

عسٹوچ عر جان

مشروع ام سليمان

GROUP 4

Christina



Sabrina

Mustafa



Zeena

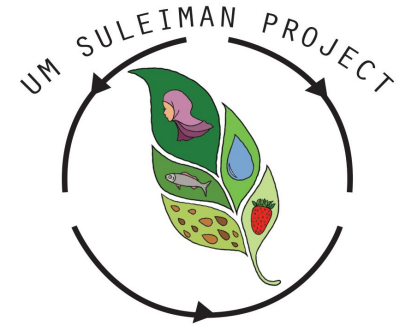
Karim

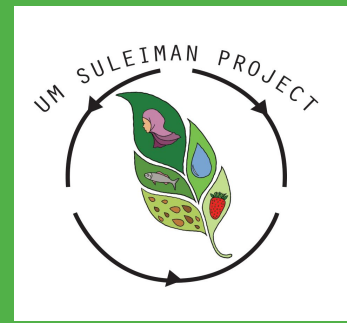


Ayah



Philipp

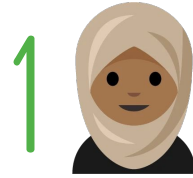




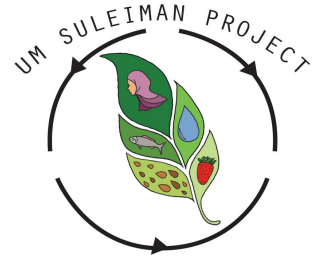
2022

FOUNDING YEAR

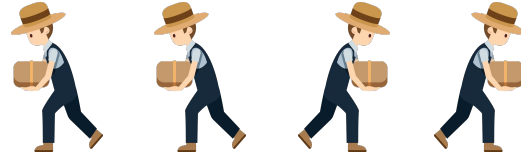




1
CEO Nabila Miqdadi



20



EMPLOYEES ARE FAMILY

150



HELPING HANDS VOLUNTEERS



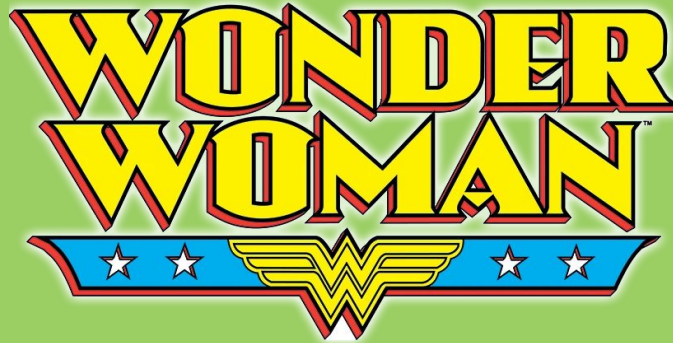
Female



Taught women how to sew



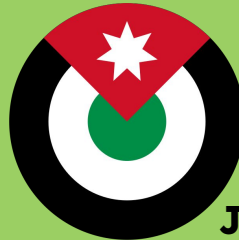
+800 requests



Mother of 10

61

Years wise!!!



Jordanian

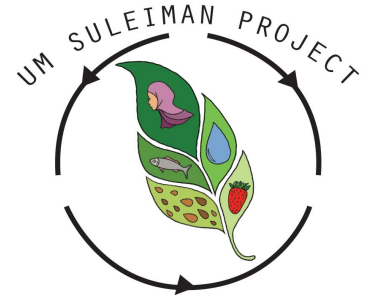
First woman to drive a pick up

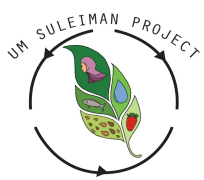




WHAT SHE GROWS

I have 5 years of aquaponic experience. I have grown cucumbers, strawberries, tomatoes, beans, parsley, mint and bell peppers on my rooftop. I currently feed 10 people in my household including my grandchildren.



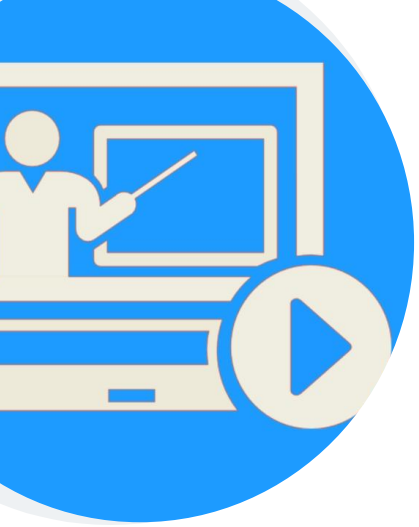


HER DILEMMA

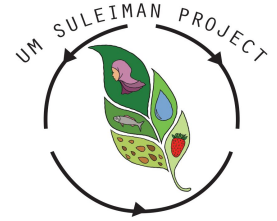


- Transferring the aquaponic system from her old to the new roof





HER WISHES



- Having an updated and upgraded version of aquaponic system.
- Refreshing her knowledge by taking courses so she can be up to date





MISSION STATEMENT



We support our wonder women and men of Orjan to transform their abandoned rooftops into attractive, sustainable green spaces which feed the people with chemical free greens

WHO IS HELPING US



RSCN
NGO

An independent voluntary organization that is devoted to the conservation of Jordan's natural resources



GIZ
GmbH

German corporation for international collaboration



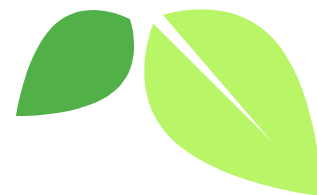
UN FAO
UN

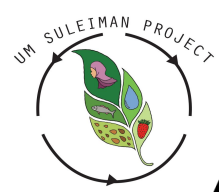
Food and Agriculture Organization of the UN



Business Development Center
NGO

Organisation dedicated to fostering sustainable socio-economic development



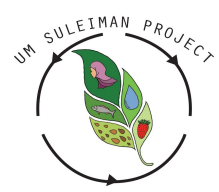


KEY PROCESSES



- Delivery of lettuce etc to supermarkets & restaurants
- Monthly subscription supply of vegetables
- Maintenance of the aquaponic farms
- Master classes to be provided to the community by Um Suleiman
- Youtube video making





VISUALISATION...

- Monthly subscription supply of vegetables
- People can order online
- Food is delivered to their home once a month
- Customers can customize their order anytime



Lettuce	Greens	Herbs
Romaine	Wild Rocket	Rosemary
Green Oakleaf	Purple Kale	Thyme
Red Oakleaf	Green Kale	Mint
Green Batavia	Spring Onions	Chives

VALUE PROPOSITION

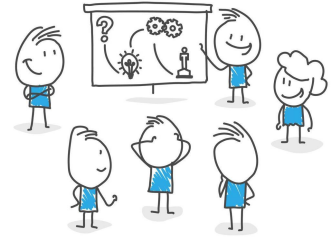
- Only aquaponic system in Ajloun
- Green vegetables & other food produced without any kind of pesticide nearby



ORGANIC



KEY PRODUCTS & SERVICES



Organic Food

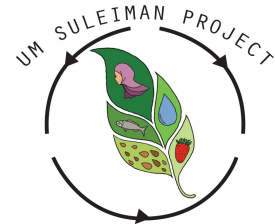
Providing organic, healthy fruits and vegetables for herself, her family and her neighbours of Orjan

Delivery of goods

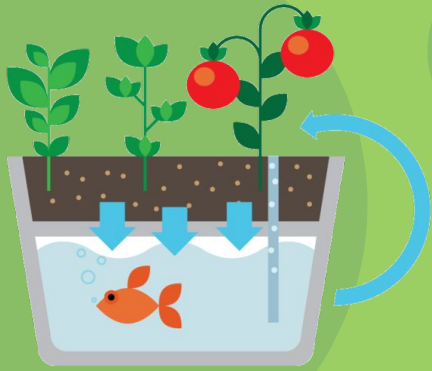
We deliver our goods to nearby supermarkets and restaurants. Furthermore, people can use it for their own use by selling the seedlings.

Workshop

Having an informative and interactive workshop for the community, locals and tourists about aquaponic system



BENEFICIARIES



- Rooftop owners in Orjan who wish to run an aquaponic farm
- Farmers
- Aquaponic farm experts
- Orjan guest house owners
- Orjan women center members/visitors





So much lost space!

What a view!

I have a huge empty roof!

My roof has a view!

Roofs create connections

I have empty space

Me too

I wish i could make use of my roof!

- Healthier lifestyle
- Esthetique green roof with a purpose
- A productive way to fill free time

BENEFICIARIES

Rooftop owners in Orjan who wish to run an aquaponic farm



CUSTOMERS

- Restaurants
- Grocery stores
- Individual monthly subscribers
- Local tourists
- International tourists



Visualisation...

Grocery store

Income to expand globally



Grocery stores all over Jordan would buy her organic produce

Om Sleiman's Organic produce

How about these?

No, only Om Sleiman's organic fruits

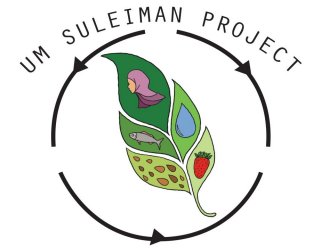
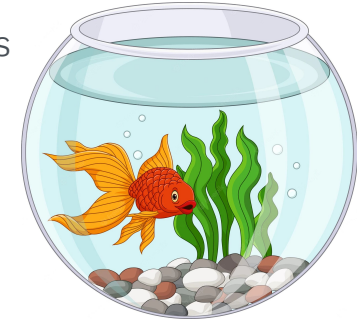
Ability to reach a wide variety of individuals and in a way is a marketing strategy to get known



KEY RESOURCES



- Rooftops
- Aquaponic engineers
- Farming skills
- Money
- Volunteers
- Water
- Fish tanks
- Um Suleiman's role model reputation
- Other role models / champion in Orjan





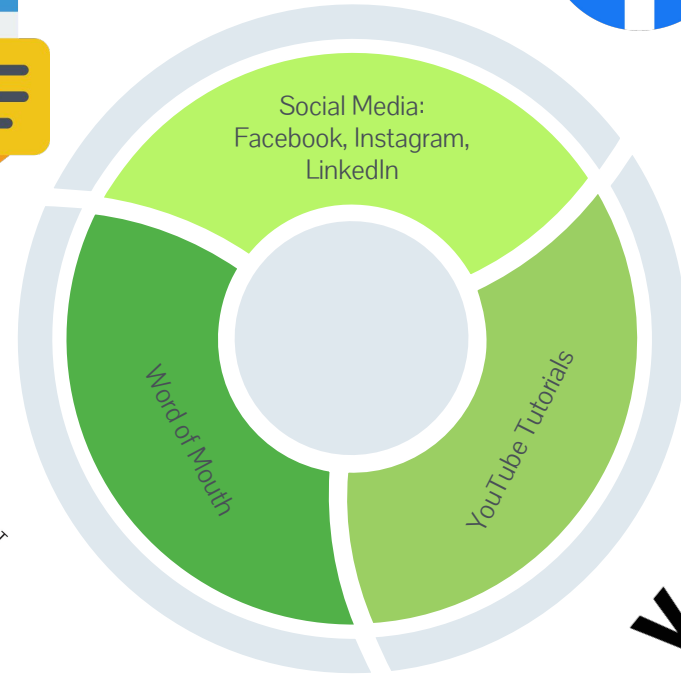
LAND RESOURCES

Rooftops

- Rooftop: Um Suleiman already has experience on the rooftop
- She can share her experience with others to spread the knowledge
- Her experience is proof of the efficiency of the system
- Create a aquaponic rooftop network



CHANNELS



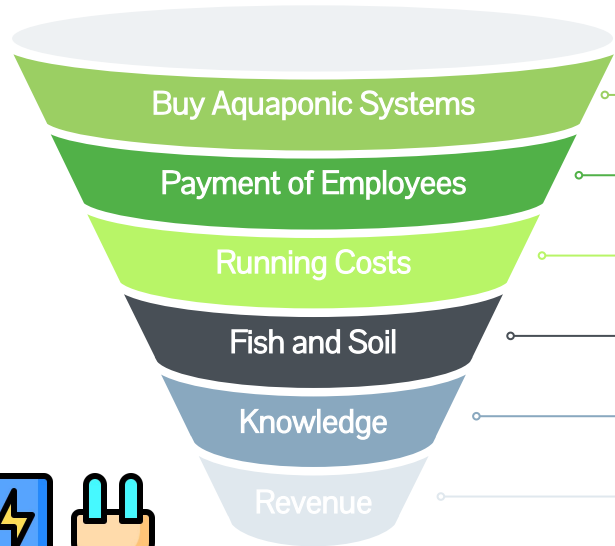
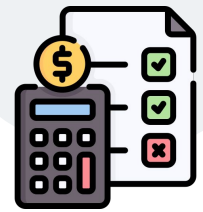


STRATEGIC PARTNERS

- Orjan agriculture cooperative
- RSCN
- Ajloun agriculture department
- Orjan women's center
- Zahrat Orjan
- UN FAO
- GIZ
- Business Development Center
BDC



COST STRUCTURE



Starting budget to buy the main system

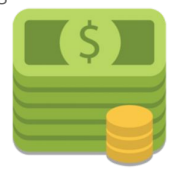
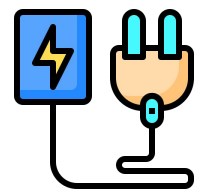
Transportation

Water or electricity bills

Fish, fish food etc

Taking courses

Sold products



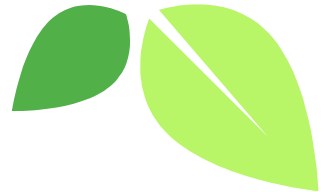
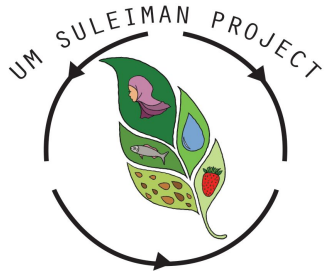
Um Suleiman's Ideal Timeline

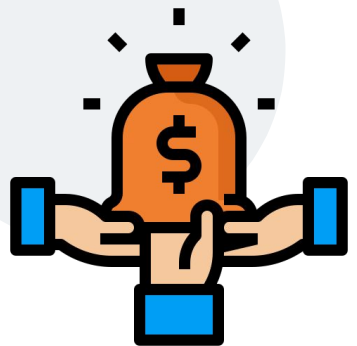


Taking new courses for both aquaponic system building and communication skills + New partners

Officially launching her business

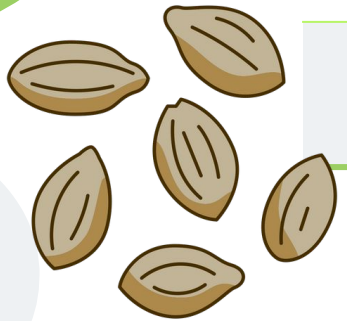
Selling her seedlings and offering workshops for community and tourists





REVENUES

	2023	2024	2025
Vegetables	1000JD	2000JD	2500JD
Seedlings	300JD	500JD	750JD
Fundings	250JD	700JD	900JD



CUSTOMER AND BENEFICIARY INPUT



Acceptance of higher prices: higher income=
Expansion of the business

1

Not only I am eating organic vegetables, I get to grow it in my home from the **seed lings** Um Suleiman gave me!

3

Supporting the business by being regular customers that spread the word about it and introduce people to the **workshops**.

5

2

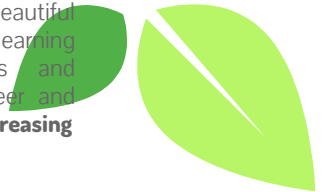
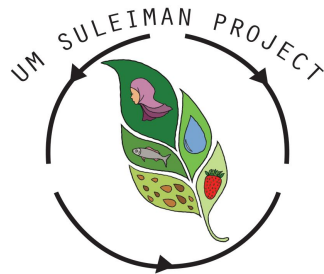
Recognition in the Orjan area, gaining **loyal customers**. Only prefer to buy from Um Suleiman

4

Other housewives and men taking inspiration from Um Suleiman, building an aquaponic system on their roof and Um Suleiman being their **ROLE MODEL**

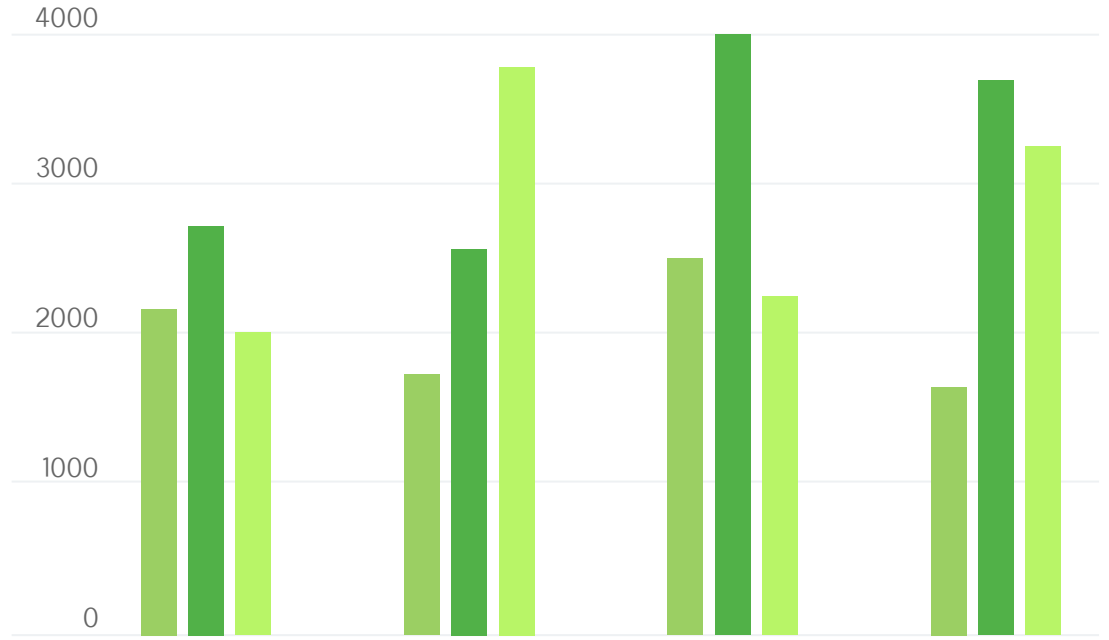
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Having more people visit Ajloun, see the beautiful greenery and learning about aquaponics and wanting to volunteer and donate funds... **Increasing tourism**





KEY PERFORMANCE INDICATOR



Tomatoes



Strawberries



Cucumbers



Parsely





SOCIAL IMPACT

Organic

Um Suleiman has fresh, healthy, organic fruits and vegetables grown from her rooftop with nothing but love. Not sprayed with any chemicals!

Attraction

Not only the neighbours, community and tourists learn from her, they get to see the beautiful Ajloun view when they visit the roof. Lots of greenery

Sustainable

Her water keeps on generating, so she barely fills in water as it keeps generating. A natural fertilizer from fish waste.

Education

Many people will be educated on the mechanism itself, they will learn why and how organic food is better for us. Even volunteering teaches you so much and you are helping others.

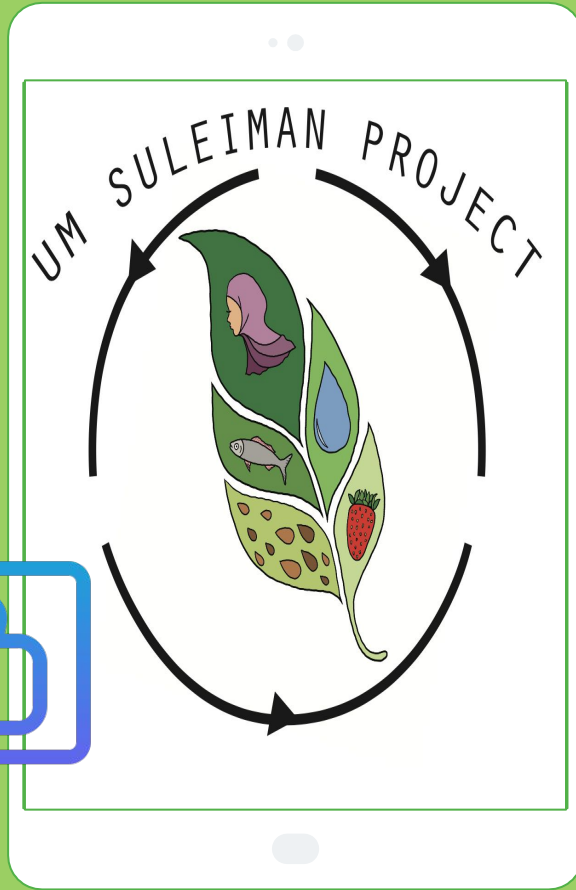
Selling Inspiration

She is selling her seedlings to her neighbours, community and tourists. They can now plant theirs in their homes too!

Motivation

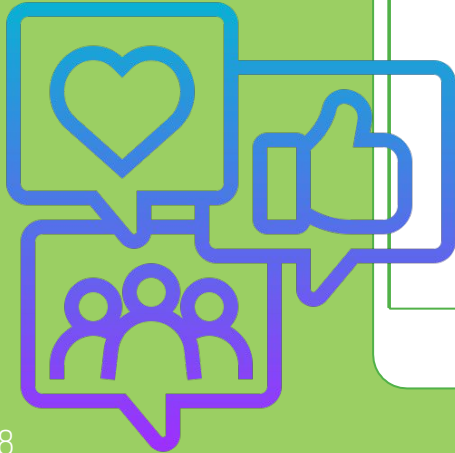
This pushes you to build something for yourself. Have a healthier lifestyle inside and outside. Pushes you to work and grow

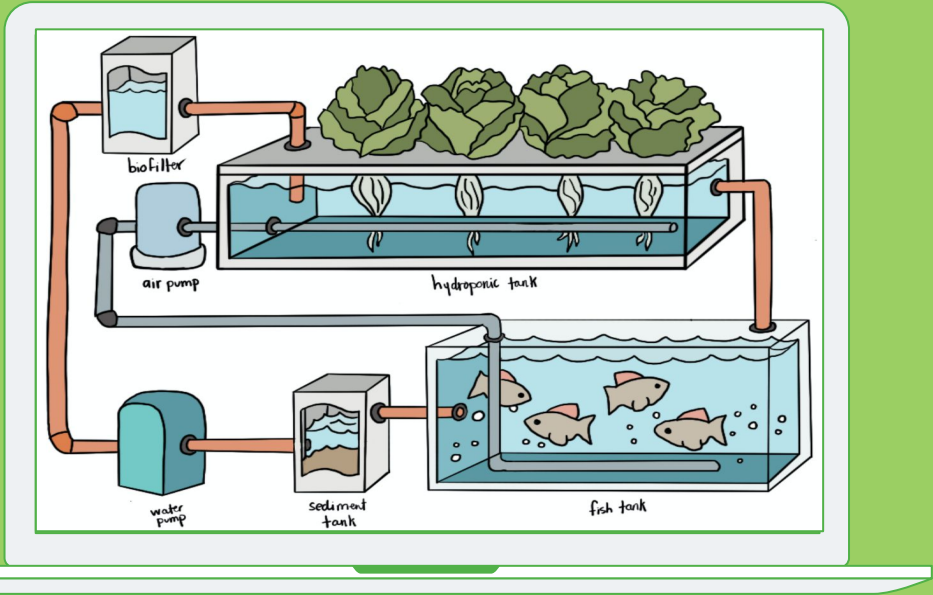




Her Brand

Um Suleiman is our wonder woman who is selling both her product and service to the community of Orjan. Available on all social media platforms





Educational Tutorials

Showing how an aquaponic system works and functions.



Let's make her
dream come true!



Support
LOCAL
Businesses

(Social) Enterprise or charity / community based organizations



Mission Statement

Support the people of Orjan with an Aquaponic system to build an sustainable and green way of organic living.

<p>Key-Partners</p> <ul style="list-style-type: none"> Orjan agriculture cooperative RSCN Ajloun agriculture department Orjan women's center Zahrat Orjan UN FAO GIZ Business Development Center BDC 	<p>Key Processes</p> <p>Delivery of lettuce etc to supermarkets & restaurants</p> <p>Monthly subscription supply of vegetables</p> <p>Maintenance of the aquaponic farms</p>	<p>Value Proposition</p> <p>Only aquaponic system in Ajloun</p> <p>Green vegetables & other food produced without any kind of pesticide nearby</p>	<p>Key-Products & -Services</p> <p>Organic Food</p> <p>Delivery of goods</p> <p>Workshop</p>	<p>Customers</p> <p>-Restaurants</p> <p>-Grocery stores</p> <p>-Individual monthly subscribers</p> <p>-Local tourists</p> <p>-International tourists</p>
<p>Key Resources</p> <p>Rooftops</p> <p>Aquaponic engineers</p> <p>Farming skills</p> <p>Money</p> <p>Volunteers</p> <p>Water</p> <p>Fish tanks</p> <p>Um Suleiman's role model reputation</p> <p>Other role models / champion in Orjan</p>	<p>Channels</p> <p>Social Media: Facebook, LinkedIn, Instagram</p> <p>YouTube Tutorials</p>		<p>Beneficiaries</p> <p>-Rooftop owners in Orjan, who wish to run an aquaponic farm</p> <p>-Farmers</p> <p>-Aquaponic farm experts</p> <p>-Orjan guest house owners</p> <p>-Orjan Women center members/visitors</p>	

Cost-Driver

Aquaponics systems are expensive to build, Running costs for employees, water and electricity

Revenue-Driver

Quality of goods, employee loyalty, amount of sold products, customer satisfaction

Customer & Beneficiary Input

Customer input would be feedback towards Om Sleiman about the products.
Customers could get an insight into the aquaponic process.

KPI (Key Performance Indikator)

Number of customers, sold products, company growth, used water, number of employees, Number of participants attending the workshops regularly.

Social & Environmental Impact / Impact on Beneficiaries

Reduce supply Chain and CO2 emission - Creating a healthy lifestyle for the community - Establishing new job opportunities
Working with non-profit Organizations as partners to improve their knowledge in aquaponic farming in the middle east.