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**Microns presents**  
**Farm Organica**

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**What is your full  
name and  
location?**

Alan from Toronto, Canada

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# Overview of what your app does

Online e-commerce organic food  
web store.

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**When did you  
launch the  
business?**

2018

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# Expenses you have for the app

Fulfillment, inventory, online  
store expenses

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**What is your  
annual recurring  
revenue?**

\$20,000

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# What is your business model and pricing?

Selling organic food

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**How many  
customers do you  
have?**

2,000

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**Who is your target  
customer?**

Customers in Ontario,  
Canada

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**Tech stack your  
product is built on**

Shopify

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**What kind of  
support can buyers  
expect from you  
post-sale?**

Regular e-commerce  
customer support

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**Why are you  
looking to sell?**

Starting a new project

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**What is your  
asking price?**

\$20,000

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# Contact email address

[alan@czajkowski.ca](mailto:alan@czajkowski.ca)

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# Startup website

[farmorganica.com](http://farmorganica.com)

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**That's all, folks!**

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