

STARTUP PRESENTATION

□ PROJECT: BLOOMGREEN.

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STEP N^o 1

THE CANDLE PROBLEM:

One of the main challenges facing Algeria today is related to **waste management** and seeking to protect the population and the environment from **toxic substances**. According to the Algerian national waste agency; the rate of waste in Algeria is going to be more and more important next ten years; it will reach a number of **17 Million tonnes** by 2025.

THE CANDLE PROBLEM:

Now if we look around we see plastic bags everywhere even in rivers and agriculture fields, so with one word Algeria is facing a challenge of waste management and agriculture development.

According the national waste agency, the greater part of waste came from **organic matter with a rate of 70%**, plastics 10%, papers 10% and others.

THE CANDLE PROBLEM:

My proposed idea will give my country an opportunity to solve the waste management problem and obtain two benefits, first one is to decrease the rate of waste, in same time it will help waste separation for other recycling companies as well, second one is: to develop its agriculture production (quality and quantity), **it is time to create the first company to treat and transform organic waste (Algeria has no company in this field till now).**

THE CANDLE PROBLEM:

Previously I said that our waste contains 70% of organic matter which called organic waste, my idea based on this matter, I will reuse and transform this organic waste to a **benefit product which named an organic fertilizer** to be used it in the agriculture domain and soil treatment (from chemical pollution).

This organic waste includes: kitchen waste, crop residues, waste water such as agro-food industries waste water or any waste water **which don't contain heavy metals pollution**, garden wastes, dry grass, urine and droppings of the animals and any other biodegradable waste

STEP N^o2

MIND MAPPING:STEP ONE & STEP TWO.

☐BRAINSTORM.

☐CLUSTER.

MIND MAPPING: STEP THREE.

☐ BUSINESS IDEA DEVELOPMENT.

**Make soil stable and strong
face-to-face exterior
phenomenon such as wind,
high temperature and rain
and keep it safe from erosion,
water-evaporation and
desertification.**

**Increase soil
permeability and its
aeration**

**Desertification
Cycle
Microorganism
Agriculture
fertility**

**Keep the chemical cycle
of Azote, carbon and
other chemical elements
secure and sustainable.**

**Increase the agriculture
production quantity and
quality.**

MIND MAPPING: STEP FOUR.

□ ELEVATOR PITCH:

- **Description:** My business Idea called BLOOMGREEN aims to treat and transform the organic waste into organic fertilizers to use in the agriculture domain and in soil chemical pollution treatment. BLOOMGREEN aims to ensure services such as: sensitization, training, customer services (delivering, customer assistant) and more).
- **Target audience:** Our segment market is consumers aged between 20 and 60 years old who strongly use fertilizers such farmers, nurseries, householders, petroleum companies....

MIND MAPPING: STEP FOUR:

□ ELEVATOR PITCH:

- **Need met through product or service:** Now our target market consumes only the chemical products, which are so expensive (chemical fertilizers, herbicides, pesticides and other products); these products are not secure and they threaten the human being and the environment sustainability.

Our products could change this, even in lower prices.

MIND MAPPING: STEP FOUR:

□ ELEVATOR PITCH:

➤ Competitive advantage:

- ✓ We will ensure clients contracts and offering promotions.
- ✓ We will ensure lower prices because there is no local production in Algeria; all the products are imported.
- ✓ We will certify our products.
- ✓ Sponsoring NGOs/scientific clubs to obtain community support and customer sensitization.

MIND MAPPING: STEP FOUR.

☐ ELEVATOR PITCH.

☐ Please check this link to find more:

➤ <https://youtu.be/DtaHZbQkRuw>

STEP N^o3

HOMework 3: MARKET RESEARCH

Primary DATA.

Secondary DATA.

Primary DATA:

I have already launched a questionnaire online last month when I applied in an international competition (African entrepreneurship award 2017); I asked the desired customers segment about the prices of my products and how they will behave in the market to choose between my products and the competitors' products (The imported ones).

I shared with them the estimated price of the products, which I will produce; the people who attend the questioner were satisfied because it will be lower than the other products just the wanted to be sure about my products, their efficiency and their results.

Secondary DATA:

I focused on:

□ Ability to pay is related to people's financial situation, including their income and access to credit. It may also be related to seasonal flow of finance, or even decision-making power.

□ Willingness to pay is a more flexible concept, as it is partly dependent on priorities and perceptions. It reflects the appreciation for a product rather than a real market price. Willingness to pay can increase through education, but can also be damaged by bad reputation.

Secondary DATA:

Willingness and ability to pay relative to production costs:

- **Case 1:** If willingness to pay is higher than production costs and compost is priced accordingly, the business is likely to make profits.
- **Case 2:** Ability to pay must be higher than production costs; otherwise it will be impossible for my business to ever cover costs through sales alone. If customer ability to pay is below production costs, either reduce the costs or look for new customers and other income opportunities (e. g. subsidies).

Secondary DATA:

- **Case 3:** Data suggesting that willingness to pay exceeds ability to pay should be viewed with caution. In such a case, respondents have either not understood the question or have accounted for some other factors in their answer (e. g. subsidies).
- **Case 4:** Willingness to pay is lower than production costs but the ability to pay is high. This indicates a lack of appreciation for the product. Find the reasons and improve willingness to pay by promotional activities and education.

Secondary DATA:

Customer segment:

- A rural/urban (small) farmers need and want to buy compost to improve the very poor soil quality of his fields.
- Householders use my product for growing flowers/plants in their gardens and/or home flowers/plants.
- Nurseries owners needs my product for healthy plant growth.
- Petroleum companies (if they are moving to do soil treatment).

RESULTS: Drawing a clear image about the segment market:

- ✓ **Occupation:** farmers, nurseries, estate developers, householders.
- ✓ **Location:** rural & urban.
- ✓ **Crop type:** (food & non-food).
- ✓ **Frequency of compost purchase:** (frequent, seasonal, annual).
- ✓ **Purchasing power:** (large cash crop farms/rural farms).
- ✓ **Age:** 20-55 years old.
- ✓ **Gender:** male/female.

RESULTS: Drawing a clear image about the segment market:

- ✓ **Income/ Ability to pay:** medium/high income customers will be able to buy my product and I will ensure small packs for lower income customers (if you need just 10Kg you don't have to buy 25Kg).
- ✓ **Scale of demand:** (Volume markets demanding large quantities but not willing to pay high prices; and 'cash' or Value markets paying higher prices but requiring less compost.).

RESULTS: Drawing a clear image about the segment market:

✓ Attitude/Education:

- Customers** who need and/or want compost but they don't have a clear idea about it or they are not convinced of its benefits.
- Customers** who are buying compost from my competitors.
- Customers** who still use competing products such as animal waste, artificial fertilizers or other products

STEP N^o 4

ENTREPREUNARIAL THERMOMETER:

Parte 1 & 2

Risks evaluation:

Solutions and mitigation.

Risks evaluation:

Risk category	Rating
Discouragement	1
Risk of Losing Investment (Going out of Business)	4
Long Hours and Hard Work	2
Lower Quality of Life in Early Years of Business	3
Complete Responsibility	2
Uncertain Income	4

Risks evaluation (Other risks):

Risk category	Rating
Customer behavior/education	4
Competitors	4
Undesired matter in the raw material of my business	2
Weather and environment	2

Risks mitigation:

Risk category	Risk mitigation strategy
Competitors	<ul style="list-style-type: none">a) Sensitization customers about my products.b) Certification of my products and ensuring lower prices.c) Customer's assistant, delivering and offering open days to discuss with them directly.
Risk of Losing Investment (Going out of Business)	<ul style="list-style-type: none">a) Learning and analyzing other businesses failure experiences and treating their outcomes.b) Get involved in any business gathering to collect strategies, to build plans and to create new business friendships.

Risks mitigation:

Risk category	Risk mitigation strategy
Customer behavior/education	<p>a) Do market research to collect, analysis and treat their behaviors and their needs.</p> <p>b) Do sensitizations during events and open days about my products.</p> <p>c) Ensure producing the desired quality of product to reach their satisfaction & loyalty.</p>
Uncertain Income	<p>a) Offering sales promotion and/or contracts promotions.</p> <p>b) Partnerships.</p> <p>c) Advertising and sponsorships.</p>

**THANK YOU FOR YOUR
TIME**