

SUMMARY PRESENTATION

WOODGROW



ABOUT WOODGROW

Woodgrow Oy plays a vital role in fostering the growth of trees and food crops. Our innovative approach involves utilizing biochar, a sustainable organic material enriched with essential nutrients, to nurture young seedlings and support their robust development. The unique blend of biochar and nutrients not only promotes healthy plant growth but also remains in the soil for nearly a decade, ensuring a lasting impact on the environment.

At Woodgrow Oy, addressing climate concerns is at the core of our mission. We tackle this challenge in two significant ways. Firstly, our products enhance plant growth, contributing positively to the ecosystem. Secondly, biochar, an integral component of our approach, actively sequesters carbon in the soil, mitigating the effects of climate change.

Our commitment extends beyond environmental impact; we are dedicated to the continuous growth and global expansion of our company. Our international initiatives are built on a foundation of technology sales and product distribution, enabling us to share our expertise and sustainable solutions on a global scale.

THE PROBLEM

MARKET GAP

The global challenge is to reconcile the industry's need for an ever-increasing amount of raw material produced by plants and, at the same time, reduce carbon dioxide emissions.

CUSTOMERS

The customer's demand are aimed at a climate-friendly and, more broadly, an environmentally-friendly way of growing plants. Here, the number of reasonable options are narrow.

COST EFFECTIVENESS

Finding a long-lasting and effective fertilizer combination is challenging. Several fertilization sessions are expensive and time-consuming.

USABILITY

Biochar helps in the structure of the soil, but it has no nutritional effect. Industrial fertilizers on the other hand, provide nutrients quickly, but the duration of the nutrition is short-term and the worst risk is a poisoning effect.

1.

FILLING THE MARKET GAP

Our product simultaneously increases plant growth and binds carbon in the soil. As a combination, this responds in the best possible way to the demands of the industry and consumers.

2.

CUSTOMERS

Communicating the climate effects of our products to consumers is easy and understandable. In this way, we are able to support the nature-friendly brands of plant-producing companies.

3.

COST SAVINGS AND USABILITY

Our innovative method of binding nutrients to biochar enables the cost-effective growing of plants. With a one-time application of our product, you get the effect of improving the soil structure and long-term fertilization at the same time.

THE SOLUTION





OUR PRODUCTS

1.

UNIQUE

We have developed a unique and intellectual property-protected technology for long-term binding of nutrients inside biochar.

2.

FIRST ON THE MARKET

The first technology on the market that is both functional and industrial.

3.

TESTED

Our product has been tested in practical conditions for several years. New tests are currently underway with vocational schools specializing in plant production.

4.

REAL

Designed and validated by experts working in the field. The products work for years and the biochar never disappears.

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THE ADVANTAGES

OF WOODGROW'S PRODUCTS

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1.

CLIMATE-FRIENDLY AND
EFFICIENT

2.

SUITABLE FOR DRY LANDS

Included water almost 50%

3.

TWO DIFFERENT PRODUCTS

Basic and organic fertilizer

4.

VERY EASY TO USE

5.

LONG-TERM FERTILIZING
EFFECT

THE MARKET AREA

0.6 M €

Exploring the potential to establish a globally inclusive market, incorporating cutting-edge technology and expanding into broader domains.

8 M €

Woodgrow Oy operates in the international biochar market within the EU, offering technology licenses to biochar producers worldwide.

12 M €

Biochar manufacturers receive a product with long-lasting effectiveness. Biochar, on its own, does not have active functionality in the soil.



BETTER GROWTH WITH BIOCHAR

Drought and soil degradation are global problems, both for growing trees and for growing food crops. Woodgrow Oy, based in Nivala, is the first in the world to develop a product made from fertilized biochar, which helps to accelerate the growth of seedlings and enhance carbon sequestration.

Biochar is widely used for soil improvement, but it does not contain nutrients. With the method developed by Woodgrow Oy, nutrients are dissolved into water and then added to the biochar, which releases them into the plant in the long-term. Fertilized biochar is already on the market, and the need in Finland alone is great: 150 million trees are planted in our forests every year. Woodgrow Oy's goal is to increase its production volume and reach even larger customer groups.

In the future, a significant part of Woodgrow Oy's business will be the sale of licenses to international customers. A similar method is not yet in use elsewhere, which is a significant technological advantage. Improving food security, especially in dry countries, opens up a lot of opportunities for production.

1.

LONG-TERM EFFECT

The product's nutritional supplements lasts 4 – 8 years.

The soil improvement properties of biochar last about 100 – 1.000 years.

2.

GROWTH AND PARTNERSHIP

As Woodgrow Oy continues to advance its development and business initiatives, we are actively seeking to expand our team. We are currently in search of partners for sales and international expansion, as well as funding to enhance our equipment infrastructure and recruit skilled personnel.

Collaborating with us presents an opportunity to contribute to the development of a profitable business that addresses both climate challenges and food security concerns

3.

CONTACT PERSON

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OPPORTUNITY

TO SUSTAINABLE INVESTMENT

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1.

GROWTH AND PARTNERSHIP

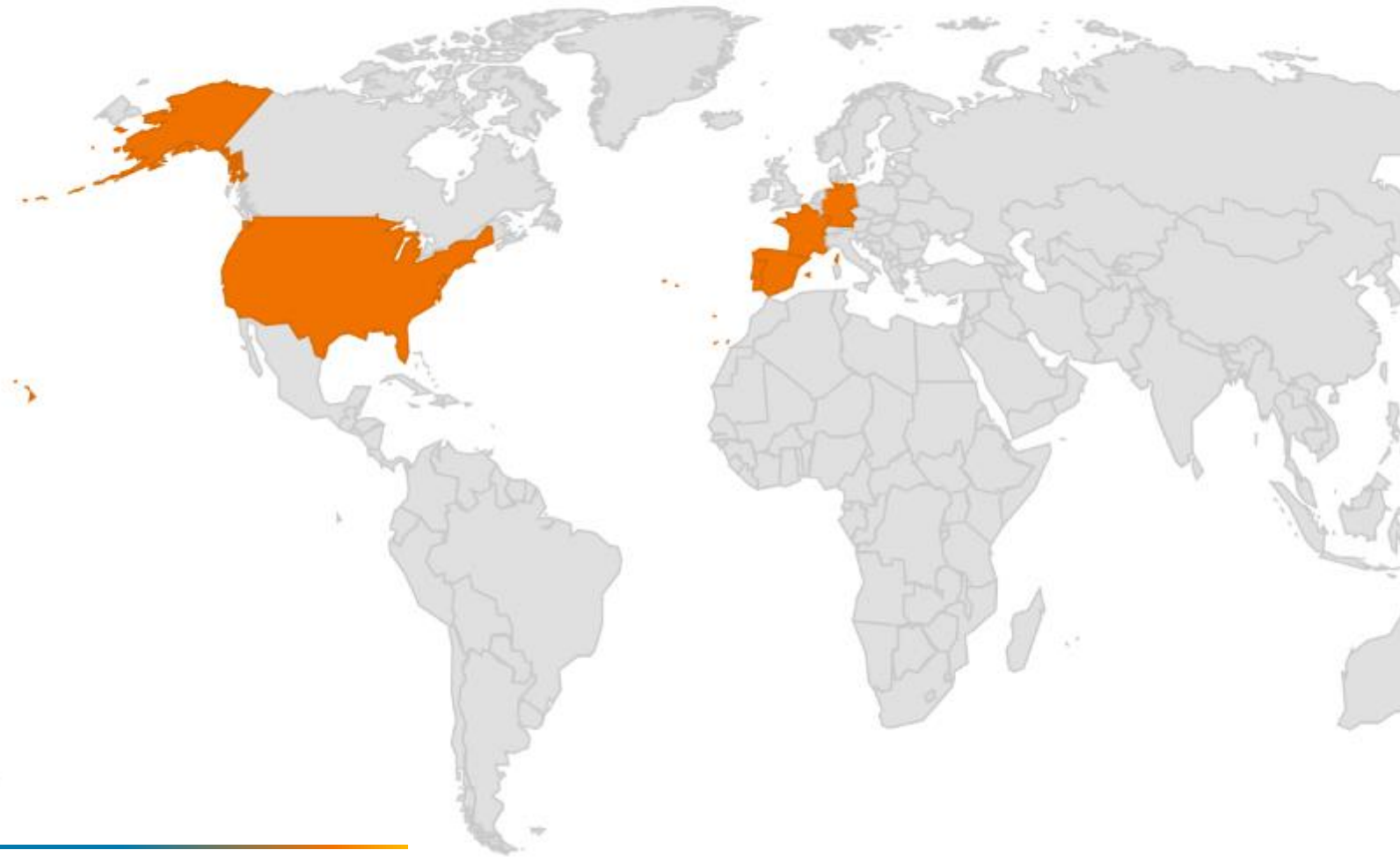
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Vipuvoimaa
EU:lta
2014-2020

OUR PARTNERS



1. _____
GERMANY

2. _____
FRANCE

3. _____
PORTUGAL

4. _____
SPAIN

5. _____
UNITED STATES

THE COMPETITION

THE TECHNOLOGY IS PATENTED

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WOODGROW OY

Our products are not only competitively priced compared to others in the market but also provide long-lasting nutrient benefits (4-8 years).

Featuring a straightforward design, they are user-friendly, setting them apart from competitors' offerings. We offer two distinct products: basic and organic biochar fertilizers.

The affordability of our products is a key draw for consumers, who appreciate that they are both organic and enriched with essential nutrients."

COMPETITORS

Companies A
The product is pricier and less effective

Companies B and C
The products are costly and not as efficient as ours

Companies D and E
The products are affordable but inconvenient to use compared to ours

GROWTH STRATEGY

HOW WE WILL SCALE IN THE FUTURE

APRIL 03

We pave the way for market entry by distributing our product to local farms, forests, and food producers in the area.

MAY 05

We introduce the product to the public and assess its reception by monitoring press releases and regional market trends.

DECEMBER 12

We gather feedback from the agricultural and forestry communities to enhance our product availability and support international marketing efforts.

OUR TEAM



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CEO



JOUKO JÄRVINEN
Member



KARI TIILIKKALA
Professor



JUUSO NURMELA
Marketing, Expert



EXPORT MAKER

EXPORT MAKER
Internationalization

THANK YOU.

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