



# DNA Indus

creating worldwide many very bio-diverse living nature parks  
preserving as much as possible DNA material  
for later agricultural/medical use by nature and mankind

How making an idealistic dream to a good business plan? More and more natural or cultivated spices disappears by less green environments and mono trends in agriculture. What to do? We think: each problem is an opportunity.

DNA Indus stimulate, initiates world wide gardens where people can rent soil in square meter units to plant anything they like, no matter if the plant or tree is coming from their own garden or from the garden of friends, family of anyone else. We think this will reserve spices, like zoo's and wildlife parks sadly that function more and more plays concerning (wildlife) fauna.

Than worldwide near city located mono cultural agricultural area's of 20.000 square meters transfers in an indescribable Gardens of Eden with 20.000 times a square meter with different window of nature's beauty. Each season there will be colors and smells and shapes. And as gift these wonderful garden preserves and stores in real nature a gigantic load of unique DNA material. To be used when it's needed by anyone who needs it, just for a fee, where the height is connected with its level of shortage and targeted use.

How it works? Take a farm with a huge amount of soil. Install some infrastructure (paths) and rent soil per square meter to anyone that wants to plant some plants, crop, flowers, bulbs, trees, anything. The ambiance is relax, pleasant, landlife with style, warm without the coldness of hard style. An explosion of shapes, colors and smelts. There are several restaurants, animals, workshops. There is hotel. People will come from long distance with special plants. People are relax. No hurry, just enjoying freedom. One large park with relaxing people, even in rain or storm. All flora can be entered in to a central database, from which the seed and medicine industry material can order. The income generated by this orders will be divided by split revenue, half for the owner and half for the farm. Square meter rent invoices will be send each year, on the date the contract has started, this gives the whole year a steady income to the farm. There is a wild and a cultivated area. Gardeners can take care of square meters for a small fee.

DNA Indus wants to start with one farm in Holland. Installing infrastructure and tree lanes will take some time, but this can be done by the staff. The first year maybe there will no income, but by press exposure the first year maybe can even be the best year. The 'believers' in conserving DNA in this way don't let themselves stop for a lack of ambiance in the first year. The pioneer status is their ambiance. After the first has been successful others will follow soon. The flora spices database is the central facet of DNA Indus. Initial support and traffic also will come from the big retail green/hardware retail chains, who will have their own promotional/image garden at a DNA Indus farm.

The is the model farm for the concept and the home of the franchise organization and database environment. Food, agriculture and nature industries will find their way to this database and order spices. The success and the exposure of the first farm will give many more of this type of farms in Holland. Our goal is to get as much farms as possible all around the world. This way we contribute substantial.

Our franchising model around the central young spices trading database. We use (and update with posts if necessary) the new international (and E 100 million in production costs) world database of spices as our guideline spices identification and record source. This new database combines the data of the American 'Encyclopedia of Life' ([www.eol.org](http://www.eol.org)), the 'Atlas of Living Australia', the European website [www.speciesbank.eu](http://www.speciesbank.eu) and other projects. The European Commission has also a website with all European fauna ([www.faunaeur.org](http://www.faunaeur.org)) and flora ([www.euromed.org.uk](http://www.euromed.org.uk)).

There will be wifi and people can use their own notebooks by their trip in a DNA farm for getting more floral background information on a specific plant. Visitors also can access the above mentioned global flora databases. There will be dynamic to locate small wooden walk roads throughout the property. For the less abled there will be shell based type of 'main' lanes.

What motivated us?

- 1) Respect for nature.
- 2) Love for nature.
- 3) Love for leisure and for hospitality.
- 4) Bio-diversity preservation of DNA material as much as possible.
- 5) Possibility of new plant specifications by computer aided natural selection.
- 6) Possibility of new medicines from disappearing spices.
- 7) Desire and love for a more green economy.
- 8) Attending people, media and governments on the risks of less green area's and monocultures.

Our costs will be:

- 1) Mortgage on property and land (this and staff are our main costs).
- 2) Gardener staff (pays themselves by gardener fee turnover, cost and income are connected, only in the beginning, during build up not, but good pr can change this).
- 3) Hospitality staff (hotel and restaurants, pay themselves by turnover).
- 4) Overhead staff (database staff, pr staff, bio material sales staff, franchise sales and training staff, management staff) which must be paid by the combination of soil rental fees (which has a big profit margin) and the 50% fee on bio material sales).

Our income will be:

- 1) Yearly recurring soil rental fees (E 10 per square meter).
- 2) Yearly recurring gardener fees (E 5 per meter per month is E 60 per year).
- 3) Parking fee E 5 a day (is much more than the cost price).
- 4) Restaurant turnover (this will have a profit by low accommodation location and traffic costs).
- 5) Hotel turnover (this will have a profit by low accommodation location and traffic costs).
- 6) DNA material sales (mostly a joint revenue model with the plant owner).
- 7) Content fees (newspapers and touristy media getting content for free, but radio and television and specialized media must pay for content) (and of course agricultural, scientific and medicine company logins in our flora availability database).
- 8) Fees from retailchains and flora brands for their dedicated garden parts.
- 9) Franchise fees (other farms that will us our name and brand and exposure will pay us a fee if they are successful).
- 10) Subsidies of local, regional and/or national governments (only in start phase: subsidies in operational phase are not good for any organization: the business case runs without governmental support). But a discount price on soil is a good type of subsidy for this type of organization.
- 11) House development (in a connected park area, if this is possible a DNA Indus can be realized economical very easy, although the funding amount is much higher, financing then also will be easy to realize).

We think DNA Indus combines leisure with an important biological function. We are proud on our company concept and are determined to realize it and hope we will contributed actual wellbeing and to future nature with our model farm and our followers.

We will promote our business model both in the FAO (Food and Agricultural Organization of the UN) en the WHO (World Health Organization of the UN). We will seek as much as international media attention as possible.

[Click here for contact our international franchise team.](#)

[Click here for our photo gallery.](#)

[Click here for contacting our media officer.](#)

[Click here for our office address details with a google earth map of our farms.](#)

[Click here for possibilities us attending 'DNA reserving parks' workshops on your university.](#)



DNA Indus is a project of Economical Development Corporation