




# Greenhouse Vertical-Solutions

«Go Vertical ↑ – that's the maximum»

 PitchDeck  
September 2025

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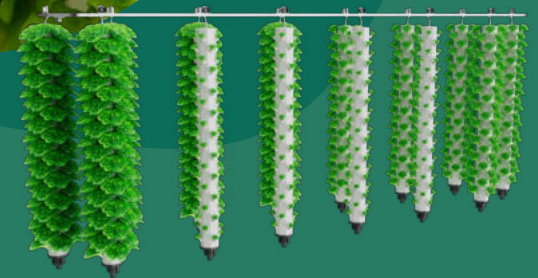
SWISS FOOD &  
NUTRITION VALLEY



Innosuisse



Awarded the  
**Silver Medal**  
at Invention  
Geneva 2025



## VISION

We are revolutionizing Greenhouse farming and setting new standards – by **thinking vertically** and unlocking the **full potential of every square meter** – making a **significant contribution** to the agriculture of tomorrow.

## MISSION

We combine proven technologies with **Frugal Innovation** to create sustainable **Vertical Farming Systems** that harness natural sunlight  
Our innovative **Tower-System** enables space-saving, resource-efficient, and economically attractive food production – for greenhouses, urban spaces, and beyond.



Higher yield at lower  
production cost

BSBZ Greenhouse Pilot with 160 lettuce per m<sup>2</sup>

We are fast, perfectly organized, and have extensive experience in product development, production, and sales



**SASCHA  
ROHNER**

100%

CEO, Initiator &  
Co-Founder

- **20 years** in product development
- **10 years** in business development
- **10 years** of experience with hydroponics

Certified Plastics Technician,  
Industrial Engineer



**PAUL  
OEHY**

100%

CTO,  
Co-Founder

- **25 years** in electronics development and software programming
- **15 years** of experience in the production of assemblies and complete devices

Certified Electrical Engineer



**JÜRG  
BÄUERLE**

100%

CSO,  
Co-Founder

- **30 years** of sales experience
- Large network across Europe

Sales professional

## Team



**Brigitte**

Controlling &  
Events



**Bea**

Admin &  
Personnel



**Claudia**

Admin &  
Production



**Roland**

Plant expert  
(Consultant)

M.Sc. Horticultural Sciences

## THE CHALLENGES

Intensive land use leaves its mark and climate conditions make cultivation more difficult



The world's population is growing by **80 million people** every year.



**28%** of the world's arable land no longer has sufficient water available.

With current farming methods, we will only be able to adequately feed **50%** of the global population by 2050.



Every year, we lose agricultural land equivalent to the size of **14 million football fields**.



**70%** of global freshwater consumption is used for food production.



Agriculture is facing challenges – open-field cultivation suffers from climate change, greenhouses lack automation, and vertical farming is too costly.

Our Focus

Open-field cultivation



**Open-field cultivation faces major challenges:**

- Climate change & extreme weather
- Water scarcity & soil erosion
- Limited arable land
- Rising production costs
- Fluctuating market prices

Greenhouses



**Greenhouses are reaching their limits:**

- Single-level horizontal cultivation
- Lack of modular vertical solutions
- High labor intensive
- Lack of automation
- Labor shortage

Vertical Farming



**Vertical farms struggle with high operating costs:**

- High energy consumption
- 100% artificial light
- 100% climate control
- Unprofitable in many regions
- Operating at a loss

Today's systems are rigid and non-modular – The future lies in combining existing and innovative solutions that optimize space and increase efficiency through automation and integration.

Current problems of Greenhouse systems:

- Rigid, inflexible and non-modular
- Difficult maintenance and cleaning
- Space is not optimally utilized
- Labor-intensive cultivation
- Lack of automation

Horizontal-Systems



Vertical-Systems



FrugalTec-System



Today

Future

Planting & Harvesting process

Growing process

Number of plants per m<sup>2</sup>

Modular (height & plant distance)

Horizontal

Horizontal

16



Vertical

Vertical

120



Horizontal

Vertical

> 160



Uniform photosynthesis through rotation



Low-cost automation possible



Flexible seedling relocation possible



Easy visual pest detection and control



Easy cleaning possible



## THE USP - OUR TOWER-SYSTEM

We clearly stand out from the competition by planting & harvesting horizontally, while cultivating vertically.

We focus on systems that enables dense, **vertical cultivation** in greenhouses to maximize the use of **natural sunlight**, using a 100% flexible and adaptable setup **unmatched by competitors.**



up to 20% cost reduction

8-10x higher yields  $\text{m}^2$

60% less fertilizer

30% faster growth

8x  $\text{CO}_2$  uptake  $\text{m}^2$

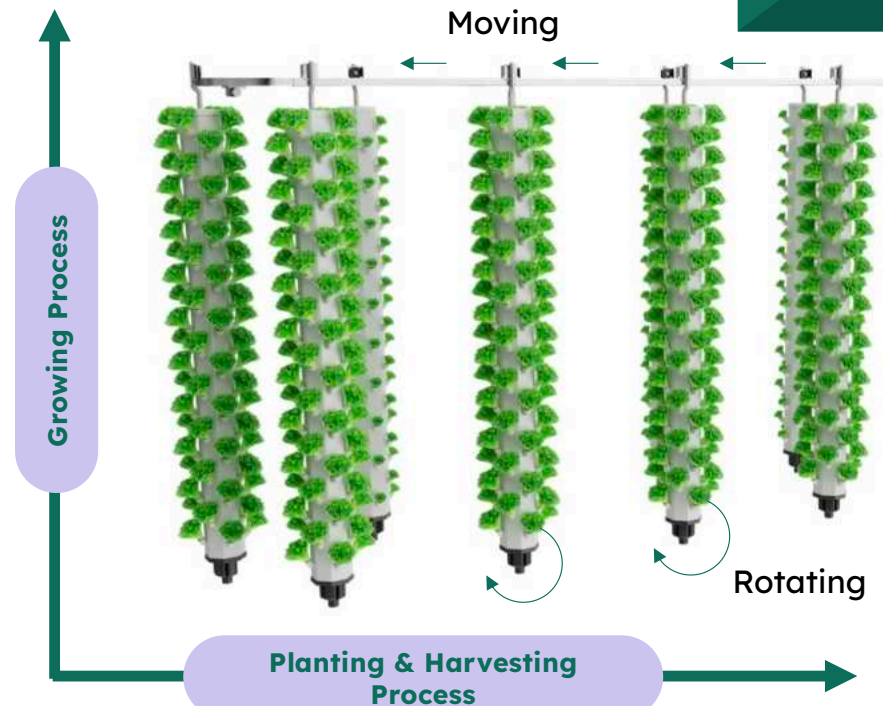
90% less water

MVP Pilot running  
successfully with 160 plants per  $\text{m}^2$

more per  $\text{m}^2$  – with less costs



Patented





## Vertical Tower-Farming in greenhouses increases production output while using natural resources efficiently



The industrial Greenhouse sector is experiencing significant growth, driven by several key factors;

1.

**Increasing global demand** for fresh, high-quality, and locally grown greens

2.

**Climate change** drives the need to ensure stable yields, consistent quality, and reduce reliance on open-field farming

3.

**Water scarcity** and sustainability concerns drive the adoption of resource-efficient growing systems use less water and fertilizer

4.

**Scarce farmland** increases the need to optimize land use; greenhouse with vertical farming maximize production per square meter.

### Forecast for High-Tec Greenhouses

2023  
60'000 ha



2030  
> 120'000 ha



Sample image



## The global Greenhouse Farming market is set for rapid growth – we provide the vertical solution

It is developing with a growth rate (CAGR) of about 10%.

In 2021, the global commercial Greenhouse market TAM was valued at **USD 29 billion** and is projected to grow with a CAGR of 10%.

TAM

According to Global Research forecasts, the market value is expected to exceed **USD 70 billion by 2030.**

We can assume that about 40-50% of the global Greenhouse Market pertains to modern, technology-based systems.

**USD 28 billion by 2030.**

SAM

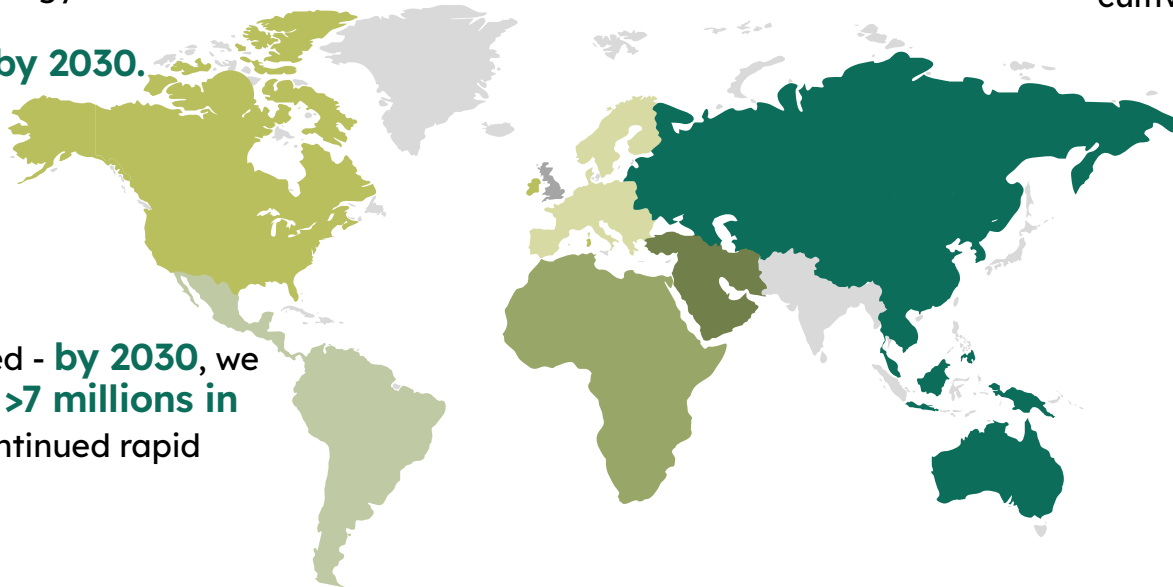
Worldwide, the demand for **alternative systems** for resource-efficient and secure cultivation is growing.

Natural disasters and increasing regulations are making **field farming** more difficult and uneconomical.

The path is defined - **by 2030**, we will achieve **USD >7 millions in revenue** with continued rapid growth

SOM

We must therefore offer solutions that are **accepted by farmers** and enable economically viable production!



Diverse revenue streams from hardware, services, licensing, and software position us for scalable growth

1.

**Hardware Sales:**

Revenue comes from sales of Tower-Farming systems, easily integrated into new and existing greenhouses.

4.

**Recurring Revenue:**

Recurring revenue from spare parts and software subscriptions for remote monitoring.

2.

**Service Contracts:**

Optional service agreements for optimizations, and ongoing technical support.

5.

**Future Opportunities:**

Producing and supplying seedlings to growers, or developing systems designed for this purpose.

3.

**Licensing Model:**

Licensing options for partners to produce and sell our System under official rights in their region.

**Target Customers:**

Greenhouse operators, producers, commercial growers, and agribusinesses seeking higher efficiency and yield through vertical farming infrastructure.

## From Pilot Project to market scale – Your investment powers rapid growth and shapes the Future

### Traction & Partnerships

1. Running Pilot with Agriculture School Austria (BSBZ)
2. Running Project with FHNW (University CH)
3. Collaboration Project with FHGR (University CH)
4. Collaboration Project with FHOST (University CH)

Development & Pilots

2025/ 2026

### Pilot Projects & Validation

- TowerFarming concept
- Secure Partnerships
- Finish Seed round
- System Development
- Pilot projects in DACH-Region
- Product launch mid-2026

Expansion

2027/ 2028

### Expansion European Markets

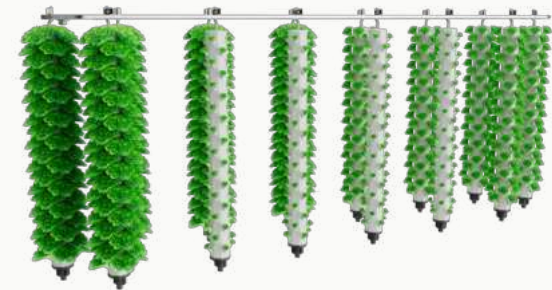
Entry into other neighboring European markets such as Italy, Spain, and France in cooperation with strategic partners.

Scaling & growth

Post 2028

### International Scaling

Scaling into international markets beyond Europe.

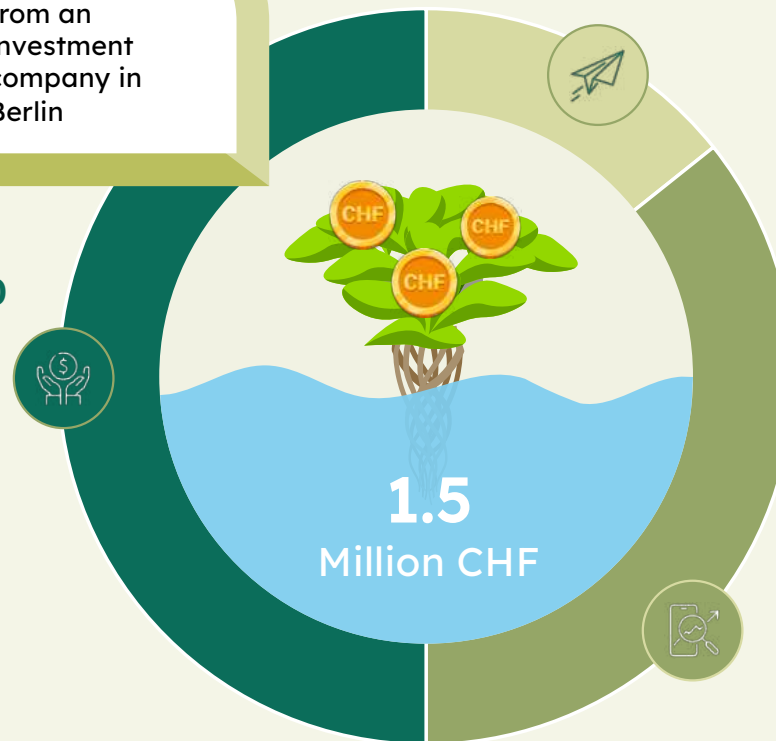




Together, your investment accelerates our path to success – for mutual gain!

150K received  
from an  
investment  
company in  
Berlin

Revenue Forecast 2030  
**> 7.0  
millions**



### Investments **850K**

- Product development
- Approvals & certifications
- Patent registrations
- Prototypes & sample parts
- Further Injection tools
- Industrialization

### Sales & Working Capital **650K**

- Building up sales power & expansion
- Trade shows & advertising
- Salaries & rental costs
- Operating costs

QUESTIONS?

**CONTACT US!**



**Sascha Rohner**

CEO, Initiator & Co-Founder

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