

Certified Social Enterprise In Malaysia



⊕ havva.my







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1.0

# Introduction to HAVVA Agrotech

Enable everyone to enjoy non-toxic, fresh, and healthy food sustainably



HAVVA Agrotech, a 7 years urban farming company based in Penang, Malaysia. Philip Loo (CEO) started this company in 2014 after he went to Taiwan to learn about all the farming techniques. He merged all 5 techniques he learned into 1 and named it HAVVAponics. He brought all these knowledges back to Malaysia and opened his first farm at Georgetown. Many people visited and learned as this is new to them.

HAVVA's vision is to enable everyone to enjoy nontoxic, fresh, and healthy food sustainably. HAVVA is the pioneer of home based planting systems in Malaysia. We successfully captured 500+ HAVVA users which come from Malaysia, Brunei, Singapore, and Indonesia. With HAVVA easy-to-use systems they can grow non-toxic and fresh food at home easily even the non-green thumbs.

What HAVVA works towards is to resolve food security, safety problem while addressing environmental impacts. We are proud to be an official Social Enterprise with the Social Enterprise Accreditation (SE.A) awarded by MaGIC in 2020. HAVVA is committed to working towards the United Nations Sustainable Developments Goals (SDG) in achieving a future-proof city, starting from a national scale. In collaboration with different partners such as MyKasih, SOCSO, and HOPE Worldwide Malaysia to help 10,000+ of marginalized individuals.

We provide our farming technologies to 46 schools, rehabilitation center, and helped out 2000+



households to reduce their home food waste by using HAVVA Vertical Compost Tower, reduce carbon footprint, kitchen waste and self-sustain purpose.

Over the years, HAVVA managed to receive a number of awards with its mature and consistent agrotech solution.

These include but not limited to the HOPE award, APICTA 2018, Cradle CIP300 RM300,000, My Hackathon RM250,000, and the Cradle Ignite II RM500,000 grant. Notably, every penny of these grants is well spent for the growth of HAVVA, which

in returned with remarkable results. Our latest innovation which in collaborated with SIRIM Malaysia had brought out the new HAVVA vertical grower that able to grow 10 vegetables in just 1 piece of it.

Also, through the partnership with the well-known property developer Gamuda Land, we are the one who launched the very 1st ever urban farm in a mall in Malaysia. households to reduce their home food waste by using HAVVA Vertical Compost Tower, reduce carbon footprint, kitchen waste and self-sustain purpose.















When agriculture meets technology. It forms the innovation of advanced farming system.



HAVVA Agrotech is a brainchild of 2 tech experts inspired to feed the world. Both Mr. Philip Loo Ping Look and Mr. Kenzo Tan Kian Chor crossed paths to redefine farming by unlocking the potentials of agrotech.

Philip Loo first to pioneer urban farming as he experienced in improving health through safe diets. Since then, he is passionate in farming as he wishes everyone can enjoy fresh and non-toxic healthy food like him. Realising the potentials of sustainable farming, he ventured into R&D for aquaponics, hydroponics, aeroponics, vertical farming, black soldier fly cultivation, permaculture and urban farming.

Mr. Kenzo, a strong believer on how tech could present limitless opportunities. Joined MaGIC Accelerator Program where he first met Philip Loo, aiming to start-up own company. After hospitalizations and brief introduction to hydroponic farming system by Philip Loo, he eventually realized how important health is to him. He who being motivated also challenges himself to make larger contribution to the society. He knew Philip Loo's idea can solve Food Safety and Food Security issues. In 2018, Mr. Kenzo quitted his main business and shared Mr. Philip's dream together in farming.

Since 2015, they co-founded HAVVA Agrotech Sdn Bhd with Philip Loo appointed as the CEO (Chief Executive Officer) while Mr. Kenzo is positioned as the COO (Chief Operating Officer). Both of them work cooperatively to sustain the company and future growth.



3.0

## Havvaian

We take failure and accomplish success as a T.E.AM. Together Everyone Achieve More.



Everyone in HAVVA carry the same vision, mission and objectives. We called ourselves HAVVAIAN. All of us come from different state of Malaysia such as Sabah, Pahang, Penang and more. In fact, a few of them never met the employer but and work virtually for HAVVA. Despite we are not working together at the same place, we are still able to communicate and have a great teamwork. Even though we have different religions, we treat each others like family and celebrate events such as Chinese New Year, Hari Raya and more together.

In HAVVA, we have Research & Development, Farm Operation, Marketing, Customer Success and Production & Fabrication teams. Ms. Shuhua is Philip Loo's apprentice and she plays an important role in HAVVA. Shuhua is the director of R&D which is responsible to lead her team to engage

in the development and innovate different farming systems for zero planting experience HAVVA users to grow their own food easily and safely. She is one of the reasons why HAVVA can achieve many accomplishments despite such a young age.

Marketing team which lead by Desmond Low (Marketing manager) who have 20 years of Marketing experiences to involve in digital marketing and utilize social media platforms such as Google and Facebook to drive leads, advertising, create brand awareness and create more sales. Thanks to Desmond, Marketing team manage to create 5 times more sales compared to before.

After we receive orders from customers, the Production & Fabrication team which lead by Haziq and Zaim, the duo brothers. They are responsible to



manage daily orders, improve product packaging, and ensure customers receive our products in well condition. They always have to manage orders for 80+ new HAVVA users every month and still manage to deliver their best.

After users have received their farming systems, customer success team that lead by Ms. Amrina will provide 1 to 1 personal coaching through WhatsApp to ensure every customers can use our systems with the right SOP and grow vegetables successfully even though they don't have planting experiences.

Lastly, we have Farm Operation team which lead by Mr Ali to ensure our first indoor urban farm, Farm By The Quay work perfectly fine for the public to learn more about urban farming methods and spread awareness of HAVVA technologies.

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Along the way, HAVVA team has work hard together with core values in mind, DIET. DIET stands for Determined, Innovative, Ethical and Teamwork. The team has been recognized and achieved the following.

MaGIC Social

**Enterprise Grant** 

2015

Partnership with SOCSO (Social Security Org.) to train urban farmers

2017

2016

Cradle Catalyse 150 – RM150,000 Grant for innovation to rmers

Built Cheng Sun Urban Farm (Farm to Table restaurant)

2018

PIKOM APICTA 2018 Award – Winner of Industrial Category

Top 10 Finalize – MyStartr Startup Competition

Cradle CIP300 – RM300,000 grant for marketing and growth

Hope Award by MyHarapan – Best Social Enterprise Award My Hackathon - RM250,000 grant to develop mobile app.

Built international client's farm in Brunei (IAM Food)

Social Enterprise Accreditation (SE.A) awarded by MaGIC.

Built the First Indoor Urban Farm (Farm By The Quay) In Malaysia Ignite II - RM500,000 grant for growth.

Received invitation to join Dubai Expo 2020.

2020

2019

Collaborate with MyKasih and help the rural children to provide education. Building a new pertanian farm at Manong, Perak.

2021

Collaborate with IKTBN to provide HAVVAponics knowledge.

Collaboration with HOPE Worldwide Malaysia to address the food waste.



4.0

## **Social Impacts**

With HAVVAponics, we address the marginal community to achieve food security & safety. Enabling everyone to grow their own fresh produce sustainably through HAVVA educational workshops & farming systems.



Translated as SOCIAL ENTREPRISE ACCREDITATION by Malaysia's Ministry of Entrepreneur Development and Cooperatives.





#### 4.1

### What HAVVA do everyday?

#### 4.1.1 Reduced Food Waste

Malaysian generates an average of 15,000 tonnes of food waste EVERYDAY, which is equivalent to about 1.6kg per day! Notably, 3000 tonnes of them are still edible which could feed up thousands of families. One of our products called vertical compost tower is to encourage household customers to convert kitchen wastes into fertilizers and at the same time also growing vegetables for family members!

#### 4.1.2 Reduced Food Miles

On average, Malaysia's transport sector produces about 42 million metrics of carbon emission annually. This includes the transportation and delivery of agricultural foods starting from croplands to end customers like us. Moreover, the daily drive out to buy vegetables from the market is an unnoticeable contribution to this amount. So we developed a home based farming system which enables zero experience HAVVA users to grow vegetables at home to supply themselves non-toxic healthy food.

### 4.1.3 Increased Food Security

Malaysia has a strong reliance on agricultural import (about 18.3 billion USD) to feed up the nation. Urbanization, lack of innovations, labour shortages, and low incentives have led to a slow growth of agricultural productions. By innovating home planting system, we can ensure customers enjoy suffcient, nutritious and safe intake

#### 4.1.4 Increased Food Safety

As of 2018, nearly 441,000 tonnes of pesticide were used in Malaysia. Unfortunately, pesticide possesses a serious harm to our health. We'll never know supermarket vegetables is safe to consume or not. Through HAVVAponics, we can grow non toxic vegetables which is safe to consume and promote healthy lifestyle.



In line with United Nation's Sustainable Development Goals (SDGs) of:





HAVVA's planting systems are made easy to grow. One could achieve food security & safety by growing themselves with different types of fishes and vegetables 365 days. As of today, HAVVA builds;

- 461 Home farms: 11,986kg produces/year
- 46 Community farms: 5,520kg produces/ year
- 4 Commercial farms: 13,000kg produces/year

### 4.2.1 Zero Hunger







# Developed 483 Fresh Farms

HAVVA's planting systems are made easy to grow. One could grow to range from different types of fishes and vegetables. It contains different nutrients and serving up to 10 members all year round.

- 433 Home farms: 11,500kg produces/year
- 46 Community farms: 5,520kg produces/ year
- 4 Commercial farms: 13,000kg produces/year



# Quality Education



### Trained 244 Individuals & 46 Schools

From workshop to farm visit, we focus on educating the public with smart agricultural knowledge and skills. Other than self-development knowledge, one will gain a second skill set that gives them employment or business opportunity in the agricultural industry.





### 3 Patented Agrotech Products

We proactively making intensive R&D in the urban farming field. This includes our home and commercial smart planting systems and compost tower. They serve to create a comprehensive food solution that fits in daily life, home, or business purposes.

# Industry, Innovation, Infrastructure





Sustainable Cities And Communities



433 Home Users, 11,500kg Food Produce Every Year

HAVVA enables anyone to grow their own fresh foods easily and in turn to sustain themselves. To date, 433 HAVVA home users are producing about 11,500 kg of fresh and NON-TOXIC foods for their own consumption a year. This has led them to be less dependent on external suppliers and import produces too.





26.30 Tonnes Produces/Year HAVVA insists on NON-TOXIC for everyone to enjoy truly healthy fresh foods. We innovate system and SOP that enable everyone to grow food easily and sustainably without using toxic pesticides, eliminate contamination. This is to ensure every plant produced by HAVVA's system has the highest quality and healthy.

# Responsible Consumption And Production





Climate Action



Saving 1900 kg CO2 a Year With more than 25,000 kg of food being produced at home and local communities every year, we effectively reduce the carbon footprint from its food miles. Every year HAVVA users are saving 1900 kg of CO2 collectively and these numbers are growing year on year.

Reduce 12,000 L of Food Waste HAVVA Vertical Compost Tower is now able to decompose 12 liters of food waste into fertilizer a year. We successfully sold off 1000 units which are avoiding food waste going into the landfill. Thus, it effectively prevents these wastes turning into landfill pollution.





### 4 Parentships, Help 10,000+ Needy

- MyKasih HAVVA educates students and teachers in 46 marginal and remote schools. They are mainly the Orang Asli school to grow food sustainably using HAVVA urban Farming technology.
- SOCSO Rehabilitation Center HAVVA exposes urban farming to 7000+ injured workers receiving treatment at the center every year. We offer them an opportunity to learn 2nd skill set for self-sustaining or venture into urban farming if they are not able to return to their initial job position.
- Farm By The Quay Malaysia's 1st urban farm in a mall happened between the collaboration with Gamuda Land. It showcases self-sustaining farming techniques to 240,000+ visitors to the mall every year. Educate them how each one can grow their own food at home to address food security issues.
- HOPE Worldwide Malaysia Expose and train B40 in the urban cities to grow their own food using HAVVA technology. Moreover, we work along to address food waste issue from the household sector.

# Partnership To Achieve The Goal





5.0

HAVVA Farming Inventions Technology

The integration of Hydroponics, Aquaculture, Vertical Farming, Vermiponics, & Aeroponics to farm with the utmost time, money, space, and water efficiency.



#### 5.1 Research and Development

Continuous research and development is key to enhance our offering to both home and commercial users. At HAVVA, we constantly work with our customers and provide on-going consultation and support services to ensure they are satisfied from using HAVVA systems. But of course, feedback from our customers is important to help us innovate and improvise our system design. We are committed in dedicating our time and resources in continuous research and development not only to upgrade our technology and skills, but also to search a better solution for human to solve food issues through HAVVAponics.

#### 5.2 HAVVAponics

HAVVAponics is formed through the 7 years of multiple farming technologies innovation process, knowingly as the Hydroponics, Aquaculture, Vertical Farming, Vermiponics, and Aeroponics (H.A.V.V.A.). The integration of these farming technologies feature to provide a cost-effective, space optimized, easy-to-manage, high yield and mature farming system to anyone with any purposes be it for home, community, or commercialization.

Firstly, Hydroponics emphasizes on the waterfarming method which replaces the conventional soil farming. All nutrients being supplied to the vegetables come through the fertigation. It reduces dependency on soil, which eliminates 90% of



problems that cause crops to grow unwell.

Secondly, briging in the Aquaculture which performs as the system where organic waste from aquatic livestock is being used as essential nutrients to grow vegetables. It is a low or zero-emission that can save up to 90% water than regular farming.

As vacant land is getting scarce, this is where Vertical Farming plays the role. It attributed to be space optimization by growing upwards. With this, a small land of space is now capable of growing at least 60x more yield of vegetables as compared to conventional soil planting method.

And so making use of the essence of worm, Vermiponics utilizes the rich nutrients from worm castings to grow plants in a soil-less environment. This farming technology in particularly design to reduce food waste by turning them into natural and rich fertilizer. A practical solution to prompt food circular economy and food waste reduction throughout the community

Last but not least, using no aggregate medium like soil, the Aeroponics method increases nutrient penetration into the plant's roots. Enabling the plants to be absorbing higher rate of nutrients, and appear to be more vigorous condition. All happens naturally with 100% no antibiotics buffering.





### 5.3 Water Dispenser

There are many ways to deliver water and nutrients to the plants and HAVVA has tried and tested many of them. We started with a plastic cup with holes at the bottom to drip water to the plants; we tried mechanical sprinkler that rotates as water pressured through small passage, and misting nozzle. All of them failed to deliver results consistently. They either get clogged often, failed to spin or need high pressure pump. Eventually, we invented a special HAVVA water dispenser specially designed to resolve these problems. Our dispenser is based on gravity flow and feed. The new design never gets clogged and does not need high powered pressure pump. Hence, it is almost maintenance free and energy saving leading to huge cost saving.

### 5.4 Irrigation System

Effective irrigation is a direct contributor to a successful yield, so it is vitally important that farm operators do not leave it up to chance. The good news is, perfection does not require increased manpower to pull off when you have the right automation established. At HAVVA, we develop irrigation system that uses gravity feed technique, which is also easy to install and manage; through usage of simple and cost-effective equipment. Our design is more superior over other methods where high pressure pump is not required. There is no mechanical moving parts and clogging issues is very minimal which can be easily taken care off. The supporting over hang mechanism was poor and not reliable. Today, the system is much easier to install, neat and deliver significant results.



# Vertical pipe to Grower360



### 1st Generation (2015)

- A typical vertical grower
- Self drill needed

In 2015, HAVVA invented the first vertical pipe which required self drill. Anyone who want to use this vertical pipe take hours to drill the vertical pipe which is very time-consuming and will cause more problems if customer don't follow the right SOP.





### 2nd Generation (2016)

- Vertical pipe
- Planting cups

In 2016, HAVVA tried to solve the time-consuming self drill and increase the success rate of harvesting by using planting cups on vertical pipe.





### 3rd Generation (2018)

- Vertical pipe
- HAVVA patented planting cups

Initially, the planting cup design is not effective as it requires force to be inserted onto the pipes, it was also difficult to seal up the leakage. As a result, water is diverted into random directions causing some of the plants/cups did not receive the right amount of water to grow. In 2018, we developed HAVVA designed planting cup which contributed 70% time reduction, effort and errors.





### 4th Generation (2021)

- SIRIM collaboration
- No leakage
- NO DIY needed

Grower360 is the HAVVA newly designed component which resolve leakage problems, easy to assemble and dismantle like lego to replace vertical pipe and planting cups. Which means, the innovated component comes with 100% ready-to-use feature which no longer require any glue or sealant for DIY purposes. Grower360 improved with balance sunlight absorption which doubled the success growing rate. Most importantly, Grower360 is the proven results from 7 years of procedures across brain storming, idea screening, prototyping, testing, amendment, and the collaboration with SIRIM.

Notably, SIRIM is a premier industrial research and technology organisation in Malaysia, wholly-owned by the Minister of Finance Incorporated. With over forty years of experience and expertise, SIRIM is mandated as the machinery for research and technology development.



### MASCOT DESIGNS



MR LOO & MS SHU HUA

Chibi-styled character



VAVA

- Colourway changed to HAVVA CIS colours.
- The "leaf" icon amended to be more recognisable.



FRONT

SIDE

VAVA 2.0

- The body shape is changed / derived from bean/seed.
- A leaf icon on its head and chest enhance VAVA's personality.

" Options above are in full graphic, each character styles or deals might be charged decends on discurridances.



#### **IOT Smart farming**

In HAVVA, continuous research also included adapting smart technology and internet into farming agriculture so our HAVVA users can gain more control over the process of growing crops to improves its efficiency. The adoption of IoT solutions in the agriculture market is constantly growing especially during this pandemic.

#### **HAVVA App**

The new HAVVA app will show a remarkable breakthrough to the agricultural industry. It serves as the platform where farmers and vegetables sellers are now able to begin their business in a modernized

and strategic way. Farmers and vegetables sellers were once only selling their produces in the physical market. But with the innovation of HAVVA app, they are now given the convenience to capture their target clients digitally. Not only a simple business transaction, but this process enables them to study their customers' preference, interest, and demographic data. By transacting with HAVVA app they are now able to be more strategic in expanding their agricultural businesses.

# **Projects**

100% scalable for all kind of farm size & purposes. As small as 1 sqft, HAVVA farm is a bespoke solution to meet any requirement.





#### Loo Urban Farm

HAVVA's journey started since the co-founder Philip Loo rented a 7000 sqft bungalow house at Pulau Tikus, Penang and built the first Vertical Urban Farm in Penang, if not Malaysia. The farm has attracted thousands of people from local and overseas to come and learn about the work we have done. Since then, we have educated hundreds of children and adults about growing fresh, healthy and nontoxic food easily and sustainably. However, for as much effort, time and money we spent building it, we had to tear down the farm after 2 years of operation due to tenancy issues at the premise.







# Farm By The Quay with Gamuda Land (Property Developer)





Farm By The Quay is the first Malaysia urban farm in the mall. It showcases HAVVA smart farming systems, from home to commercial designs. That is a place for you to enjoy the greenery even living in the busy city.

Farm By The Quay happens from the collaboration between the well-known property and infrastructure company, Gamuda Land, and HAVVA Agrotech. This project was started in 2019 and launched in year 2020. Every HAVVA system and crop we grow here are 100% non-toxic which are safe to consume. Furthermore, there are some of the special activities you can enjoy in Farm By The Quay. For example, Customers can come and visit our farm to learn more about urban farming method and be a 1-day farmer. You will learn and hands-on in different farming activities like germination, transplant, and harvest. Lastly, customers can experience harvest vegetables by themselves in our farm and purchase fresh vegetables.





## Cheng Sun Urban Farm



The owner of Cheng Sun Restaurant come to us, and requesting us to build a farm for him so he can serve customers fresh vegetables from his own farm. It has been a dream of Mr. Philip Loo to build a HAVVA farm-to-table restaurant. We took up the challenge without hesitation. We designed and built the farm within 5 months and the farm is up and running since 2018. Ever since, customers can always enjoy non toxic and fresh vegetables from farm to table. Cheng Sun Urban farm is an endorsement and a proof of concept, where HAVVA Agrotech is practical, applicable, can be mass-produced, and most importantly the skill and technology are easily transferable.





# IAM Food (Brunei)

Urban Farm is our new international client's farm in Brunei using HAVVA technology right away. An oil-wealth country situated on the Island of Borneo, we have embarked on a new journey by setting up another HAVVA Technology Farm for our client in Brunei.

The 8000 sqft farm project was begun in 2020. With a smooth flow of cooperation, it only took about 9 months of time and finally come to completion by the early of this year (2021). All consultation and training are provided remotely via online. We provide the right SOP for the farm to operate smoothly.











## **HOPE Worldwide Malaysia**

HAVVA expose and train B40 in the urban cities to grow their own food using HAVVA technology. Moreover, we work along to address food waste issue from the household sector.



# **Future**

Future Farming Is Now. We embrace HAVVAponics the cutting edge farming innovation to achieve zero hunger by 2030



#### **APPENDIX**



# Home Farmer



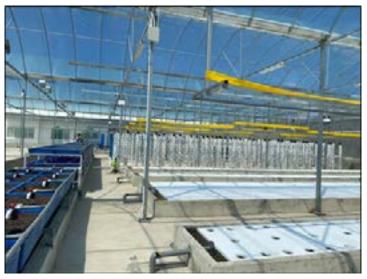






#### **Commercial Farm**











LETTUCE

# Farm By The Quay

















# Testimonial

#### **Fulfilling Journey**

"My experience with HAVVA VT system has been very fulfilling in my journey towards growing own vegetables for my family. I started, with the help of Shu Hua of HAVVA by firstly asking lots of questions. She's so helpful and has good knowledge, patience, and appreciation of the work done to get the VT system up and running."

- Joyce -

#### **Space Saving**

"Few months ago, my sister told me about this HAVVA Grower360. This system saves space and is suitable for people who live in an apartment. Not only that, it is designed in such a way mosquitoes have no chance to breed in the water. They also have an incredible support team to guide you step by step how to grow your vegetables and they follow up every couple of days to make sure your plants grow healthily."

- Anne Wong -

#### **User Friendly**

"Very easy to use & maintained. No need to water daily & most importantly can get fresh & healthy vegetable daily."

- Fong Kin Lung -





# Testimonial

### Patient & Professional Guidance

"I am tired of growing own vegetables due to failure experiences previously. Until this HAVVA hydroponics system had caught my attention. It was quite new yet so easy to grow for me since I use it. Other than the system is so easy to grow vegetables, HAVVA does have a good customer support. They check up with my vegetables progress everyday just to make sure they can grow successfully. It motivates me to keep moving in my farming journey everyday."

- Junhui-Yee -

## Non farming background needed

"HAVVA system is very easy to use. Firstly, no manually watering or fertilizing needed as they are all operate automatically. Second, I no longer needed to do the soiling part and weedling because it is hydroponics. It grows in water based which is so simple to function, saving my time from those soiling works etc. Most importantly, HAVVA provides 1v1 coaching to use their system which I can successfully grow my vegetables so easy!"

- Kenneth Soo -

#### **Quality Product & Services**

"HAVVA farming products are so easy to use, which allow me to grow my vegetables easily 365 days. Also, they include the 1v1 coaching to guide me step by step, ensuring my vegetables are growing well."

- Lee Bon Seng -













### Workshop

After enrolled into online workshop and I am receiving the support from HAVVA expert, they start to trackle my problems one by one.

Jim Bond

Mr. Loo explains it in a simple way and patiently answers questions. Would be a great intro to Aquaponics for who is interested but have zero knowledge.

Angelina Siok

HAVVA farming technology is so useful which is easy and able to grow vegetables 365 days. A fresh of mine start with harvesting some pieces of vegetables from farm to table everyday.

Lim Pey Siah

This is an eye opening for me as I do not have knowledge and experience on grow food. Fully recommented to my friend who has an interest in farming!

Wattab Drahman

HAVVA farming products are so easy to use, which allow me to grow my vegetables easily 365 days. Also, they include the 1v1 coaching to guide me step by step, ensuring my vegetables are growing well.

Lee Bon Seng



#### Featured on



















## **Our Recognitions**













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