

plantui™



everyone deserves a garden

Consumer based development

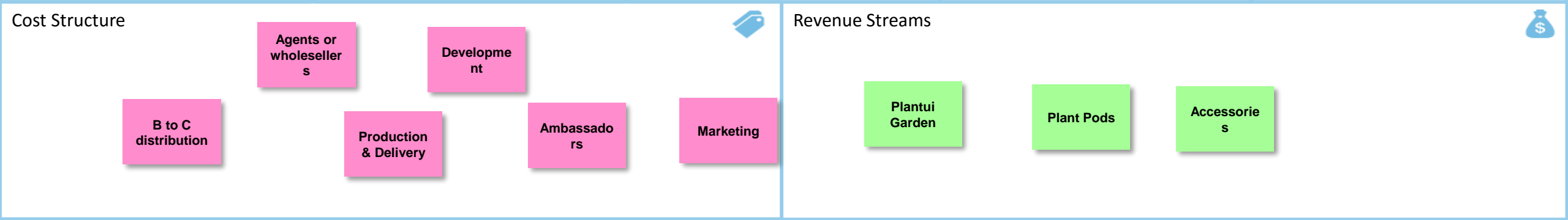
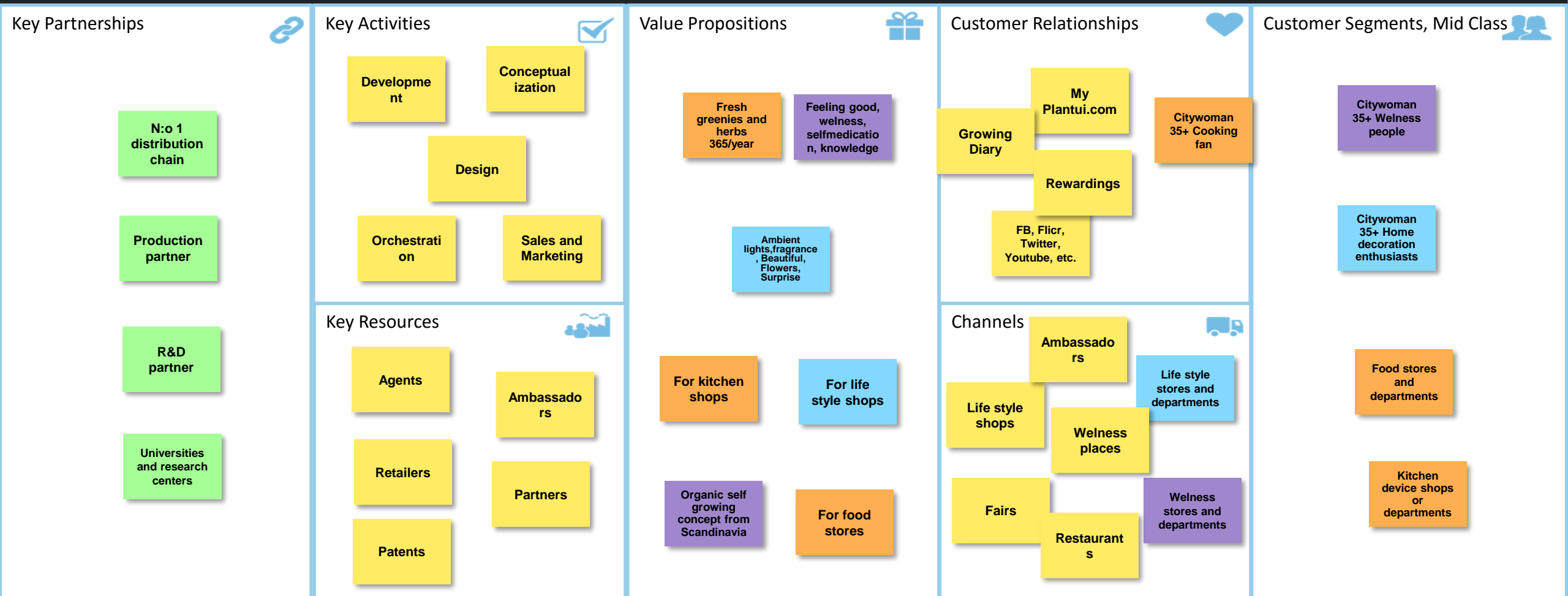
Kick Off – Feb 2013



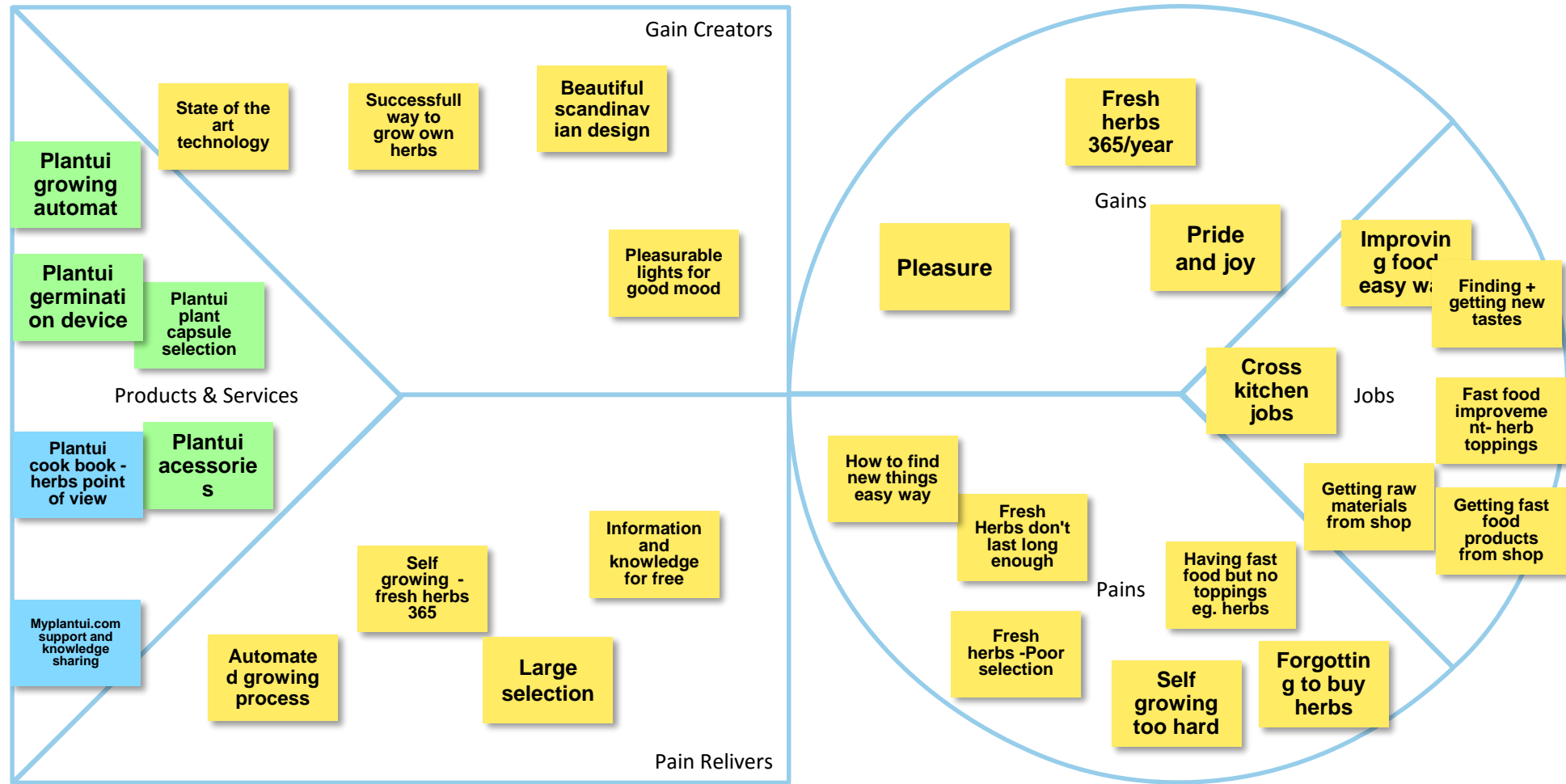
1. Values + Vision
2. Business model
3. Value proposition
4. Survey
5. Financing



everyone deserves a garden



Business modelling & Value propositioning



BMC & VP iterations

Core team & partner network

Multi-talented Core Team and Partners with shared values and vision.

Biology & Growth Process

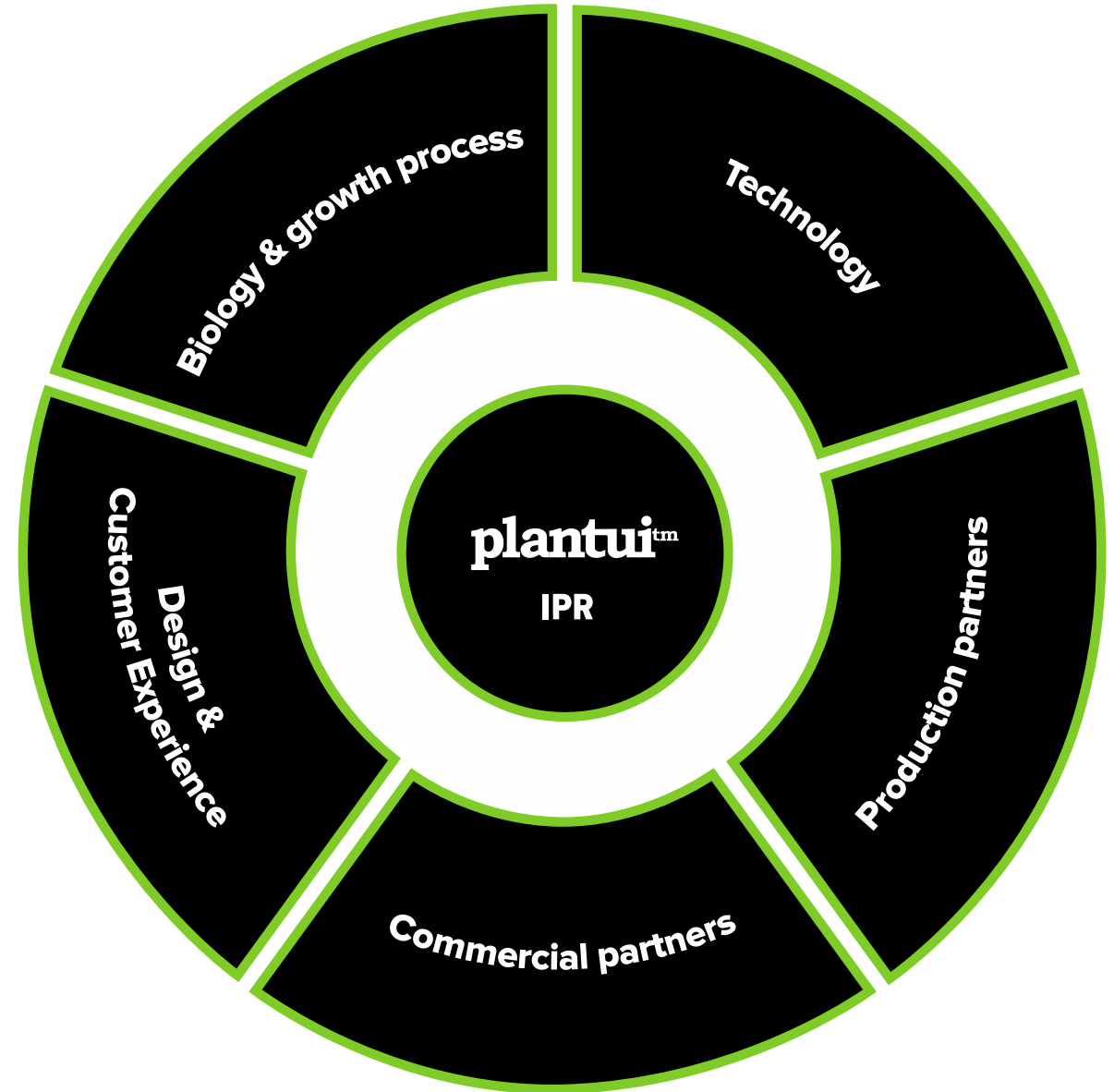
Risto Tahvonen, Professor – Luke
Laura Jaakola, Doctor – Tromsø
University
Seppo Salminen, Mari Nordal – Turku
University
Reija Blomqvist, Greenhouse
professional
Rainer Blomqvist, Greenhouse
professional
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Technology

Mativation Oy
Matti Alen
Ilkka Pankinaho
Juha Rautiainen
Petteri Oy
Petteri Salminen
Bioscreen Oy
Thomas Gylling
Oulu AMK
6 international students

IPR

.Kolster Oy
Marjut Borgenström
Matti Ylitalo



Why – How - What

WHY



Population growth and high urbanisation rate has created a new trend in the market, urban gardening.

Consumers want a wide variety of local, fresh, clean herbs and salads all year round.

HOW



We develop products and services in close co-operation with our partners, scientists and consumers.

We enable this by combining garden intelligence, high technology and ease of use.

WHAT



Plantui Smart Garden combined with a selection of plant capsules guarantees the best customer experience for growing your own greens at home.

Pure, fresh, healthy and tasty greens without soil and pesticides.

2013 autumn -prototype + sales test

Description of business model and prototype without plants

2 agreements

- Bahne chain in Denmark
- Karstadt chain in Germany



Business model

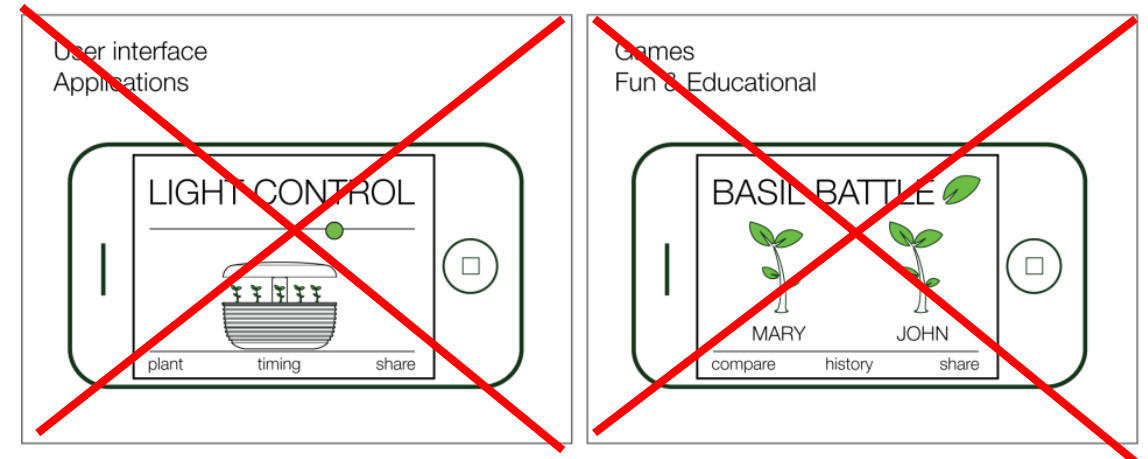
Similar to Sodastream and Nescafe Dolce Gusto



Seed Capsule sales
Repeated purchase
Margin 40-50%



Device sales
One-time purchase
Margin 20-30%



Consumer Survey - Copenhagen

Jens – The Spontaneous Tinkerer

LEARNING
PROBLEM

With Plantui
I can keep
exploring and
improving.



Saga – Sparks Bonfire

LAMP PROBLEM

Plantui gives
me plenty of
warmth that
turns my
apartment into
a home.



Pernille – The Organized Organic

PROCESS PROBLEM

With Plantui
I can really
relax in the pre-
season.



Oliver – The Plant Killer

With Plantui
I don't kill
my plants
anymore.



Plantui Vision – everyone deserves a garden



Urban Gardeners

Enabling gardening the year round

Design lovers

“Living light”
A beautiful design lamp

Food fanatics

Unique selection of plants

Families with children

Showing the miracle of growth

Health conscious Pure & fresh food. No chemicals

Supported by Strong trends – Urbanization, Cooking&Local Food, Wellbeing&Health

Plantui Unique Sales Proposition



Best Taste

Plantui grown plants have the best taste. Michelin star chefs use Plantui because of the flavour.



Healthy

Plantui grown plants have 2-3 times more C-vitamins and Beta-carotens than the plants bought from the supermarkets.



Fresh

Use salads fresh straight from the Plantui. No need to wash. No more "soggy" leaves .



Pure

Home grown plants are 100% pure. Know what you eat. No artificial ingredients and no GMO.

Business case, not a product!

High margin and long expiration day for fresh herbs



Plantui Smart Garden™



Plantui Plant Capsules™

Final launch 22.5.2014 in Copenhagen

Smart Garden device
Plant Capsules
Process development
IPR
Marketing and sales materials

Salgsdisplay

Til bord

Størrelse:
Højde 550mm
Bredde 1200mm
Dybde 650mm

2 varianter
-Enkelt-sidedt salgsstand (kun produkter på en side)
-Dobbelt-sidedt salgsstand (produkter på begge sider)

Bemærk:
Bord medfølger ikke



BOLIG & FRITID

Dyrk krydderurter i hjemmet

Plantui Smart Garden™ lanceres i Danmark: Dyrk krydderurter i hjemmet - helt uden jord og sollys.

Fra i dag kan alle danskere selv dyrke deres egne krydderurter.

Hyggeligt byhus udlejes

80 kvm m. lukket have. 2 væg. Stue. Nye køkken. Uterslev, 4913. Udløses pr. 15/6. Husleje 3500,- + forbrug. For nærmere info:

LIGE NOGET

Leiligheter

Dyrk krydderurter helt uden jord og sollys

Plantui Smart Garden™ lanceres i Danmark og gør det endnu lettere at dyrke friske krydderurter i hjemmet

Krydderurter: Nu kan alle danskere selv dyrke deres egne krydderurter, salater og spiselige blomster indendørs hele året rundt. Plantui Smart Garden™ er en lille revolutionerende indendørs køkkenhave, som bryder med alle tidligere forestillinger om hårdt havesarbejde, manglende grønne fingre og dyre drivhuse. Plantui Smart Garden™ lanceres i Danmark som det første land i verden.

Det bliver nu lettere end nogensinde at dyrke krydderurter som f.eks. thibasilikum, koriander, kørvel og spiselige violer.



Plantuekapslerne er små fro sat ned i stenuld fra lavasten, og Plantui OY har oven i købet udviklet organiske næringstoffer, der tillader planterne nemt at absorbere næringen. De kommer

Det er den finske start-up virksomhed Plantui OY, som står bag den revolutionerende opfindelse, der gør "urban gardening" tilgængeligt for alle, haveejer eller ej. Det bliver nu lettere end nogensinde at dyrke friske krydderurter som f.eks. thibasilikum, koriander, kørvel og spiselige violer. Fra i dag kan danskere nemlig selv dyrke dem i den smarte lille køkkenhave, Plantui Smart Garden™.



Det bliver nu lettere end nogensinde at dyrke friske krydderurter som f.eks. thibasilikum, koriander, kørvel og spiselige violer. Nu kan danskere nemlig selv dyrke dem i den smarte lille køkkenhave, Plantui Smart Garden™, der kan købes i 15 udvalgte Bohné-butikker landet over.

tekaplerne med små fro ned i enhedens seks huller. Dytte efter med vand, og så sørger Plantui Smart Garden™ selv for at dosere den helt rigtige mængde lys og vand. Efter fire til seks uger kan man høste de første afgrøder!

Plantuekapslerne er små fro sat ned i stenuld fra lav-

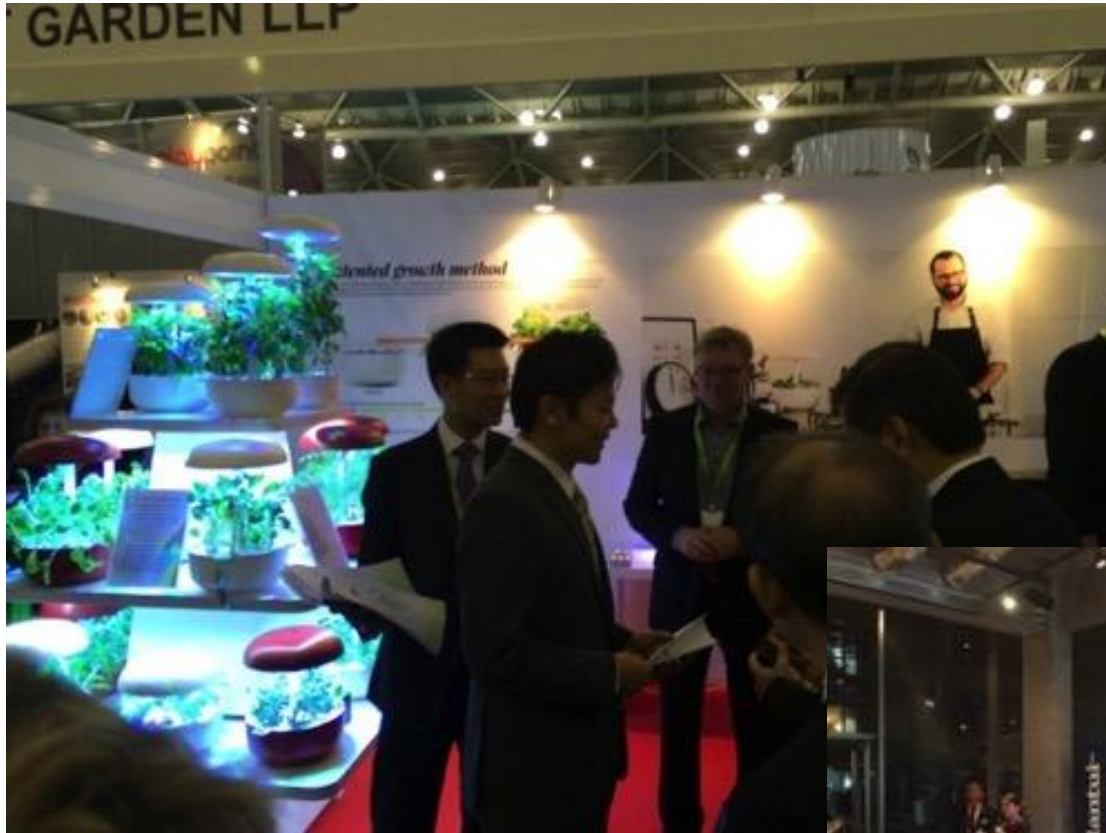
asten, og Plantui OY har oven i købet udviklet organiske næringstoffer, der tillader planterne præcis den mængde næring, de kræver. Selvom alle plantematerialer i Plantui Smart Garden™ er organisk, er den helt fri for jord og dermed også for jordbakterier og lugtgener. Plantuekapslerne sættes so-

parat og fås i 30 forskellige varianter. Plantui OY sætter på at have mere end 100 forskellige sorter og varianter af de små planter på det danske marked i slutningen af 2015.



Singapore & Tokyo launch November 5

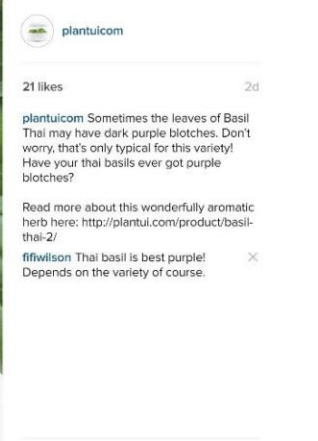
Green Urbanscape Asia



Plantui Online Marketing

Inbound strategy – always provide value

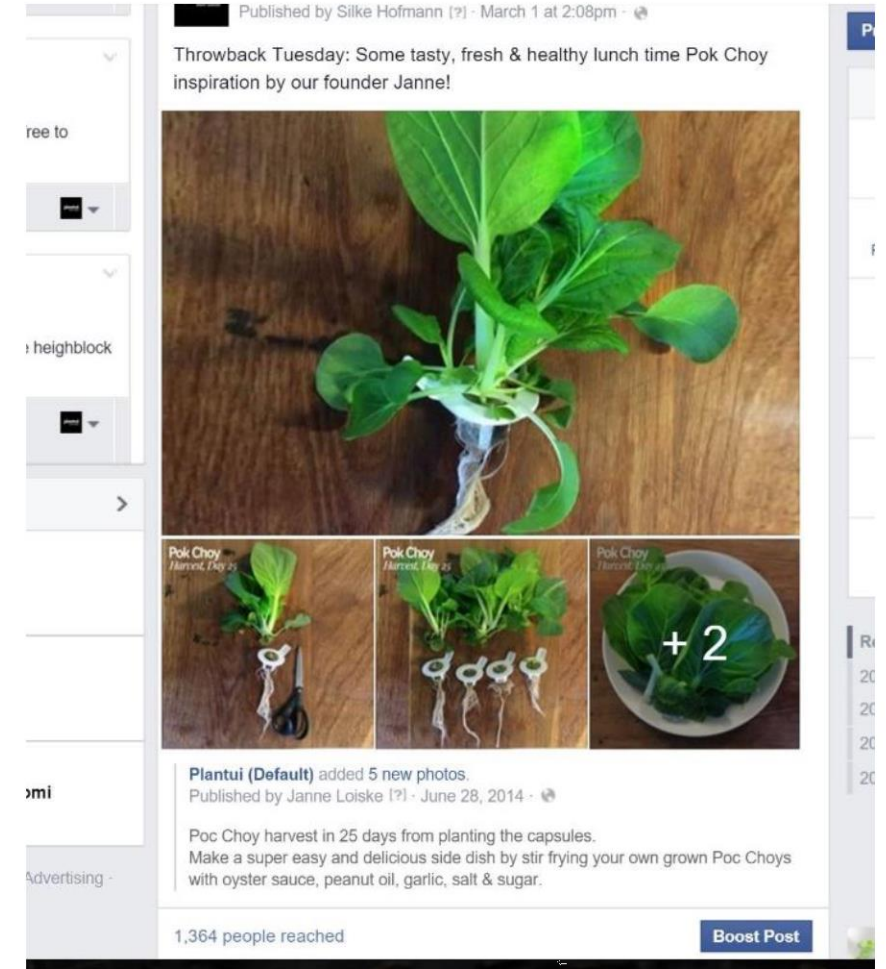
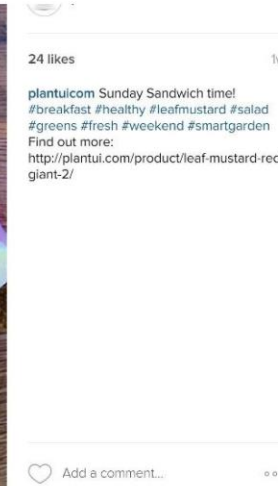
Create customer awareness & convert leads into satisfied consumers



Teach & learn gardening with the Moomins!

Did you already spot [our brand new Moomin Garden 3](#)? This unique Smart Garden is made out of premium materials such as ceramics and stainless steel. The water bowl features beautiful Moomin artwork and offers space for three herbs, salads or edible flowers with its plant tray. Now there's only one question left: Do you prefer our Moomin Garden 3 with a black, pink or turquoise light hat?

Happy Friday!
Your Team Plantui



New product introductions, practical tips & tricks, recipes

Video marketing

Building an entertaining & informative YouTube Channel – other video/broadcasting platforms will follow



Finnish Top Chefs use Plantui: The tastiest herbs come from the Smart Garden!



Practical tips & tricks for best growth results

Videos – [youtube/plantui.com](https://youtube.com/plantui.com)



Dancing Pok Choy
See how plants grow



Set up video – Plantui 3
See how to set up



Set up video – Plantui 6
See how to set up



Maintenance
Easy maintenance instructions



Celebrity chef – Sasu Laukkonen
Plantui in Michelin star restaurant



Life with Plantui
Plantui is part everyday life

Michelin star chefs love Plantui

Check what the top chefs in Finland say about Plantui. <https://www.youtube.com/watch?v=i-672okqHb4>



Jari Vesivalo, Clo restaurant



Jarno Seppä, Smör restaurant



Sasu Laukkonen, Chef & Sommelier restaurant

Plantui is active and liked in the web

Ambassadors (UK, Japan, FI)



Michelin star chefs, (OLO, Chef & Sommelier)
Bloggers (Anyonita, Aio Hayakawa)

Facebook 5000+ followers



Customer happiness is Strong ! Feedback:

99% would recommend Plantui to their friends.

99% are happy with the customer service.

99% likes the shared content. Content is Relevant and helpful.

The top reasons for liking Plantui:

- Taste
- Variety of plants

Smart Garden Portfolio by Plantui - consumer feedback

Smart Gardens

119 €

Plantui 3



215 €

Moomin Garden
3 colours



265 €

Plantui 6
3 colours



395 €

Plantui 6 Premium



4Q 2016

Plant Capsules

More than 40 different
plants



5,90 € / 3 plants

Taste & Vitamins	Comparing greenhouse production in summer
Vitamin C	4,2 times more
Vitamin E	5,5 times more
Lutein	1,7 times more
Beta-Carotene	4,3 times more
Iron	2,8 times more
Sodium	0,2 times more



everyone deserves a garden

Contact

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