



Ljusgårda
FRÅN SVERIGE

Market



***Over 70% of the 1.3 BEUR
market in Sweden are from
other countries!***



MISSION

*"Supply the Nordics with fruit and vegetables locally
produced in the Nordics"*



HOW?



“Bringing the outdoors indoors”

- **Controlled environment**
(Water, Temperature, Light, Humidity, CO2, Nutrients, Wind)
- **Next generation of farmers**
(Stina the human and Göran the robot)
- **All in one place**
(Packaging, mixing and distribution)

Basil
Lettuce
leaf

Who?

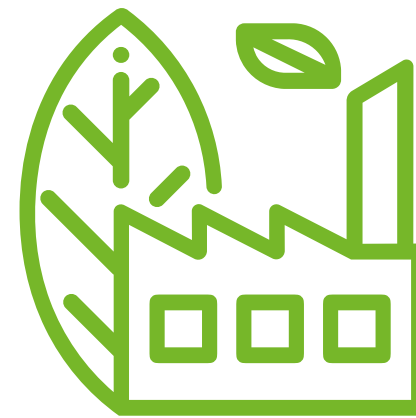


Retail

This can be both physical and digital.

Example:

- ICA
- Axfood
- MatHem



Refinery

Buys fruit and vegetables and sell a refined product.

Example :

- Brämhults Juice
- Dafgård
- Felix



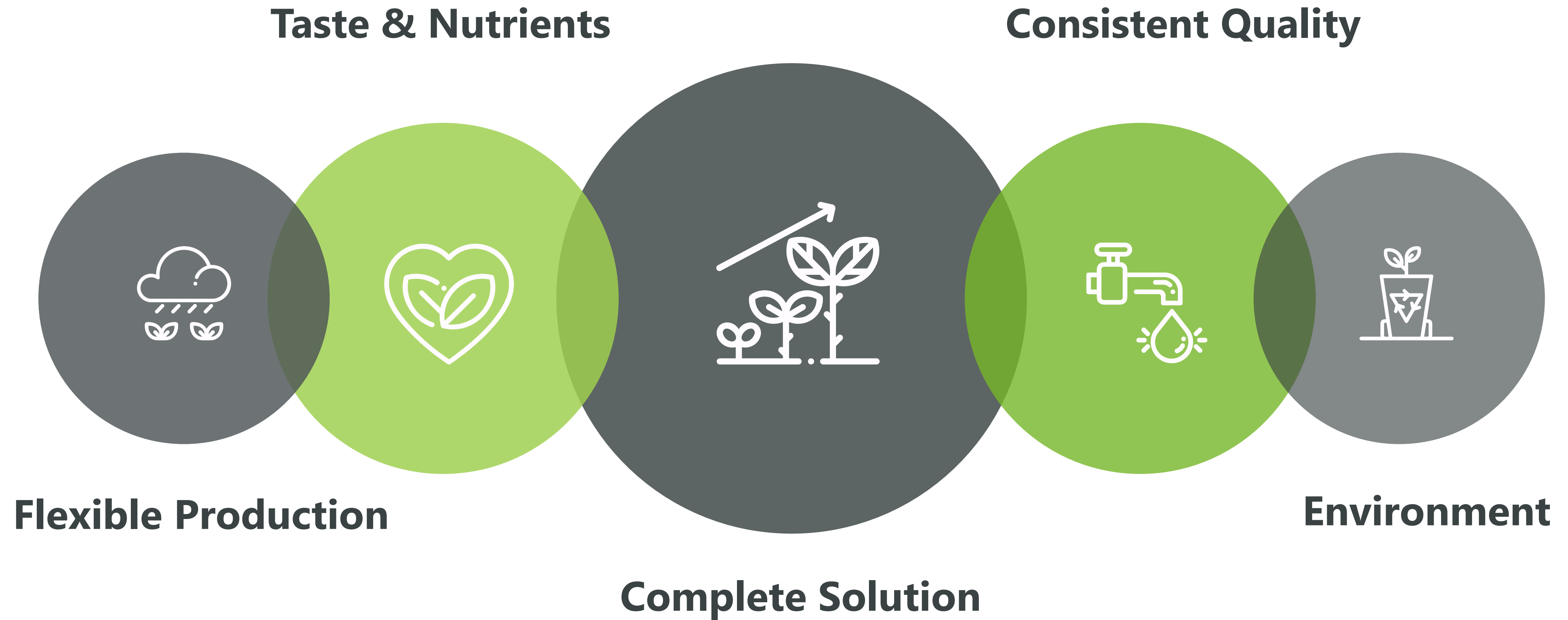
Restaurants

Restaurants, Caterers, Hotels and other places that cook you a meal.

Example :

- McDonalds
- Clarion Hotels
- City of Gothenburg

WHY?



COMPETITION



SWEDISH FARMERS



INTERNATIONAL



INDOOR STARTUPS

The Team

Board members:

- Håkan Johansson, Chairman (Professional board member)
- Fredrik Blad (Business Unit Manager, Finance – Combitech)
- Monica Andersson Skall (CEO – Hushållningssällskapet Väst & Skaraborg)
- Gunnar Hellecius (Head of Production – CEJN)
- Gustav Olsson (Business Developer – Bzzt)

Leadership:

- Andreas Wilhelmsson – CEO
- Magnus Crommert – Plant Manager
- Christoffer Barath – Delivery Manager

Advisory board – Production

- IDC West Sweden (developing manufacturing industries in Skaraborg)
- Ida Fällström (Plant Lab Manager – Heliospectra)
- Johan Andersson (Manufacturing Technology Specialist Manual Assembly – Volvo Powertrain)
- Sven Wilhelmsson (Manager Maintenance Development & EEM – Volvo Powertrain)

Advisory board – Marketing

- Erik Lundgren (Art Director – Wetterern Kommunikation)
- Gustaf Oscarsson (CEO – Mittföretag.com)
- Jens Östgaard (Brand Designer - S&Ø Reklambyrå)
- Katharina Paoli (Sustainability Advisor – A Win Win World)
- Ulrika Åkesson (Project Manager – Agroväst Livsmedel)

Produktionstekniska dagen





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LANSERAS
SOMMAREN
2018

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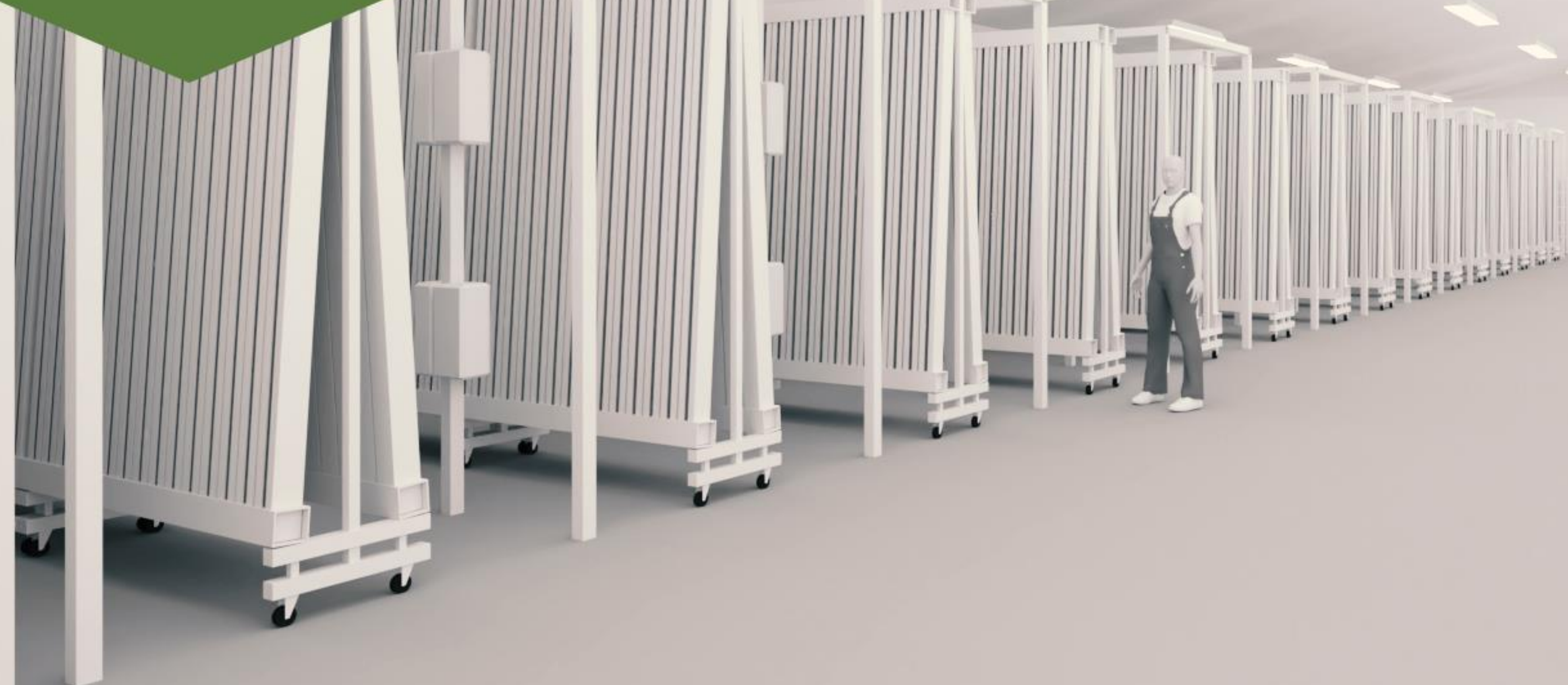
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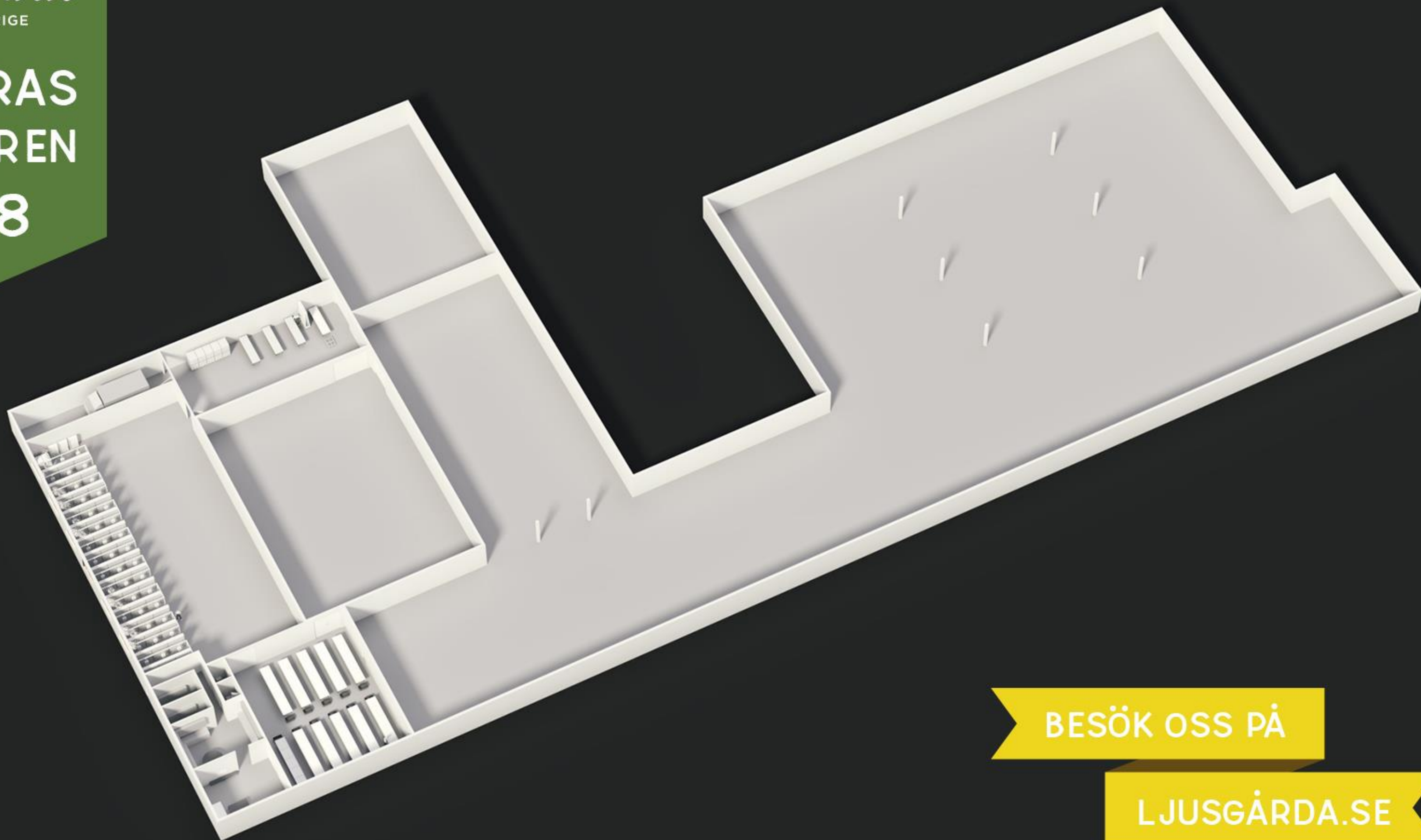
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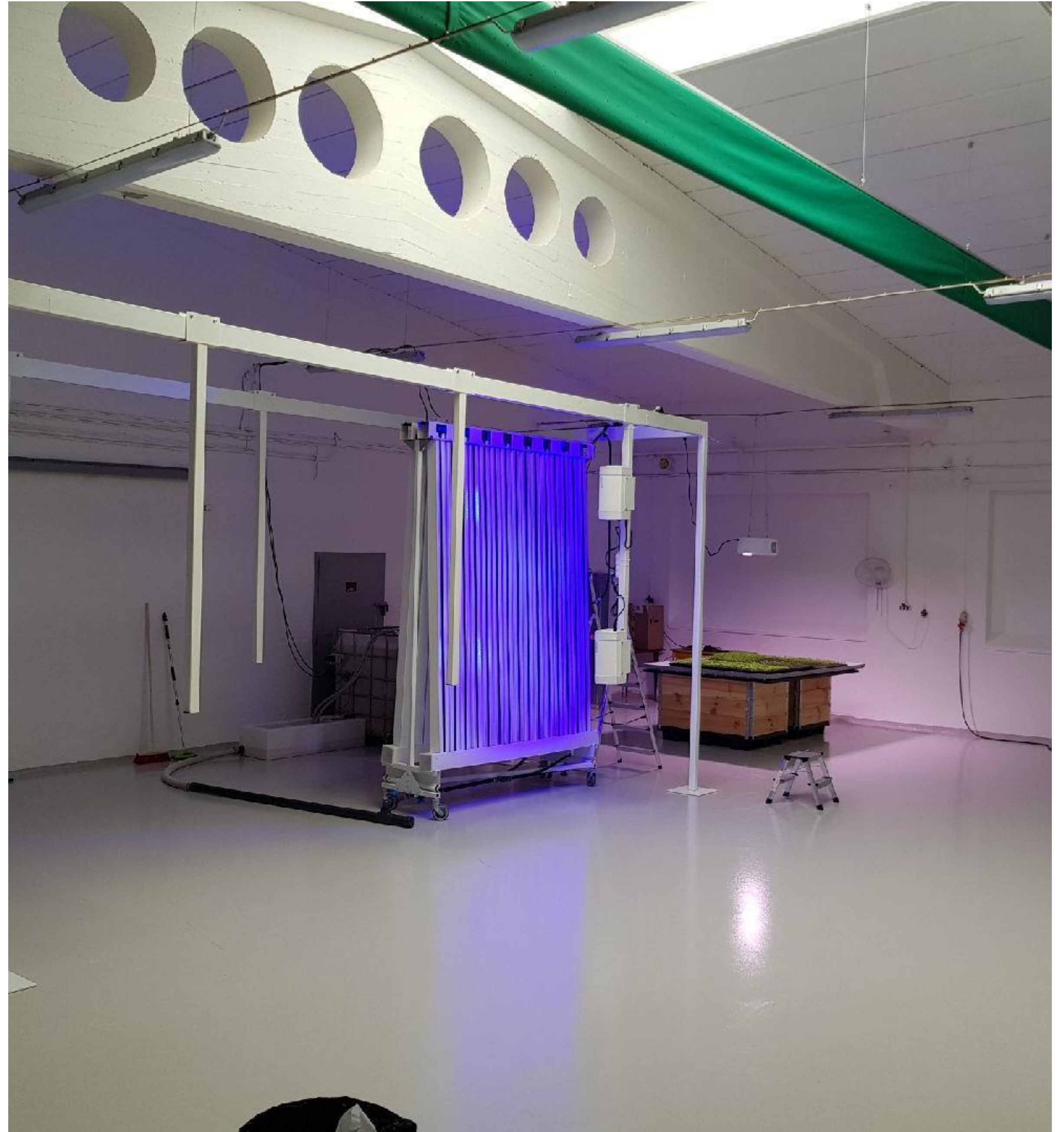
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KONTAKT



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