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European Union

# Innovative agricultural techniques to boost entrepreneurial skills of future farmers

OUR START UP IDEAS!

22-26 MAY 2023

ALATRI - ITALY



Istituto Istruzione Superiore  
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# MANURE TO ENERGY

# PROBLEM

- ▶ What problem do you want to solve/ what problem does your start up solve?
- ▶ Our problem is dry horse manure. Horse manure is an expense for horse stables because there is no use for it as a regularly formed waste. Horse manure has to be transported to landfill which causes expenses such as payment for renting containers for transportation, waste fees and fuel costs.

# SOLUTION

- ▶ What solution have you found?
- ▶ Our solution is a service that rents horse manure containers for horse stables and transporting the waste to a biogas plant. As a by-product to biogas we get fertilizer that can be used to improve fields in agriculture. Fertilizers are sold to retailers and energy from a biogas plant are sold to electricity companies.

# COMPETITORS

- ▶ Who are your competitors?
- ▶ Our possible competitors are other companies from transport industry and other fertilizer producers.
- ▶ To make sure to turn dry horse manure straight into biogas we can build our own biogas plant. This way our competitors cannot gain our major income, biogas.

# WHAT WILL YOU NEED TO DO?

- ▶ What skills, technology, expertise, innovations will you need to implement your start up?
- ▶ For transportating horse manure we need transportation equipment (containers, trucks), drivers and different permissions for transportation.
- ▶ For biogas production and selling we need workers from this field of industry, workable spaces and equipment, and all agreements and permissions that are needed.
- ▶ For selling the by-product we need collaboration partners (retailer) that turns the by-product into a fertilizer that is ready to be sold and used.

# ROADMAP

What will you do in...

▶ IN A MONTH

We are applying for a loan, acquiring needed permissions and equipment for manure transportation. We look for suitable collaboration partners and potential customers. We begin to build biogas plants. We look for workers mainly for transporting.

▶ IN THREE MONTHS

We are marketing our company and begin to rent manure containers for horse stables and store the horse manure. We are looking for workers for the biogas plant.

▶ IN SIX MONTHS

The biogas plant is ready to start functioning and we start to produce energy from dry horse manure.

▶ IN 9 MONTHS

The company is working according to the plan.

▶ IN 12 MONTHS

We start planning the expansion of the company.

# CALL TO ACTION

- ▶ THINK ABOUT AN EFFECTIVE SLOGAN TO RAISE CURIOSITY AMONG INVESTITORS, STAKEHOLDERS, CUSTOMERS

The future of biogas is horse manure



# TEAM

- ▶ TAKE A PICTURE OF YOUR TEAM AND ATTACH IT
- ▶ DESCRIBE THE ROLES OF EACH OF YOU

