



Description of Opportunity

Hydroponic vegetables is a way of growing vegetables without using soil. By growing vegetables in this way you can grow them all year round and quite fast. There are various hydroponic systems. This focus sheet will provide information on the Gravity-fed system. Growing hydroponic vegetables is a great solution for those who don't have a garden. Important things to control when growing hydroponic vegetables is lighting, quality of water and air circulation.

Target Market

Gourmet restaurants, markets, fruit and vegetable resellers, chefs and cooks.

Set Up Costs

- | | |
|--|-------------------|
| 1. Drill or screw driver | 6. Growing medium |
| 2. Hydroponic growing light | 7 Seedling |
| 3. Bucket or basin for water reservoir | 8. Growing tray |
| 4. Hydroponic fertilizer (dry or liquid) | 9. |
| 5. Cotton or nylon cord | 10. |

Buyer Persona

Description: A reseller, a chef, a cook or a baker.

Role: Baker, Cook or Chef

Social Media Platform:

Age: 18 + (enter range)

1. Facebook
2. Twitter
3. WhatsApp Groups
4. Instagram

Gender: Both

5. Local Newspapers and Shopping Centre Pinbo

Education: Grade 12 or above

Personal Goals:

Social Standing: Business owner, worker or a stay at home mom.

1. Better Lifestyle
2. Make Money (Save Money)
3. Achieve personal recognition

Monthly Income: Medium to High

Daily Challenges:

1. Not having ingredients for there culinary creations.
2. No time to source suppliers
- 3.

Hobbies & Interests:

1. Love of cooking and creating a variety of different culinary creations.
2. Trying and combining different tastes and flavours
- 3.

Biggest Fears:

1. Loss of job or business and income
- 2.
- 3.

Common Objections:

1. Will you provide a quality product?
2. Will you be able to provide enough produce.
3. Already has existing suppliers.

Purchasing Criteria:

- | | |
|--------------------|----------------------------|
| 1. Value for money | 3. Fresh and tasty produce |
| 2. Great service | 4. |

Equipment List

- A reservoir of suitable size (use 4 to 12 litres of capacity per tray depending on the size of the plants, rate of growth and environmental conditions).
- | | |
|---|----------------------|
| 1. Quarter inch of tubing. | 7 A valve cover. |
| 2. A quarter inch valve to close off unused Autopots from the reservoir. | 8. A Smart-valve. |
| 3. Quarter inch "T"s to connect two or three Autopots to each quarter inch line. | 9. The Autopot tray. |
| 4. A quarter inch compression grommet to connect the quarter inch lines to the reservoir. | 10. |
| 5. The Autopot "pots" (two per tray). | |

Consumables & Raw Materials

- | | |
|---|-----|
| 1. Water supply | 6. |
| 2. Plant food (nutrients) supply | 7 |
| 3. Seeds | 8. |
| 4. Growing mediums of coir, perlite or rockwool | 9. |
| 5. | 10. |

Skills

1. Knowledge of fruit, vegetables and herbs
2. Knowledge of gardening
3. Small Business Skills
4. Marketing Skills
5. Selling Skills
6. Business Planning Skills

Premises

Small to medium sized space depending on the quantity and variety of produce you would like to grow.

Labour Intensity Factor: 8 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Market Needs & Pain Points

Market Needs:

1. Good quality service
2. Value for money
3. Fresh and tasty produce

Market Pain Points:

1. Lack of produce
2. Lack of flavour and taste
3. Bad quality

Start-Up Tips

1. Research your local restaurants, cafes and markets to find out what you should grow.
- 2.
- 3.
- 4.
- 5.

Opportunity Pros & Cons:

- Pros:**
1. The Autopot is a gravity-fed hydroponic system that delivers just the right amount of nutrient and water to each plant, automatically.
 2. The gravity-fed system means you do not have to watch your Autopot system 24/7
 3. Continuous supply of organic, fresh fruit, vegetables and herbs.
 - 4.
 - 5.

- Cons:**
1. Cost outlay may be quite high to start.
 2. There is a limited amount of vegetables you can grow depending on space availability.
 3. You need to ensure the water and electricity supply is safe.
 4. Knowledge of and daily checking for any plant diseases and water-based microorganisms
 - 5.

Videos & Articles (URLs)

1. [How to Grow Hydroponic Vegetables: 9 Steps \(with Pictures\)](#)
2. [Hydroponics South Africa - Online Hydroponics Shop](#)
3. [Learn Hydroponics Online - Hydroponic School](#)
4. Search on Youtube for videos on how hydroponics works
5. Look out for free hydroponic courses at DIY stores and nurseries
6. Read through gardening magazines if available and subscribe to websites that send out free newsletters on hydroponics

General Notes & Suggestions

Using the gravity-fed system you only need to keep the nutrient tanks full, monitor the plant health, occasionally maintain the system and chop the end product. This system is based in a small glass green house, but has worked successfully inside on a window sill and in a conservatory. The Autopot is a gravity-fed hydroponic system that delivers just the right amount of nutrient and water to each plant, automatically.

Most edible plants require at least six hours of sunlight each day; 12 to 16 hours is better. Make sure to put your lighting system on a timer, so the lights turn on and off at the same time each day. The best lighting for a hydroponics system is high-intensity discharge light fixtures, which can include either high-pressure sodium or metal halide bulbs.

When going out to market your products one of the most important things to do is to ensure you have a cooler box with your freshly grown vegetables or herbs in it. Your potential customer must be able to taste and smell the freshness of your products.