

# Executive Summary

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2022



Fresh and pure food from sustainable  
highly efficient aquaponics technologies

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## Who We Are

Aquaponics Iberia is an aquaponics provider and expert company focused on sustainable and productive aquaponics units, based on its own developed technology for intensive food production, taking advantage of the symbiotic ecosystems combining aquaculture and crop farming and generating fresh, high-quality fish protein and greens. The modular system we developed significantly reduces maintenance interventions and increases water savings, food safety, and productivity without harming the environment and without depleting oceanic natural resources and is ideal for limited space urban environments. Our state-of-the-art aquaponics modules have been tested and improved with customers and are the ideal option to feed European cities of the future.

## Fish n' Greens

**Fish n' Greens** project intends to take advantage of this technology and expertise to implement a full operational medium/large productive system to grow fresh food from these sustainable highly efficient aquaponics technologies.

When installing these units on the outskirts of large European cities, it fits perfectly the "Farm to Fork" strategy, reflecting a totally sustainable food system and contributing to making Europe's food system the gold standard for sustainability. Additionally, it will help increase Europe's food supply chain resilience in the wake of possible crises similar to what we have been living in the last years as well as adverse conditions as a result of climate change.

## Our Value Proposition

The productive system proposed in our business plan has the capacity to generate 120 tons per year of sustainably certified fresh fish and 400 tons per year of certified ultra-organic vegetables. Despite being highly productive, this technology allows growing tasty fresh food following current consumer trends and the European policies regarding the Blue Economy and the Green Deal, by:

- being **organic and healthy** (no pesticides, no herbicides, no synthetic fertilizers, no GMOs, no medication, no heavy metals, no microplastics...),
- being **sustainably produced** (ASC, *Friend of the Sea*, *Friend of the Earth* certifications, no water waste, no effluent discharges, very low carbon emissions, wild fish-friendly, renewable energy operated, recycling of byproducts, ...),
- and being **locally grown** (close to urban markets, increasing freshness, reducing transportation and food waste, contributing to the local economy, and increasing trust through openness and availability for scheduled consumer visits to the production site).

By growing and supplying local, fresh, ultra-organic and

sustainable food, the ideal target end customer is a growing market: **the healthy and sustainable conscious urban consumer.**

## Our Market

The direct market of the **Fish n' Greens** project will be B2B mostly, including local food stores, large retailers, restaurants, hotels and local business offices (fresh food baskets, as a service provided by companies to their employees). B2C will be a residual market, consisting of online food sales and home delivery.

For this first **Fish n' Greens** unit, we have an expression of interest from the Mayor of Torres Vedras Municipality in becoming the main fresh food (seafood and vegetables) supplier of the public school canteens of the region (around 11,000 students), securing the large portion of the required market for the full production capacity.

Europe imports more than 2/3 of the fish it consumes. Seafood demand is growing and general food prices will keep rising in the following years, as food shortages are expected.

## Where

This first unit will be installed in the Torres Vedras region, on the outskirts of the Lisbon Metropolitan Area, with a population of over 2 million people. After this first unit is fully operational and profitable, it should be replicated close to other European cities, with the necessary adaptations and possible improvements. For now, this business plan only provides for investment in the first unit, in Torres Vedras, which will have a built area of 9,000 m<sup>2</sup>, consisting of a modern hydroponic greenhouse connected to a building for recirculating aquaculture system's equipment, for logistics and storage.

## Our Team

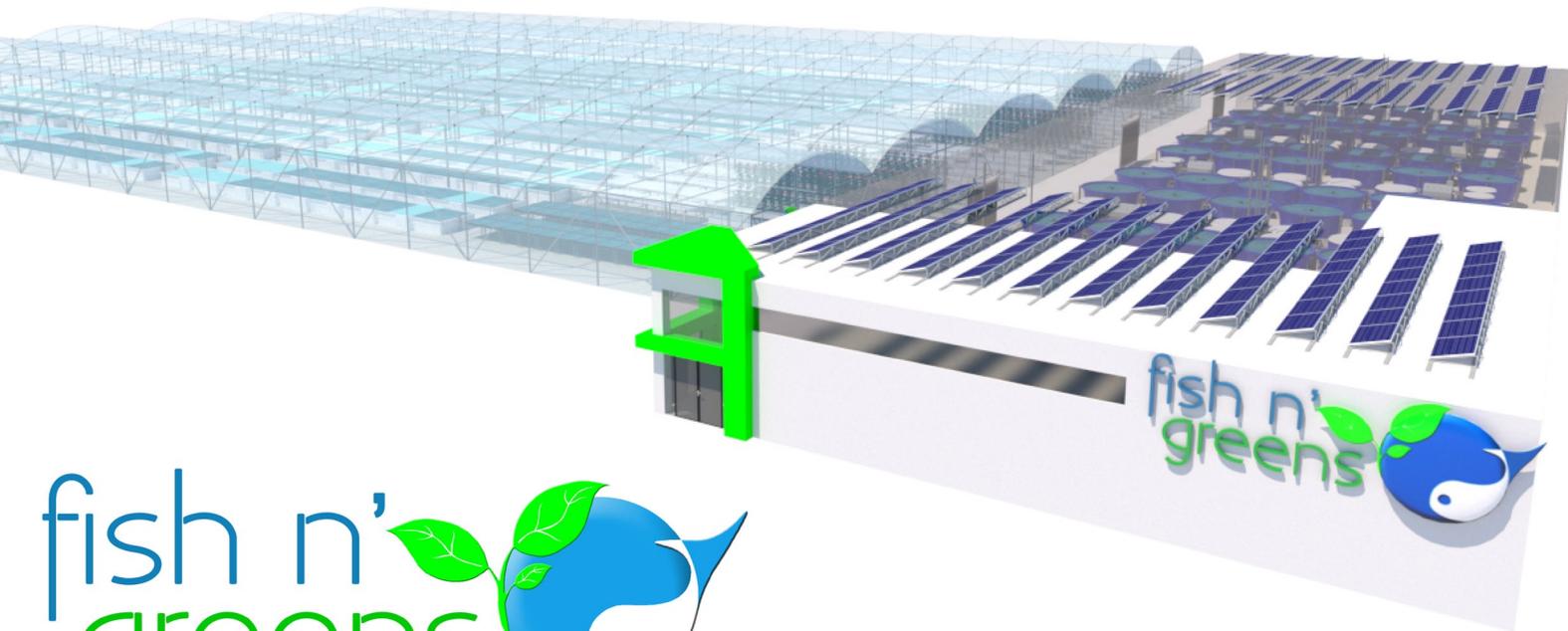
We have a **motivated team** with extensive experience in the area, a growing global market trend as an opportunity, a sustainable and productive technology that allows to reduce costs, and an increasing valuation and return, together with the replicability and scalability of the project.

## Investment and Return

Currently, we are raising funding to implement the first **Fish n' Greens** unit, which will have the scale of production to become a highly profitable project, managed and operated by our experienced team. To meet the project's operational requirements, we will have to grow the team with motivated and intensively trained people.

**The required capital** for the first full unit is **4.5 million euros**, with a **3-to4-year payback** and having an **average ROI of 56%**<sup>1</sup>.

<sup>1</sup> 4-year average from the 3<sup>rd</sup> year onwards (from the year of full production capacity); the 6-year average annual ROI from time 0 of investment is 37%.



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## Does this project fulfill all your investment requirements?

- ✓ Highly productive and sustainable technology, tested and validated in productive environment
- ✓ Raising funding for the first medium/large scale unit
- ✓ 120 tons/year of the tastiest and fresh certified fish
- ✓ 400 tons/year of organic certified herbs, leafy greens and fruits
- ✓ Secured local market (local public schools)
- ✓ Carbon neutrality
- ✓ Zero waste, zero pesticides and zero water waste
- ✓ Farm to Fork, reaching a market of 2 million consumers
- ✓ 56% ROI<sup>1</sup> average per year (one unit)!
- ✓ 60% EBITDA-To-Sales Ratio (from 2024)
- ✓ 3-to-4-year Payback
- ✓ Easy replicable for the outskirts of other large cities
- ✓ The most experienced team in Recirculating Aquaculture Systems and Aquaponics



<sup>1</sup> 4-year average from the 3<sup>rd</sup> year onwards (from the year of full production capacity); the 6-year average annual ROI from time 0 of investment is 37%.

**Get in touch with us and ask us for the detailed business plan!**

### Important Disclaimer

We hereby declare that, in order to initiate any negotiation or sign any financing contract or relationship, we will not be subject to any initial contract or financing commission payment or any other procedural or bureaucratic fee. Bearing in mind that there are several entities trying to deceive startups with alleged easy financing, in order to obtain an initial fee, we want to leave our position and alert about our awareness, so that we negotiate with honest entities that are truly interested in the economic potential of this project and in a fruitful relationship in the medium / long term.