

# Company Presentation



**FERTILE LAND**

YOUR GREEN SUCCESS PARTNERS

# Problem Definition

The rapid development of Greenhouse Cultivations and the necessity for high-quality expertise and consultancy led the members of Fertile Land to establish the company **(May 2023)**.

The company's goal is to provide support to units around the world to produce profitable crops, significantly reducing energy costs (grow more with less), using fewer plant protection products, and contributing to the elimination of the food crisis (food security as a service).

The company is oriented towards a structured, tailor-made approach to achieving its clients' goals.



## **The necessity of high-quality consulting services as well as maintenance services for hardware equipment.**

- Fertile Land Ltd is the first consulting company to offer excellent service, control, and improvement of the electromechanical equipment of each unit, focusing on the smooth operation of the equipment, as hydroponics requires attention to detail.
- According to edapp.com, 17% of the vegetables produced end up as waste due to unsuitability before harvesting because of quality issues, poor cultivation techniques.



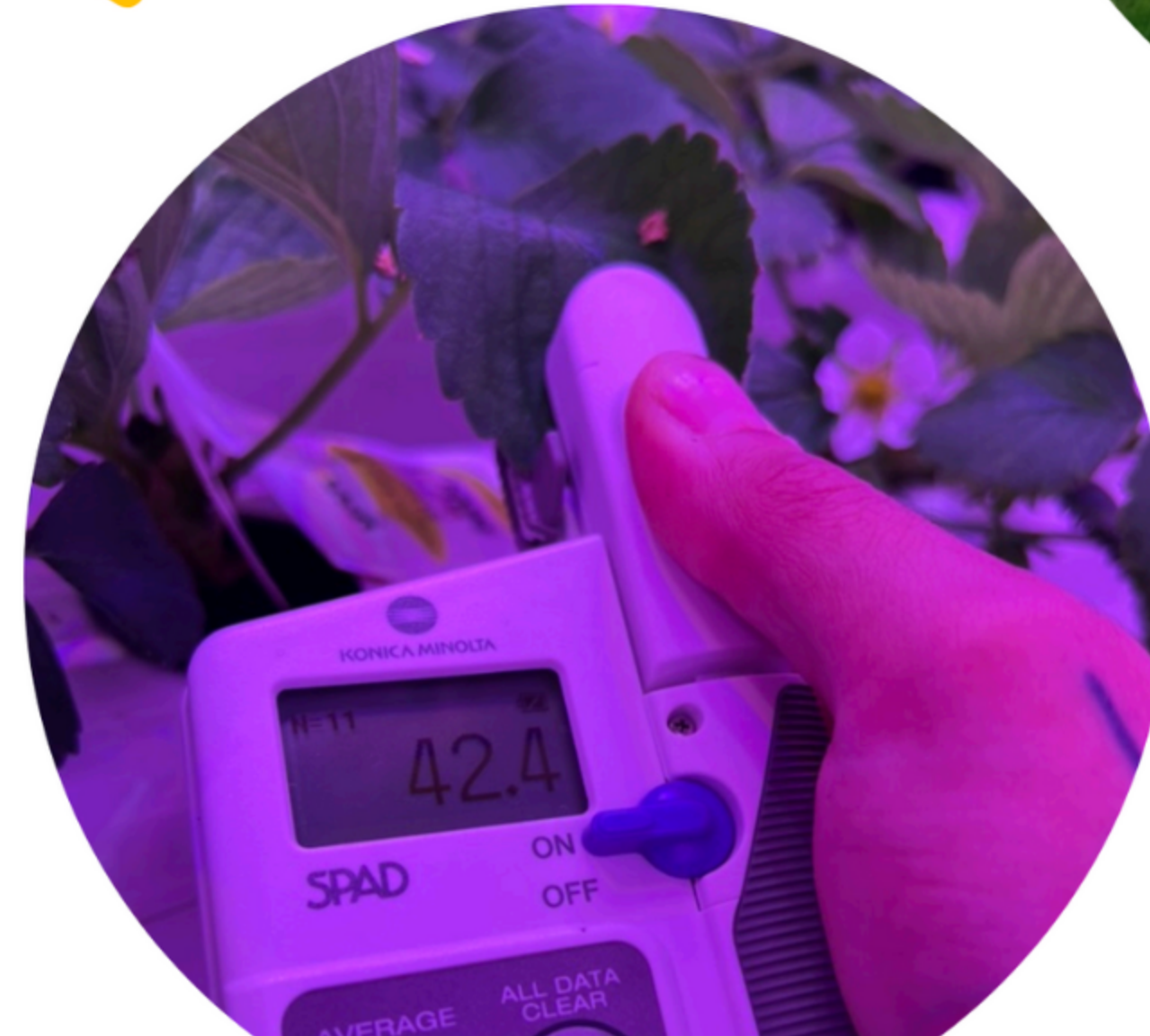
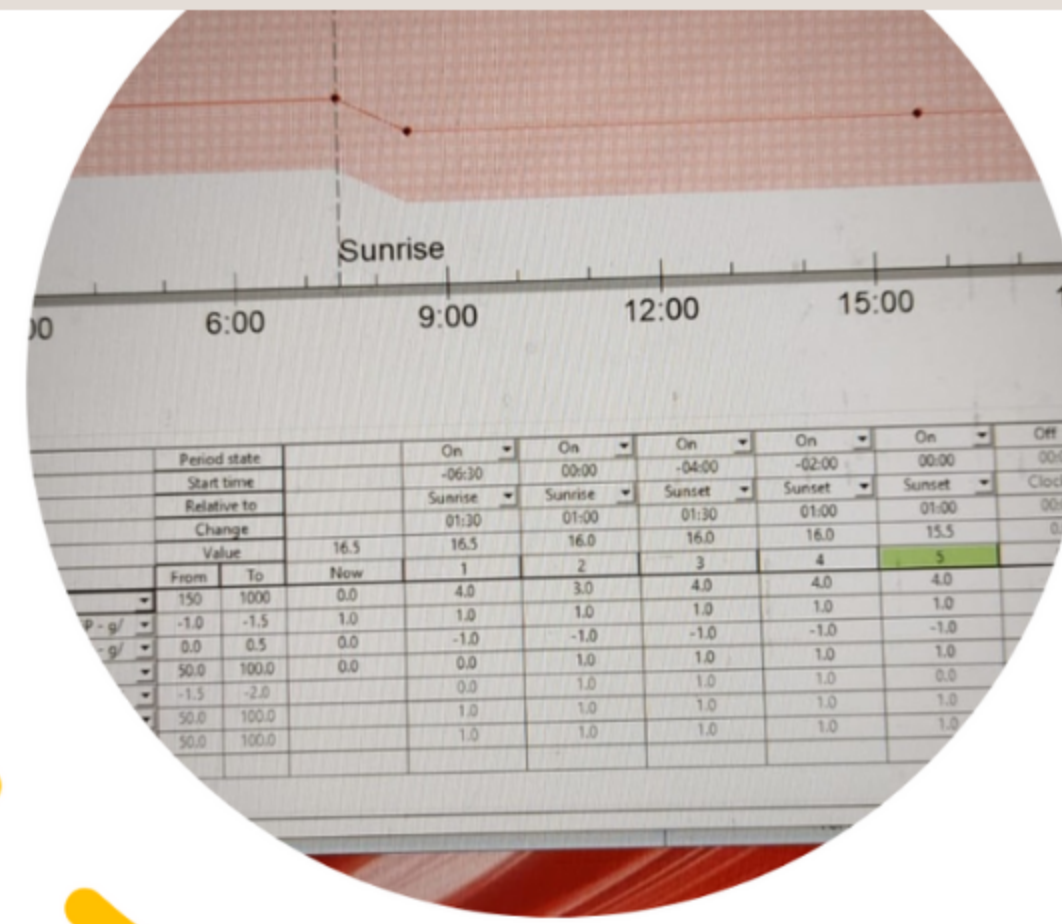


## Fertile Land as a Solution

With guidance from the company's members, growers achieve increased production using fewer resources (fertilizers, raw materials, labor) while also extending the shelf life of their products.

# Data Driven Cultivation

Based on the principles of Plant Empowerment (GPE), the company uses IoT sensors to accurately measure temperature, relative humidity, plant transpiration rate, and radiation. The data is collected and analyzed by a Data Scientist with the aim of better managing the cultivation both scientifically and commercially. The collected data significantly helps reduce the energy needs of the greenhouse, as the mechanical equipment is aligned with the greenhouse's needs and does not operate continuously.

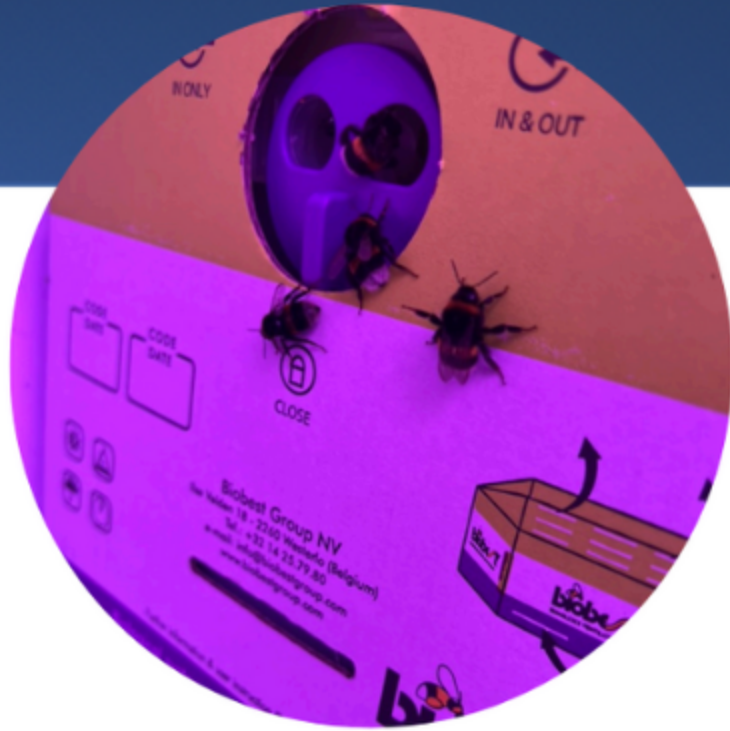


## Plant Nutrition Recipes/Irrigation Strategies

- Using specialized programs of Dutch origin, our scientific collaborators formulate recipes tailored to the cultivation, season, and phenological needs of the plant. The goal is to ensure proper nutrition and reduce fertilizer costs.
- Through sensors, conductivity and water vapor content (WVC %) are measured with the aim of promoting healthy crop growth and optimizing development, while also conserving water resources.



# IPM strategy



With a focus on cultivating pesticide-free crops, the company, through its specialized collaborators, offers Integrated Pest Management protocols utilizing beneficial microorganisms. These beneficial insects, through strategic installation, parasitize crop pests, making the use of pesticides unnecessary.



## On site Visit

The consultancy services provided by Fertile Land are crucial, with regular visits playing a key role in evaluating crop production, monitoring the progress of nutrition, and educating growers through crop walks. These visits lead to the adoption of the right strategies based on the findings.





## Business Plan Development/Project Management

- **The company, through its partners, offers the opportunity to develop a Business Plan specifically tailored to cultivation.**
- **Additionally, it provides Sustainability Studies, Financial Breakdown, Market Analysis, and Project Management to avoid errors and select equipment based on the needs of cultivation and the client.**
- **Based on all the above, Fertile Land has established a strategic partnership with Greenhouse Formula, a leading company in profitability for new greenhouse units.**



**greenhouse  
formula**

## The team of Fertile Land

01

The partners of the team are 3 highly experienced Head Growers/Senior Consultants, 2 of Greek origin and 1 of Dutch origin.

02

The team consists of a Data Specialist, focusing on the analysis of climate data, as well as the operation of climate feeding software.

03

Finally, the company employs part-time a collaborator for content creation and marketing.

04

The aim through securing funding is to focus on business development with an emphasis on marketing through the website/LinkedIn.



# Fresh

ΓΙΑ ΦΡΟΥΤΑ & ΛΑΧΑΝΙΚΑ

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## MANAGER ΣΤΟΝ ΚΗΠΟ

ΑΠΟ 900 ml ΝΕΡΟ  
Ο ΑΝΔΡΕΑΣ ΛΥΠΑΣ  
ΠΑΡΑΓΕΙ 300 γρ.  
ΤΕΛΕΙΟ ΜΑΡΟΥΛΙ

## ΚΑΤΕΒΑΙΝΟΥΝ ΣΤΗ ΜΕΣΟΓΕΙΟ ΤΑ ΘΕΡΜΟΚΗΠΙΑ

Παρθένο έδαφος  
η Ελλάδα με μόλις  
60.000 στρέμματα  
θερμοκηπιακής  
καλλιέργειας



approaching'

# Media Recognition of Fertile's Land achievements

- <https://www.hortidaily.com/article/9575061/so-far-we-ve-harvested-twice-as-much-as-last-year/>
- <https://www.hortidaily.com/article/9474792/we-control-the-environment-entirely-we-call-it-data-oriented-cultivation/>