

## Profile number

109503

## A groundbreaking innovation for horticulture and the broader agricultural sector

### Located in

Netherlands

### Personal data

#### Sector

Agriculture

#### Type of company

Vegetable and fruit processing

#### Legal entity:

Limited Company

#### Type of transaction

Shares

#### Life phase enterprise

Starting

#### Employees in FTE

< 5

#### Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

### Financial information

#### Turnover last financial year

€ 0 - € 100.000

#### Asking price

€ 500.000 - € 1.000.000

#### Earnings before taxes

€ 0 - € 100.000

### Company history/background

We present a unique opportunity to invest in a game changing innovation for the horticulture and broader agriculture industry. The company has developed a technology that has a significantly positive impact on plant growing and development through accelerated photosynthesis.

The company has patented the technology. The technology has been scientifically tested and proven by the Wageningen University & Research. Results show increases in yield from 15% to 30% depending on the crop,

driven by growth acceleration. The product has been installed in greenhouses of multiple growers of, among others, bromeliads and anthuriums.

In broad terms, the technology uses radio frequency electromagnetic (RFEM) waves to stimulate plant and root growth, fruit development, flower development and compactness and robustness. The RFEM field created is not harmful to humans and animals. The product has a very low energy consumption and consequently strong profitability impact. The product is easily installable and usable in greenhouses, requires minimal maintenance and alternatively can also be integrated into other products if the buyer wishes to do so.

The shareholders believe that to scale up the technology, it has to be integrated in an organization with existing international sales channels, a technical supply chain and the necessary resources to continue developing the product. Consequently, they are looking for a new owner/partner to realize this.

- Attractive business plan based on sizeable market opportunity. Direct grower demand with currently proven crops, and the right market entry, presents significant sales potential between €25-30 million within 5 years after market introduction. Direct cash generation can be used to invest both in product development to unlock new market opportunities and expand go-to-market / sales channels.
- Significant synergy and acceleration potential when the product is integrated in an organization with existing route to market, supply chain and product portfolio.
- Initial value proposition tailored to CEA (Controlled Environment Agriculture), though technology & product is allowing for further market opportunities to be opened in due course; e.g. forestry, semi-covered food production, sport stadiums (grass) and other food production crop.

## Unique selling points

Worldwide trends in CEA are strong and favourable. Many countries want to reduce their carbon and water usage footprints, and CEA offers a way of achieving this with respect to food consumption mainly through local-for-local production in high-tech greenhouses