



# BOOTSTRAP FARMER

The Bootstrap Farmer 1020 Incubator Farm

A 10'x20' Greenhouse Creative Layout & Idea Guide

# Project Goal:

To visually show and inspire you to consider different layouts in a small system, with a minimal investment, and enough runway to test your ideas as you develop your first or next farm product line. We want to look at starting small, learn to build, maintain, and grow within a protected environment.

Showing how lean start-up principals can help you develop your farm business with a structure that can be used for multiple growing operations as you find your path. The structure is your foundation, and never a sunk cost.

With a small footprint and minimal investment, a 10x20 Bootstrap Incubator farm can allow you to test multiple market opportunities before scaling up a new farm or idea. Following our guides with your own personal touch, you can use these starter kits for multiple uses as you figure where your market demand & optimal lifestyle design intersect. If your life needs mean part time or exploratory time with a second job, this is a comfortable option.

It starts with a 10'x20' High Tunnel.

Each 10'x20' hoop house kit includes everything you need except the wood & poles, purchased most affordably at your local Lowes or Home Depot. Following our video & PDF guides, you'll have this up in a single weekend.

We've got designs & bundles for incubating businesses like propagation, microgreens, transplants and more. Whether you prefer the soil, hydroponics or aquaponics, it all works.

Below are 8 layout ideas to get you thinking of the possibilities of a small footprint hoop house that can yield results in production and sales distribution. Below are eight examples of custom layout set ups. Copy these, change them up to make your own perfect layout, or brainstorm your perfect system. We would love to hear what you came up with!

# Key



Wire Shelf



Wire Shelf Frame



Walkway Outline



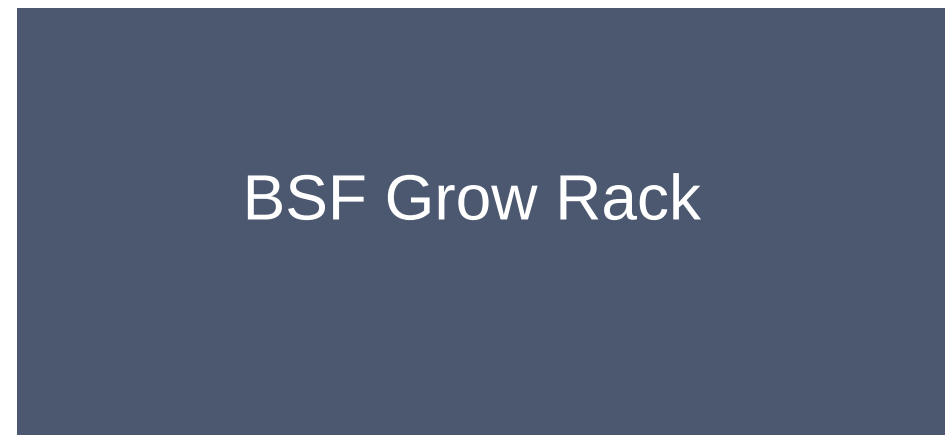
Water Drain Line



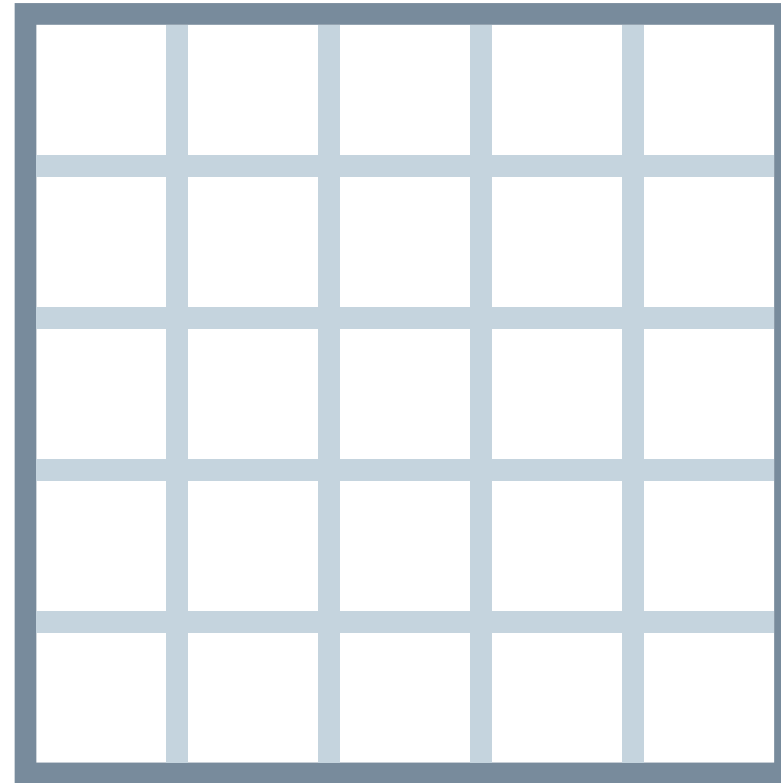
Water Supply Line



Trellis Cable



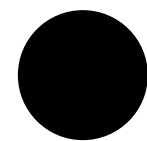
BSF Grow Rack



Grid

1 light gray square = 1 sq'

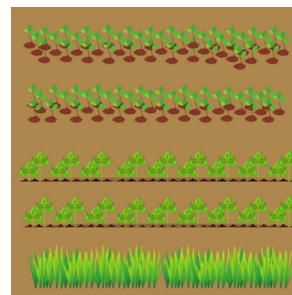
1 dark gray = 25 sq'



7 Gallon Grow Bag



Dutch Bucket



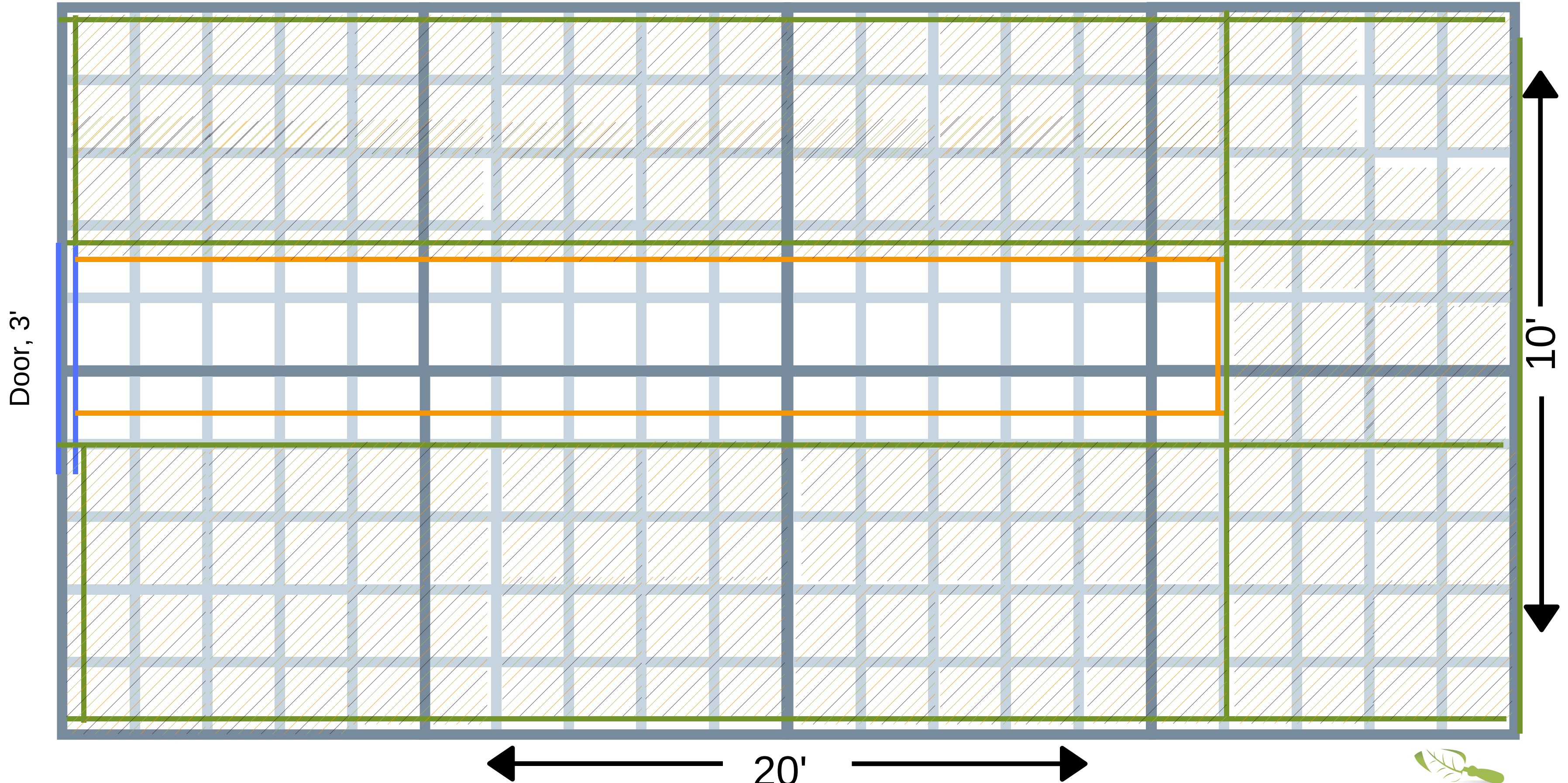
Delicious Seasonal Market  
Garden Crops



Door

# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Vegetable, Herbs, Ornamental Transplants Propagation



## Configuration: Vegetable, Herbs, Ornamental Transplants

1020 flats on wire racks.

Approximately 86-1020 flats with capacity of 18 cow pots,  
32 ct. insert with 2" pots, or 50 ,72, 128, 200 cell count  
1020 tray.

Capacity: 1,548 - 17,200 plants depending on 1020 insert  
size or cow pot option.

## Market Opportunities

Transplants for wholesale/retail nursery stock

Transplants for other farms

Germination for your own larger farm operation

Direct Seasonal Annual Flowers to Landscapers

Garden Start Kits for sale at Farmers Markets

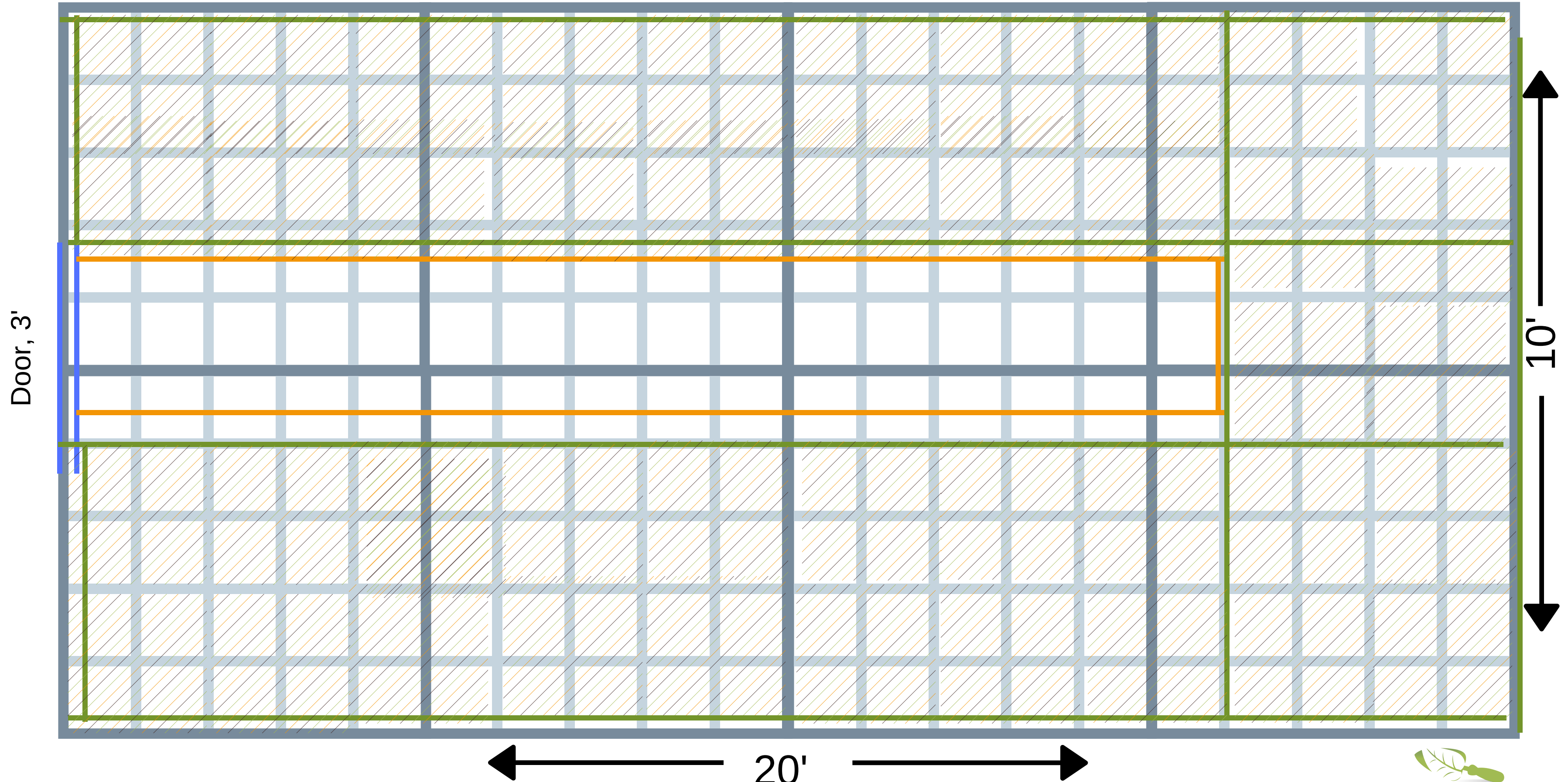
and Farm Stands

Pre-Orders for delivery



# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Microgreens, Fodder, 5x5 Exchange Subscription



## Configuration: Microgreens, Fodder, 5x5 Exchange Subscription

## Market Opportunities

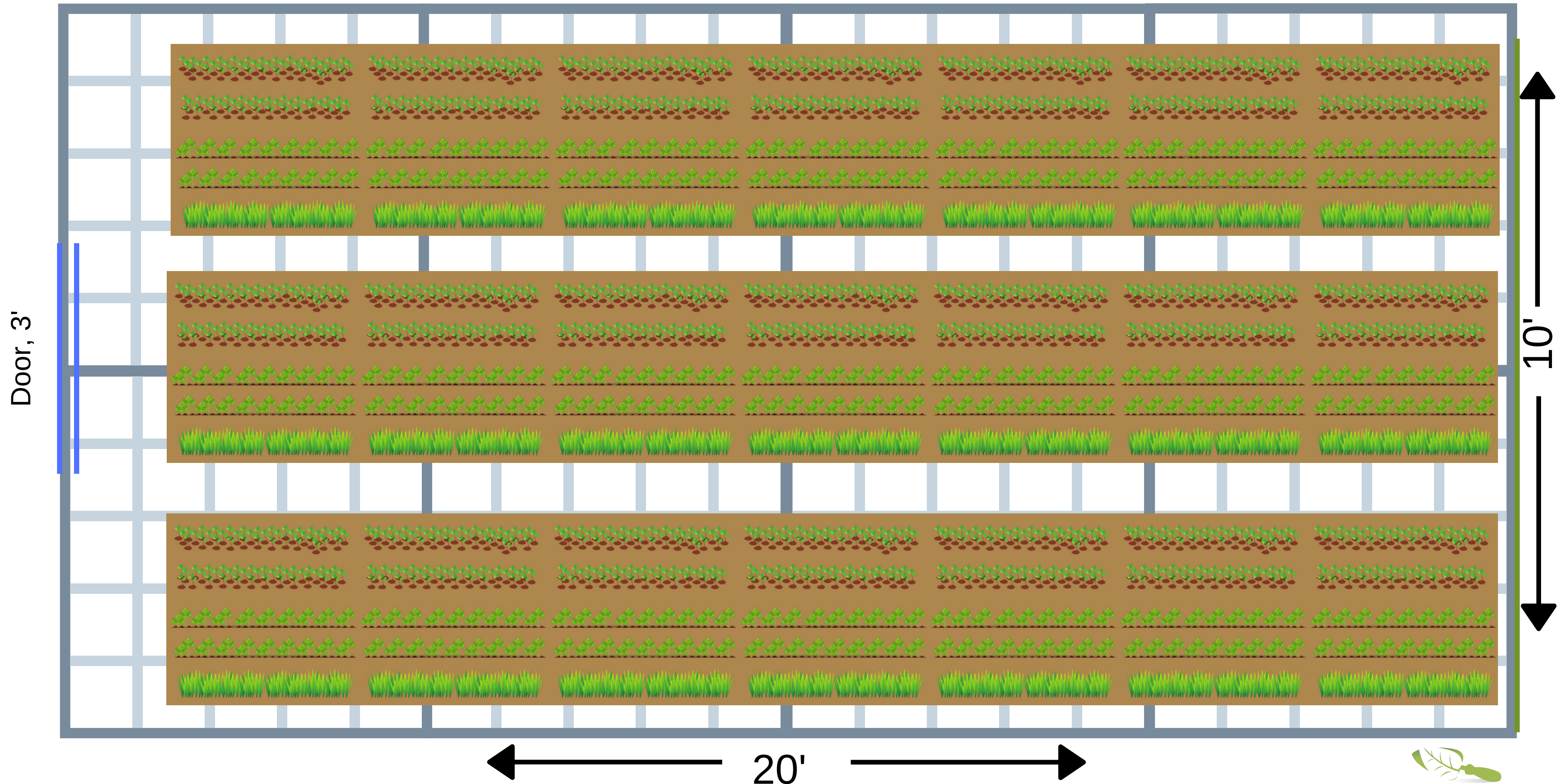
1020 flats on wire racks.  
Approximately 86-1020 flats  
or 86-1020 flats with 688 5x5 Trays for microgreens,  
shoots, and/or fodder.

Microgreens for Retail sale at Farmers Market  
Wholesale and Restaurant sales  
Fodder for livestock, Your own or another farm  
5x5 Tray Exchange Subscription Service  
Tray Exchange of wheat grass, microgreens, of baby salad  
mix to Gyms, Health Spas, Yoga Studios, Etc.  
Live Cut Exchange to Food Truck or Restaurants  
Direct Sales to Juice Bars



# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Soil Bed Market Garden





## Configuration: In-ground Soil or Raised Bed Market Garden

## Market Opportunities

1620 Sq' of 30" in-ground or raised beds

Mono or mixed crops including leafy greens, root crops, vining crops, culinary herbs, cut flowers, and luffa sponge

Microgreens for Retail sale at Farmers Market  
Wholesale and Restaurant sales

Supply to your added value product line

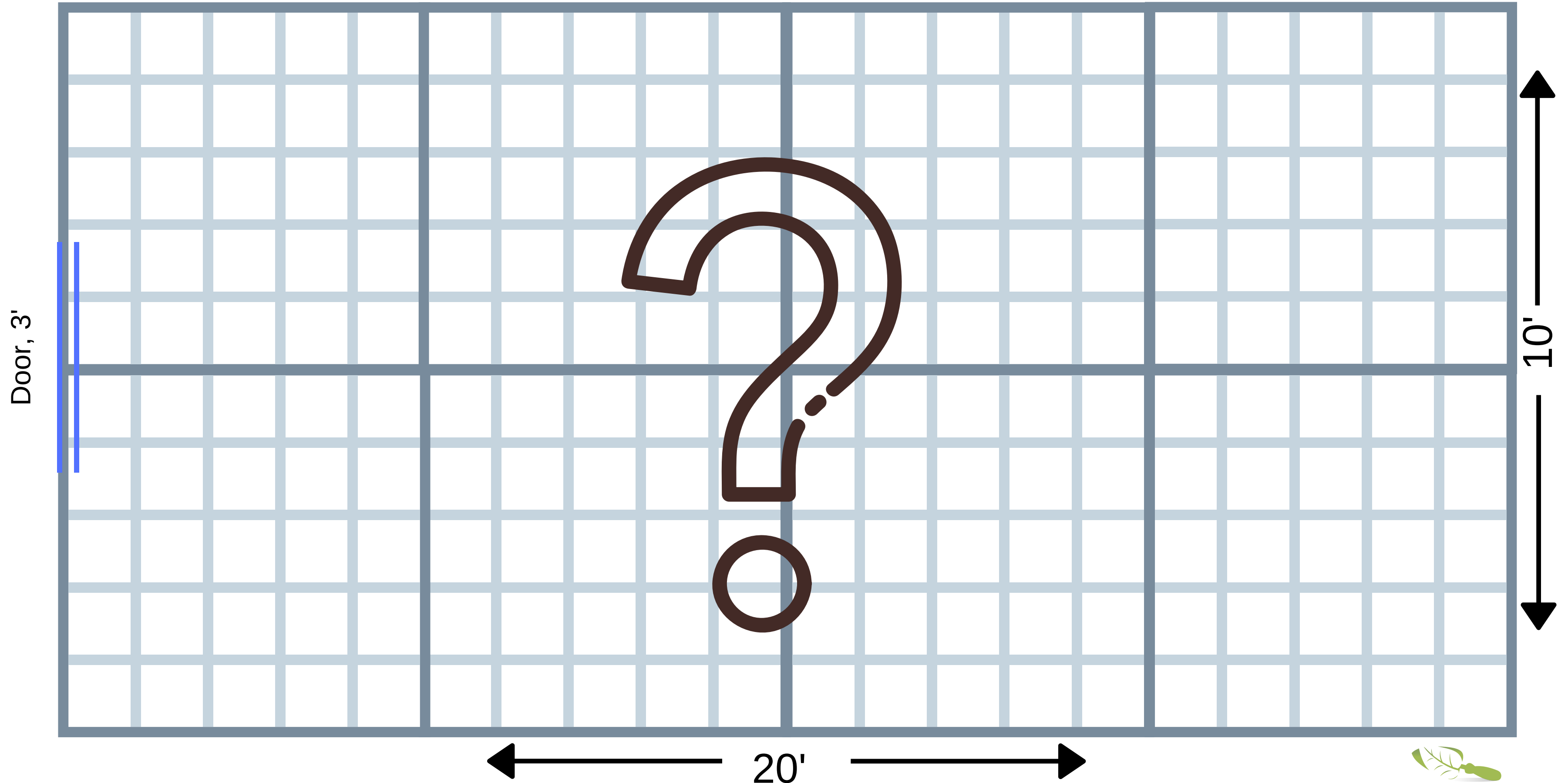
Cut flowers for resale, wholesale, subscription, or events

Edible Flowers & Herbs for drink programs

Luffa Sponges for added value bath & body care lines  
combined with medicinal & culinary herbs

# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Black Ops Black Out



Black out & High percentage cloth for specialty crops.

Highly specialized & possibly regulated

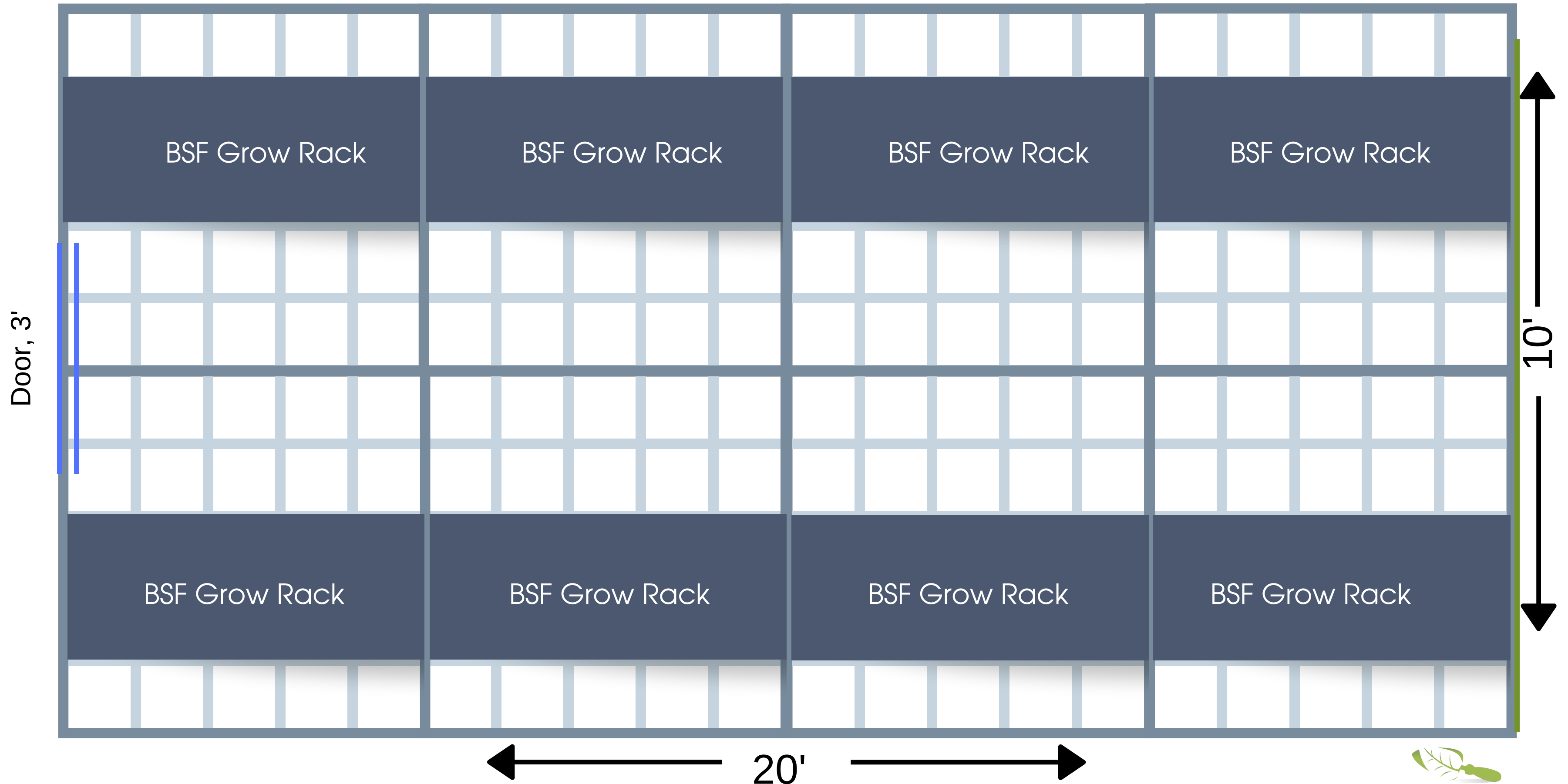
Orchids, Poinsettias, Caladiums, or Medicinal Crops in various progressive States

Decorative, hobby, medicinal, & recreational outlets



# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Vertical Farming of herbs, starts, fodder, leafy greens, microgreens, edible flowers & shoots



Up to 16 Microgreen Trays and 512 2" net pots per Rack

An eight rack system with 4 tier option could grow 128  
microgreen/wheatgrass/fodder trays, 4096 2" net Pots, or  
12,288 96 count rock wool sheets.

Cell Tray Propagation Maximums with 8-4 Tier Racks:

18 x 128=2,304

32 x 128=4,096

72 x 128=9,216

128 x 128=16,384

200 x 128=25,600

Microgreens, Culinary Herbs, Propagation and Fodder,  
Leafy Greens, Floral, Annuals, Perennials, Succulents

Wholesale

Retail

Farmers Market

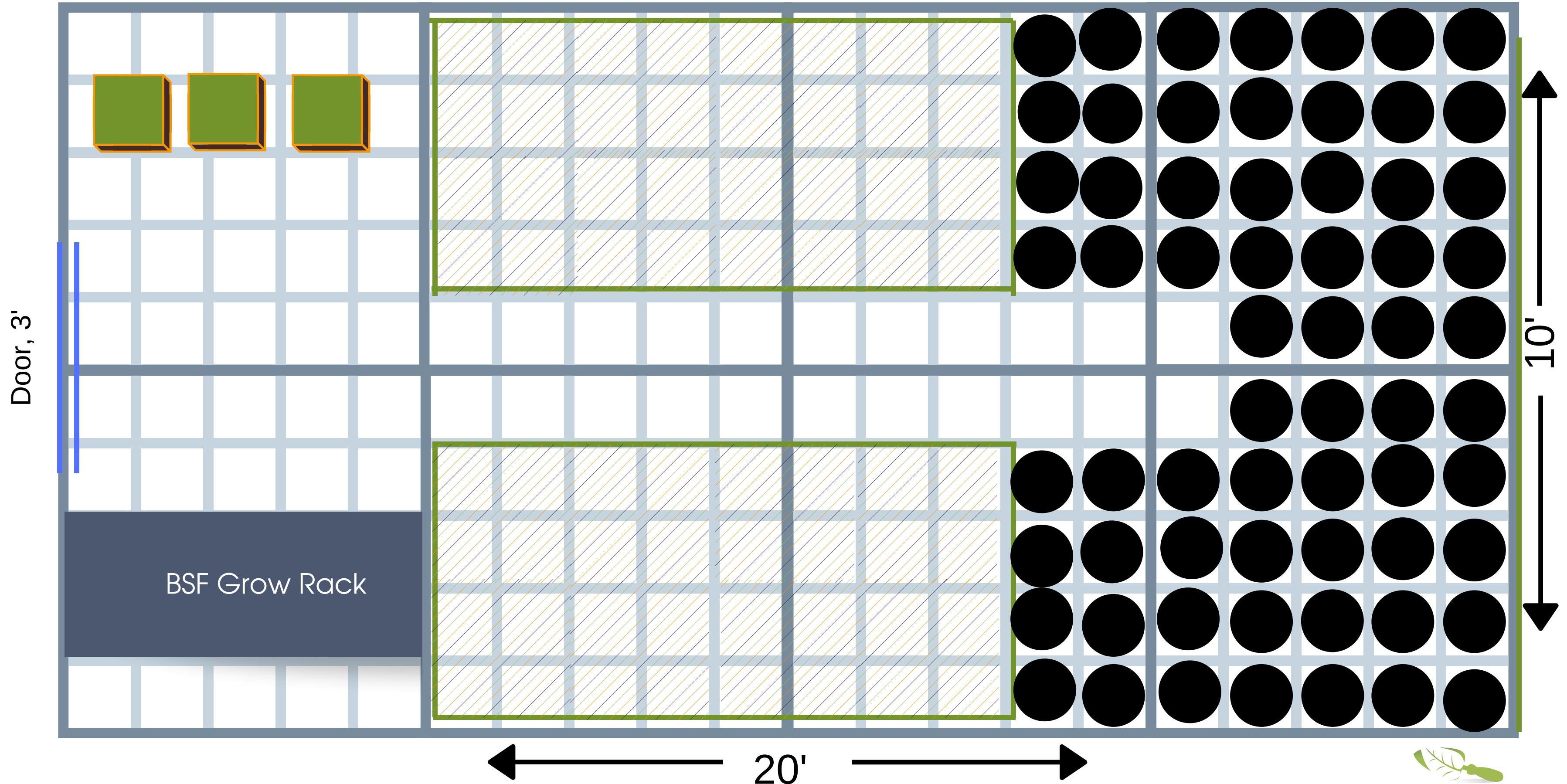
Farmstand

Subscription



# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Mix Use, Experimental, Educational



## Configuration: Mix Use, Experimental, Educational

Mix Use, Experimental, Educational

Space for Vining crops, microgreens, fodder, propagation, and grow bags for root crops, flowers, mixed vegetables, trellised crops

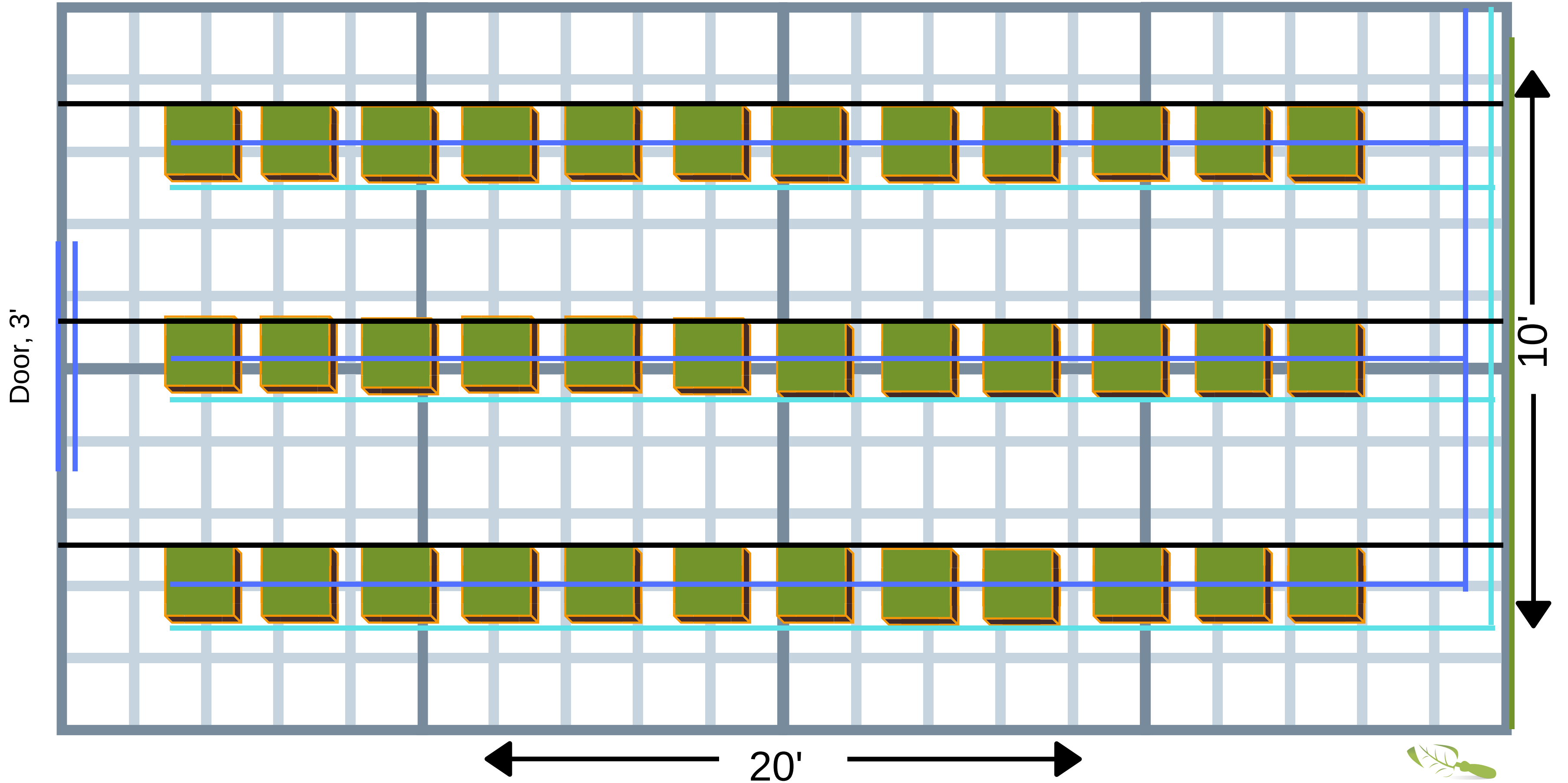
## Market Opportunities

Ability to test many configurations, builds, and crops as you learn, homestead, educate, and test markets with mixed offerings

Almost endless opportunity to experiment

# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Dutch Bucket for Vining Crops





## Configuration: Dutch Bucket for Vining Crops

## Market Opportunities

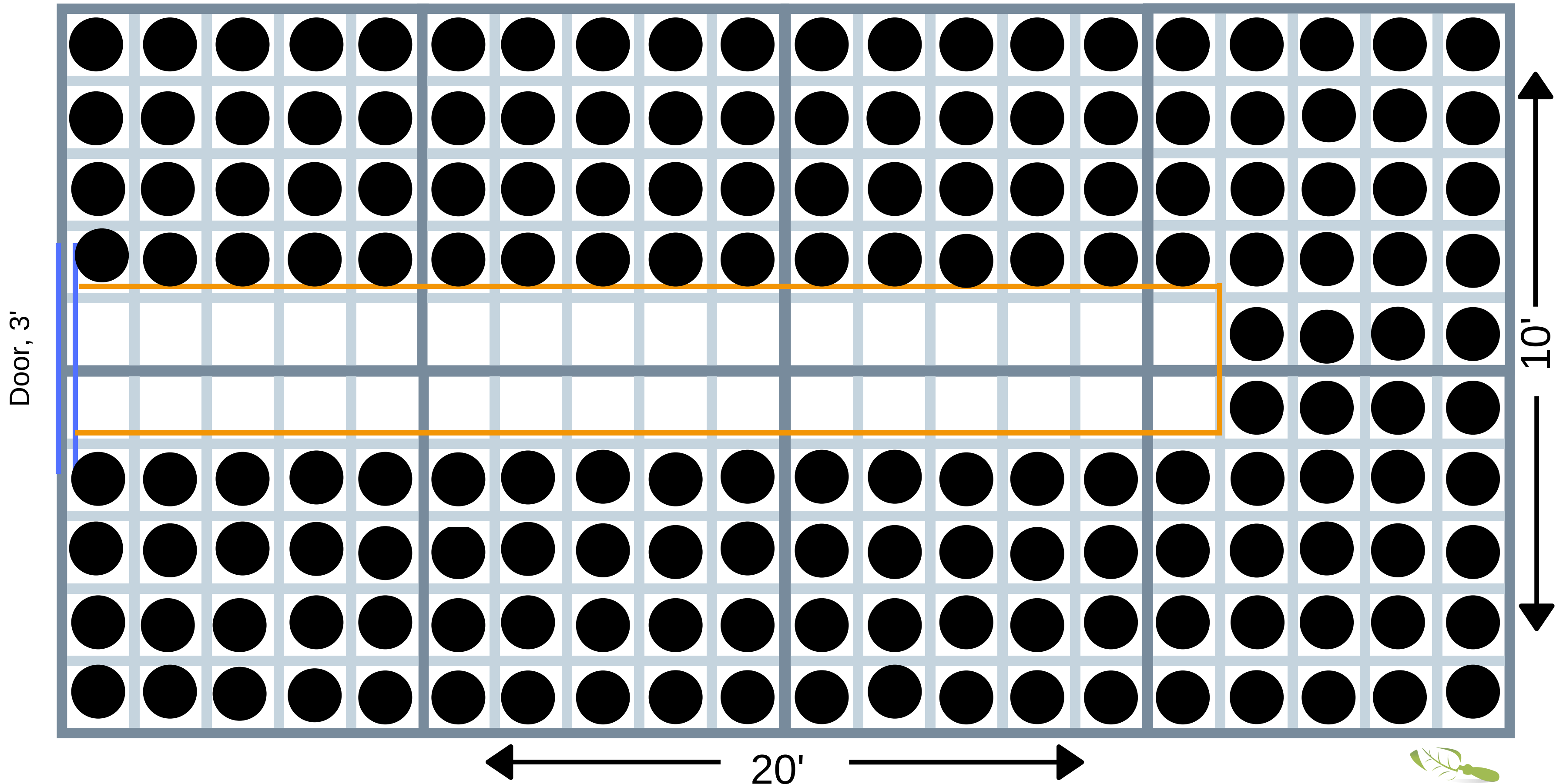
36 Dutch Buckets for indeterminate vining crops on trellised lines.

Tomatoes, Peppers, Eggplant, & Cucumbers. for any of the market opportunities above

Research yields per variety to determine production expectations

# The Bootstrap Farmer Incubator 10x20 Hoop House Project

Configuration: Grow Bag Subscription and/or Market Garden



168 7 Gallon Grow bag capacity  
Could be grown and exchanged seasonally

Subscription seasonal garden or floral exchange

Gift service for real-estate agents

Italian Herb, Salsa Garden, Culinary Herb, Medicinal Plant Bags

Colored bags could be used for branding (real-estate agent gifts  
or custom growing for businesses) School/Hometown colors

Bags are exchanges decreasing the yearly cost

# Startup Investment:

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1020 Greenhouse Kit:	\$610
Locally Sourced Lumber, Door, & Pipe:	\$500
Optional Roll Up Sides:	\$319.99
Interior Local Infrastructure:	Variable depending on your needs.
Equipment Cost:	Variable depending on your setup.

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Capacity:	Number of Plant sites / sellable units
x	Multiplied By
Potential Selling Price Per Unit:	Variable
Potential turns from 1st sale to ROI:	Variable
	= Yearly Income Projection

# Budget Factors:

## Fixed Cost:

Initial Infrastructure for Structure including labor, materials, permits.

Initial Utility Infrastructure, Running water & electrical lines; labor & materials

Initial Rack, Environmental Controls, Lights, and Inside Equipment

Possible Fixed Trays, Bags if not selling.

## Variable Cost:

Trays

Inserts

Pots

Seeds/Plugs

Growing Media

Fertilizer

Labels

## Operating Costs:

Labor

Trials

Market Research

Marketing/Branding/Ads

Murphy's Law Tax

Professional Services: CPA/Lawyer

Delivery/Transport Expense

