water.

1. number of harvests per year: how many times can you harvest in this greenhouse per year? Are there several growing seasons?

Tomatoes: 1 planting, year-round harvest (January plants - until December harvests.... depending on technical equipmentm such as LED light and heating).

1. annual harvest quantity: What total quantity of tomatoes in tonnes can be harvested per year from the 5,000 m² greenhouse?

Well : 5000m²*60kg = 300To

1. price for 100 kg of tomatoes: Please give the estimated price for 100 kg of tomatoes from the greenhouse.

The price for tomatoes is up to 5€ per kg, for beef tomatoes probably more like 2-3€. Cherrv tomatoes are of course in completely different dimensions. However, tomatoes are also traded for 30c per kg.

1. energy demand and costs: How much energy is needed per year to operate the high-tech greenhouse? Please state the estimated costs for the energy requirement.

Calculate with 1000W per m² heating requirement. That means 1KW per hour of heating, or 5000KW for the house. So if you heat 100 days per year and do this for 12 hours per day, the result is 1200h x 5000KW= 600,000KWH etc.

Of course, this depends on the outside temperatures. The costs result from the heating source, of course. 10c per KWH leads to €60,000 in heating costs. This item can quickly double....

This year, due to the increase in energy prices, many greenhouses in Holland were not stocked at all, as there was no liquidity for the heating costs.

Yours sincerely, Anton Johann Feil, visionary.

FOR YOUR INFORMATION:

Pitch Deck: High Tech Greenhouse for Investors

1. Introduction: Welcome to the pitch for our groundbreaking high-tech greenhouse project! We proudly present an innovative solution that revolutionises energy and water consumption in agriculture. Our first High Tech Greenhouse will be built in **Germany-East Friesland** by the sea, an ideal location for our groundbreaking agrotechnology.

2. The problem: Conventional agriculture is facing increasing challenges such as resource scarcity, rising energy costs and environmental impact. Traditional greenhouses consume large amounts of energy and water, resulting in high operating costs and environmental impact.

3. Our solution: The High Tech Greenhouse: Our High Tech Greenhouse is a groundbreaking solution that pushes the boundaries of modern agriculture. Using innovative technologies and our extensive expertise, energy and water consumption is drastically reduced, lowering costs and minimising environmental impact.

4. Technological innovation: Our greenhouse uses a combination of advanced energy systems, including solar energy, geothermal heat and smart energy efficiency technologies. This significantly reduces energy demand and ensures sustainable operation.

5. Water management: Our innovative water recovery system minimises water consumption while optimising plant irrigation. By integrating intelligent sensors and irrigation control, every drop of water is used efficiently.

6. Location advantage: Germany-East Frisia by the sea: Our selected location in Germany-East Frisia by the sea offers a variety of advantages. The proximity to the sea enables the use of seawater for cooling, resulting in significant savings on cooling systems. In addition, the land prices starting at 50€/m² allow for a cost-effective expansion of the project, as we need 25,000m² to 45,000m² for the construction of the High Tech Greenhouse.

7. Market potential: The market for high-quality, sustainably produced food is growing steadily. Our high-tech greenhouse enables us to offer fresh produce at competitive prices while meeting the growing demand for environmentally friendly farming methods.

8. Team: Our team consists of highly qualified experts with many years of experience in the fields of agriculture, technology and sustainability. Together we work passionately to make the vision of the High Tech Greenhouse a reality.

9. Financial projections: Based on extensive market research and realistic assumptions, we have prepared promising financial projections. Our business model shows an attractive return for investors while maintaining our sustainable business objectives.

10. Investment requirement: In order to turn our ambitious high tech greenhouse project into reality, we are looking for investors who believe in the future of sustainable agriculture. Our capital requirement is **€2,745,000.00, which will** be used to build the greenhouse, purchase the land and procure the state-of-the-art technologies.

11. Conclusion: We are convinced that our High Tech Greenhouse will make a significant contribution to sustainable food production. With your support, we can make a

green future for agriculture while generating attractive returns. Thank you for your attention and we look forward to engaging your interest and embarking on this revolutionary journey together.

Yours sincerely, Anton Johann Feil Visionary

Attention!!!

Dear investors,

I am pleased to present to you today our business idea and the potential it holds. My name is Anton Johann Feil, visionary and the central contact person for this project.

In our business world, where privacy, discretion and integrity are of paramount importance, I fully understand the need to withhold certain information. For this reason, I would like to emphasise here that all names and specific details about our team, suppliers, manufacturers and professionals will be kept confidential. This step is essential to ensure the protection and safety of all involved. Thank you for your understanding in this matter.

As the visionary behind this project, I am the interface between the many moving parts of our company. Whether it's communicating with our team, negotiating with our suppliers or coordinating with the manufacturers of our greenhouses, all requests and communications are routed through me to ensure that every piece of information is accurate and to the point.

I stand not only as the face of this project, but also as a guarantor of the accuracy and correctness of all the information I will present to you. You can trust that all data and facts provided by me have been checked for accuracy through careful verification and validation.

I thank you for your trust and look forward to the opportunity to show you what we are building and how you, as potential investors, can participate in this exciting venture.

Yours sincerely, Anton Johann Feil, visionary.

The details below are only additional details and are not decisive for the composition of a pitch deck for a high-tech greenhouse:

Dear investors,

I am pleased to present to you today the revolutionary concept of my high-tech greenhouse, which not only paves new ways in agriculture, but also makes a significant contribution to environmental protection.

Our high-tech greenhouse project is not just an innovation in the agricultural industry, but a vision for a sustainable future. With advanced technology, we make it possible to grow plants in an environmentally friendly, efficient and cost-effective way - all year round, regardless of the climate and on a minimal footprint.

In parallel to this innovative greenhouse project, I am working on the implementation of a renewable energy prototype. This pioneering work is a significant improvement on existing technologies, as it generates energy without dependence on the sun, water or wind. It is a

groundbreaking development that has the potential to arouse worldwide interest.

My plan is to link these two projects. Once we have established some high-tech greenhouses, we will equip them with this innovative energy source. Through this combination of renewable energy and advanced greenhouses, we will be able to reduce energy consumption, minimise the environmental footprint and produce high quality products at the same time.

In addition, I have developed a visionary idea that is directly related to high-tech greenhouses and has not yet been implemented anywhere in the world. It is an extremely environmentally friendly innovation that represents the future in this sector. This promising innovation is being realised entirely through my own finances, thanks to my extensive knowledge and the resources at my disposal.

I invite you to join me in this exciting project. With your support, we can make a significant contribution to the agriculture of the future and create a more sustainable ecosystem.

Yours sincerely, [Anton Johann](#)

[Feil, visionary](#)