



DIY Food
by
SolaRoof

your
global Internet community
that enables **you** to
grow your own food

why **you** do DIY Food?

the threat

- the fear that our food is toxic
- the concern that food price and supply is not stable or secure
- increasingly severe man-made crisis and natural disasters threaten global trade in food
- consumers are totally dependent on retail food chains and in crisis lack capacity for self help

the opportunity

- organic growing – in the backyard – guarantees safe, nutritious and secure food
- a modest investment in a **solar greenhouse** for your personal energy security
- long life, low maintenance, automated and reliable DIY Kit
- be self reliant and take direct responsibility for building a resilient community

how **you** do DIY Food? build a **SolaRoof** greenhouse

- double metal arch frame and plastic covers
- **liquid bubble** insulation and shading
- **liquid solar** system for heating/cooling
- intelligent, connected, automated



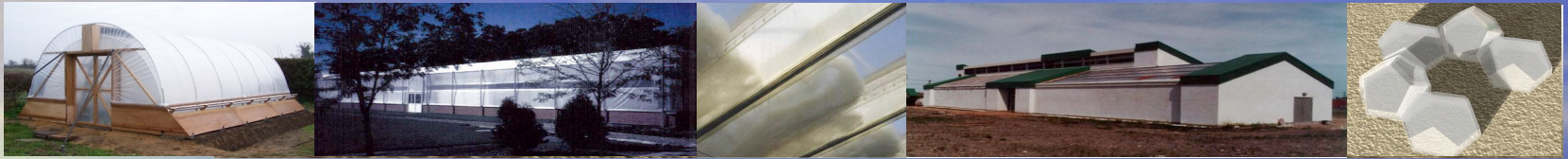
where is **your** DIY Food project?



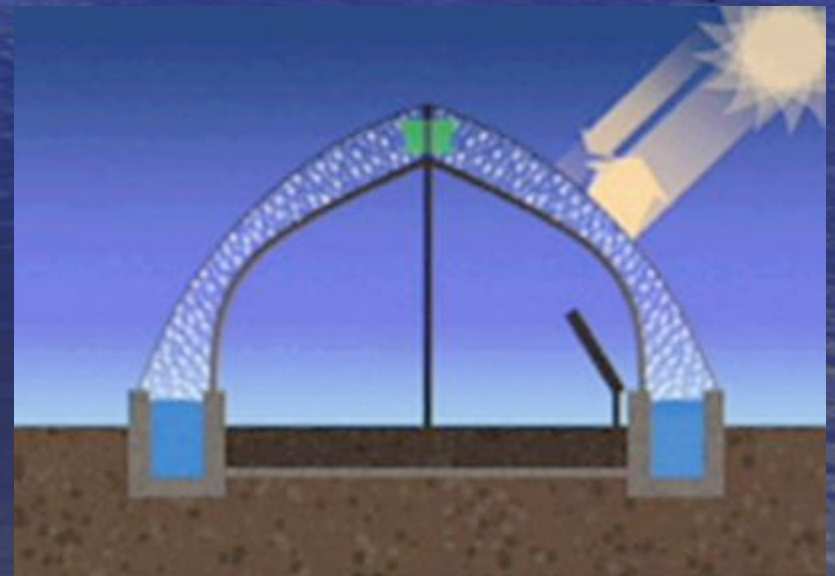
- the backyard of both urban and country homes
- family farms, homesteads and retreats
- **ecoVillages** and community based cooperatives



the time for DIY Food is now!



- 1000 members prove **DIY Food** is ready to go viral
- **DIY Food** requires dynamic **Web 3** internet community
- a **DIY Kit** will drive growth of active DIYer membership



how do **you** learn DIY Food skills?

the DIY spirit of self-help

- DIYers live to learn and willingly teach other members of the DIY community – to effectively diffuse self-help skills and build from local to global
- **PayItForward** is a “cultural value” that is nurtured in the DIY Food community that will drive forward **DIY Food humanitarian action** that inspires and attracts attention
- Vendors and suppliers of materials to the DIY Food community will see the PR value of Branded sales and willingly contribute 1% of sales or 10% of profit to support the PayItForward projects

DIY Food = new knowledge, new skills for sustainable living

- **small spend** = continuing big savings
- **Creative Commons** = global accessibility
- **OpenSource specifications** = affordable
- **open participation** = adapt and adopt
- **Web 3** = tools for personal, local, transformative change

DIY Food: paradigm shift

from seasonal garden to **solar** greenhouse

CURRENT STATUS

SolaRoof SOLUTIONS

SOLAR

- Far too expensive – requiring complex components

- very low cost – the building itself is an effective **solar** collector

ALL SEASON

- no, greenhouse heating is too costly

- yes, due to dramatic heating and cooling cost reduction

ORGANIC

- has been limited to seasonal soil based gardening

- organic growing methods will embrace aquaponic growing and computerization

SOCIAL

- gardening most popular hobby

- less work - more fun and sustainable lifestyle

DIY Food Community

sustainable living & livelihoods

- vast potential membership – global community
- among DIYers we welcome and encourage entrepreneurs who will create learning/training hubs and facilitate local supply of **DIY Kits**
- the global community operates through Internet communication and collaboration to encourage groups and individuals to take action and establish DIY Food projects and to cooperate in support of **PayItForward humanitarian initiatives**

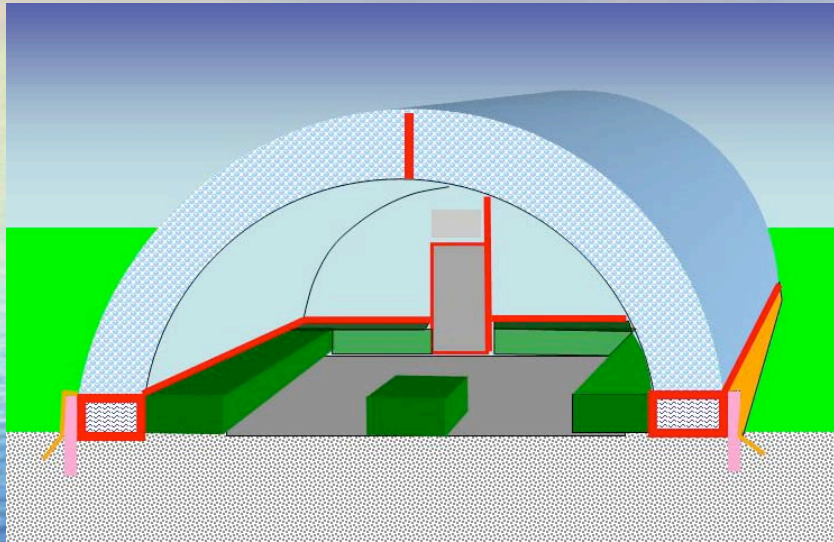
DIY Food Campaign

will you be a pioneer?

- Several "PIONEERS" will cooperate to build exemplar DIY projects for 10/10/10
- DIY Food exemplar projects participate by [interactive Internet](#) with 350.ORG's day of climate change awareness
- DIY Food Campaign set goal of replication of 350 DIY projects before year end 2010

DIY Tunnel Greenhouse

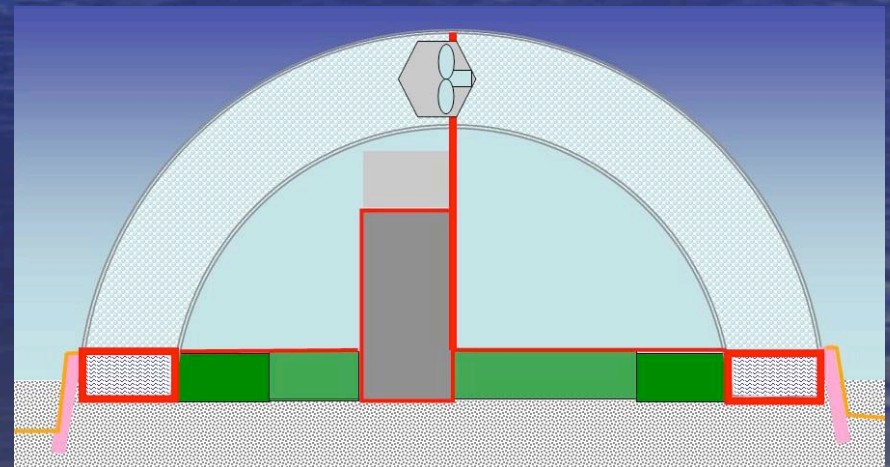
complete your **DIY Food** project for **10/10/10**



DIY Food
campaign launches in
cooperation with **350.ORG**
on **10/10/10**

DIY KIT

the pioneers cooperate
summer 2010
to document an
open standard
for the **SolaRoof**
tunnel greenhouse



DIY Food is a SolaRoof initiative

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- for more information please visit the SolaRoof Wiki at www.solarroof.org
- SolaRoof technology is owned by inventor, Richard Nelson, CEO of LifeSynthesis AS

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