



CENTER for MEDITERRANEAN  
INTEGRATION | CENTRE pour  
l'INTÉGRATION en MÉDITERRANÉE  
مركز التكامل المتوسطي



HOSTED BY  
**UNOPS**



**UK Government**

**CMI  
WATER  
MONTH**



# Females Power team

Doctoral researcher

**Dalia ALLOUSS**



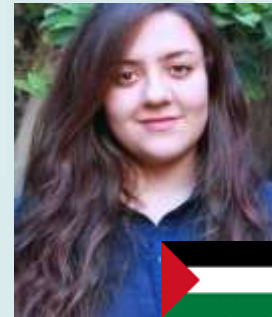
Doctoral researcher

**Sarra BENSABRI**



Engineer

**Baraa Hamdallah**



- Wastewater treatment
- Leadership and time management
- Digital skills
- Management and Governance of transboundary water resources
- Technical skills
- Customer support and negotiation

- Communication and content writing
- Content marketing, multimedia and visualization.
- Analytical reasoning

# The problem

## Agriculture and Water

The world's largest fresh water consuming sector

Main Objective is to eliminate and reduce water losses in irrigation sector and Make and save every drop of water

### Intensive Agriculture and Pesticides

Air, water, soil, food: a diffuse pollution to which we are all exposed. ...

Fauna, flora and ecosystems heavily affected by pesticides.

Enable people to plant their own fresh, Bio vegetable and fruits with a smart, ecological system



Reduce greenhouse gases impact CO2 print  
Vegetables travels hundreds of kilometers, by heavy transport to reach French consumers,  
(From Spain to Paris  
From Marseille to Paris)

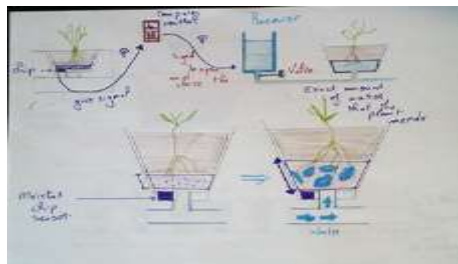


# The solution: Our water & climate startup idea

It is a Tailor-made, sustainable and economical system.  
It will **monitor**, **control** and **regulate** the exact amount of water.

It provides plants with the precise water needed quantity, which will significantly reduce water losses in irrigation activity.

- Container made from recycled material
  - Retention material or hydrogel
  - Monitoring system



WISHING FOR  
COOKING  
AFFORDABLE  
FRESH DISHES?

TURNING YOUR  
BALD SPACE INTO  
SOME GREEN  
RELAXING  
SCENES!



SAVING  
WATER  
TIME  
MONEY?

WE MAKE YOUR  
WISH COME TRUE

Eco ربي is the best way to go green!



Eco ربي is the  
best to go green

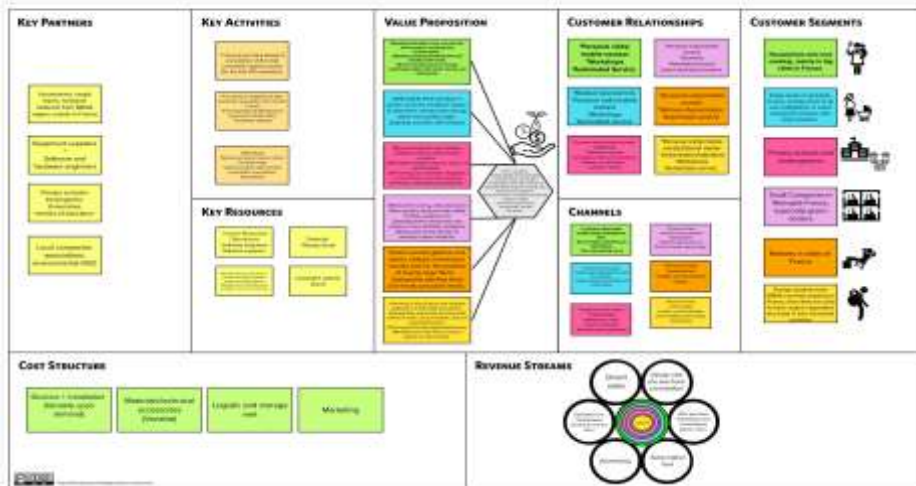
## Promotional strategy

Target audience	Key message	Promotional tool	Achievement
<input type="checkbox"/> Housewives in big cities in France who admire cooking	<input type="checkbox"/> Act green, eat fresh and choose Eco2020	<input type="checkbox"/> Digital marketing via social media	<input type="checkbox"/> Build health awareness
<input type="checkbox"/> Single nurses in Metropolis France	<input type="checkbox"/> Improve your food with Eco2020	<input type="checkbox"/> Personal selling	<input type="checkbox"/> Make our audience interested
<input type="checkbox"/> Primary schools and kindergartens	<input type="checkbox"/> More savings, less water with Eco2020	<input type="checkbox"/> Sales promotion	<input type="checkbox"/> Build Eco2020's reputation as a brand
<input type="checkbox"/> Retirees in France's cities	<input type="checkbox"/> Eco2020 is the best to go green	<input type="checkbox"/> Universities and associations	
<input type="checkbox"/> Foreign students from Mens countries studying in France			

Budget = 350 \$

- ◆ Facebook Ads: 6 \$ per day
- ◆ YouTube: 10 \$ per day
- ◆ Pinterest: 2 \$ per day
- ◆ E-Brochures
- ◆ Workshops/trainings

## Business Model Canvas



## What we want to find out in our MVP Test

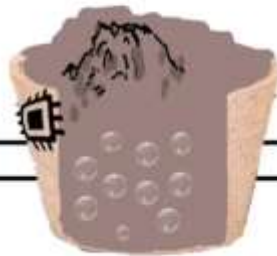
Assumption	Why is this important?	How will you test it?
Are my customers ready to buy our product? (MANDATORY)	<ul style="list-style-type: none"> <li>• Owning your home/office garden is essential, especially households as this contributes significantly to food security.</li> <li>• The ability to save time, water and money with growing a wide variety of crops, regardless of season, providing fresh food for family, and community, avoiding chemical exposure, and pests/insects.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous tested surveys</li> <li>• Conducting a small workshop to present the concept &amp; product</li> <li>• Feedback analysis.</li> </ul> <p>(Of course they would purchase it) ☺</p>
Does the system save water compared to traditional ones?	Cultivating consumes much water, and our automated ecological system guarantees saving water more than traditional.	<ul style="list-style-type: none"> <li>• Percentage of water loss.</li> <li>• Quality of yields.</li> <li>• Automated process.</li> <li>• Soil humidity.</li> </ul>
Is the system economically feasible?	Organic food supports a healthier community, and people tend to buy organic, but challenging that organic products prices are higher than conventional ones.	<ul style="list-style-type: none"> <li>• The initial cost</li> <li>• Percentage of money saved</li> <li>• Volume of system/produce consumption</li> <li>• Energy cost</li> <li>• Water bills</li> </ul>
Is the system easy to manage, customizable and modular?	We are here to meet our customer's smart needs, by providing a smart easy manageable system, with wide range of choices.	<ul style="list-style-type: none"> <li>• Determining technical problems and complaints (salinity/monitor water chugging...etc)</li> <li>• Feedback from customers</li> <li>• How fit-able are designs to any space</li> <li>• Seeking expert advice by connecting users via a mobile application.</li> </ul>

## MVP Budget

Budget Item	Amount
pipes	10 \$
Reservoir	10 \$
Solenoid valve	20 \$
Automatic pump controller	180 \$
20 containers	17 \$
Hydrogel	10 \$
Holder	30 \$
Monitoring system	230 \$
<b>Total</b>	<b>507 \$</b>

# Our Minimum Viable Product

## MVP; ECO ربي



## CUSTOMERS

- Housewives/Single moms
- Primary schools/kindergartens
- Small Companies
- Retirees
- Foreign students from MENA countries

## VALUE

- Comprehensive adaptive smart sustainable manageable system for any space.
- Bio- fresh produce with water time-money saving
- Free quotation, pre-purchase design & consultation (for first 100 customers)
- Free System Installation & after-purchase consultation ( for the first 2 years), with a guarantee (2years)

Thank You