PlantIT

Plantit by Apicallity Ltd.

Give your plant a voice

www.plantit.co | **www.facebook/com/plantit.co**

Michalis Tsangidis **2015** | **DEC14**
m.tsangidis@plantit.co
phone +30 6947 693 601
5 Robin Hood Lane, Sutton, SM1 2SW, UK

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Stella in her house in Pendeli

- She loves her green space
- Grows fresh fruit vegetables
- She has a good job

Lives in a house with balcony and terrace

She grows nice flowers and her own vegetables.

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Stella meets her husband

● ● ● ●

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Gets married and has children
No time any more for her plants

🔍 Plantit comes to her rescue

📱 Her green space looks beautiful
again.

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PlantIT comes into her Life

Stella installs the app and receives:
• Daily instructions
• Advice
• notifications
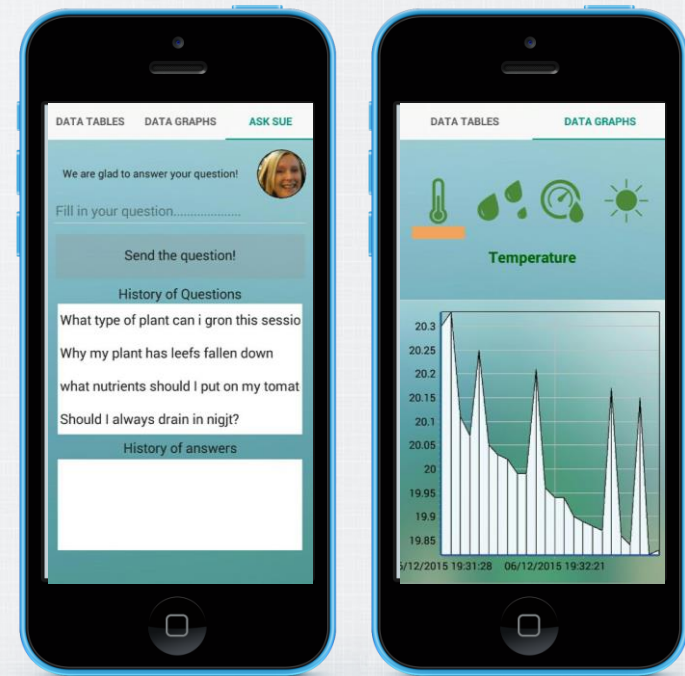
Stella asks Sue for advise

PlantIT delivers the solution.

Prototype PlantIT Mushroom

Advise via Smart phone application

Feature rich application for worldwide access of Plantit sensor

Powerful app

• PlantIT turns on the water
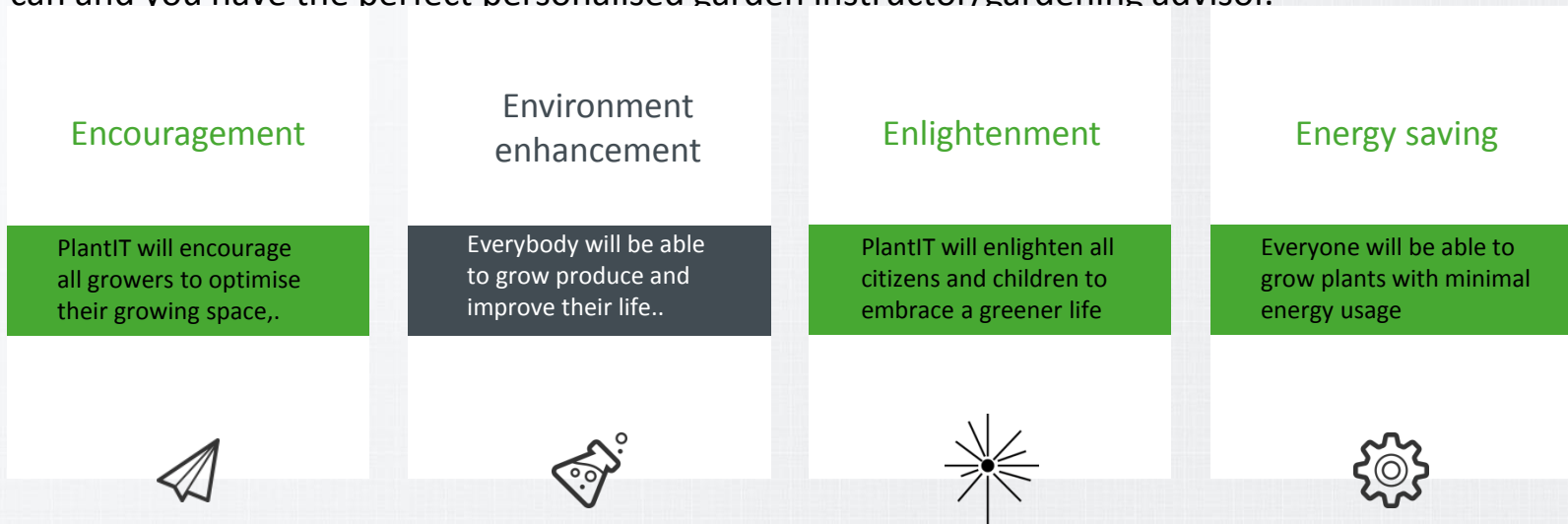
• All advice quickly available on her smart-phone

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The Vision

Personalised approach for growing plants

• Our Vision is to enable all to be successful gardeners and growers.
• To change attitudes towards plant cultivation.
• We believe that innovation modified by human experience and judgement is the key.

Combine our professional and global knowledge, take our e-advice, add as much cloud data as you can and you have the perfect personalised garden instructor/gardening advisor.

Encouragement	Environment enhancement	Enlightenment	Energy saving
PlantIT will encourage all growers to optimise their growing space,.	Everybody will be able to grow produce and improve their life..	PlantIT will enlighten all citizens and children to embrace a greener life	Everyone will be able to grow plants with minimal energy usage

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The Problem

What we need to do to make the business survive

- Selection of inappropriate plants lead to failure.
- Plants get disease, underperform and die if they don't get all their requirements – water, nutrients, correct soil conditions.

- Water is costly and inappropriate watering can lead to failure and waste of resources.
- Over watering leads to depletion of the water table as well as possible run-off of soil nutrients causing eutrophication in waterways.

- Previous growing conditions and prediction of future conditions rely on the gardener's memory and subjective interpretation.
- So there is insufficient data for optimal growing advice.

- Growers lose motivation if their plants die and get disease
- Economic loss when plants and crops fail to thrive.

Our Solution

Personalisation and automatic plant growth related data capture

The Plantit Product

The PlantIT sensor constantly measures soil moisture content, temperature, humidity and light intensity.

Specially developed algorithms take into account the geolocation, aspect, season and crop, provide notifications via SMS, within the smart phone or per e-mail.

Plantit offers features and services to provide personalised and tailor-made information. Plantit becomes the personal gardener advisor.

Prototype PlantIT Mushroom

PlantIT prototypes

PlantIT key features

1   High accuracy. Easy to install. Accurate readings from the meters.

2   Real time monitoring: receive current plant conditions from any internet enabled device

3   Sophisticated AI algorithms and predictive analytics

4. Data privacy by using encrypted communication

5. Sensor management: easy connect and access several sensors

6. AI algorithms predicting health of your plants: Using real-time and database information with input from plant history as well as weather and local conditions data.

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Plantit Mushroom

Beautifully designed hardware sensor implements Internet of Things technology

Cloud Technology

All data is transferred to the Plantit Cloud server via state of the art encrypted protocols.

Data Analytics

Dynamic real time analytics are provided and accessible via web and smart phone.

Plug and Play Sensor

Easy to install and ready to use wireless and beautifully designed sensors.

Smart phone application

Feature rich application for worldwide access of Plantit sensor

Powerful app

• Identifies a plant in an easy and fun way: use of pictures and questions to **find a plant** you are interested in.

• Many options for **customisation**

• **History**: all data sensor values are stored for long term use and are accessible

• **Monitoring** of health and detection of diseases in plants

Access anywhere

- • Recommendation on how to care for plants you grow

- • recommendations to help optimise the conditions for your plants based on all above criteria
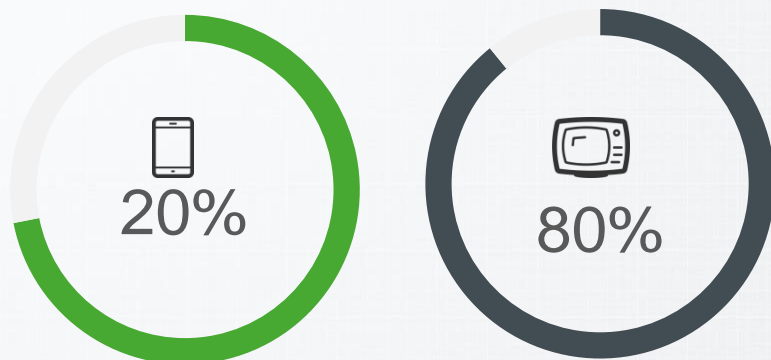

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Revenue Model

Software as a Service (SaaS) and Sales Asset

20%

80%

Sales Asset: Plantit Mushroom distributed via Retailers, Gardeners shops and e-shop

SaaS: Premium membership services (Personalisation)

Marketing intelligence: B2B platform connecting growers and professionals

The Competitive Landscape

Our unique product offering differentiation

Description	Plantit	Parrot	Edyn	Koubachi
Identification of diseases in plants	✓			
Prediction of health of your plants	✓			
WIFI (signal type)	✓		✓	✓
Cloud Services & Web Interface	✓			✓
Interoperability	✓	✓	✓	✓
Customised expert advice	✓			

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We are searching

SEED funding

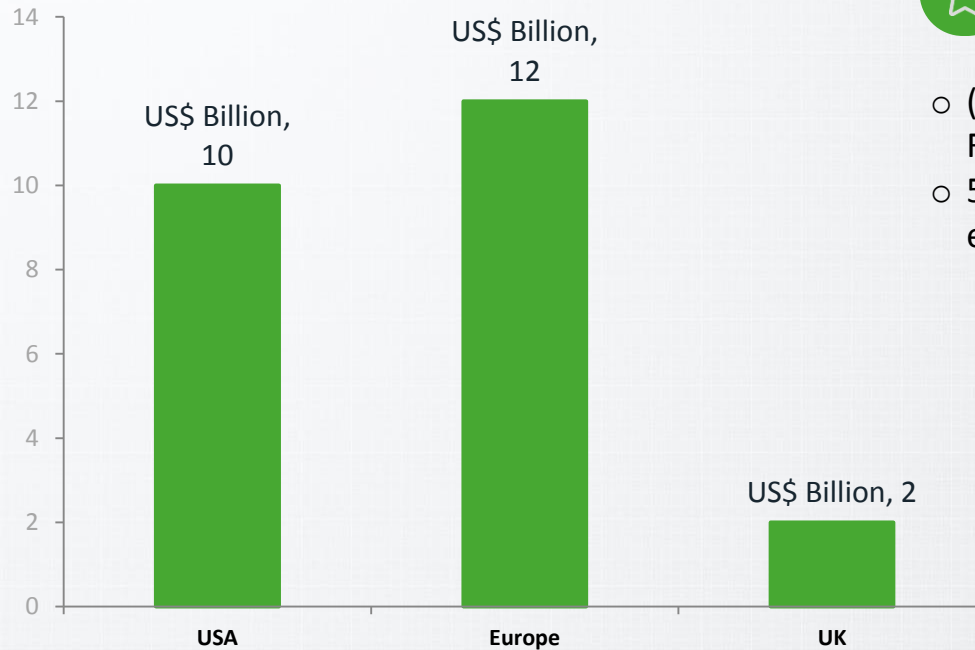What will we use: ~200.000 EUR

Hardware Production

Product development

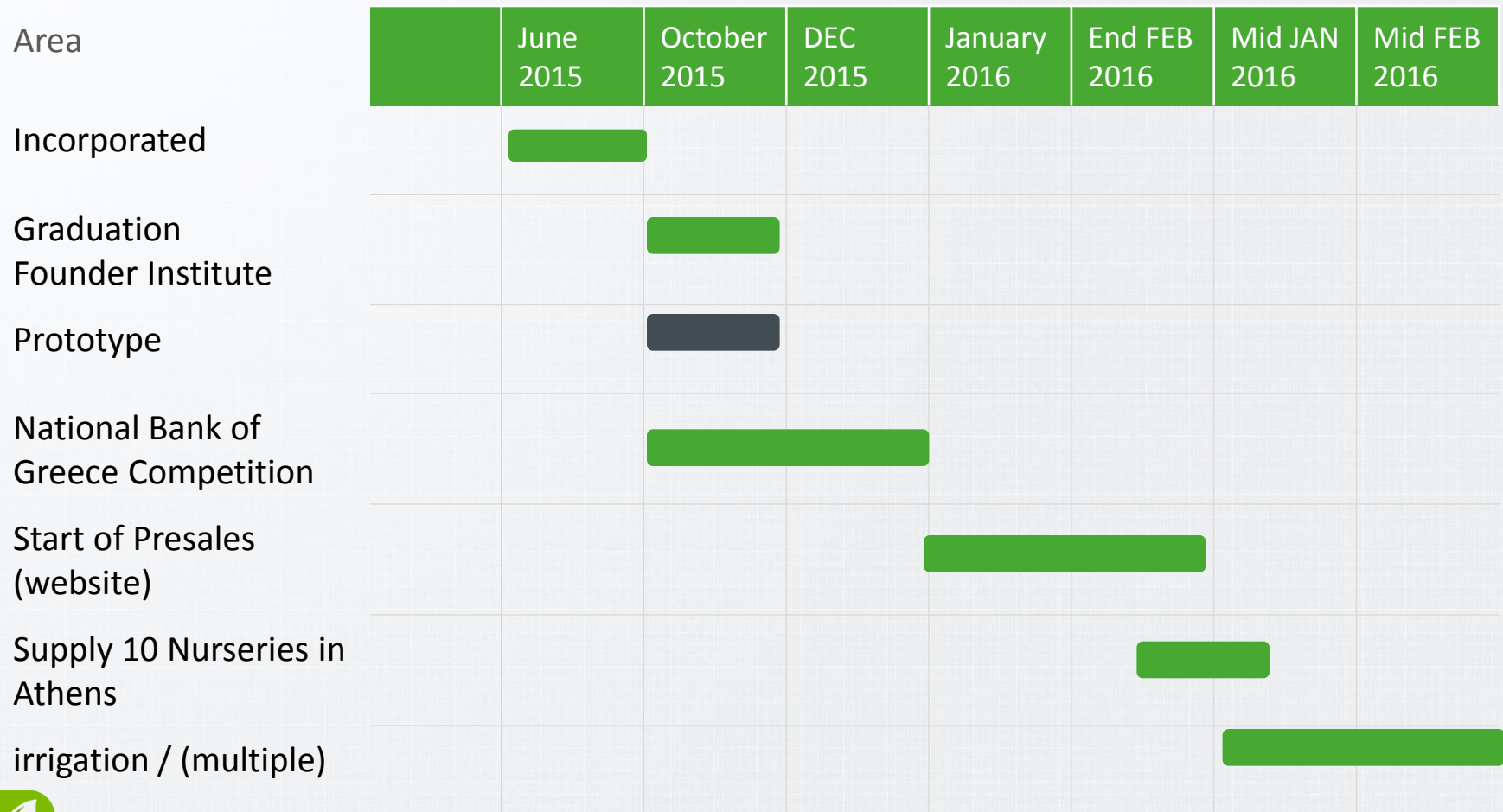Marketing

The Market size DIY gardening

Garden Trends Research Report

- o (conducted by the Garden Writers Association Foundation)
- o 58 percent of consumers said they plan to grow edible plants in 2015

USA: US$ Billion, 10
Europe: US$ Billion, 12
UK: US$ Billion, 2

Project Milestones

Where we are with what we need to accomplish

Area	June 2015	October 2015	DEC 2015	January 2016	End FEB 2016	Mid JAN 2016	Mid FEB 2016
Incorporated	▓						
Graduation Founder Institute		▓					
Prototype		▓					
National Bank of Greece Competition		▓▓▓					
Start of Presales (website)				▓▓▓			
Supply 10 Nurseries in Athens						▓	
irrigation / (multiple)							▓▓

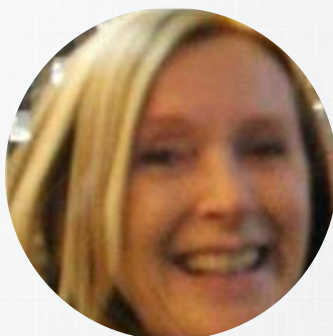**WWW.PLANTIT.CO**

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The Team

Meet our team. We bring passion, flexibility and have over 60 years work experience

+ Michalis Tsangidis
co-founder

Business Analyst. Worked for 2 startup companies in e-business and electronic marketplaces in Germany. Over 9 years experience in large scale projects of the Customs and Taxation European Commission projects.

+ Susan Langthorp
co-founder

BSc Life Sciences. BSc Hons Genetics. H Dip Ed. agricultural adviser in potato and maize breeding and government and private trials for new varieties. Lecturer in agricultural science.

+ Ioannis Ypatidis
co-founder

Automation Engineer, control systems, programming industrial applications, robotics. Internet of Things advocate. Founder of a robotic engineering startup.
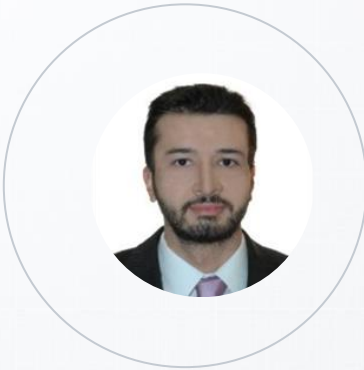
+ Vasilis Nikolopoulos
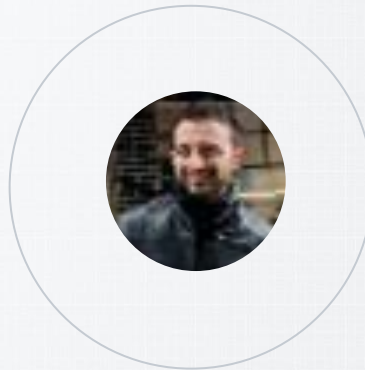**ADVISOR**

Entrepreneur
Researcher
Innovator
Advisor

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The Team

Meet our team. We bring passion, flexibility and have over 60 years work experience

+ Vangelis Markopoulos
Marketing

+ Dimitris Eleftheriadis
Product Designer

+ George Sofronidis
Product Designer

Degree in Economic Science (University of Patras). Msc, Information Technology Management & Organisational Change (Lancaster University). MSc Digital Systems Security (University of Piraeus)

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Thank you!

The Competitors Landscape

Funding overview

Funding rounds Edyn

Date	Amount / Round	Valuation	Lead Investor	Investors
Nov, 2015	undisclosed amount / Venture	—	Fenox Venture Capital	4
Jul, 2014	$120k / Seed	—	Y Combinator	4
Jan, 2014	$850k / Seed	—	—	0

Funding rounds Koubachi

Funding Rounds (1) - undisclosed   UPDATE

Date	Amount / Round	Valuation	Lead Investor	Investors
Jan, 2010	undisclosed amount / Series A	—	—	0

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