



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

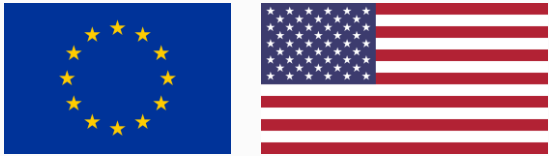
Young generation

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



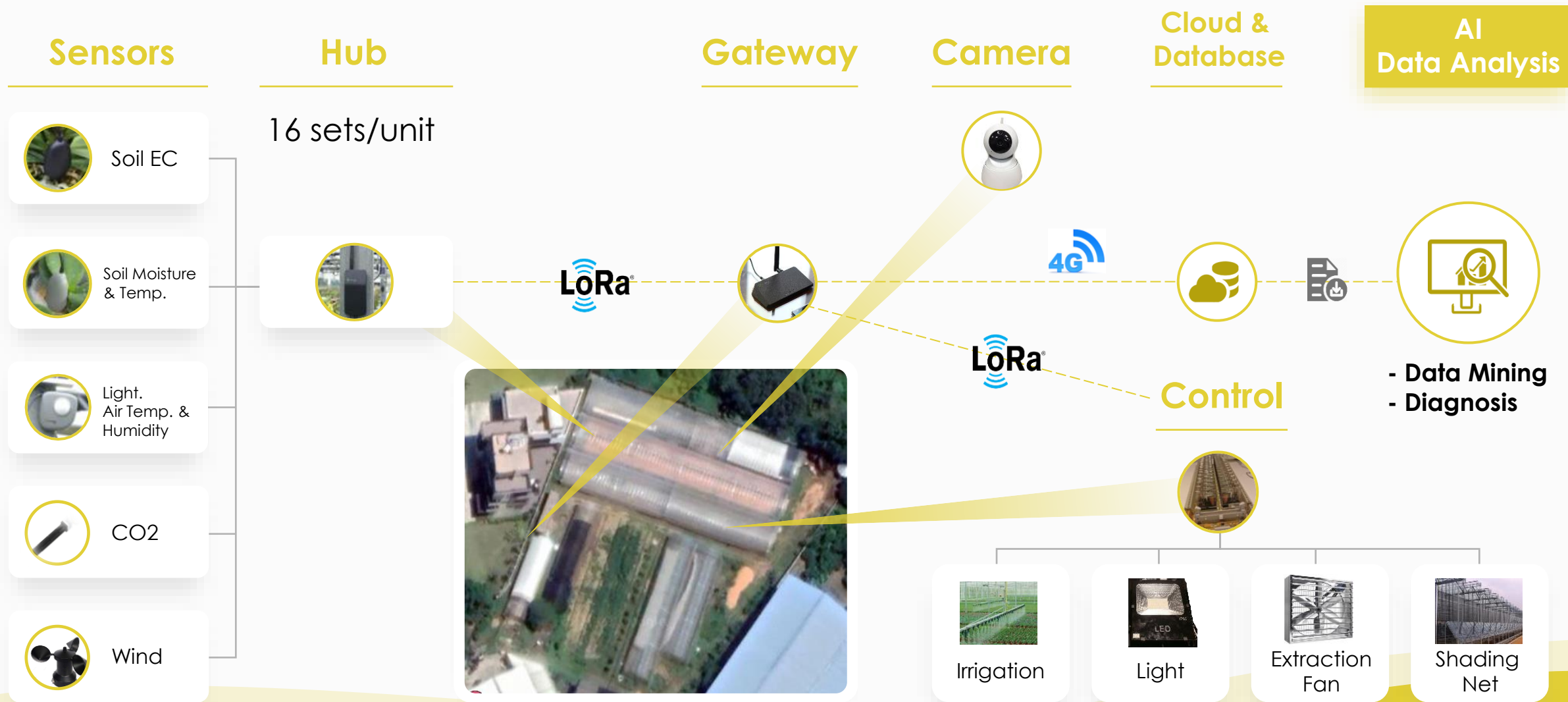
- 20X expensive
- No plastic greenhouse data



Wegrow can help!!!

An affordable greenhouse
solution designed specifically
for Asia.

An Integrated AI Solution for Greenhouse Industry

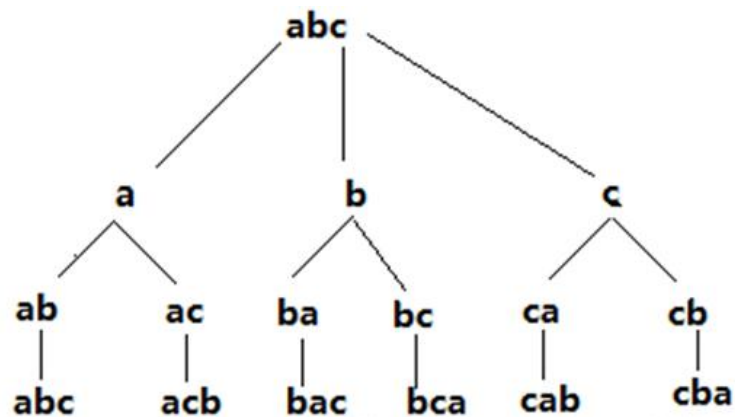


Wegrow AI-solution Find the best growing recipe

Without AI

5years

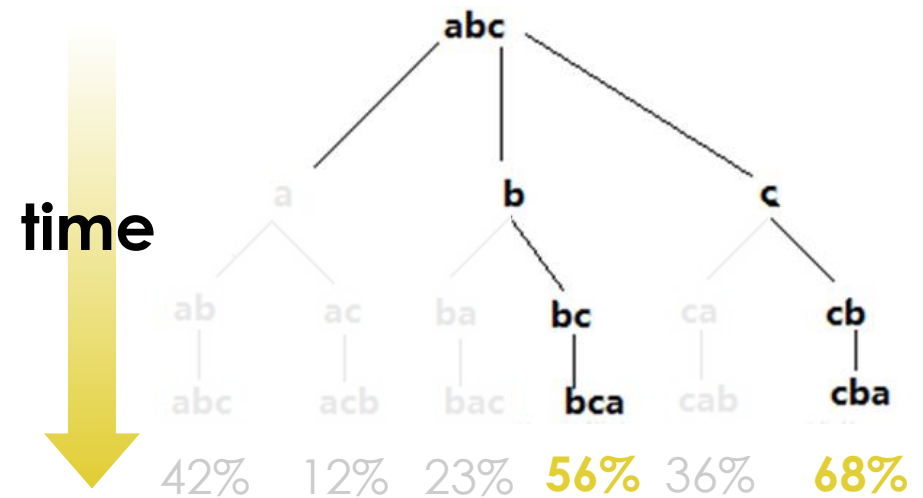
take time



With AI

1month

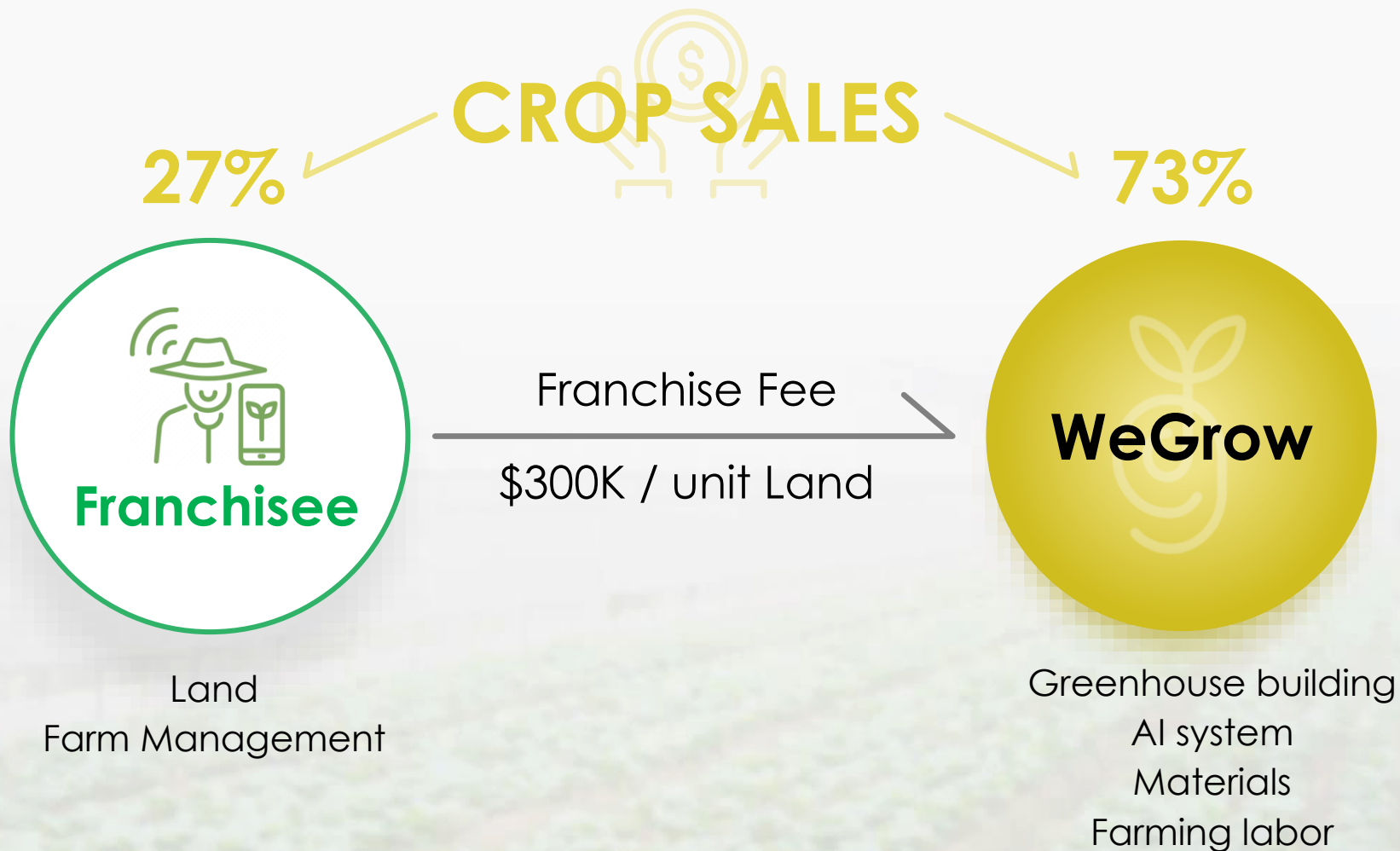
take time



WeGrow's Value Proposition



An innovative platform business model



A self-expanding circle

**More turnover,
more shares**



**More data,
more unit output**

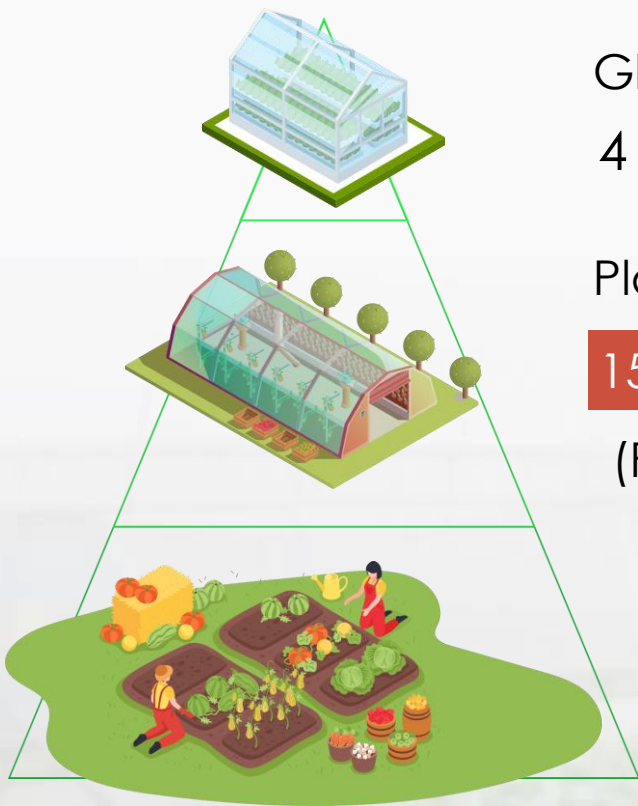


WeGrow



**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)

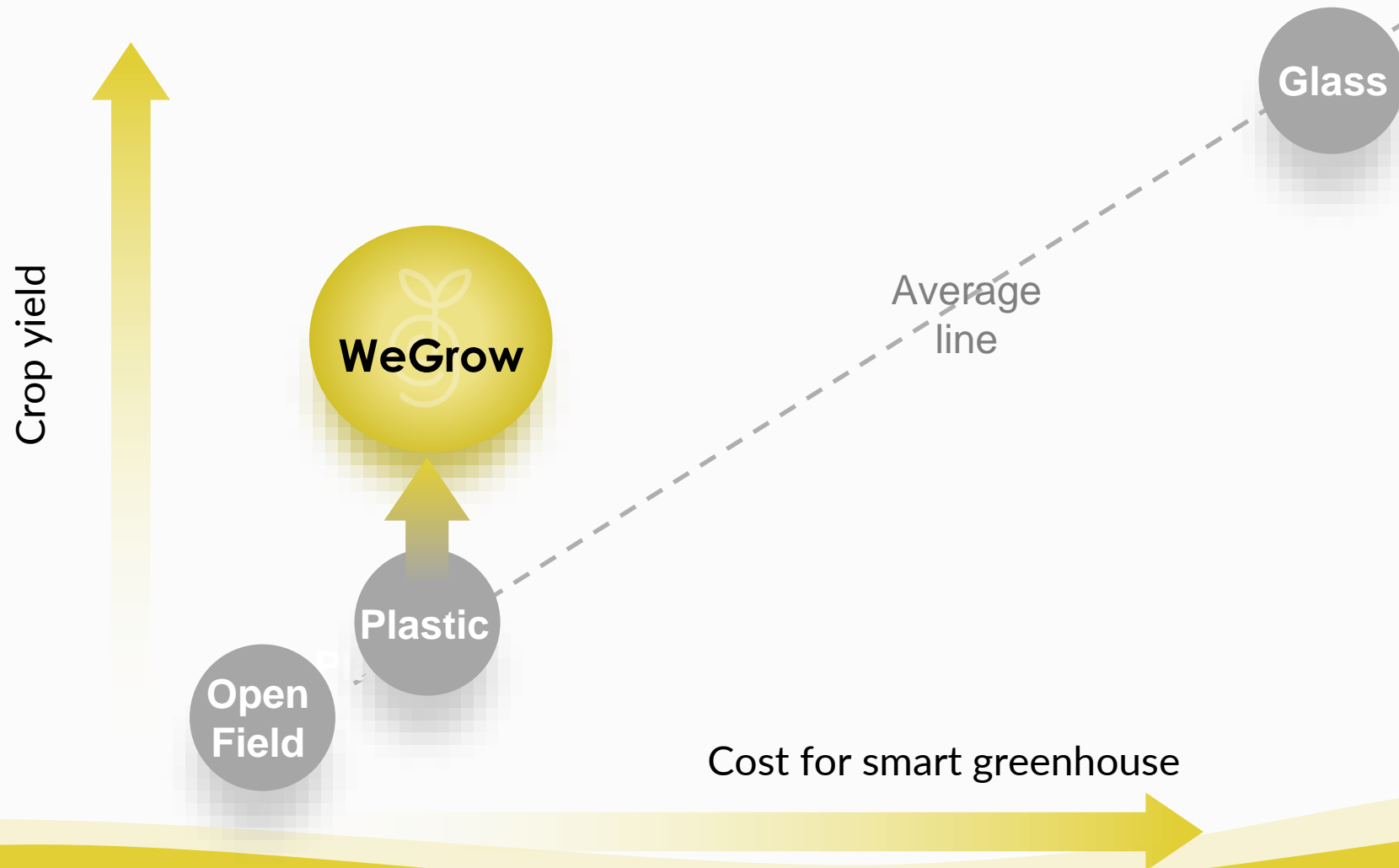
Each Wegrow farm earns 100,000USD/year

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



Establishing an Optimal Greenhouse ROI for Asia

Same cost of plastic greenhouse but 2x yield

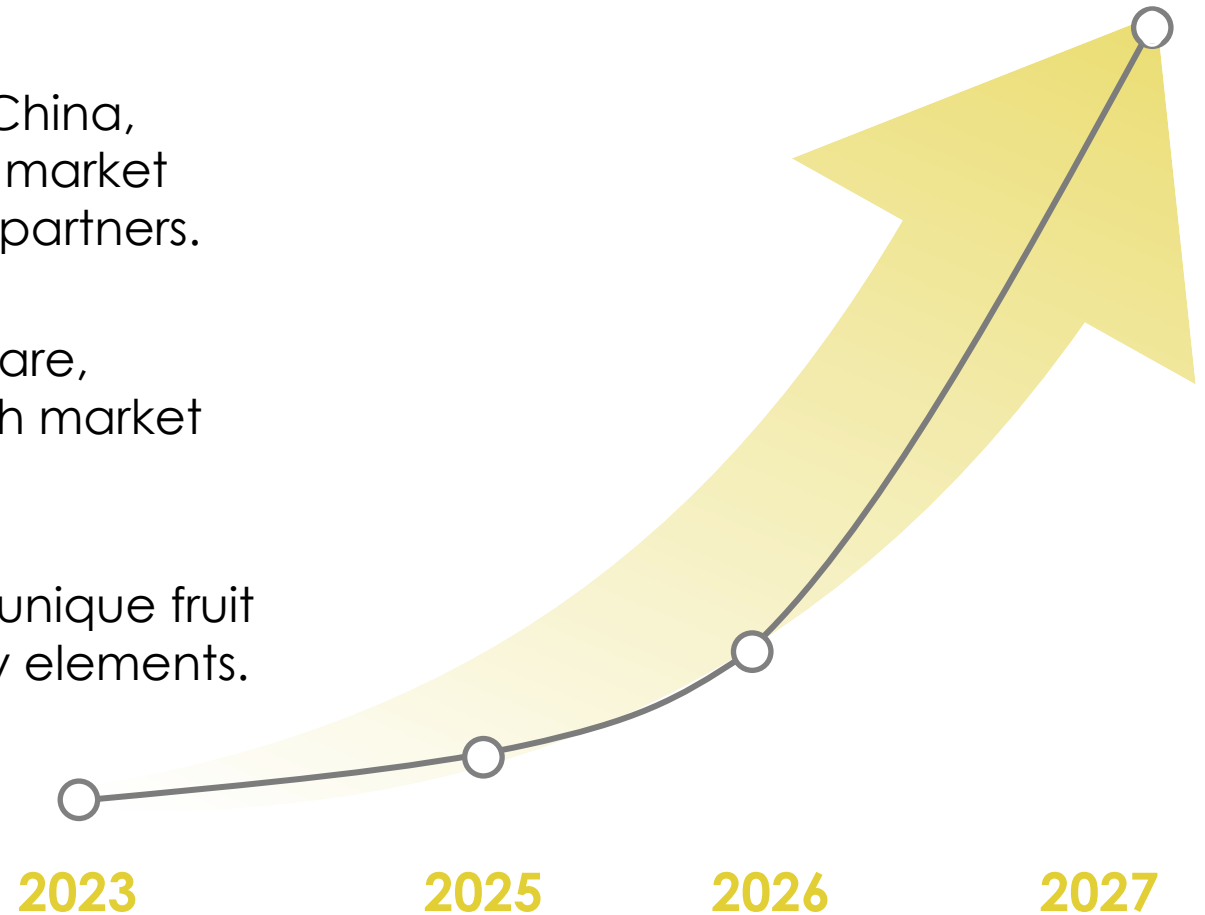




Go-to-market strategy

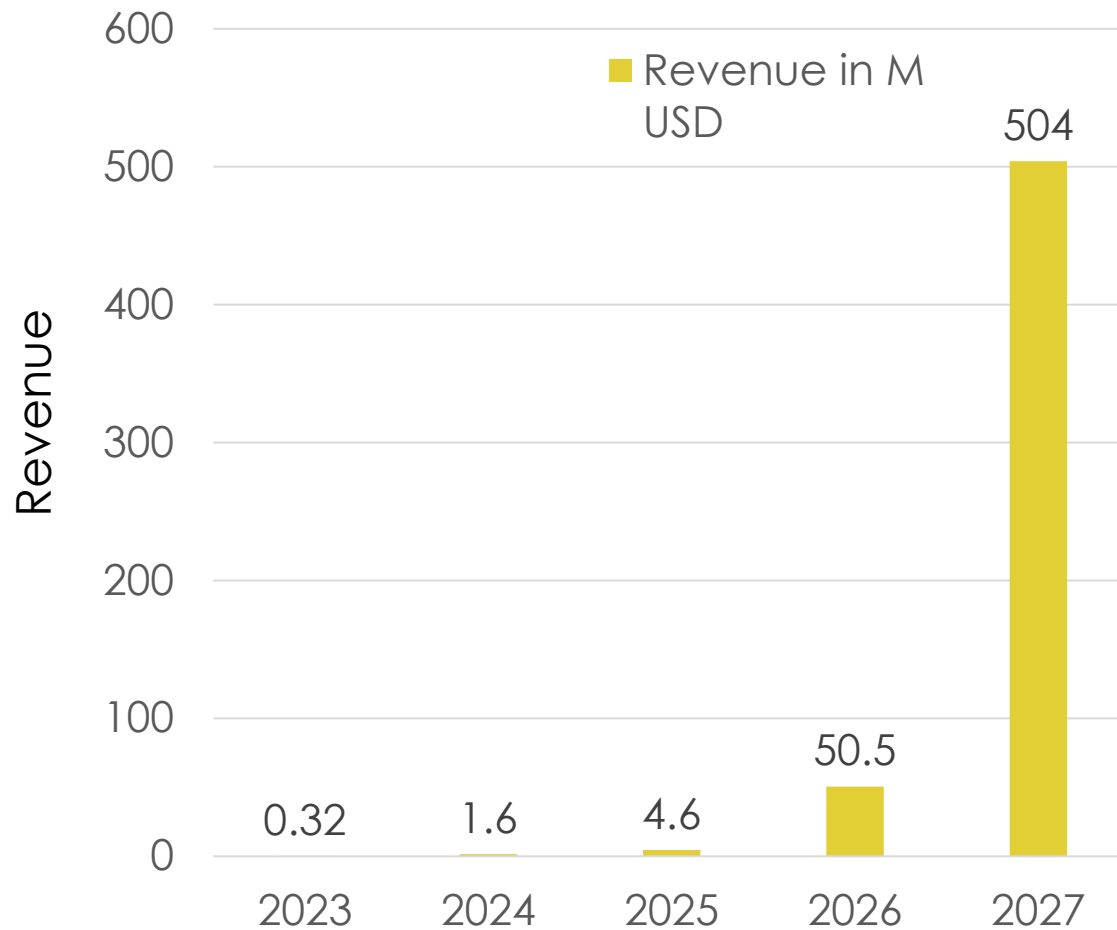
Marketing Plan

- **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



	Mar gin	Y2023	Y2024	Y2025	Y2026	Y2027
# of Farms		1	4	12	120	1200
Crop sales (M USD)	>43 %	0.02	0.29	1.03	14.5	144
Franchis ee fee (M USD)	>15 %	0	1.2	3.6	36	360
Total revenue		0.02	1.49	4.6	50.5	504
Total margin		0	0.3	0.98	11.6	116

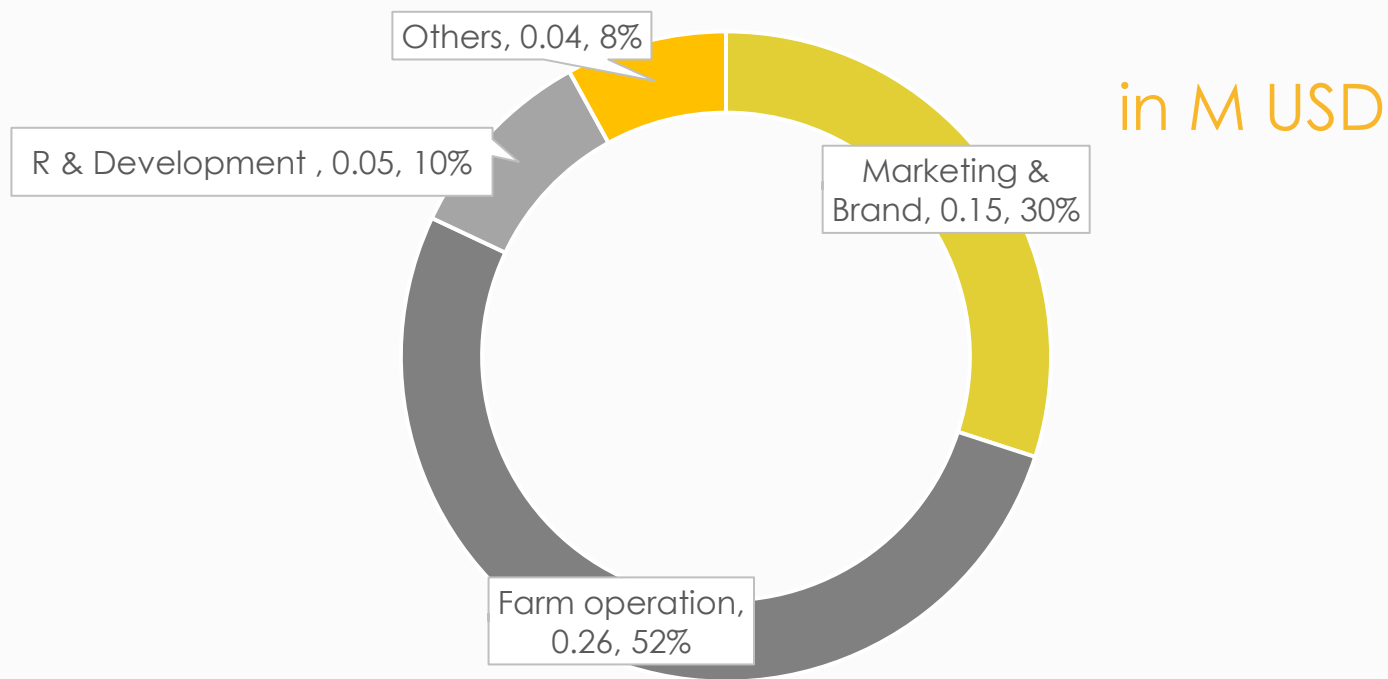


Fundraising Plan

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.

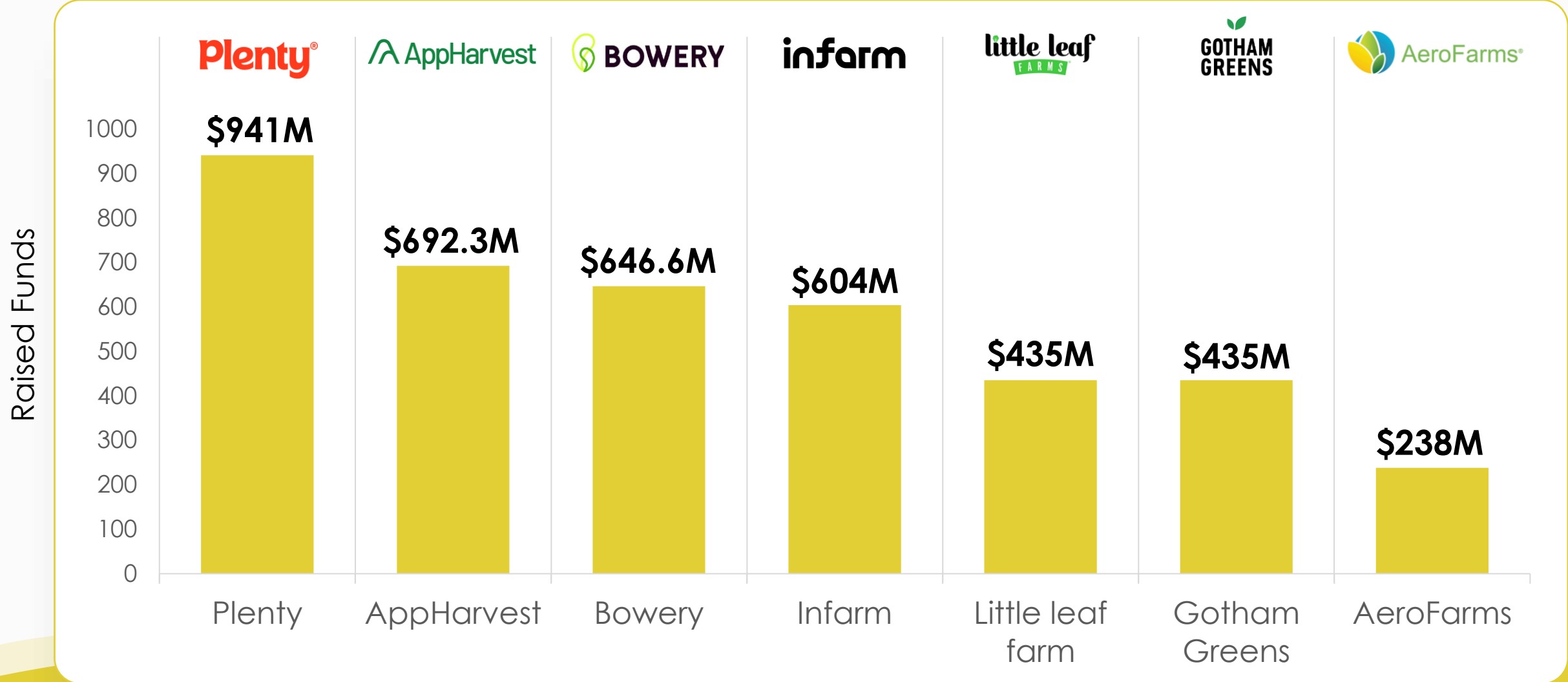


The 'Zespri System'

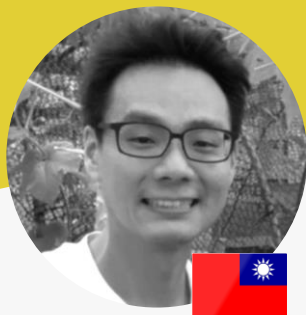
[P4CV Zespri - Case Study.pdf](#)



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



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



Facebook



Video

