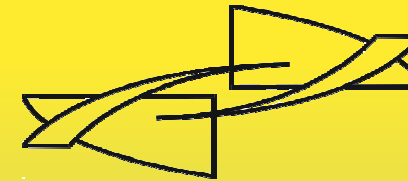


Berufsbildende Schulen I Uelzen



Wir leben Nachhaltigkeit!



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Großes Projekt der Klasse 2-FOW-A



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presentation

Lukas Klein

Alexander Niehbur

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GREEN FLAKES

Make it green!

Table of content

GreenFlakes?

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greenFlakes?

Organic cereal

Insects

High protein

environment friendly

Healty

Tasty

Only natural ingredients

Our idea

- Organic
- Healthy
- Reusable packaging
- Unique
- Supporting local businesses

Why insects?

Greenhouse

Uses small space

Flexible locations

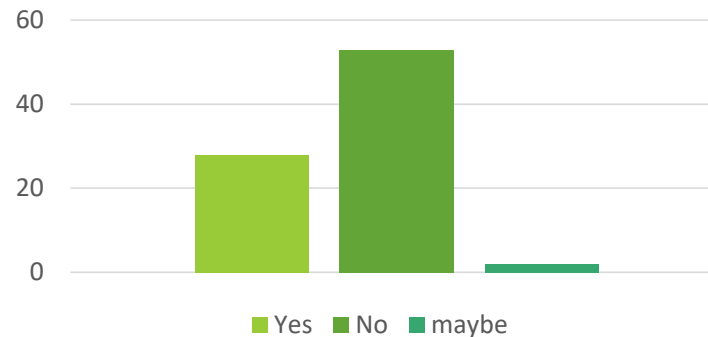
Vertical Farming

4 week's to grow

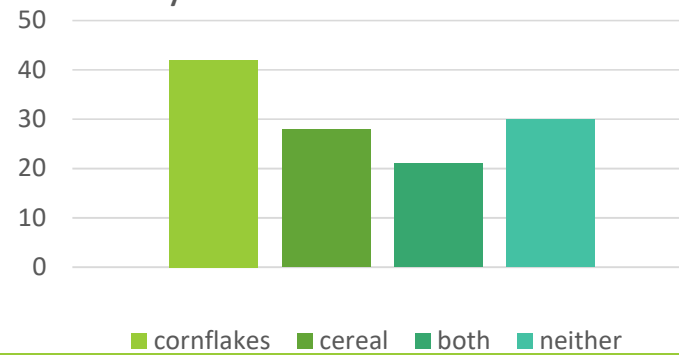
100x less greenhouse gases than cattle

Survey results

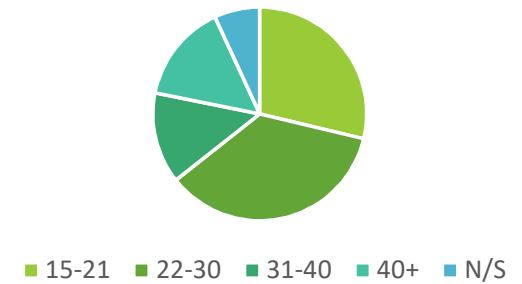
Do you have interest for organic cereal/cornflakes?



Do you eat con flakes or cereal



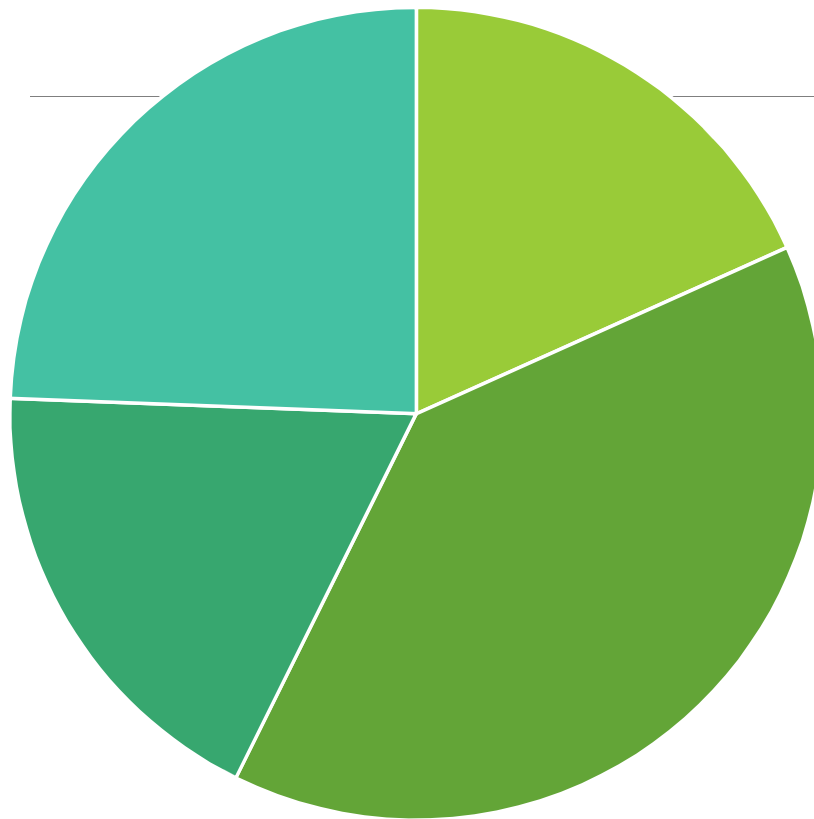
Age



where do you buy your cornflakes/cereal?



price



■ 1. insekts ■ 2. grain ■ 3. packaging ■ 4. production kost

price

9,99€ 350G

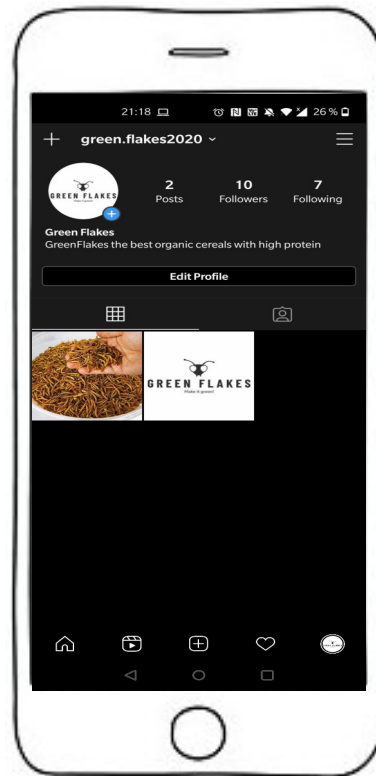
Insect 1,5€

Grain 1,44€

Packaging 1,5€

Production 2€

Promotion



Consumer focus

Fair prices

Transparent Marketing

Accessibility



Distribution

Supermarket

Organic shops

Onlineshop later

Target group

For kids and

For adults

Everyone who enjoys good cereals

Good for workout

Our goals

Finished product 2021

In shop mid 2021

Online shop mid 2021

our own shops 2022



Thank your for listening