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# Banana Harvester



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Red Team



## Quick Facts:

- #1 fruit worldwide
- Most profitable agricultural export
- 100,000 workers in Central America
- Each plantation contains about 400,000 banana plants!

## Current Process:



- ~10 ft. tall tree, 1 bunch/tree
- 2 workers cut bunch with machete and severing tool



- 1 worker pulls 20 bunches to factory for processing/packaging

## The Product: Banana Stand



### Key Attributes:

- Easy assembly
- Supports average 60 lb. bunch weight with safety factor of 2
- Ergonomic trigger actuates grabbing motion

### Testing: Puerto Rico and Costa Rica



1st Iteration:  
Puerto Rico



2nd Iteration:  
Costa Rica

## Competitive Advantage

- Studies of current processes at corporate banana plantations and field tests with our device suggest a 10% increase in productivity
- Our stand also offers added flexibility by breaking up the two worker team to expand efficiency of current processes.

## Market

- Central American workers (100,000+)
- Project 34% market penetration by year 6

## Savings and Economics

- Estimated wages for 2-man team are \$2080/year.
- 10% productivity increase translates to \$208/team/year for corporation
- With estimated initial price of \$400, corporation could expect investment to pay off in just 2 years