

A young woman with long brown hair in a ponytail, wearing a red sweatshirt with 'CATWALK WORLD TOUR' printed on it, is carefully tending to a chili plant in a grey pot. The plant has green leaves and a single red chili pepper. She is in a greenhouse or indoor garden setting, with rows of plants under bright pink LED grow lights in the background. A young man in a blue hoodie with 'WINESTAR 989' is visible in the background, looking at a book. The scene is well-lit with the pinkish glow of the grow lights.

Grow  
Wizz  
Kid

**'LED' it grow  
with your  
support**



Experience  
based learning:  
Children take  
increasing  
responsibility  
for their own  
health.





We need your help to support  
over one million families to  
**improve their health** through  
horticulture and nutrition





Children are confident  
and involved learners  
when their curiosity  
is triggered.



GrowWizzKid is a hands-on practical **education program** **integrated into a school's curriculum**, to teach on topics related to health, nutrition, food literacy & wellbeing.

TODAY

2014 · 2015 · 2016 · 2017 · 2018 · 2019 · 2020 · 2021

National School Garden  
Project @ 1,300 schools

GrowWizzKid Indoor 1.0  
& Outdoor Growing

GrowWizzKid Indoor 2.0  
& Outdoor Growing

Full Service  
Education Project  
for teachers  
to run a Seasonal  
School Garden

Fully imbedded  
Educational Program:  
Nature, Science and  
Food literacy delivered  
in over 50 lessons

Comprehensive  
Educational Curriculum:  
Primary schools and  
Secondary schools  
> in over 100 lessons

Scale program across  
nationwide educational  
system and expand lessons  
and content while expand-  
ing PR and promotions



Primary schools  
(age 4-12)

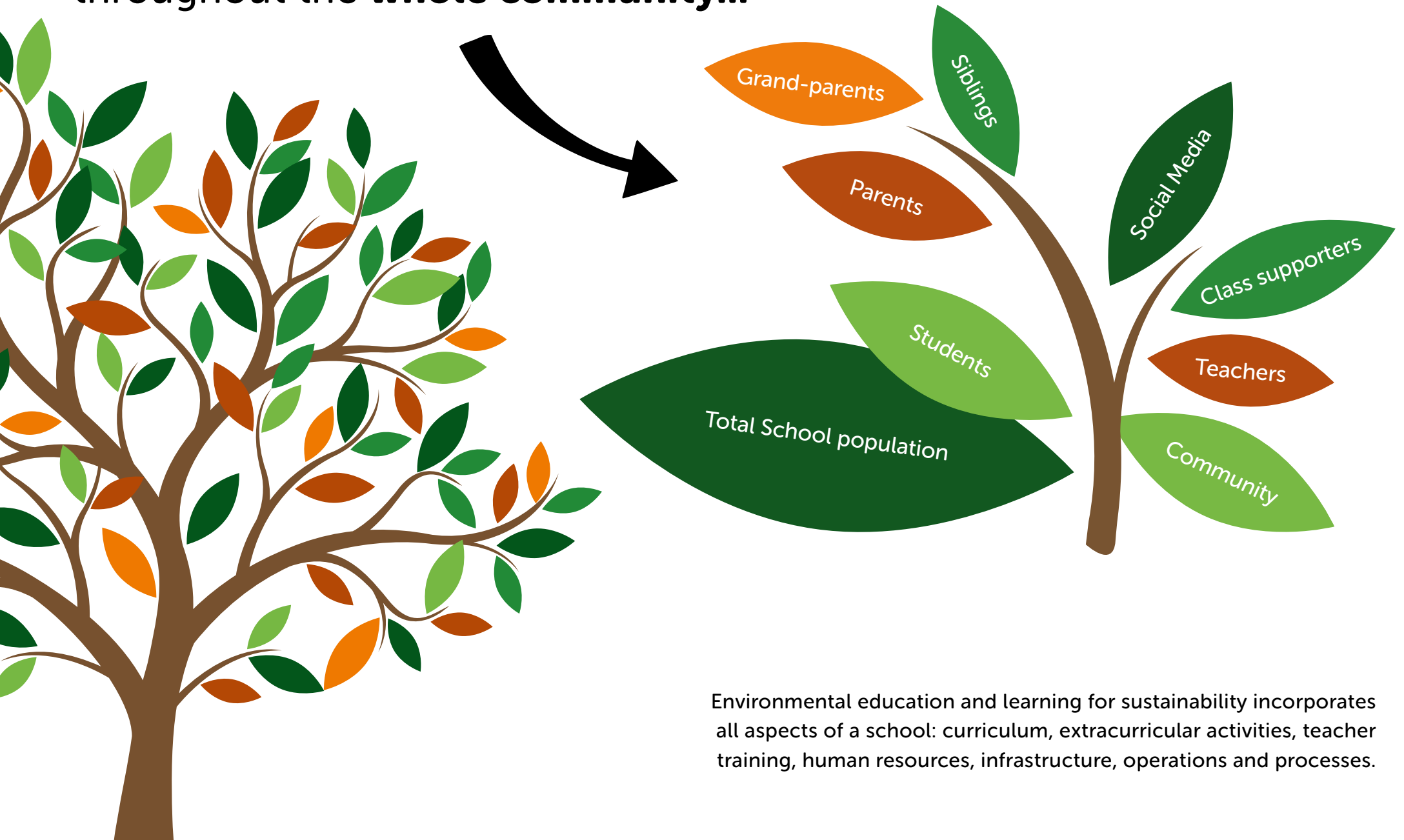


Secondary schools  
(age 12-16)





GrowWizzKid is **activating a social movement** that promotes health, nutrition, sustainability, food literacy and innovation throughout the **whole community...**



Environmental education and learning for sustainability incorporates all aspects of a school: curriculum, extracurricular activities, teacher training, human resources, infrastructure, operations and processes.



## ...and **supports** the **Sustainable Development Goals**



Health & Nutrition are integrated in every single lesson to interact with children starting at an early age. In a natural way **children become aware of food literacy practices and their own health.**



Plants **enhance the school climate and positively affect the mental well being.** Greening schools, school gardens and community parks are part of GrowWizzKid activities.



Comprehensive learning program, integrated into the school's curriculum for student's age 4-16 years. **Core subjects taught via experiments** and research on health, nutrition, science and technology.



Learn by doing, students are **actively involved and aware** of different plant growing techniques and the impact on the nearby environment, as well as the impact on a global scale.

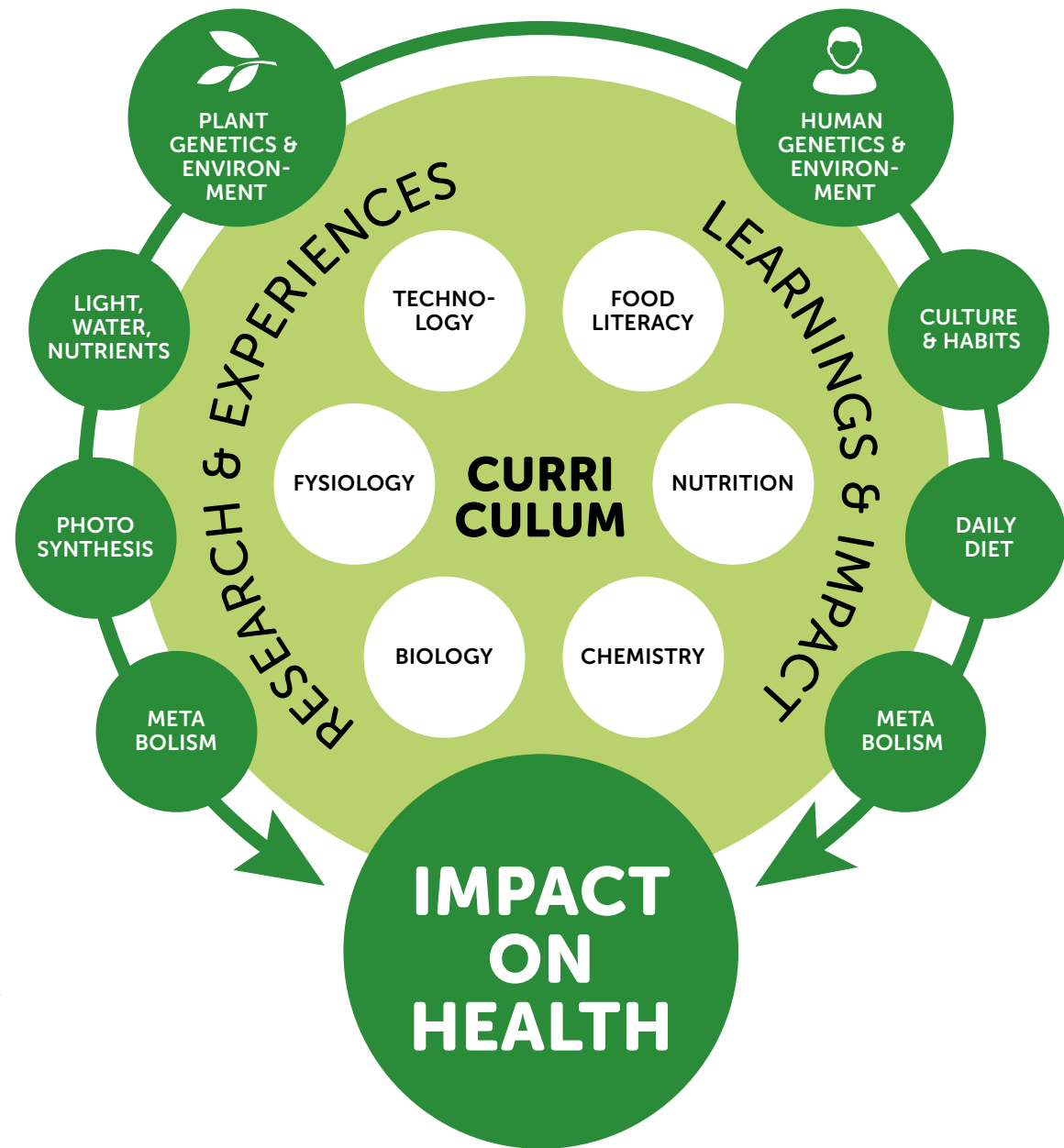


Call to action integrated in the program. **Children are challenged to make a difference**, starting small together, creating impact.





The wonder of nature and **the growing cycle of plants** are a meaningful source to research, experience and learn about healthy growth.





By producing vegetables directly at school, children **experience the effort and natural resources** needed to grow healthy food.



..... No Packaging

..... Non-GMO certified seeds

..... No Herbicides

..... No Pesticides

..... No Handling and Transport



# Our Path to **growth**

## WHAT ARE OUR GOALS:

- We want to **impact the quality of life of 100.000 kids** in the next three years
- Lead the **transformation of Science & Food** education
- Grow the movement to **promote the power of plants**

## HOW WE ACHIEVE OUR GOALS:

- We will **scale from 25 schools today to 300** over the next three years
- Our unique educational model of practical experiments, combined with our proprietary E-learning platform will **evolve to become a standard delivery education format**
- GrowWizzKid is **experience-based learning**. Theory and knowledge is transferred via learning by doing
- Kids will become **Health & Happiness Ambassadors**, thus impacting their parents and social networks
- Schools pay a fee and thus a **sustainable business model** calculates after we scale to 200+ schools



# We would like **you to become a sponsor**

## WHAT WE NEED:

- Growth Funding to **increase the team and drive further adoption** across the educational system
- Industry **thought leaders as sponsors**, ambassadors and promoters to further activate the movement

## WHO ARE WE TARGETING:

- Private companies in the field of **nutrition, health & well-being** who are thought leaders
- Sponsors who want to **imbed their products into classrooms** or create awareness for sustainability
- Sponsors who are looking for **non traditional advertising** to engage with the community





# What would be your financial **contribution**

One Time  
**Strategic Partner**  
Package\*

€ 50K

One Time  
**Executive Sponsor**  
Package\*

€ 25K

Annual  
**Contributor**  
Package

€ 5K

\*Strategic Partner & Executive Sponsor  
benefits will be in delivered effect  
over the whole three year period.

Five strategic partner packages available per three year period.

# Strategic Partner Package



- **Branding and product placement** on [www.GrowWizzKid.nl](http://www.GrowWizzKid.nl) – partner menu link
- **Personalized co-creation learning experiences** and case studies in the curriculum
- Inspiring **training sessions in schools with your proposition** used, as part of the curriculum
- Your co-creation examples **used in public sector workshops and congresses**
- **Personalized social media posts** and sharing by GrowWizzKid
- **Use of GrowWizzKid logo** and brand at your own discretion in: advertising, promotions and social media
- **Branding on newsletter** (Published bi-monthly)



# The potential value to you over 3 years


**300**   
Schools reached

 **300+**  
Community Gardens planted

**78,000**   
Students in program **using your products in experiments** and publishing their findings on social media

Only €0,06  
**CPM** (cost per 1000 for 50K)

**8,930,000**  
**TOTAL**   
population reached

**28K**   
**COMMUNITY & GOVERNMENT LEADERS ENGAGED**

**54K+**  
**TEACHERS**   
ENGAGED IN YOUR PROPOSITION

**464K**   
**SOCIAL MEDIA REACH**

**490K+**   
Interactions with **students & community**

**200,000**   
**PLANTS GROWN IN SCHOOLS**

# Schools share **best practices**





# Executive Sponsor Package



Mede mogelijk gemaakt door



Growing  
a better world  
together.

Wij groeien dankzij



- **Branding** on horticulture installation at over 275 schools
- **Branding** on all event and congress communications material
- **Personalized social media posts** and sharing by GrowWizzKid
- **Branding on newsletter** (Published bi-monthly)

Logos and images shown are random examples only.

# Annual Contributor Package



- **Branding on [www.GrowWizzKid.nl](http://www.GrowWizzKid.nl)**
- **Branding on newsletter** (Published bi-monthly)

Logos and images shown are random examples only.





**“Education is the most  
powerful weapon which  
you can use to **change  
the world**”**

Nelson Mandela



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