

# BEEM

Strong Connections, Community Support

# Who we are.



**Brian Nealon**

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SAS - Senior

Journalism & Media Studies  
and Political Science



**Evan Covello**

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SAS - Sophomore

Human Resource  
Management

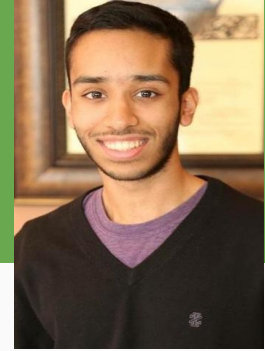


**R. Emmet Brennan**

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SEBS - Sophomore

Plant Biology and  
Environmental Business  
Economics



**Murtuza Hussain**


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Mason Gross - Senior

Visual Arts Concentration in  
Animation Design

AgGrow  

Developing Agriculture.  
Developing Cities.  
Developing People.

An aerial photograph of Jakarta, Indonesia, featuring a prominent skyscraper with a blue glass facade and a distinctive spire. The city is densely packed with buildings, and a large green park area is visible in the foreground. The sky is a mix of blue and grey, suggesting a cloudy day.

The  
Population of

Jakarta &  
Indonesia

# Demographics: Jakarta

Population  
**9.6 million**

Daily Population  
**12.5 million**

GDP/Capita  
**\$6,482**



# Demographics: Indonesia



Food Insecurity

**87 Million**

Stunted Children

**37%**

Population in Poverty

**11.3%**

Annual Loss in Productivity

**\$5 Billion**

# Professional Interviews

- Costa Rica
- Philippines
- Rutgers Plant Biology Department



# Urban Agriculture

Feeding growing cities,

Closer to the market, Lower Costs

Less spoilage, Higher Profits

Job creation

# Agriculture in Jakarta

1% in Urban Agriculture

25-30% in Nairobi, Kenya

Low Income

Lack Capital, Infrastructure

10% Vegetables

16% Fruits

2% Rice



# Locally Run Locally Staffed

## Plots

Purchase/Rent ourselves

Abandoned areas

Rooftops

Partner with Indonesia Berkebun

## Partners

Capital

Training

Prices

Microfinancing

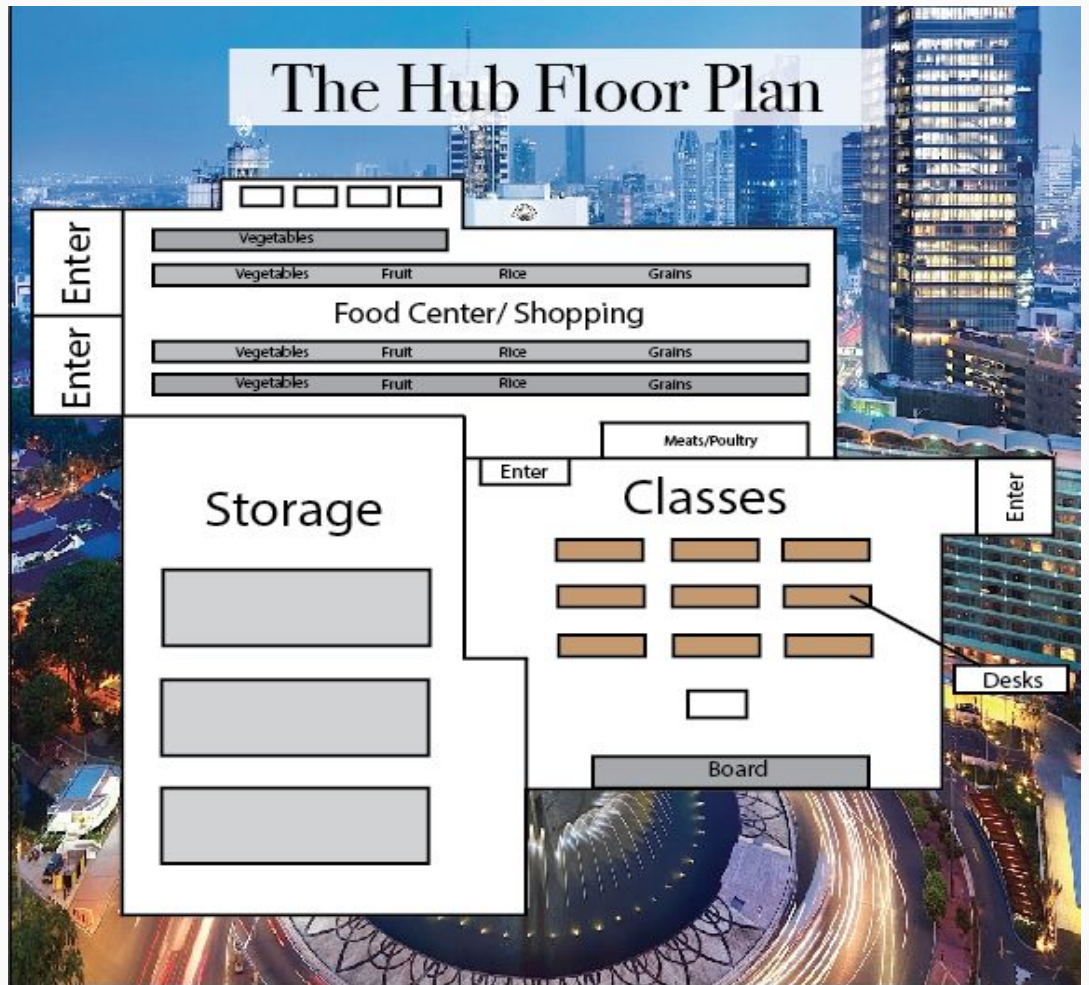
# The Hub

-Shopping/ Food Center

-Classes in Farming, Finance. Free for partners. Non-Partners pay.

-Support network w/ experts -  
Teaching peers.

-Crop and Tool Storage



# Street Vendors

150,000 vendors

\$20 Million / Day

20% Profit Margin



# AgGrow

Street Vendors

Clean.

Healthy.

Product.

Competitively Priced.



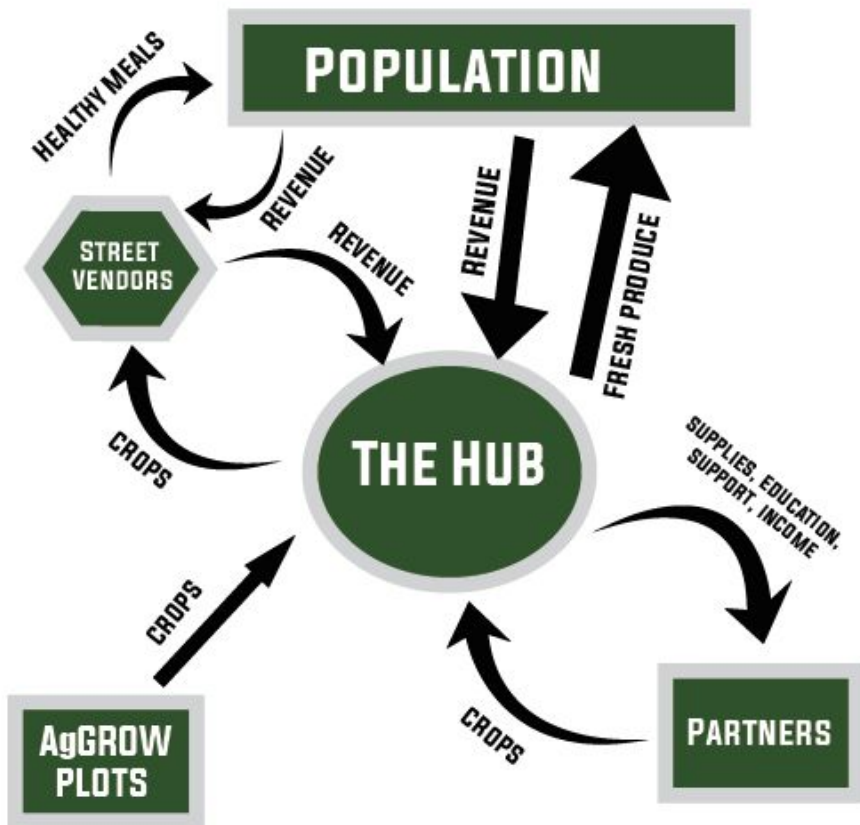
# Budget

## Costs(USD)

The Hub	\$425,000
Street Food Carts	\$2,000 ea.
Farm Supplies	\$165,000
Wages	\$12,350 per month
Partners	\$5,500 per month

## Revenue(USD)

Vendors	\$600 each per month
Direct Sales	\$6,750 per month
Classes	\$300 per month



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