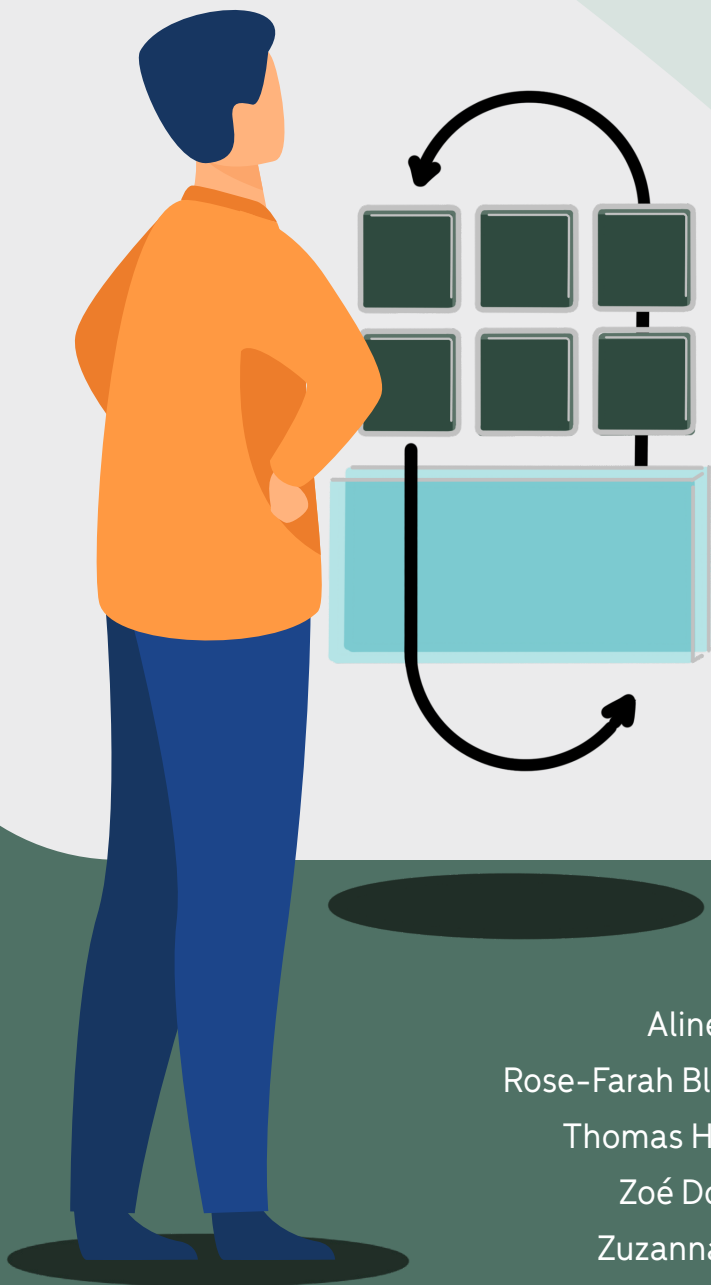




GREEN•flow

brings a natural flow into your daily life



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- Exhaustion of natural resources -
- Environmental damage -
- Pesticides and other chemicals -
- Unknow food origins -

The **growth of population** causes a lot of problems for planet Earth. We are already using way **more natural resources** than the Earth can replenish. It also contains the demand of food which is growing with peoples needs. A fish farm is one of these resources, but it is **not always sustainable**. A lot of them cause **environmental damage** as they consist huge amounts of fish concentrated in one, small area. It should be mentioned that lots of fish farms **do not care about the quality of feed** that is used for fish. Most of them are loaded with **pesticides and other chemicals**



Sustainable

We want to develop a product that has a green aspect both in its production and its use.



Modularity

We want to offer the end user various options that are suitable for the circumstances in which they want to bring the product



User Friendly

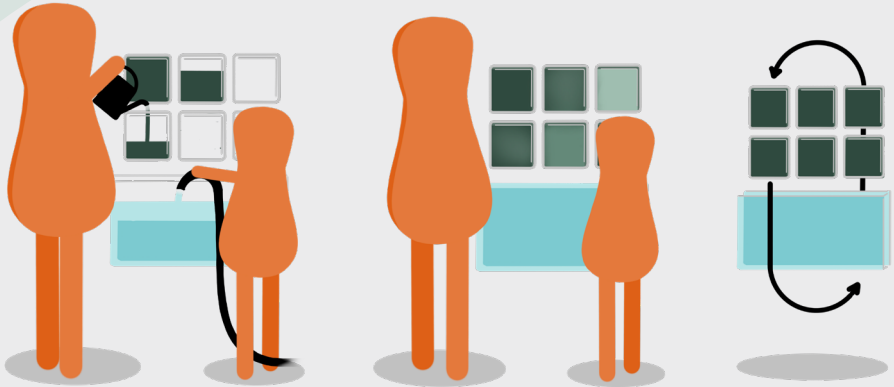
How the product is constructed and designed gives the user indications of how to use the device and system.



Trustworthy

Since it is a product that people use themselves, the user knows where everything comes from and trust is created.

GRN • flow



SOW • GROW • FLOW

Our product is the system between fish and algae that is for home use. It consists of three components: the algae - these organisms purify the water - , the fish - they provide the nutrients that the algae need to grow - , and finally there is the algae -hosting component in which the algae are filtered and dried to become food supplements. This product ensures that the user is his own farmer and knows exactly what is happening throughout the process. This product is not only functional but shows a new way of living and of creating a routine in daily life. It shows how we can bring sustainability closer to us and it does so in the form of a system that turns the home environment into an extra experience.

USER PROFILE



“*Being green is more than just buying ‘eco’. It’s an unshakable commitment to a sustainable lifestyle.*”

name : Amelia

age : 41

gender : women

status : married

personality:

- determined
- creative
- helpful

Life Cycle Stage:

Amelie has been married to her husband for 12 years and lives with him and her two children in the city. They have a terraced house with a small backyard.

Motivation :

She loves nature and finds it hard to see it in the city. That is why she tries to bring as much green into the house as possible. They grow as many vegetables as possible themselves and they own chickens in their little garden.

Pain Points :

Amelie buys as much organic produce as possible. However, the gap between production and receiving is sometimes too big. She is always looking for new solutions to raise her children as ecologically as possible.

USER JOURNEY



The product is delivered to your home, installed and checked by GREEN.flow employees.



The user installs the fish and algae and starts the circulation process. The lights, gauges and sensors can be monitored through the control panel and the app.



After a week, the algae have already grown strongly and can be harvested. The algae are collected by the filter. They are then dried on a separate unit.



The dried algae constitute a powder that can be incorporated into food in various ways by the user.



Both aquariums are maintained and the fish are fed daily. In case of excessive algae growth, the light can be switched off in this section.