



**CLOSING THE CIRCLE. WASTE
INTO NEW OPPORTUNITIES
FOR AGRICULTURE.**

COMPANY OVERVIEW

CircularAgro is based on sustainable agro-environmental innovation. We have two main lines of work that consist in the revaluation of waste through the design of high added value products and the decontamination of soil and water.



MISSION / VISION

Our **mission** is to provide solutions to agriculture and ecosystems by using waste to generate new compounds with high added value.

Our **vision** is a zero waste world through the circular economy. To become the technology company with the most cost-effective solution to achieve these goal.



TEAM



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PROBLEM

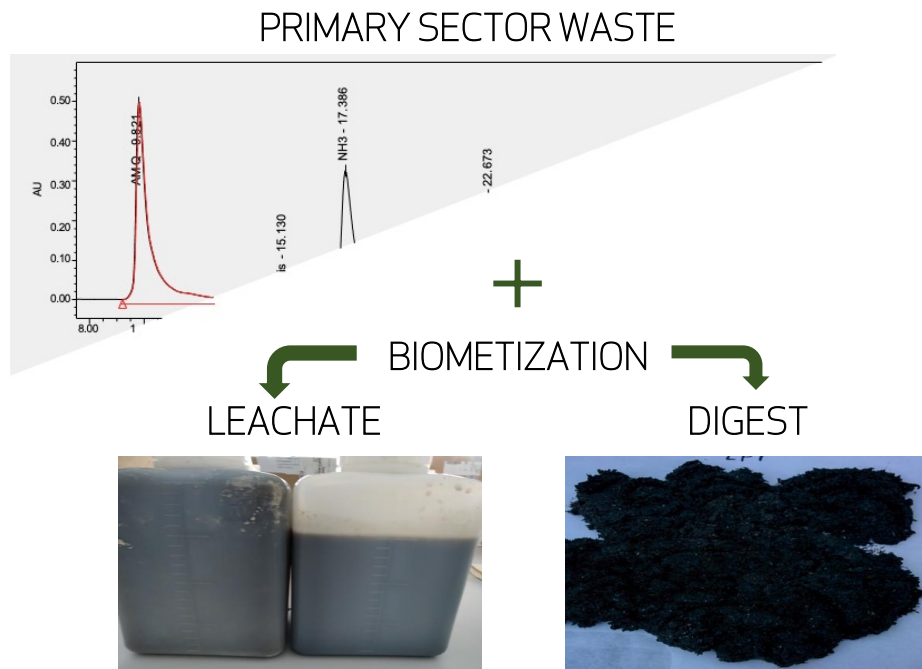
- The constant growth of cities and the increase in population and consumption have a direct impact on **environmental pollution** and **waste production**.
- Dozens of countries have **fertilization problems** and invest an average of 40 million euros (€) per year to treat biomethanation leachate.
- The European Union has seen a big problem in this, and that is why it has approved regulation 2019/1009. A regulation framed in a **circular economy strategy**, where it aims to **transform waste into fertilizers**.



SOLUTION

Currently, biomethanization leachates are treated in order to be discharged into the public sewage system, which is a **very expensive process**.

CircularAgro has designed a **functional biostimulant from biomethanization leachate**. The biostimulant obtained is therefore sustainable and very competitively priced.



CircularAgro®

STABILIZATION TREATMENT



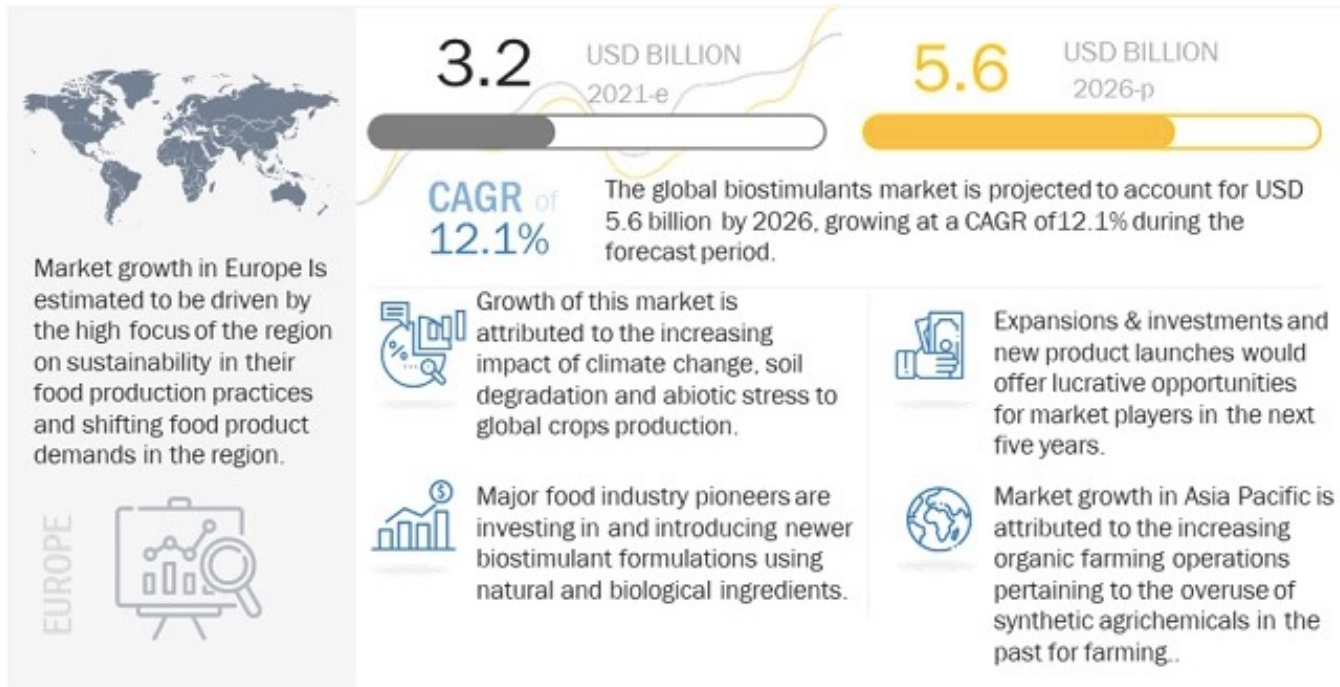
BIOSTIMULANT PRODUCT

Value
proposal

- Savings in the cost of purification of these wastes
- Low price of the new product
- Commitment to sustainability

MARKET OPPORTUNITY

Being a patented product, the market is really big. Not only can the product be marketed within the country through different channels, but it is a product capable of being marketed throughout the Middle East.



Public Administration

- Use of the product in parks and gardens promoting the Smart city concept (self-sufficient city).

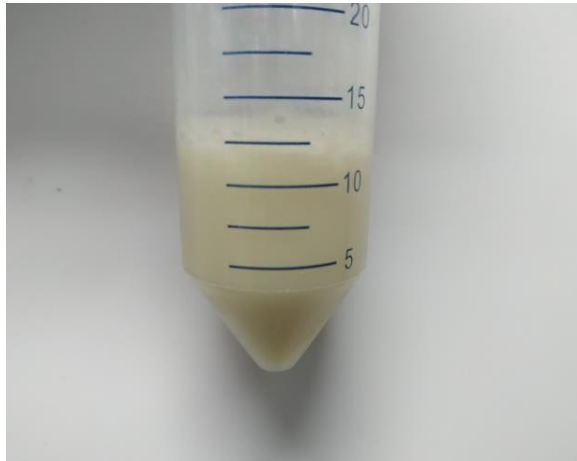
Garden Centers

- As product distribution centers.

Individuals

- Through direct sales by web page.

PRODUCT



PRODUCT COST

Concentrate

5.6€ / L

22.4 QAR / L

Cost of use (dilution 1/200)

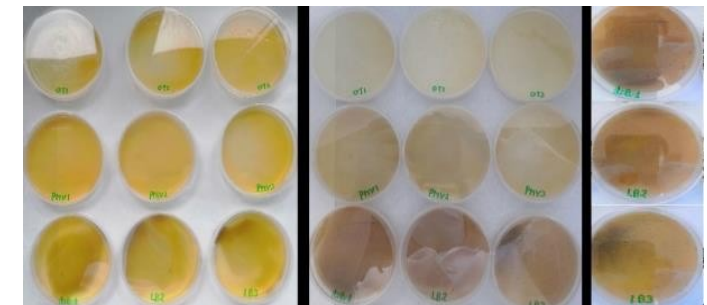
0.03€ / L

0.12 QAR / L

Parameter	Value
pH	3,54
C.E. (dS/cm)	7,2
Density (g/mL)	0,86
M.O. (%)	2,08 ± 0,04
C (%)	1,21 ± 0,03
NTK (%)	0,507 ± 0,006
N (NH₄⁺) (%)	0,333 ± 0,006
NO₃ (%)	0,025 ± 0,004
P (mg/L)	524 ± 8
K (mg/L)	2110 ± 48
Ca (mg/L)	108 ± 3
Mg (mg/L)	31,0 ± 0,3
Fe (mg/L)	9.0 ± 0,5
Mn (mg/L)	1,31 ± 0,02
B (mg/L)	0,94 ± 0,07
Mo (mg/L)	0,1885 ± 0,0007

Complying with EU legislation

	PRODUCT	Biostimulants Regulation (EU) 2019/1009 (mg/kg dry matter)
Cd	0,002 ± 0,003	1.5
Cu	0,207 ± 0,001	600
Ni	0,529 ± 0,009	50
Pb	0,0266 ± 0,0008	120
Zn	0,9 ± 0,3	1500
Hg	0,003 ± 0,001	1
Cr	0,051 ± 0,002	2
As	0,139 ± 0,004	40



CUSTOMERS

As clients we would have **public administrations** in charge of gardens and parks, **farmers** and **companies** dedicated to biomethanization or **holding companies** that have green extensions. With a **12% annual growth** of the biostimulants market, the **demand** for these products is **high**. The number of biomethanization plants is also increasing since this technique allows energy production (biogas) from wastes.

PUBLIC ADMINISTRATIONS

HOLDING COMPANIES

FARMERS

BIOMETHANIZATION COMPANIES



TECHNOLOGY

Our technology is **scalable** and maintains the principles of **green chemistry**. This makes it possible to sell both the **product obtained** and the **plant to produce it** in the biomethanization plants themselves.



COMPETITION

Key players in this market include competitors such as BASF SE (Germany), UPL (India), Valagro S.p.A (Italy), Gowan Group (US), and FMC Corporation (US). The biostimulants market is **highly competitive** with the leading companies working hard in order to maintain their market positions while there are many local and domestic companies arising in every region. The strong manufacturing countries such as China and India show a high rise in the development of new companies in the market which strongly are emerging as key exporters.



TRACTION

Tests and laboratory analysis have been a **resounding success**. The formula is ready to be implemented and to start commercialization of the product.

Foliar and root biostimulant effect on the plant.

Waste and Biomass Valorization
<https://doi.org/10.1007/s12649-020-01137-8>

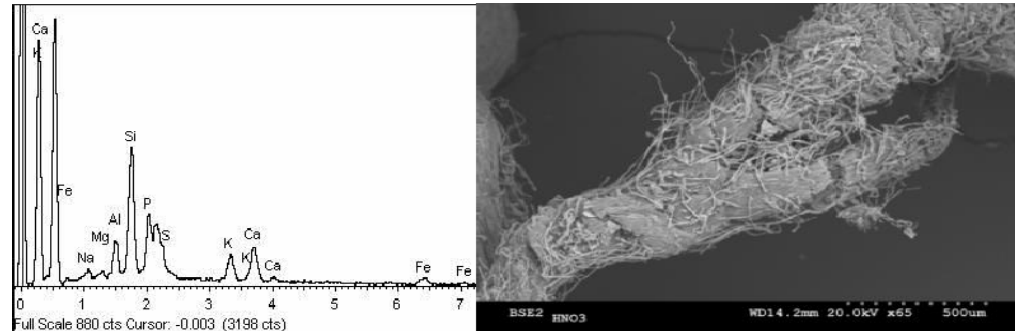
ORIGINAL PAPER



New Uses of Treated Urban Waste Digestates on Stimulation of Hydroponically Grown Tomato (*Solanum lycopersicon* L.)

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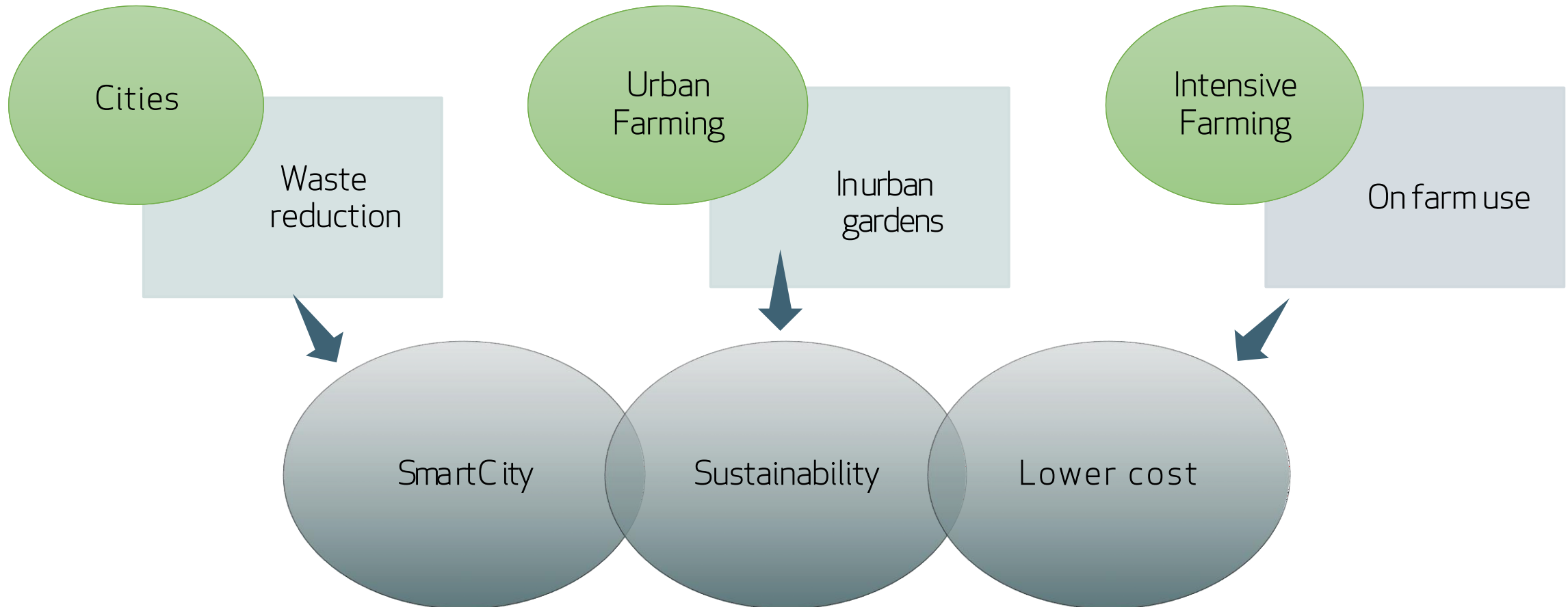
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Customer willingness to buy



GROWTH STRATEGY



MARKETING PLAN

Two marketing strategies are proposed, one focused on **farmers** with the value proposition of product sustainability and the other for **companies** with the value proposition of saving on the management of biomethanization waste. Not only **would they not have to treat** them in order to discharge them into the public sewage system, but they would also **make a profit** by being able to sell the biostimulant generated.

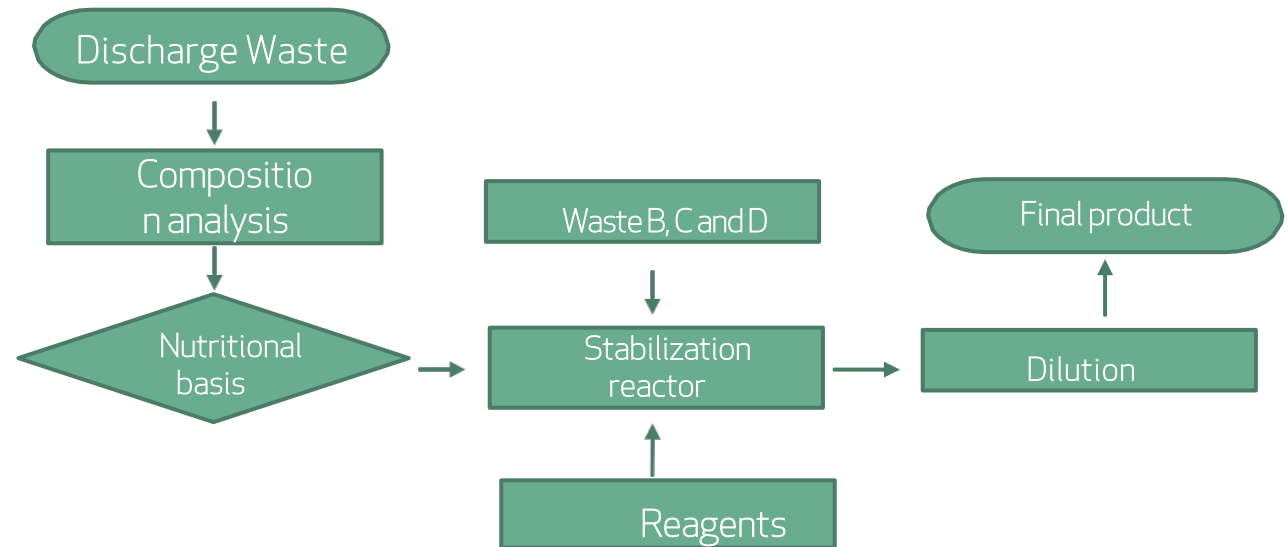


FINANCIALS

The estimated costs to start a pilot plant are €60.000 or QAR 240.000 , with a potential revenue of €2-4 million or QAR 8-16 million per year, assuming an average sale price of €4/L or QAR 16/L of biostimulant.



PILOT PLANT



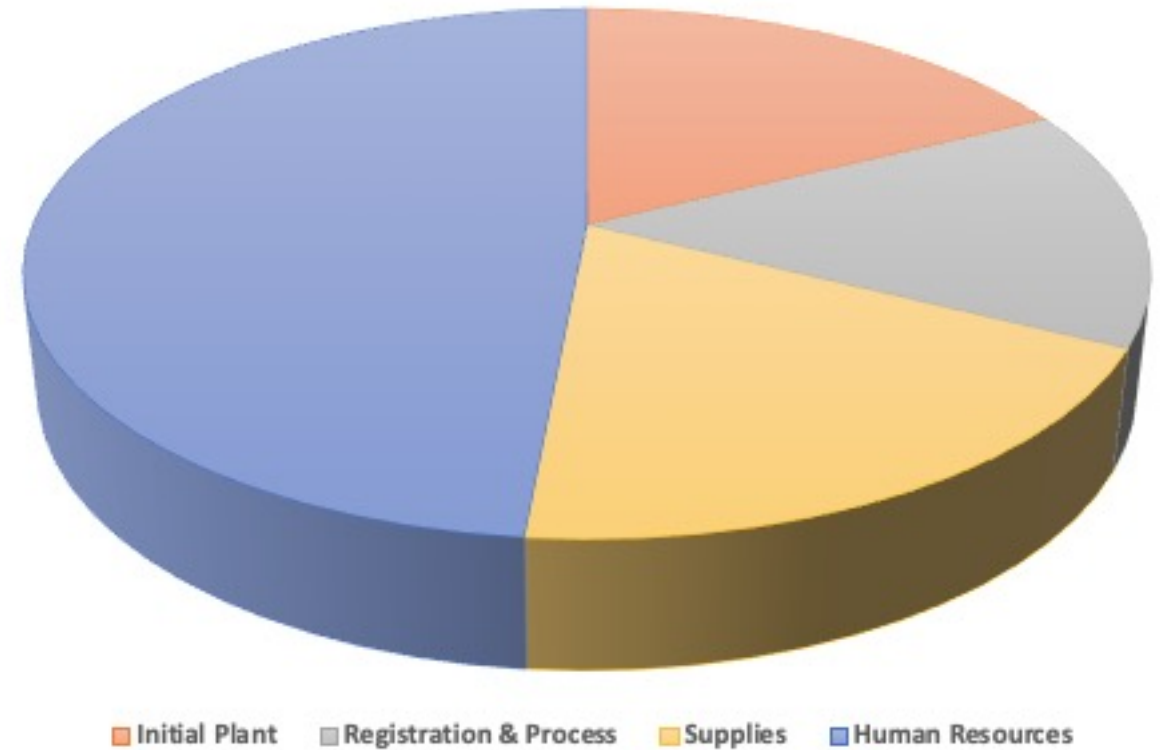
INVESTMENT

TOTAL INITIAL INVESTMENT: 340.000€ or QAR 1.360.000

PERCENTAGE: 33%

SETTING UP: 6 months

The feasibility study within the Qatari market will be presented if the investor requires it and shows interest in making such investment.



It must be considered that this is only for the Minimum Viable Product, as the company will deploy other products based on other research lines we have.

