



# An AI-powered Greenhouse Platform

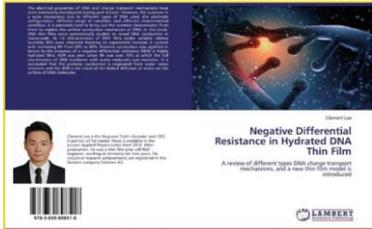
Empowering Youth in Asian Agriculture

Clement

# What I learned & Why I created Wegrow

2012

Data scientist



2016

Indiegogo



2022

WeGrow  
Smart Farm



2014

Organic farmer



2019

Connected  
w/ Dutch players



# Problems in Asian agriculture

1

Uncultivated land

Increase



2

Farmland price

Increase



3

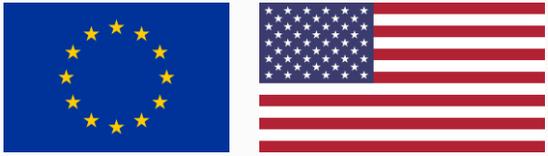
Young generation

Decrease



 Asian precision Agtech is 20 years behind (Europe/US) ,  
but producing 40% of world's food

## Why Euro/US solutions can't fit in



- 20X expensive
- No plastic greenhouse data

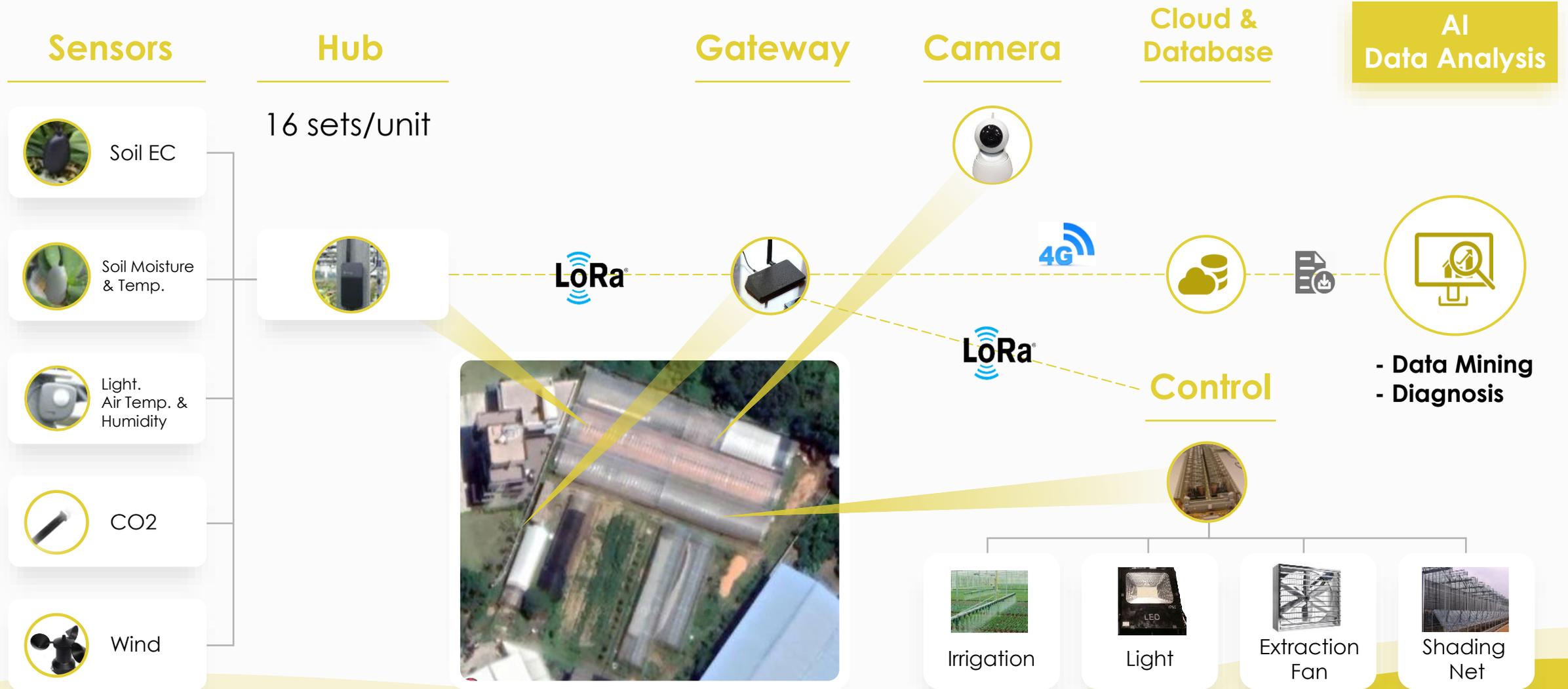
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## Wegrow can help!!!

An affordable greenhouse solution designed specifically for Asia.

# An Integrated AI Solution for Greenhouse Industry

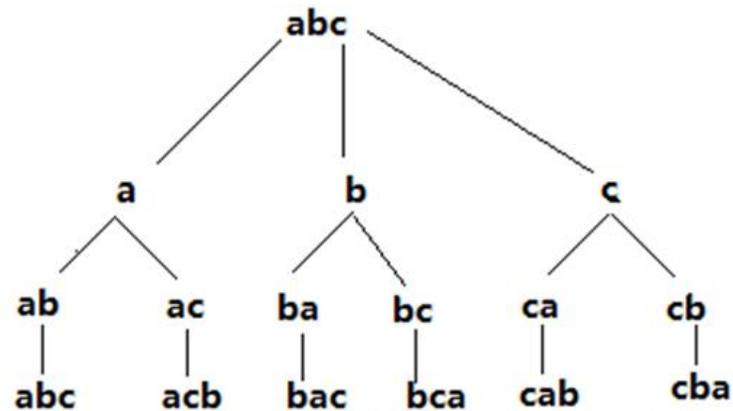


# Wegrow AI-solution Find the best growing recipe

Without AI

5years

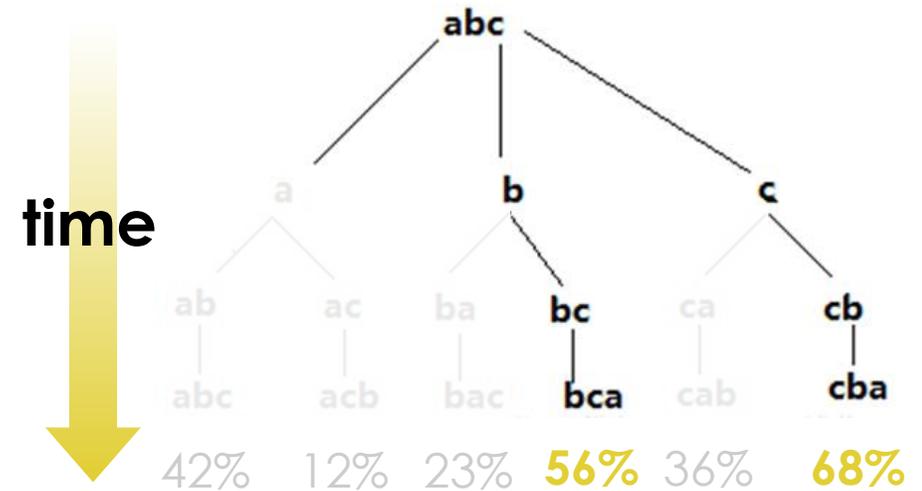
take time



With AI

1month

take time

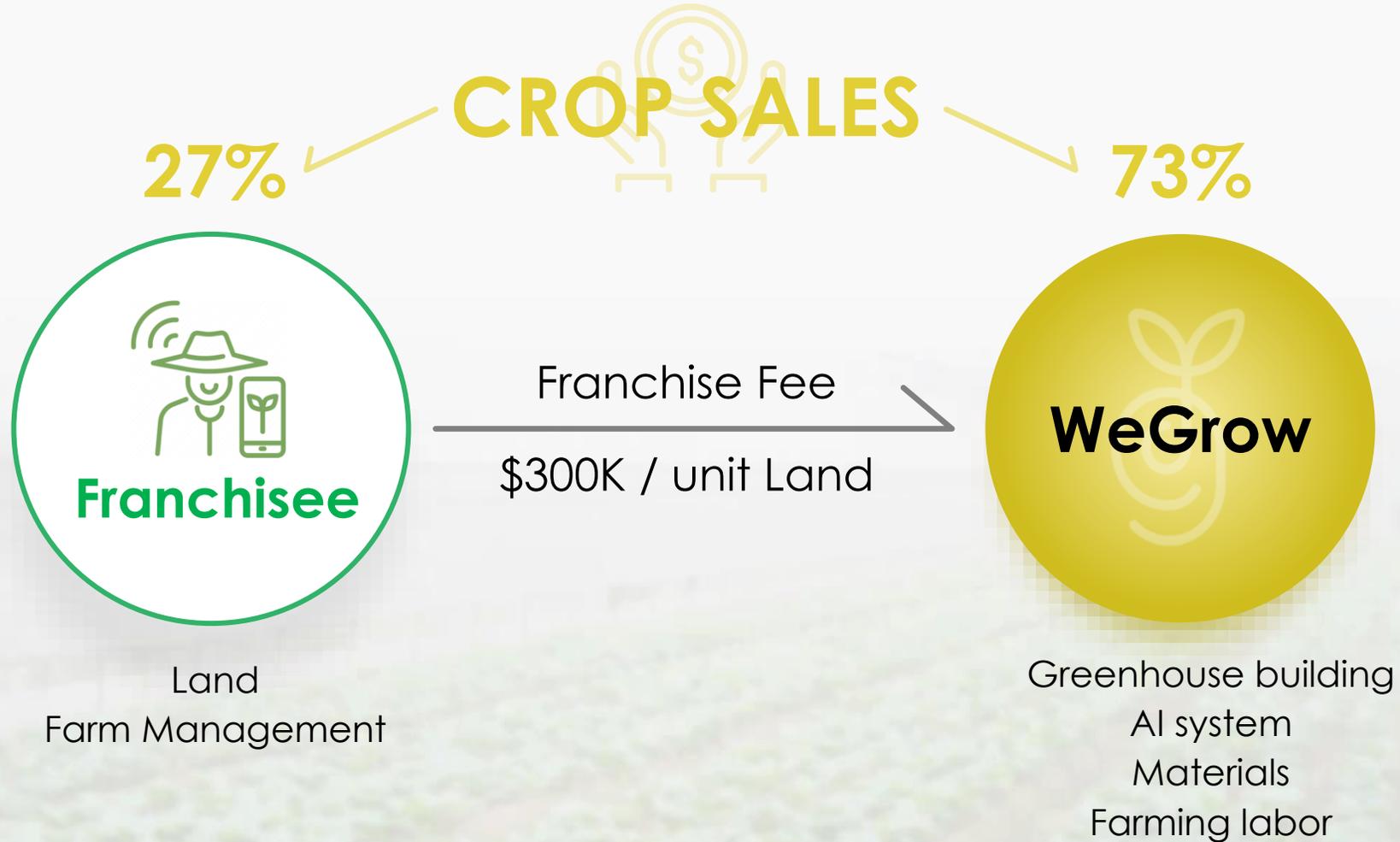


#abc stands for the environmental parameters of a greenhouse

# Wegrow's Value Proposition



# An innovative platform business model



# A self-expanding circle

**More turnover,  
more shares**



**WeGrow**

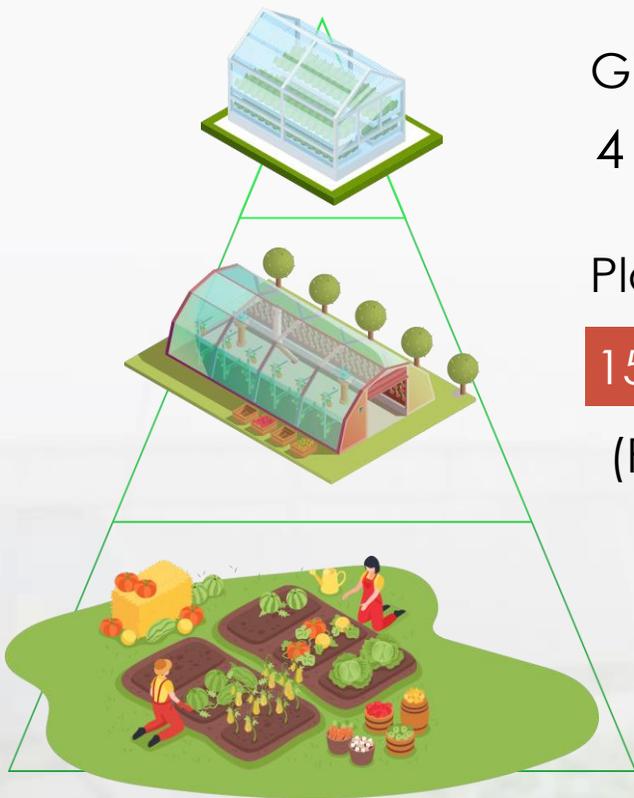
**More data,  
more unit output**



**More landlords,  
more farms**



# Total addressable market size **515B USD**



Glass greenhouse  
4 % **High Tech**

Plastic greenhouse  
**15%** **Mid Tech**  
(Focus Market)

Field farms  
81 % **Low Tech**

## **Greenhouse & IoT (85B USD)**

1.3 million hectares of plastic  
greenhouses in Asia. (4.3 million farm  
unit)

Each Wegrow farm pays 300,000USD/  
15 years depreciation

$4,300,000 * 300,000 / 15 = 85,800,000,000$

## **Greenhouse crop sales (430B USD)**

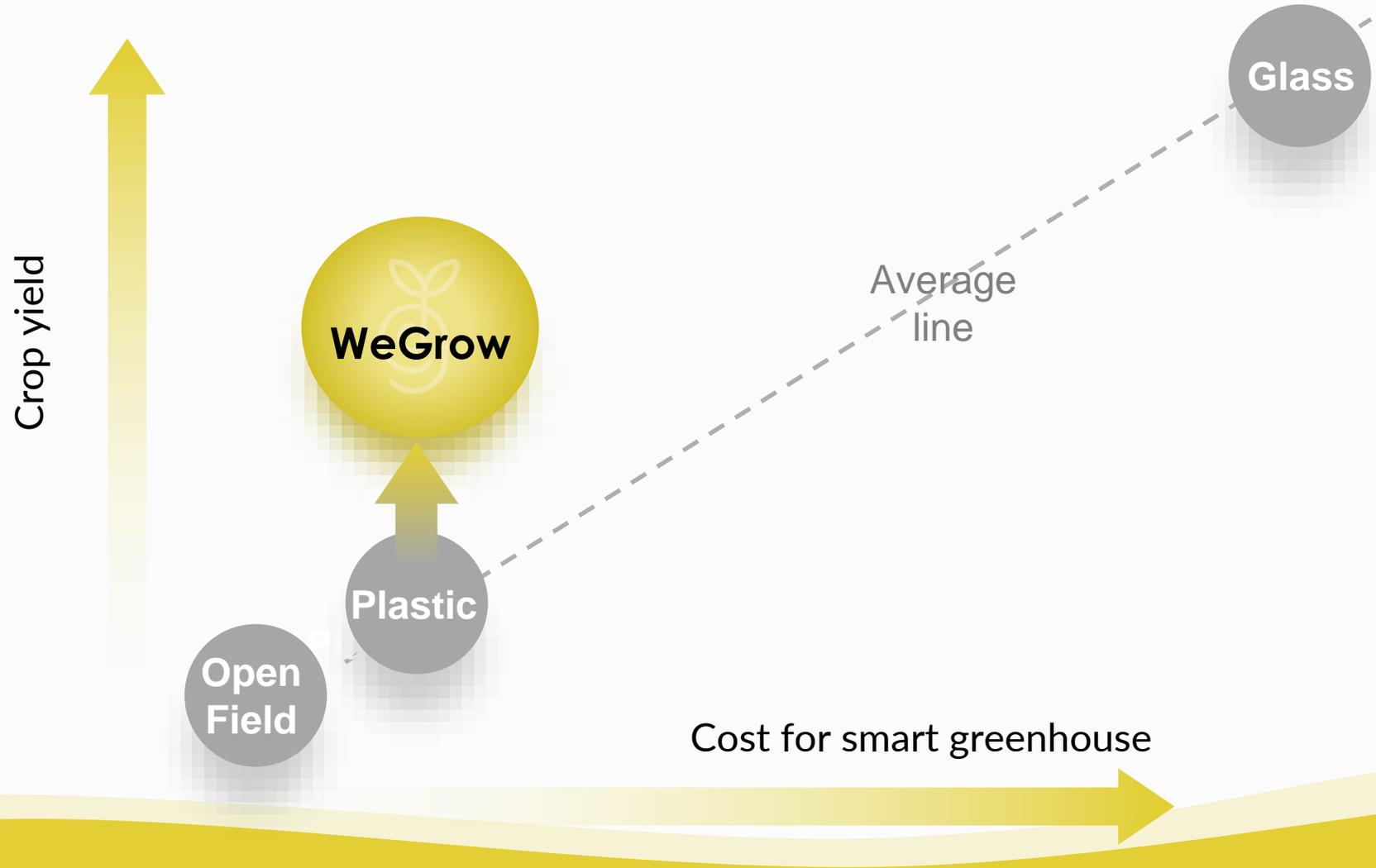
Each Wegrow farm earns  
100,000USD/year

$1,300,000 * 3.3 * 100,000 =$   
430,000,000,000



# Establishing an Optimal Greenhouse ROI for Asia

Same cost of plastic greenhouse but 2x yield

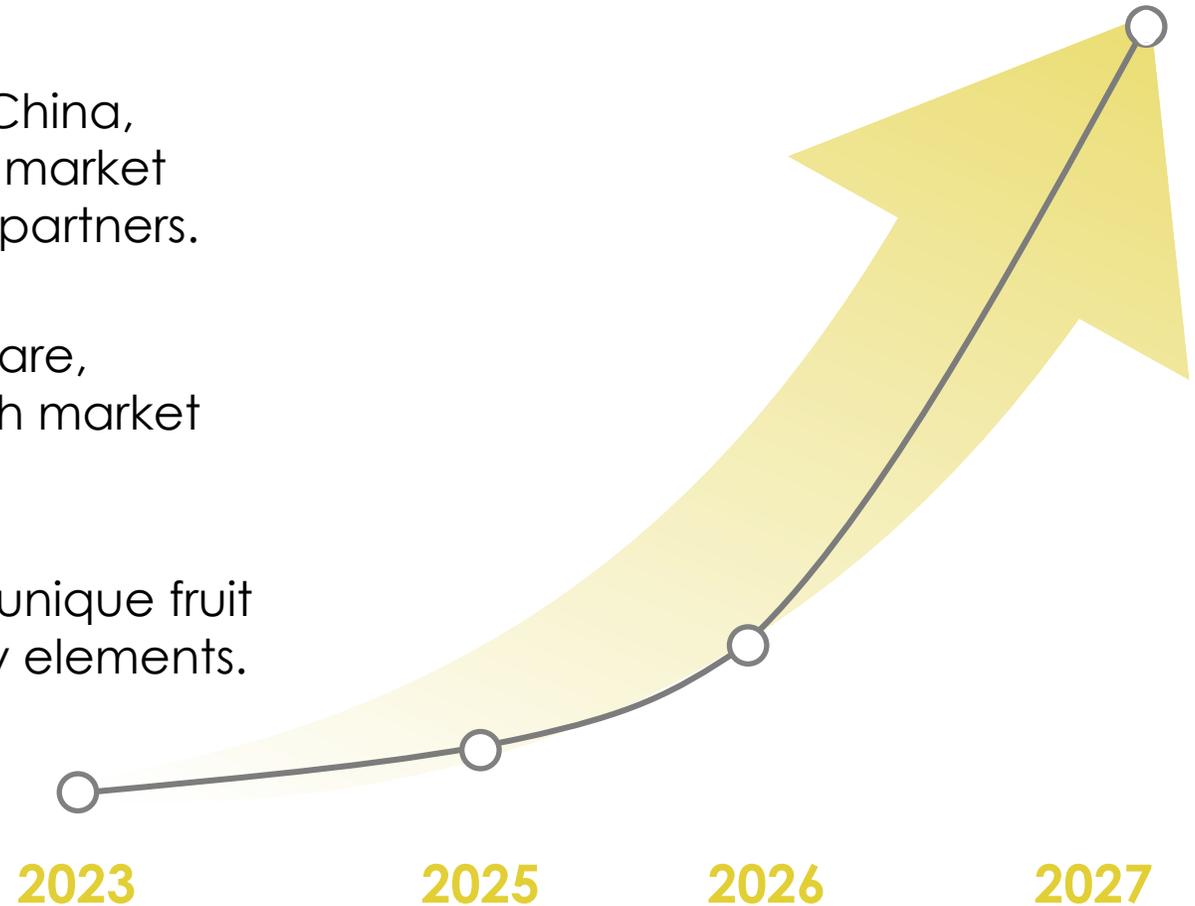




# Go-to-market strategy

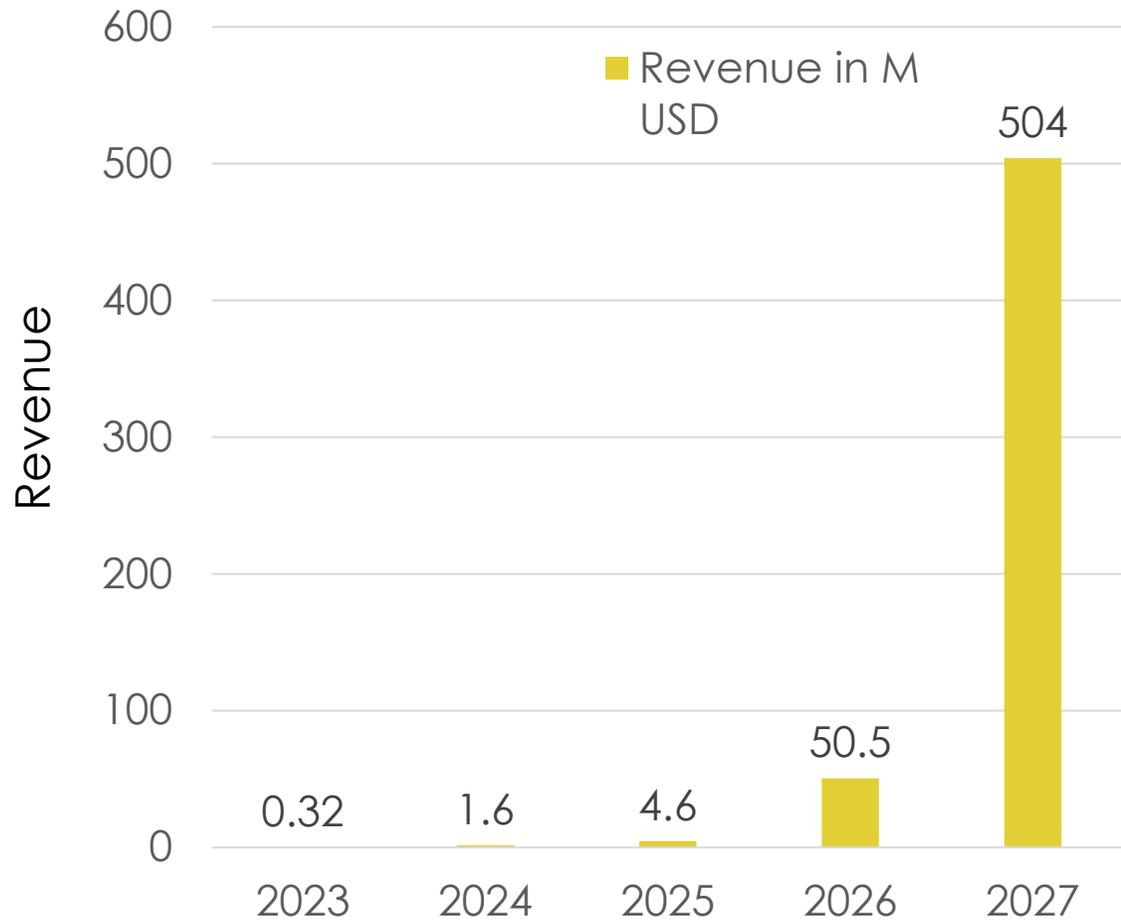
## Marketing Plan

- **Go international:** the next step is Japan/China, country with the fastest-growing organic market and countries we already have business partners.
- **Plant Varieties:** Choosing crops that are rare, difficult to cultivate, and have a very high market price. For ex. Honey melon in Japan.
- **Build organic Brand & channel:** Create a unique fruit brand by utilizing technology and healthy elements.





# Wegrow financial forecast



	Margin	Y2023	Y2024	Y2025	Y2026	Y2027
<b># of Farms</b>		1	4	12	120	1200
<b>Crop sales (M USD)</b>	<b>&gt;43 %</b>	0.02	0.29	1.03	14.5	144
<b>Franchisee fee (M USD)</b>	<b>&gt;15 %</b>	0	1.2	3.6	36	360
<b>Total revenue</b>		0.02	1.49	4.6	50.5	504
<b>Total margin</b>		0	0.3	0.98	11.6	116

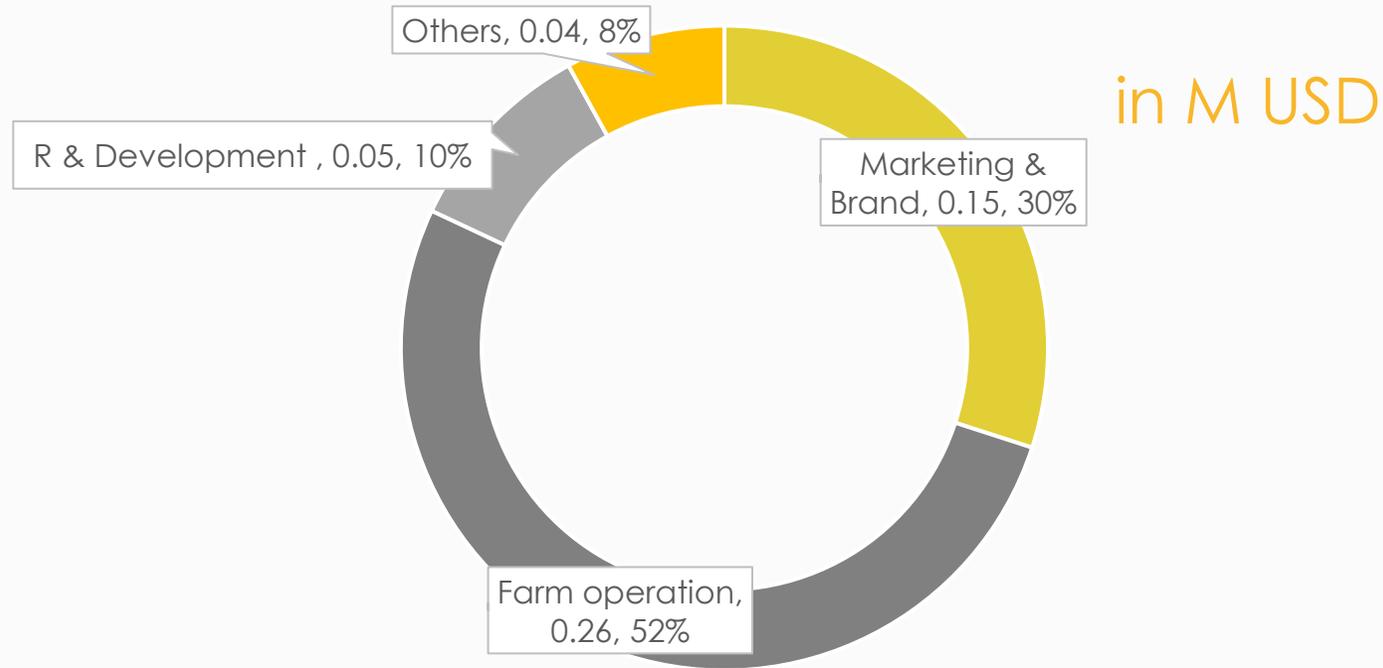


# Fundraising Plan

Year	2023	2025	2026	in M USD
Investment Round	Angel	A	B	
Size	0.5	3	18	
Revenue after Investment	1.6	50.5	504	
Pre-M Valuation	2.5	15	90	

# How to use angel fund

Total fund spending 500K  
(to achieve 1.6 M revenue)



■ Marketing & Brand   ■ Farm operation   ■ R & Development   ■ Others

# A successful model- Zespri Kiwi

## Same concept but different plant type.

Revenue in 2021 was USD 2.166 billion, which is the highest annual revenue in the company's history. Zespri's valuation may exceed USD 7 billion.



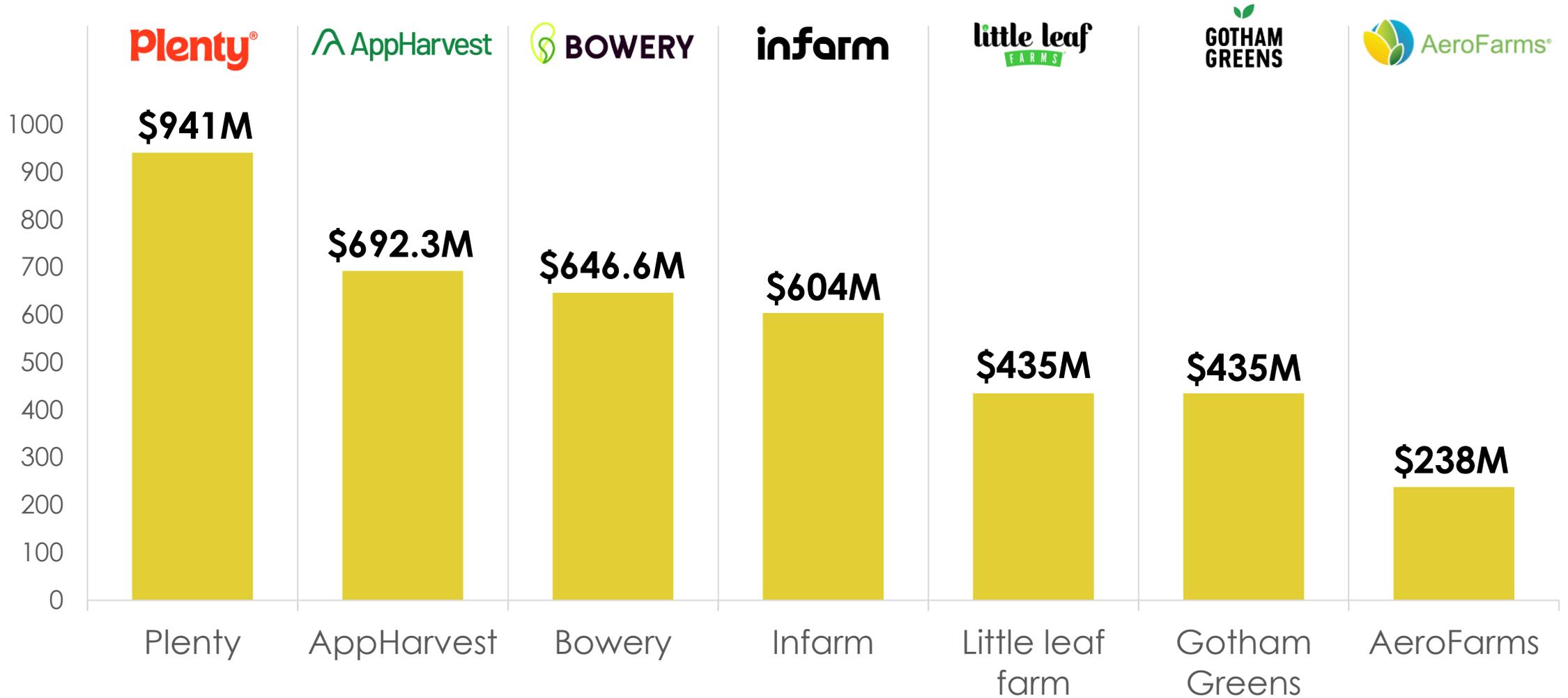
The 'Zespri System'

[P4CV Zespri - Case Study.pdf](#)

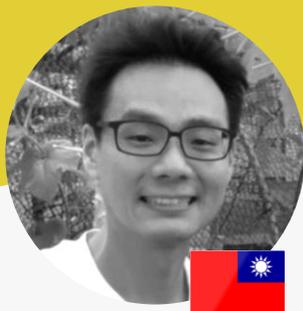


# Cost and scalability are the reasons why competitors are not compatible with the Asian market

Raised Funds



# Core Team



**Clement Lee**  
**Founder & CEO**

Government Relations  
Managing Bids & Sales  
Fundraising

Former:

- Solarion AG R&D (German)
- Walsin Lihwa PM (China)

University of Texas at Arlington  
Master of Material Science



**Siter Lee**  
**Cofounder/Product**

IoT Managing Manufacturing  
Product Manager

Former:

- 3C store owner
- Education startup cofounder



**WY Chen**  
**Cofounder/Agriculture**

Farm management  
Farm data analysis

Former:

- Orchid farm manager



# Investors/ Advisors



**Investor**

**Gerrit Jan van 't Veen**

CEO at WorldStartup



**Investor**

**Ken Hsu**

CEO at Auto21



**Advisor**

**Paul Din**

Strawberry Consultant  
Former Zespri (New Zealand)  
manager  
20 years in organic strawberry  
producing



**Advisor**

**Maarten  
Oostenbrink**

Consultant Sourcing  
Marketing  
Fundraising



**Advisor**

**Kotaro Kosaka**

Marketing & Sales  
in Japan  
Government Relations



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