Making Vision a Reality
Opportunity

- Conventional gardening is inefficient
  - Plant Supermarkets require effort on the part of the consumer
  - Ground planting is limited by seasonality
  - Gardening services are expensive

Opportunity for a more efficient, convenient and cost-effective gardening service
Business Concept

- Gardening; Delivered
  - Baskets, Containers, Sunken Trays
- Use of Manufacturing principles
  - Kanban, JIT, work-flow
# Revenue Projections

<table>
<thead>
<tr>
<th>Year</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<tbody>
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<td>Year 1</td>
<td>200</td>
<td>500</td>
<td>1,000</td>
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<td>Year 2</td>
<td>30</td>
<td>60</td>
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<td>6,300</td>
<td>10,500</td>
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### Notes
- Revenue by Months & Quarters

<table>
<thead>
<tr>
<th>Month</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<td>1,800</td>
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<td>1,800</td>
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<td>2,400</td>
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<td>10,500</td>
<td>15,000</td>
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<td>25,000</td>
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Branding

**bloom box**

Traditionally, gardeners travel from garden to garden, they charge by the hour and can be quite pricey. We keep our gardeners in our garden so they can concentrate on the plants.

Garden centres do a similar thing but they make you travel to them. We do delivery and, unlike garden centres, have a vested interest in making sure our plants endure, staying healthy and beautiful.

The secret is that we don’t let our plants die. Instead of discarding them at the end of the season we take them back, return them to health and use them again. This means we can give you valuable plants for a reasonable fare.

**autumn/winter baskets**

Designed by a Royal Chelsea Flower Show Gold Medalist, our baskets look sensational throughout the year and are refreshed each season with a new design.

**floral**
A selection of hardy but vibrant plants to brighten up the coming winter months.

**contemporary**
A structural basket using cool winter colours. Perfect for the modern home.

**topiary**
A small tree can brighten up any doorway, garage, gate or path. Exchanged every season, you can choose to have them replaced with a newly trimmed tree, or swap for any other tree of the same size.

All of our trees come in elegant stone containers.

**herb**
A delicious selection of seasonal herbs, ideal for culinary use or for their tantalising fragrance in the garden.

Images are for illustration purposes. Actual baskets may vary slightly in planting but will have a similar aesthetic style and the same high quality.

**info@bloombox.co.uk**

or call (07793) 675579
Selling
Selling
Operations
Efficiency
CRM
Two healthy ways to get through Christmas

Jo Glass
js@greengarvest.co.uk

Dear Jo,

I hope that your plans for a mid-winter celebration – whether Christian or not – are bringing tidings of festive joy into these alleged days. Personally, I notice that my January plans are a sorry excuse for eating and drinking less and I am reminded that this winter season is the time that we can naturally advise to have a smaller amount as well as a smaller range of foods. I am having a struggle to provide a balanced diet for all when everything keeps reaching for biscuits, party food and office Honey-rockers.

However, our Green Bay products continue to inspire me. I have put plenty of flax fibre in the Christmas cake, a daily shot of green barley in apple juice (with a dash of Manuka Honey) to help keep sinuses-related illness away and apple cider vinegar with ribbing tried scrupulously in the kitchen. These gifts of nature help my family keep our taste buds alive to the impending range of taste experiences outside of sweet and bread!

Our Green Bay gift to you this Christmas is in the form of a Christmas box to let our range inspire you too. Add some of our exceptional foods for better being to your winter diet, and share it with your lucky friends too. Our chef’s Christmas Box has a range of nutritional goodbyes for you to add to yo

What Makes LSA So Good For You?

Flax is one of the most complete and functional foods, and its effects have been known for improving...

Find out and try it for yourself, see below.

Jo

Founder, Green BayHarvest
<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<td><strong>61X</strong></td>
<td>Revenue Projections</td>
<td><strong>Years 1 to 5</strong></td>
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<td>Packets/Parcels</td>
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Revenues by Months & Quarters

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<th>Year 1</th>
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<th>Year 3</th>
<th>Year 4</th>
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GreenBay™
Real food for better being

JAMES AND JAMES
The result of good fulfilment is not delivering an order,

it's getting the next sale.

Six offers state-of-the-art Fulfilment for small and large companies looking to reduce costs and increase revenue. Six handles everything from posting a single item in a jiffy bag to freighting multi-pallet consignments. We use unique software (coded in-house in 2010) built on cutting-edge Cloud Computing technologies, to ensure that every pick is perfect and data is available instantly.

find out more ➔

Our live, web-based Stock Reporting allows automated pre-advice of stock short and predicts out-of-date issues months in advance, allowing you to take action early and reduce wasted time or stock. Because our main database is hosted in the software cloud, our clients enjoy secure, live feeds viewable from your online account from anywhere in the world.

find out more ➔

Most impressive is the wide selection of Customer Analysis reports we can offer. In only a few clicks you'll be able to discover the latest buying trends of your customers, get suggestions for cross selling specific to each customer, group customers based on their buying profile and send highly-targeted campaigns by email, post or In-box advertising to these groups. What's more, you can track the progress online to see what worked and what didn't.

find out more ➔
The result of good fulfilment is not delivering an order,

it’s getting the next sale
CapEx

- PC & Laptop  
  - £30ea from Gumtree
- Printer  
  - £50 from eBay
- Desks  
  - £0 borrowed
- Trolley  
  - £0 borrowed
- Office and Warehouse space

Total Spend ≈ £300
PROGRAMMING
One Year Later...
CAMBRIDGE ANGELS
Typography

Our brand typefaces are Palatino LT and Lato. We use Palatino LT Medius and Lato Regular for the body.

All our paragraphs, both online and in print, are left aligned and never justify character spacing and can make it harder to read.

Keep typography simple. Do not overcrowd layouts and do not use too much weight to draw emphasis instead. Never use underline.

- Palatino LT Light and Palatino LT Light Bold and Italic
- Lato Light and Lato Light Bold
- Palatino LT Bold and Italic
- Lato Bold and Lato Regular and Lato Black and Lato Black Bold and Italic
Two Years Later...
Time to sell SaaS
License?
Sales Nurturing
Nurture visitors who are interested in some products but not buying, bring back the lost revenue.
Order Fulfilment

James and James, two Cambridge process engineers, were fed up with the order fulfilment services available to online retailers. They knew great technology meant a fulfilment company could deliver more: creating cost savings and providing greater visibility.

Understanding that starting point means you understand our drive and passion to leverage technology to provide a world leading solution - for our clients and their customers. We'll never rest on our laurels, which is why we continue working with the best minds in the industry.

Find Out More About Our Fulfilment Solution

We have been working with James and James for a number of months and have been delighted with the difference it has made to our UK fulfilment operations. We made the switch from another provider, as we could not get timely information on the status of outbound orders, tracking numbers or physical stock levels. James and James' system is intuitive, easy to use and the data retrieval is incredibly fast. We have stopped working with...
Analysis of Geographic Markets

USA
- Strong growth (16.7%)
- Large retail market
- Avg annual rent: $42.8k/m²
- Large M&A opportunities

UK & Europe
- Germany & UK high growth (25% & 10%)
- BE (5% - 10% growth)
- Already an e-commerce market

Asia
- Indonesia: emerging e-commerce market
- Income gap for wide variety of goods
- Increasing internet access

Australia & NZ
- Fast growth (11.2%)
- Small e-commerce market
- Avg Annual Revenue: USD 2k-3k

Methodology: Conducted secondary research on characteristics of each geography. Identified key results for J&J. The team also engaged in semi-structured interviews with key industry players to understand the market's constraints.
USA