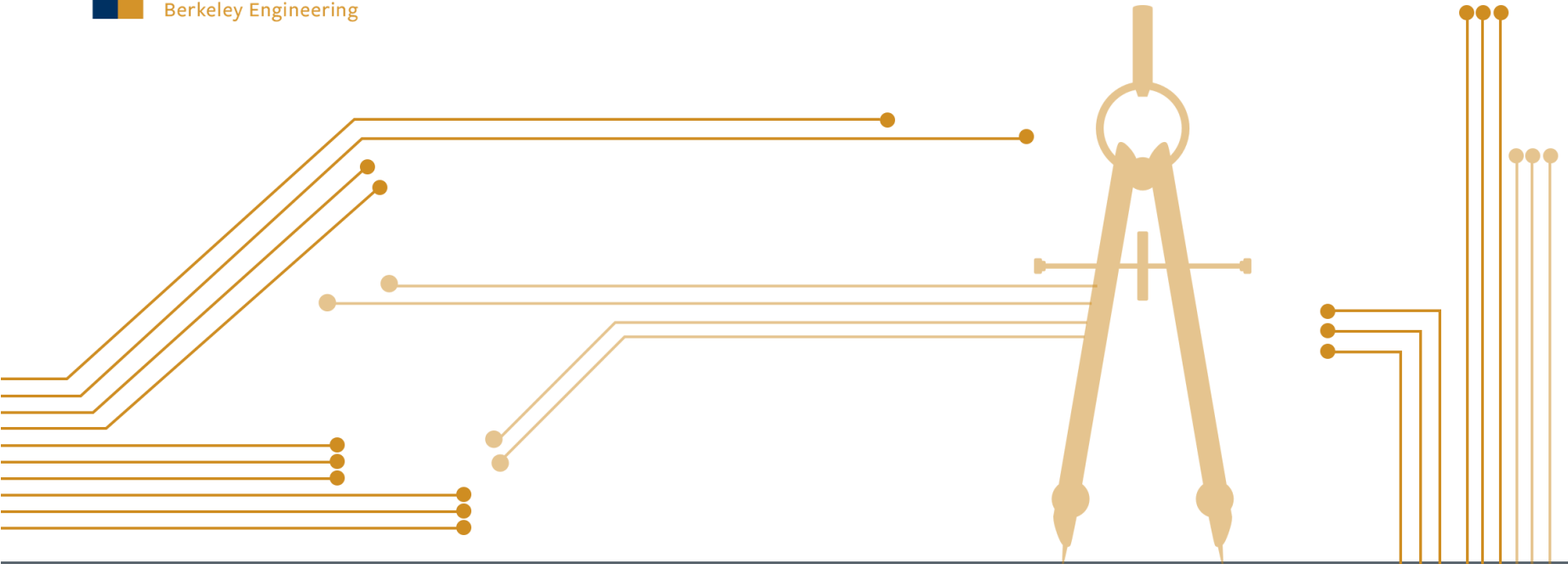




Pantas and Ting

Sutardja Center
for Entrepreneurship & Technology

Berkeley Engineering



IEOR290 - Gardening of the Future

Fischer, Felix - Jabbari, Arman - Svenungsen, Marius

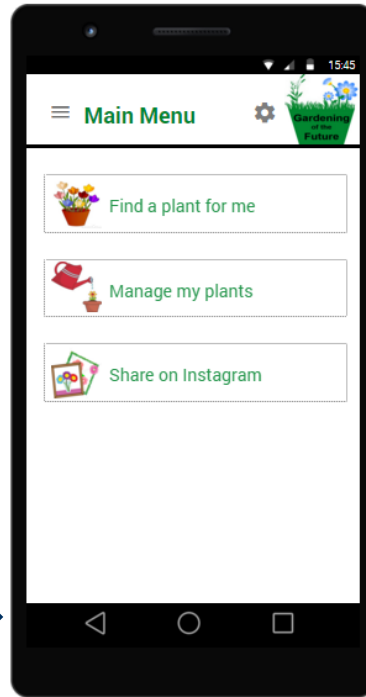
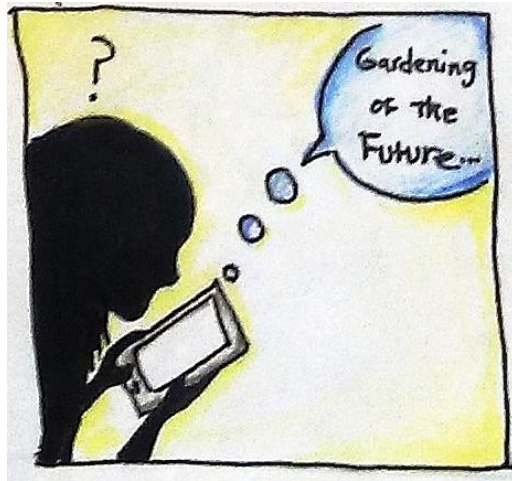
This work was created in an open classroom environment as part of a program within the Sutardja Center for Entrepreneurship & Technology and led by Prof. Ikhtlaq Sidhu at UC Berkeley. There should be no proprietary information contained in this paper. No information contained in this paper is intended to affect or influence public relations with any firm affiliated with any of the authors. The views represented are those of the authors alone and do not reflect those of the University of California Berkeley.

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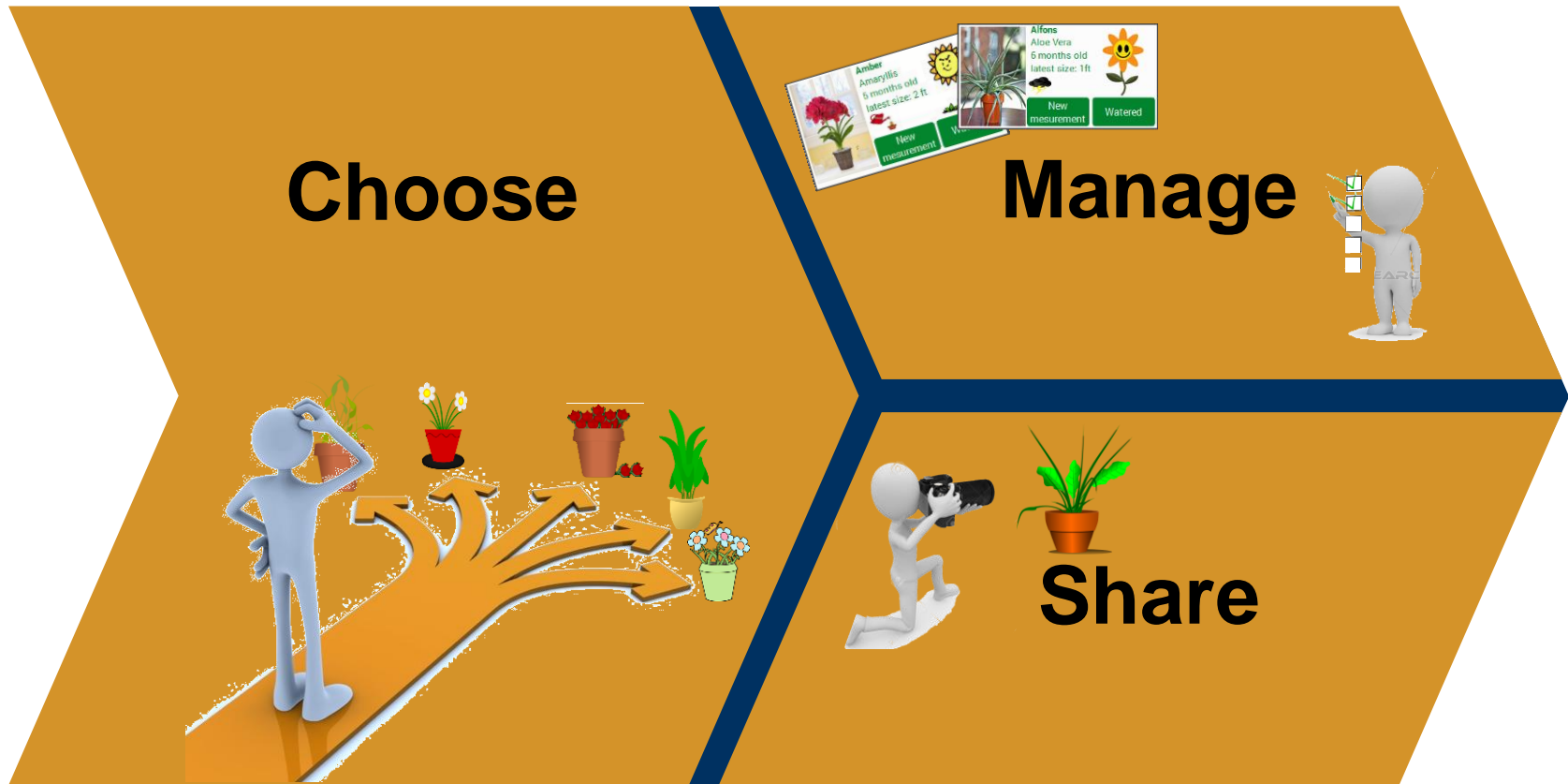
US millennials don't know how to treat plants



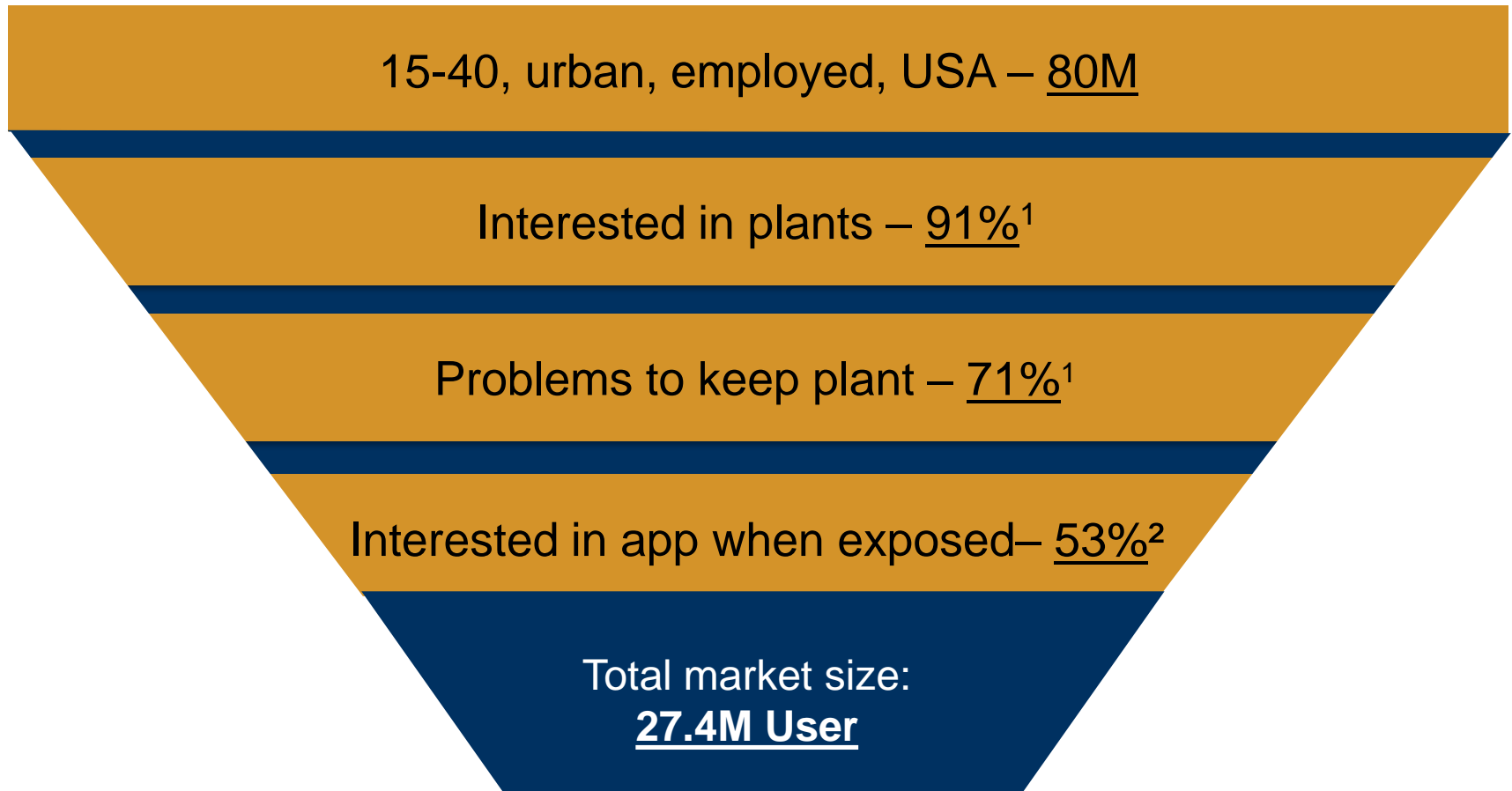
Solution: App to help choose & treat plant



Value along the whole Customer experience



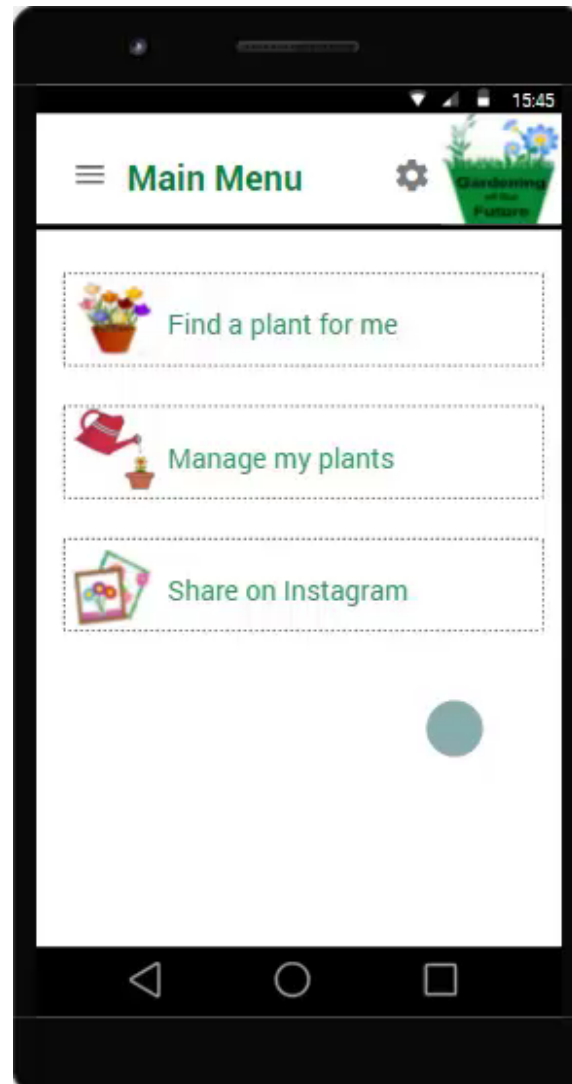
27M in the US interested upon exposure



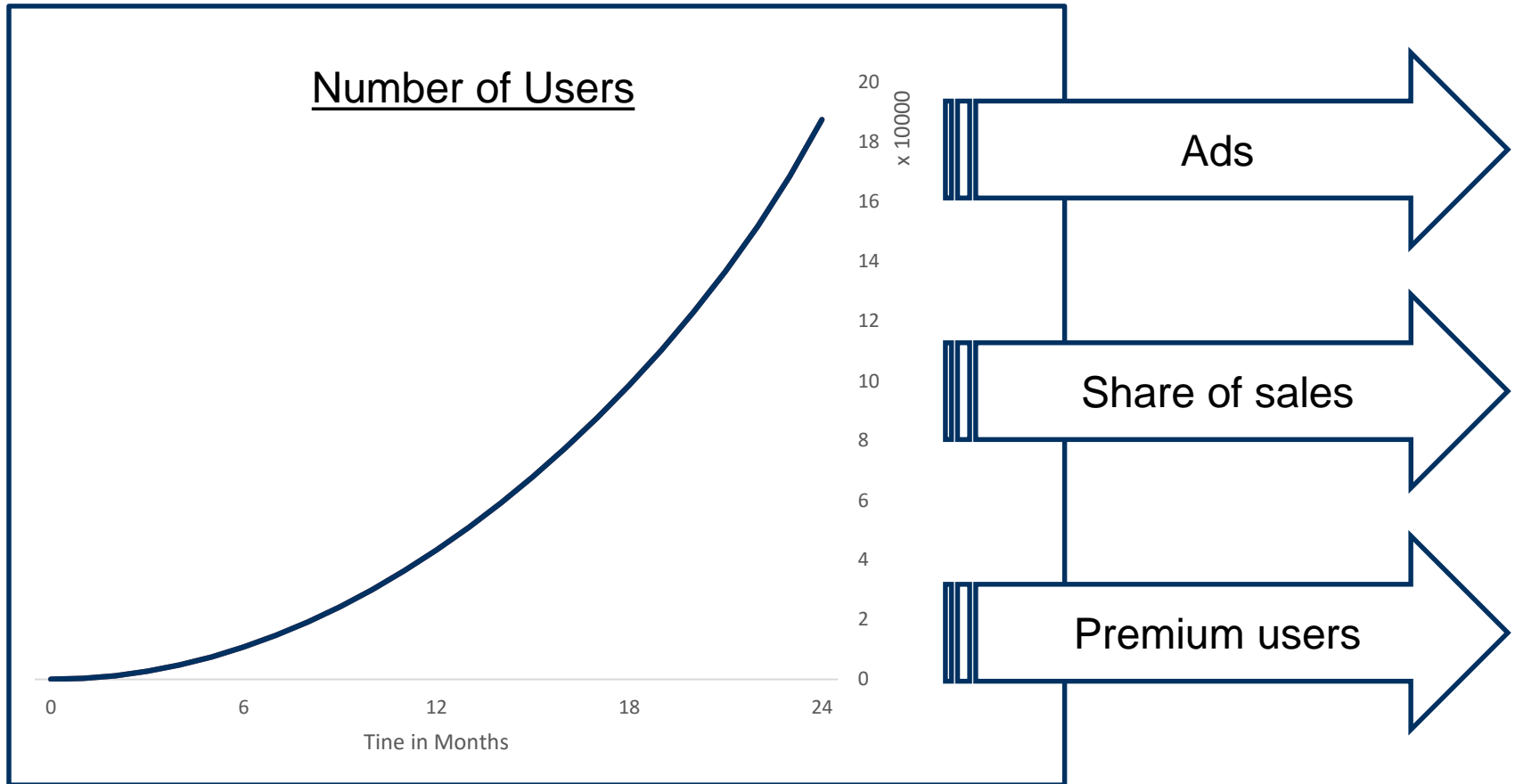
¹ According to a survey with 111 responses conducted on Survey Monkey

² Estimated based on a survey with 30 respondents („How likely are you going to use the App?“ 5=100%; 4=50%, 3=25%, 1-2=0%)

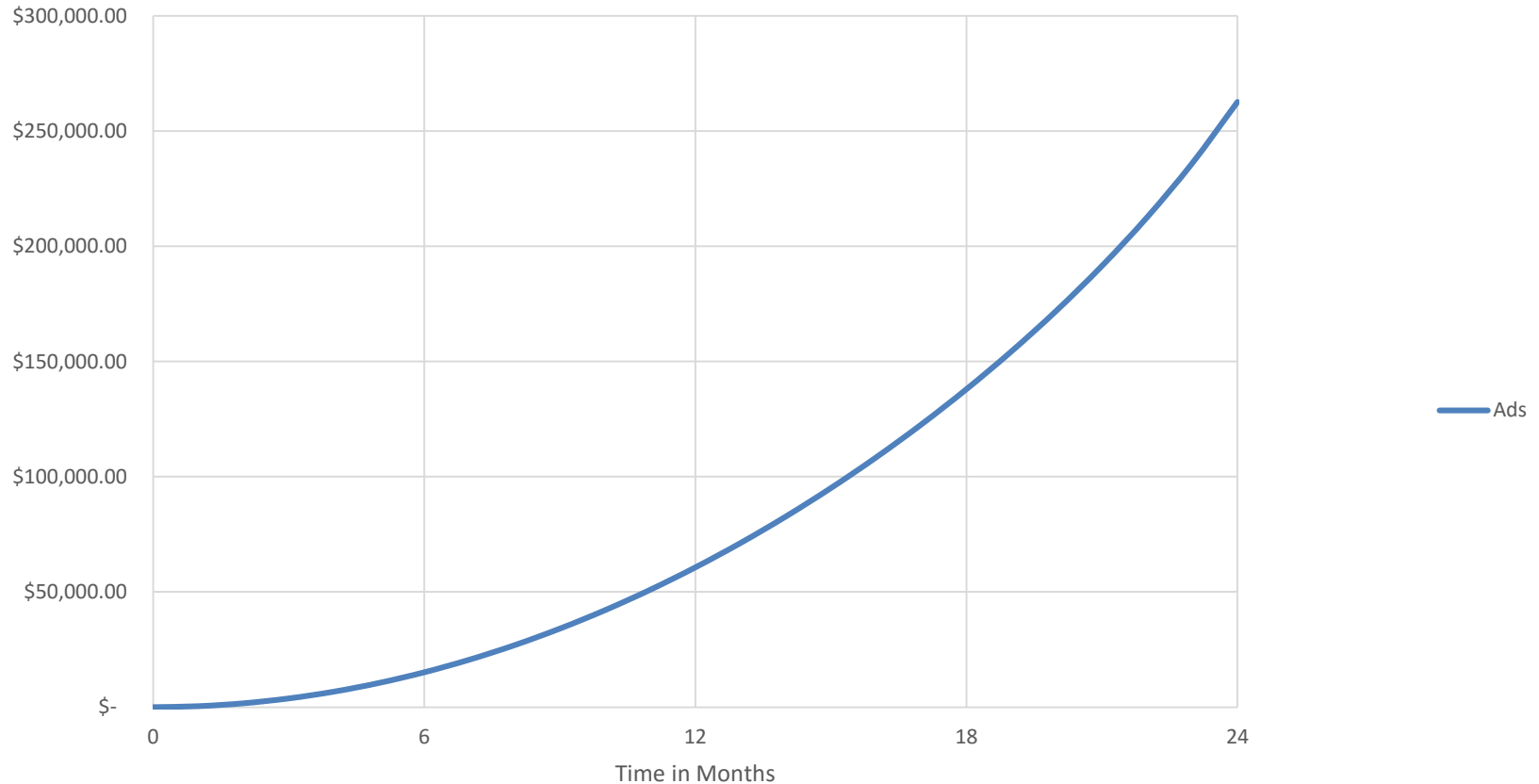
The current prototype



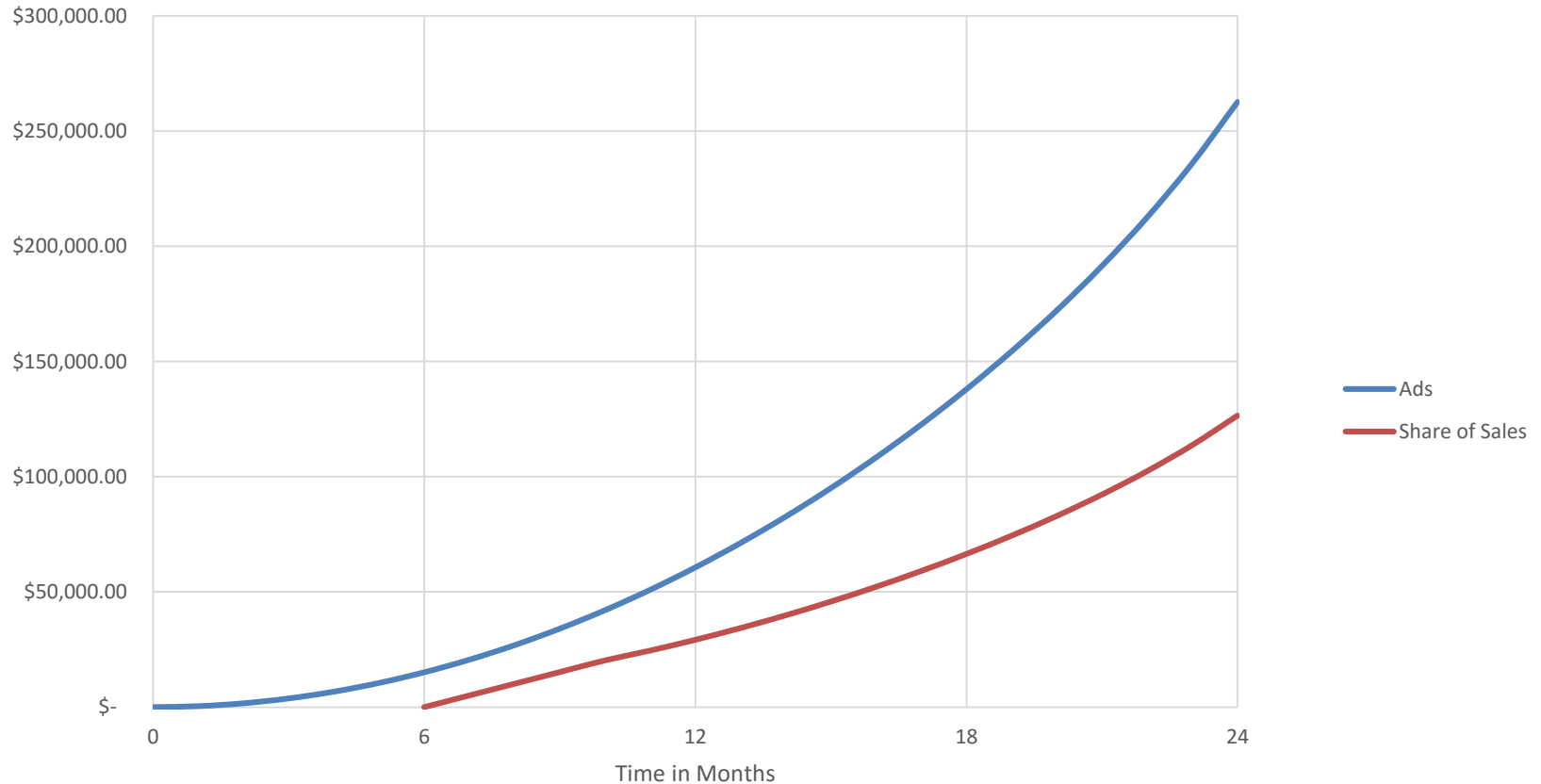
Three main revenue streams identified



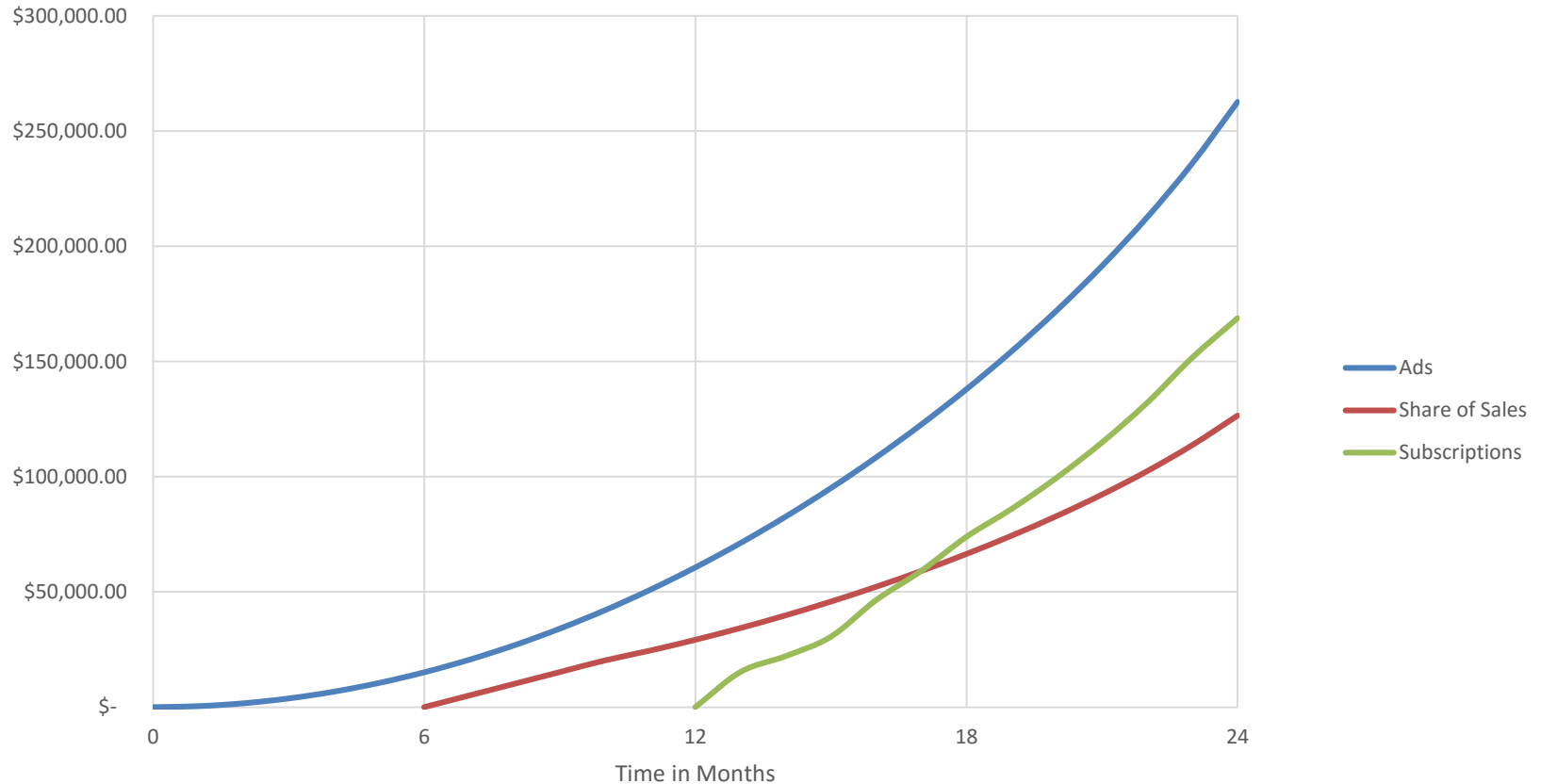
Three main revenue streams identified



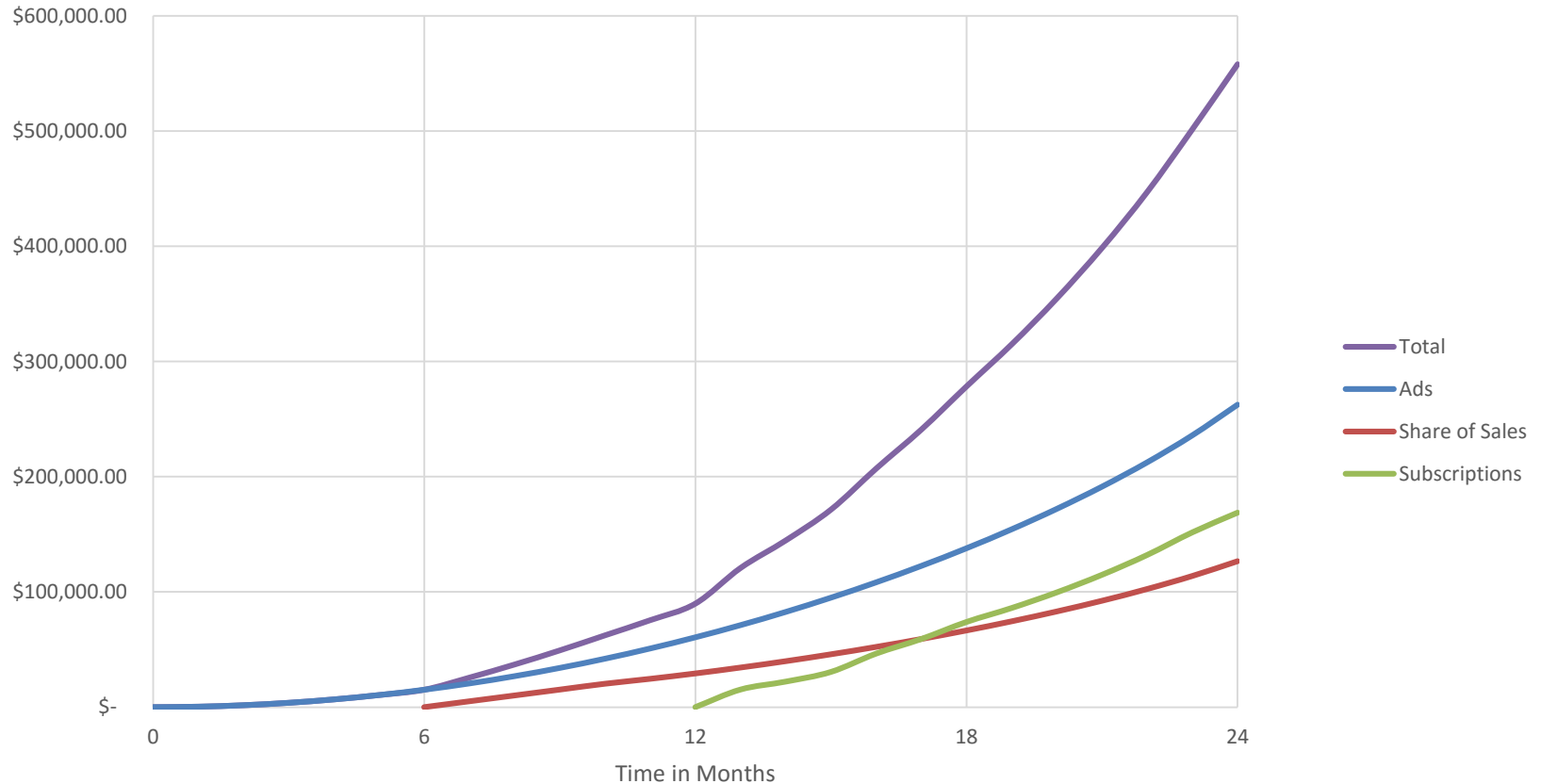
Three main revenue streams identified



Three main revenue streams identified



Three main revenue streams identified



Our test users love the easiness & usability

When asked “What do you like best about the App?” (extract)

easiness

Interface

It was great to be able
to buy it **fully online**

Giving the answers
feels **easy**

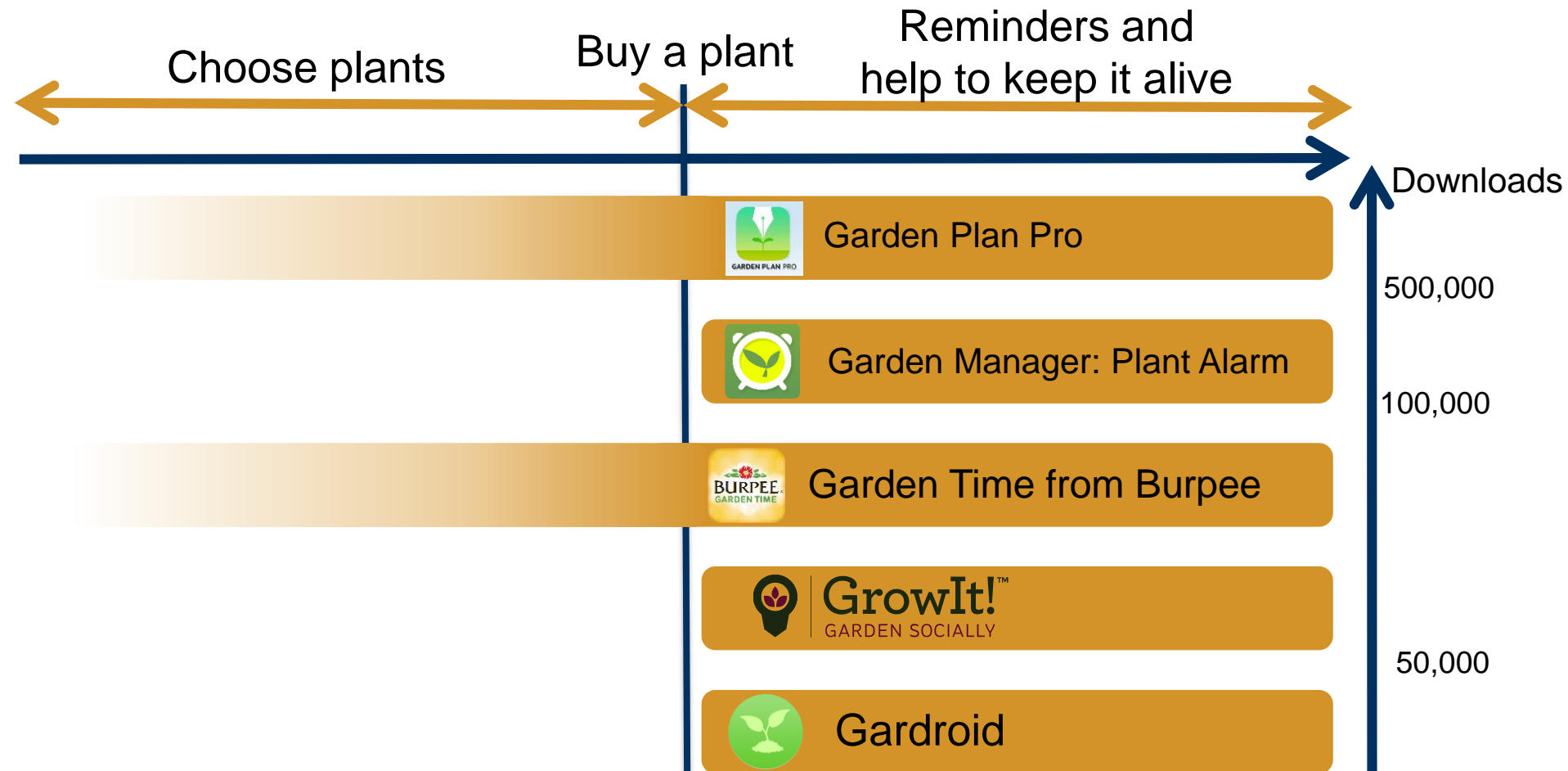
usability

That it is **for free**

The **ease of use**

That you actually get a **specific answer** for what kind of plant that suits
your specifications.

The competition has largely ignored digitalization



International and diverse team



Felix Fischer

CEO

Bosch & BCG

M.Sc in Industrial Engineering



Arman Jabbari

CTO

Optimization and Analytics expert

Ph.D. candidate at UC Berkeley

Natural born gardener



Marius Svenungsen

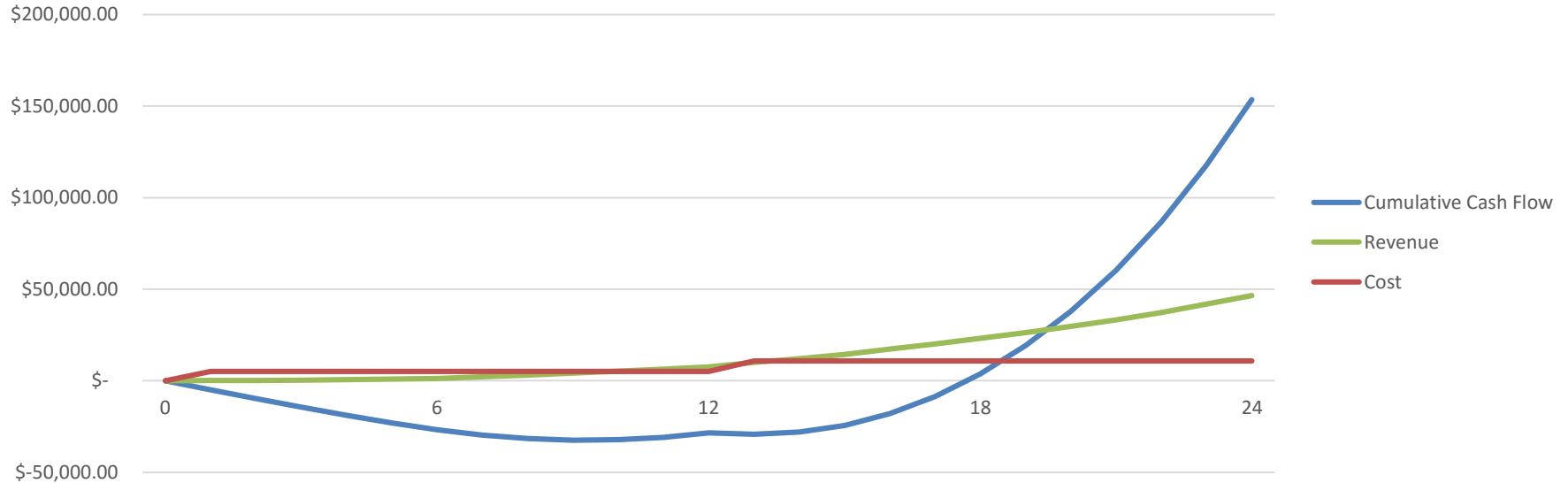
COO

Startup experience

M.Sc in Mechanical Engineering

Customer Insight

Positive cumulative cash flow after 18 months



	Year 1	Year 2
Development Cost	\$50,000	\$100,000
Advertising Cost	\$10,000	\$30,000
Total Burn rate /month	\$5,000	\$10,800

Timeline and milestones until 2018

2016

Q3: Launch test version (Configurator)
Gather & enhance plant info

Q4: Launch Version 1.0
Find a gardening partner for sales

2017

Q2: Launch Version 2.0

Q3: Subscription model

Q3-Q4: Focus on growth

Q2: Break Even

2018

Q1-Q2: Focus on growth

Q3-Q4: Find international partners
Improve monetarization

Q3: Revenue run rate >\$500,000

Our Ask

