



CUSTOMERS

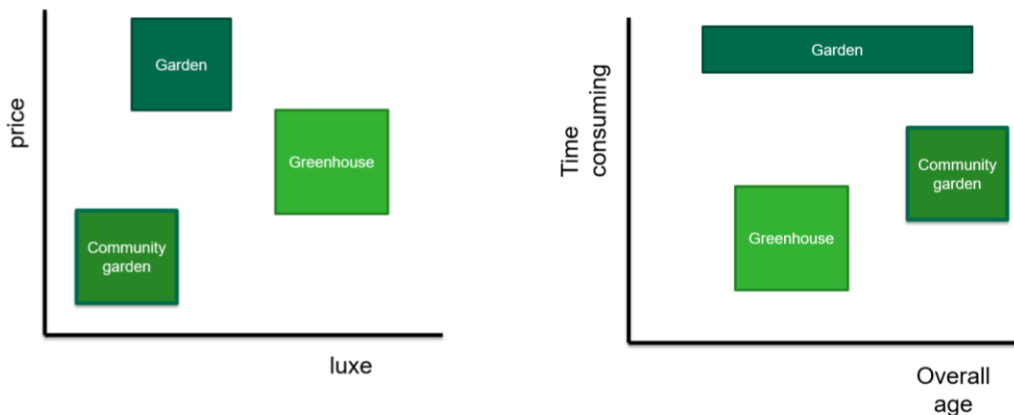
The target group of our service would be adults between the 22-48 years old, who are working or studying a lot and living in the city - which is quite crowded. Not many houses have a garden, so most of the people live in apartments around the city center.

They like to be with their family when they come home, or just hang out with some friends. It is important for them that their family eats healthy and cooking is an important family gathering.

Within the city it is difficult to get to know your neighbours, because everyone is busy with something. However, they *would* like to socialise and do things together.

Because of extended work periods, there is not much time to get fresh food, so going to the shop and buying organic (*biologische*) food is what they do most of the time.

COMPETITORS



The competitors within the gardening branch are gardens which people own with their house. Community gardens are outside and you can rent plots, even houses on your plot are possible and of course the greenhouse is possible as well.

Logo:

Saeful Muslim - the Noun Project

Symbolon - the Noun Project



A garden with your own house will cost a lot more in comparison to renting a plot. The lux of the garden depends in how much time you have to invest in order to grow your food. The Green²House has a watering system which can be used remotely from distance, whereas with the community garden you have to do a lot by yourself and maintain rather large plots.

Being a member of the Green²House is not as time consuming as owning your own garden or a community garden. Through regulation from a distance, you don't have to come every day. The Green²House is targeted more towards the working people which would like to have their own grown food, in comparison to community gardens which are in general more of a pastime for clientele such as pensioners.

VISION AND MISSION

Renting out plots and selling seeds in packages of recipes in a eco-friendly way to bring the customers together in their community.

Our mission is to bring the bring the community together with the greenhouse and have fun in the garden while taking care of your plants. Doing things together is more fun than doing it alone. Together you can help each other and give tips.

We give the customers freedom in the community, with the ability to organise gatherings or drinks together. This can be achieved by having a chat with each other or making an event for people to join. It this in this way it is a choice and a opportunity to make the value of the house *their* value.

Our vision is also seen in the looks of the Green²House itself. It has pleasant natural lighting and seating to relax when working. There are also magazines available to read, so the looks and the feeling of the greenhouse is peaceful.

ATTRACTING USERS

In order to know the interest of having a Green²House in a particular area of the city, we will do questionnaires. This will be done by having students walking in a certain part of the city ask people at home but also on the street what they would think about the Green²House and if they would like to rent a plot in it if it was introduced to their community. Through explaining the concept and getting information about potential interest, we know if it would be profitable to place a Green²House in that area.



In this way, we get to gauge predicted customer interest and reduce risk of unsuccessful Green²House location openings.

Once the Green²House is built in a particular community, we would also want to promote it. We will host an opening event and show people how the Green²House looks and what you can do in it. In addition, there will be flyers put in nearby mailboxes which to promote the event and garner interest of renting.

The last method of promotion is that we offer a one-month free trial, meaning that people can try out the planting and growing facilities for 30 days to see if they would like it.

A potential issue is people becoming unmotivated to tend to the cleanliness of their plot, introducing the risk that they won't clean their plot when they stop renting the place.

When signing up for the service, customers accept the terms and conditions, which include regulations about keeping the Green²House and area clean, with fees to pay in occasions where the terms and conditions are breached. This is aimed as a preventative measure to prevent high cleaning costs for the Green²House.



PLANS AND GOALS

Our goals can be described in two parts; the short term goals and the long term goals.

SHORT TERM GOALS

Providing a gardening space to those who do not have (access to) it in order to support growing your own food by providing all that's necessary to garden:

- Space. Space to garden can be scarce, especially in metropolitan areas.
- Seeds. All seeds come with necessary information and instructions.
- Tools. All tools come with instructions on how to use and how to garden safely.
- Supplies. Other supplies, like water, electricity and compost are needed.
- Management. Track your progress, manage planted seeds, know when to water etc.

To have a positive impact on the community in the neighbourhood by promoting ecological sustainability. This is by:

- Motivating the community to make their own, green, and organic food.
- Get users in contact by watering each others plants etc.
- No negative imprints on the environment around us.

LONG TERM GOALS

Improving ecological sustainability by:

- Promoting the (efficient) usage of green energy;
- Building a system that provides+promotes a healthy (green) lifestyle and environment;
- Providing a service that is non-compromising to our environment;

Improving social sustainability:

- Ensure that we provide a sense of community to all of our clients;
- Provide services that support basic health needs and basic human service needs;

Resilience. Specifically, for us, this implies that we aim to teach and guide the community to be adaptive to the environment around us that is constantly changing;

Target areas for our long-term goals:

1. Increasing on-site rainwater collection (and management thereof);
2. Greenhouse gas emission → to be CO2 negative;
3. Minimising waste and maximising recycling;
4. Promoting the improvement of the environmental quality
5. Expand the Green²Houses, so there will be multiple in different cities. This will also make the Green²House more known by people.
6. Fully book all available Green²Houses, and have the customers become a community who do things together. If they have questions about the service as a whole they can ask us, but that they will ask each other things about planting.