

Urban organic production  
of herbs, spices, vegetables  
and microgreens with  
social impact of  
empowerment of PwD



greens

[www.greens.ba](http://www.greens.ba)

# 1. PROBLEM/SOLUTION

## WHY Greens?

- ✓ Social Business Greens is response to the need for a modern man to look for **healthy nutrition**
- ✓ **High quality product** with limited competition
- ✓ Perfect model for **inclusion of people with disabilities** in the process of vocational education and employment
- ✓ **Financial impact and support** for vulnerable and hard to employ people



## 2. VISION AND SOLUTION

### HEALTHY NUTRITION

**Greens** rising public awareness for:

- ✓ **Healty** food
- ✓ Urban **organic** farming
- ✓ Financial and other benfits within production of **own food**





# 3. PRODUCTS

## HIGH QUALITI PRODUCTS

- ✓ **Microgreens** contained between **4 to 40 times** more nutrients than grown plant.
- ✓ **Greens** currently producing **20 types** of herbs, spices and edible flowers
  - 5 types of microgreens,
  - 5 types of vegetables,
  - 5 types of herbs
  - 5 types of edible flowers
- ✓ **No** similar organised **production** in Bosnia and Herzegovina.





## 4. BUSINESS MODEL

### SOCIAL BUSINESS WITH IMPACT ON INCLUSION AND EMPOWERMENT OF PwD

- ✓ Chance to **new life** for people with disabilities
- ✓ **15 PwD** are currently going through **education** of Greenhouse production, herb and spices
- ✓ **Greens** currently **employ 8** people with disabilities (part time)





## 5. MARKET OUTLOOK

- ✓ Cooperation with Merkator and Bingo, biggest market chains in Bosnia and Herzegovina.
- ✓ Selling in their markets in Sarajevo, Mostar, Tuzla and Banja Luka.
- ✓ Cooperation with high end Restaurants in Sarajevo, Mostar and Banja Luka.
- ✓ Direct sales, by Facebook, Instagram, webshop.

TAM

200K

SAM

20K

SOM

10K



## 6. COMPETITION

### Greens:

1. High price
2. High quality
3. Social impact
4. Specialization

### Korpa zdravlja:

1. Low price
2. High quality

### Zelenara:

1. High price
2. Low quality

### Bios:

1. Low price
2. Low quality



## 8. FINANCIALS

### 1. KPIs like:

- # of Sales per Period – 1,5K per month
- Current # of Paying customers 1K
- ARR \_2020\_ 26,7K EUR
- MRR \_2021\_ 3,6K EUR

### 2. Information from Income Statement

- Revenue 26,7K EUR
- Gross Profit 2,95K EUR
- EBITDA 11,8%

### 3. The final elements:

- Investment and Financing— The money you expect to raise from investors and/or loans 20K EUR.
- Cash Position at End of Period— How much is projected to remain in your bank account at the end of a particular year 10K EUR



# PROMOTION

- ✓ **Fast** Fest and Fairs,
- ✓ Social **media**
- ✓ Celebraty **chefs**
- ✓ **Workshops**
- ✓ Presentation
- ✓ **TV** and radio



## 9. THE ASK

*Greens need resources to:*

1. Provide **know-how** for most efficient production.
2. Provide conditions for **all year production** cycles (during winter time).
3. Promotion of **best practices**
4. Rise awareness **of abilities of people with disabilities**





# 10. THE TEAM

Vedad Vajzovic – CEO

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Haris Kanlic - CPO

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