

### Select the type of evaluation

Commercial system for soilless production of Pharmaceutical plants

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The main purpose of this thesis is to create a business plan for a star up that will implement the idea of aeroponics systems in the Czech Republic.

Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	5
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	8
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>75</b>
<b>Final grading</b>	<b>Very good (2)</b>

#### Overall evaluation and questions to be answered in the course of the defense:

The author revised thesis focusing on aeroponic soilless production. The thesis has the required extent, is logically divided and takes into account most of the comments of the supervisor and the opponent.

The SWOT analysis is briefly explained in the chapter Executive Summary (p. 19) and in the chapter SWOT analysis (p. 47). There is inconsistency in the aspect "biological food trend" - on p. 19 it is included in "weaknesses" and on p. 47 in "opportunities".

In chapter 4.4.2. Porter's 5 forces the authors specifies main segment/buyers - pharmaceutical companies (also mentioned in Segmentation (p. 52)). In SWOT analysis, among opportunities we can find "trend of healthy lifestyle". How does this correspond to the targeted segment?

Is the Certification of aeroponics as organic perceived more as opportunity or threat? According to the thesis, the certification would allow to increase the price of a product (opportunity), but on the other hand the certification would mean to follow high quality standards corresponding to high price (threat).

The chapter SWOT analysis, concretely Opportunities (p. 49 - 50) refers to two Figures (Figure 7 and 12), but these figures represent different topics than are mentioned in the text. E.g. "trend of healthier lifestyle" should be shown on Figure 12, according to the text, but the Figure 12 shows Forecasted growth in Aeroponics farming market, instead.

There are still paragraphs with missing citations, their form is in few cases not correct and some citations do not include the name of the author or the year of issue - especially citations for figures, pictures, etc. (e.g. p. 26 - 29).

The financial part of the thesis was significantly improved. Break even point, used originally, was replaced by payback period - Could you please explain why?

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