



# GrwNxt

FRESH FOOD INFRASTRUCTURE FOR MEGACITIES

## **The need for a radical change in fresh food production, starting in megacities**

Fresh food production is in need of a re-invention. The world still relies on traditional ways of farming and horticulture that suffer from inherent design flaws: vulnerability to weather and diseases, harmful pesticides, inefficient use of water and land, waste and degradation in long supply chains and CO<sub>2</sub> emissions in transport. Growing concerns about food security, safety and sustainability ask for a technological breakthrough. The problem is most pressing in megacities, where fresh food consumption and environmental awareness are rising rapidly, while arable land is scarce and mounting congestion and pollution pose additional challenges. Technology will lead the radical change.

## **GrwNxt's indoor growing 'as a service' solution**

GrwNxt will future-proof fresh food production in megacities by building a care-free, data-driven indoor infrastructure. Large fruit and vegetable buyers such as hotels, hospitals and corporate and public campuses will outfit their buildings with climate rooms fully equipped and operated by GrwNxt. They will benefit from a secure and safe supply of fresh produce in a sustainable way, with superior taste and nutritional value, exactly tailored to their own needs – and with the option to use the climate rooms as flagships.

## **A huge, growing market with tangible demand**

The world is home to 33 megacities with a total of 560 million inhabitants. By 2030, numbers will rise to 43 and 750 million. Asia will drive 70% of the growth and will also have the strongest increase in living standards and quality of diets. Singapore, trendsetter in the region, has acknowledged the strategic importance of food security, food safety and food sustainability and has set the target to produce 30% of its nutritional needs locally by 2030, up from 10% today. Leading hotel chains are investing in on-site food production. Accor Group for example has committed to run 1,000 urban fruit and vegetable gardens in its hotels by 2020.

## **A unique, scalable business model**

GrwNxt will package years of Dutch horticulture and greentech expertise into remote-controlled climate rooms. The modular setup and the full-service concept will allow GrwNxt to enter market segments inside megacities which existing players are not able to serve. Algorithms will control room conditions, locally trained 'freshineers' will handle crops and Amsterdam-based experts will supervise remotely. Most importantly, GrwNxt will bring indoor farming to a next level with a data-driven global infrastructure of climate rooms. Powered by machine learning, GrwNxt will drive quality and yield to levels not reached by other indoor farms. GrwNxt will earn fees on sales of digital growth recipes, day to day management and climate room leasing, in a highly scalable way.

## **An experienced team that brings together indoor farming, analytics and start-up experience**

Annemieke Roobeek is founder and CEO of GrwNxt. She is thought leader in next generation indoor farming, experienced entrepreneur, has held many supervisory board positions and holds the Nyenrode Business University chair for Strategy & Transformation Management. After years of thorough research, Annemieke started GrwNxt in 2019 and detailed the concept with a team that has now grown to four data analysts and four consultants. She gets support from a group of advisors and business partners who bring expertise in indoor farming & technology, hospitality & catering, sustainability and finance.

## **Raising €1M to prototype and pilot in 2020**

GrwNxt aims to raise €4M in 2020-2023, starting with a €1M series A1 to develop and test a prototype system of remote-controlled climate rooms. This will include designing modular climate rooms, developing digital growth recipes, laying the basis for the data infrastructure and building a network of expert product owners. In parallel, GrwNxt will broaden commercial discussions. GrwNxt will pilot its solution in 2020Q4 in a Singapore five-star hotel and in Living Lab Marineterrein Amsterdam, which paves the way for signing up a launching customer in 2021Q2 and ultimately for achieving GrwNxt's ambition: a data-driven infrastructure for secure, safe, sustainable and high quality fresh food.



GrwNxt B.V.  
PanamaPaar Oost, Panamalaan 8E  
1019 AZ Amsterdam, The Netherlands



Tel.: +31 (0)20 504 0000  
Mob.: +31(0)65 474 6150



annemieke.roobeek@grwnxt.com  
www.grwnxt.com