

Back to the Urban Green Train



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Carrot city, 2017

Bee Api

Bee Api, a matter of bees...



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Development context

- Colony Collapse Disorder
- Increasing interest for bees
- DIY trend
- 80% of the people will soon live in towns
- Need for nature

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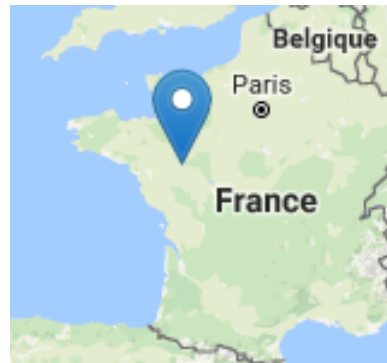
The idea

- Rent or sell and install hives in urban and peri-urban areas in public and private spaces
- Offer maintenance, workshops, and educational services around the hives
- Offer high quality hive products

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Who and where?

- Two beekeepers
 - Hard skills: beekeeping, economics
 - Soft skills: education, communication
- One S.A.R.L. (Limited responsibility society)
- In Angers, Pays de la Loire, France



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Services and products

Products	Price per unit	Cost per unit
Hive installation (unit)	1000 €	350 €
Maintenance (1h)	25 €	5 €
Educational activities (1h)	22 €	2 €
Workshops (1h)	80 €	20 €
Honey (1kg)	20 €	4 €
Propolis (1kg)	250 €	22 €

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Competitors

- Other Beekeepers
 - Who also install/rent hives (Angers Castle, Hospital)
 - Who only sell honey

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Target audiences

- Public institutions
- Private schools
- High socio-professional class
- Restaurants
- **Insurance companies / Banks**
- Other big companies

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Communication path

- Website
- Launching activities
- Local news
- Customised car and bikes
- Leaflets
- Canvassing important people

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Chances and risks

Chances	Risks
Gaining attention / motivating people to improve biodiversity	Bad weather conditions / asiatic hornet predation / High mortality
Attracting luxury consumers	Accident

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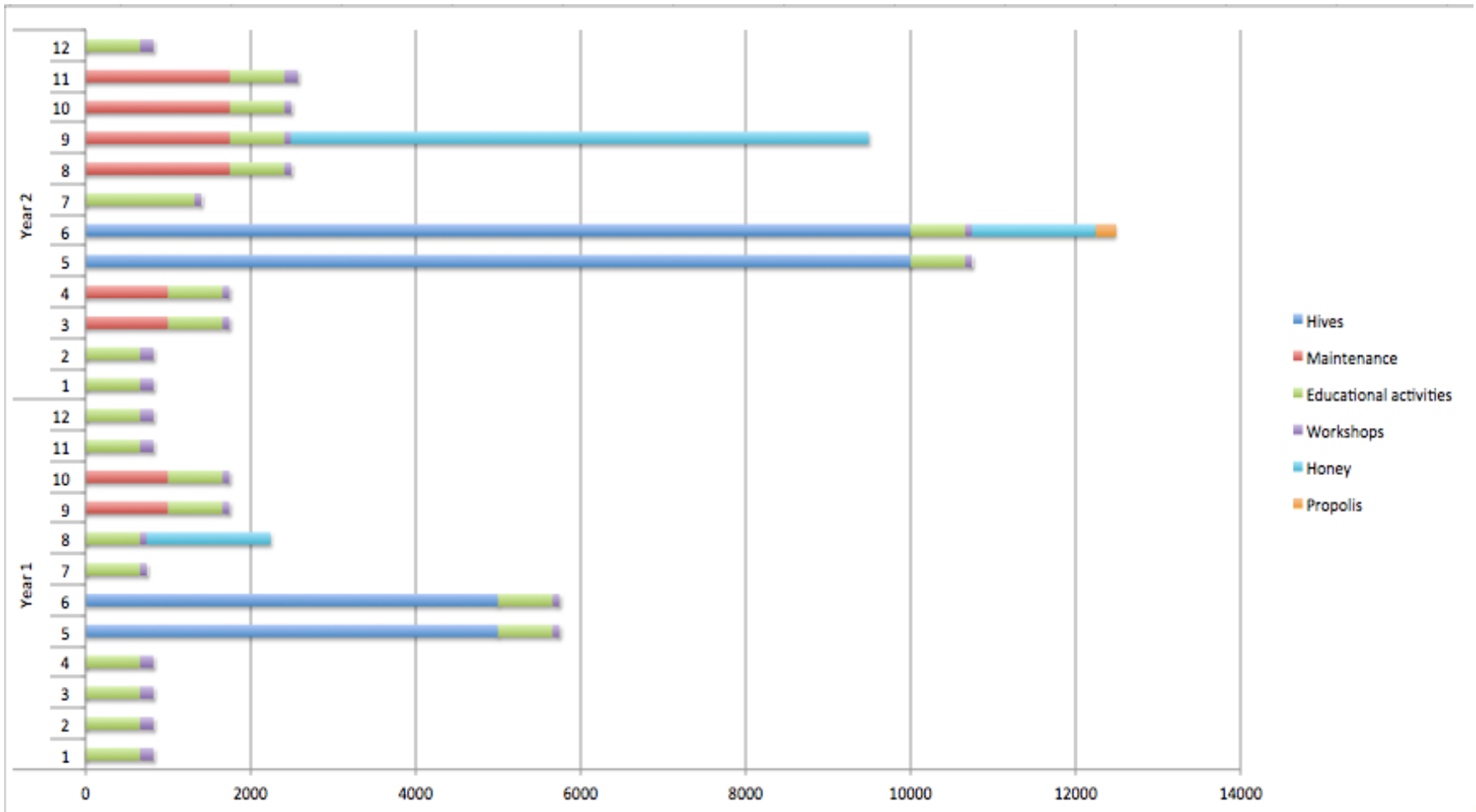
Investment and financing plan

Investment	Cost
Machines (Extractor, truck)	1700 €
Equipment (Maturator, beekeepers clothes, filter, smokers, tools, plastic form)	620 €
Startup cost (Notary, lawyer, consulting, business registration, marketing, website, other costs.)	5750 €
TOTAL	8070 €

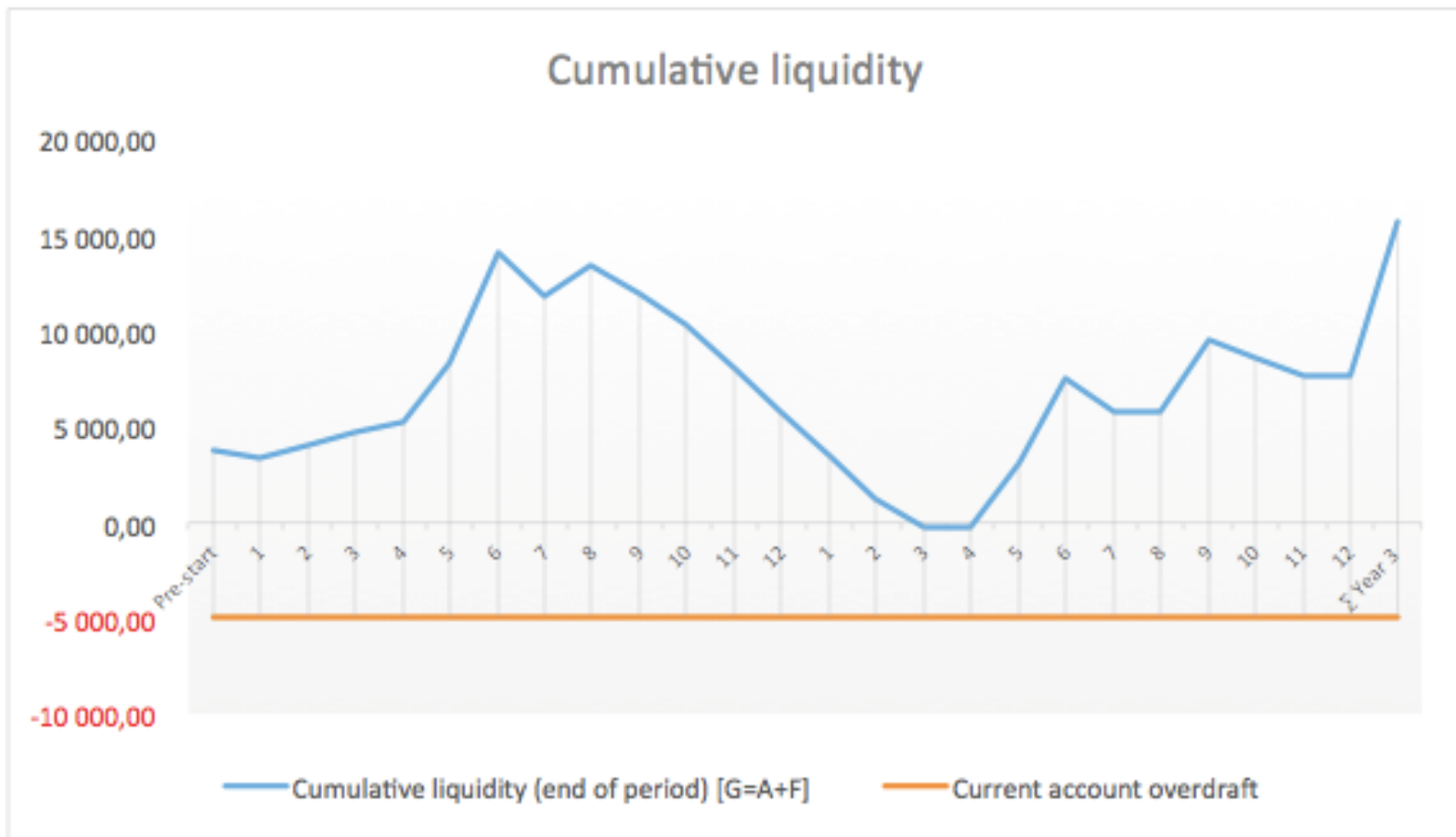
Financing	Amount
Equity capital	6000 €
Public funding	5000 €
TOTAL	11 000 €

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Sales planning



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Internal rate of return

- Internal rate of return: 35,4%



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Perspectives ...

....on 5 years

Having a stable network of customers, with 100 hives

....on 10 years

Create jobs and develop in other towns (Nantes, Tours, Le mans)

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Conclusion...



Let's do it!!

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Thank you for you attention!