

Agrogreenhouse · Food & Agriculture

Agrogreenhouse

Country: Colombia **Category:** Food & Agriculture **Impact Areas:** Nature-Based, Mitigation **Stage:** Ideation
Team Size: 3 **Website:** https://agrogreenhouse5.wixsite.com/agrogreenhouse-3?fbclid=PAZXh0bgNhZW0CMTEAAad1hfGINDjinNeMLVXTEWtpOxksslvQLNTpXICH4_n064HNgru1_ZUJ7THC_Q_aem_NSJuNURnNPc1Hi7K5kNwfA **Funded:** YES (\$1,500.00)

Elevator Pitch

Agrogreenhouse is a technological tool that helps farmers control the climate in their greenhouses and sell their products without intermediaries.

Climate Problem

Agrogreenhouse solves the lack of climate control and monitoring in crops, allowing farmers to remotely adjust temperature, humidity, and irrigation, increasing productivity, reducing losses, and facilitating direct marketing.

Solution

A device-connected app that allows you to monitor and control crop climate in real time via WiFi, Bluetooth, or LoRaWAN, and also includes a marketplace for farmers to sell their products directly.

Revenue Model

We offer monthly or annual memberships that include access to the app, climate control, and the marketplace. We also generate commission income from sales within the platform.

Target Market

Our target market is small and medium-sized farmers who need to monitor and optimize their crops, as well as merchants interested in purchasing fresh produce directly from the field.

Social Impact

Migrants Refugees, Asylum-seekers, and Internally Displaced People People Living in Extreme Poverty Women

Demand Evidence

We've validated the need directly with farmers facing losses due to weather conditions. We've also received interest in events and support from organizations that confirm the relevance of our solution.

Competitors

Yes, there are other initiatives in the area that seek to support the agricultural sector with technological solutions. However, many of them focus on limited functions or require high costs, while our proposal is more accessible and comprehensive.

Founder Expertise

I have a background in international business and experience developing sustainable projects. I also led Agrogreenhouse in national and international competitions, strengthening my skills in management, innovation, and teamwork.

External Support

We have received support from Enactus and BASF through mentoring, international visibility in Kazakhstan, and a financial award that boosted the initial development of the project.

Team

My main responsibilities in the Agrogreenhouse project are: coordinating the team, leading the growth strategy, managing partnerships, representing the project before tenders and juries, and ensuring that the solution meets

the real needs of farmers.

Founder

Katerin Perez Rueda

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