

Track, Learn, Share:  
Thriving with **Plant Love**

# OPPORTUNITY



The Indoor plant market has grown by **50%** over the past year.



The Outdoor plant market has experienced a **35%** year-on-year increase.

# PROBLEM

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## **Time consuming**

Time-consuming process of selecting the right plant.

## **Unorganized plant tracking**

Lack of organization in tracking plant growth and progress.

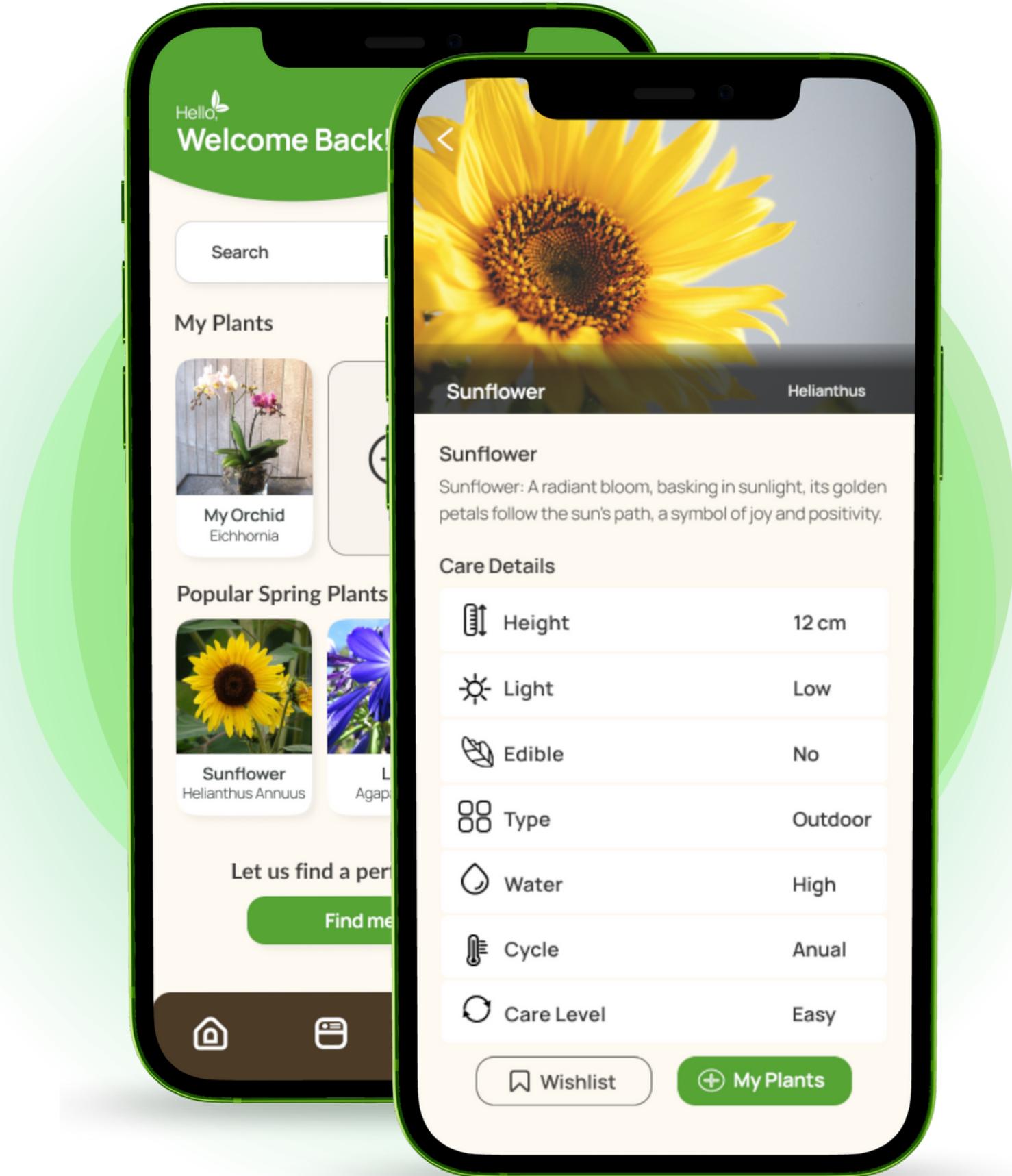
## **Overwhelming plant care information**

Too much info makes it difficult to find what's reliable.

## **Lack of plant lovers community**

Lack of a dedicated community for plant lovers.

# SOLUTIONS



## Plant Information

Explore a vast database of plant species, offering detailed information about the plants.



## Community Interaction

Connect with plant lovers near you to share experiences and discover plants.

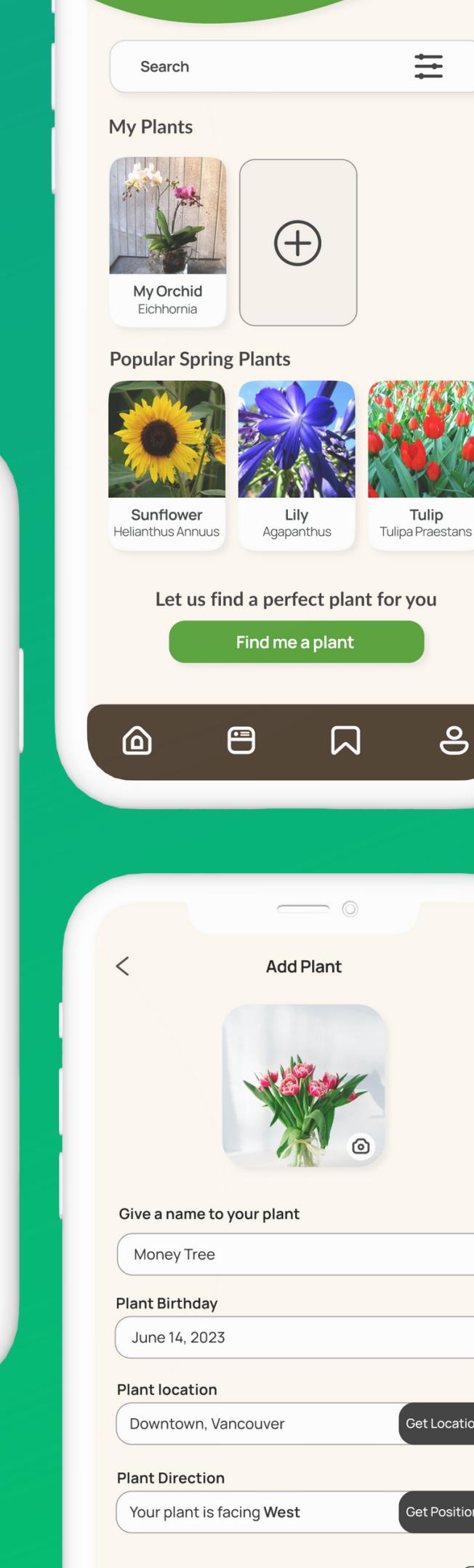
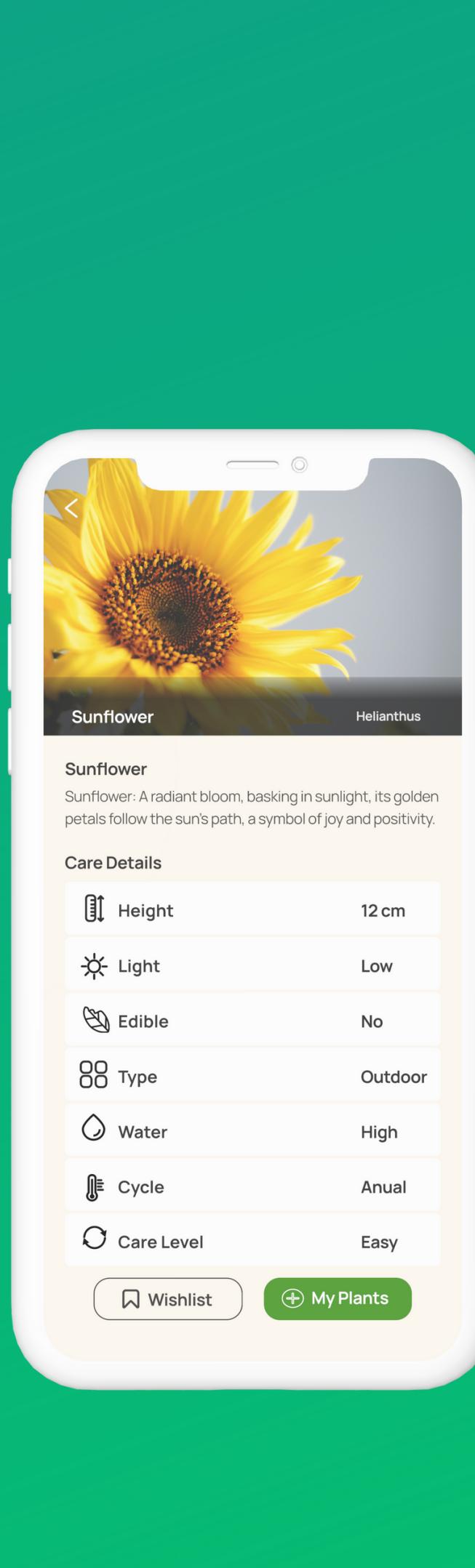
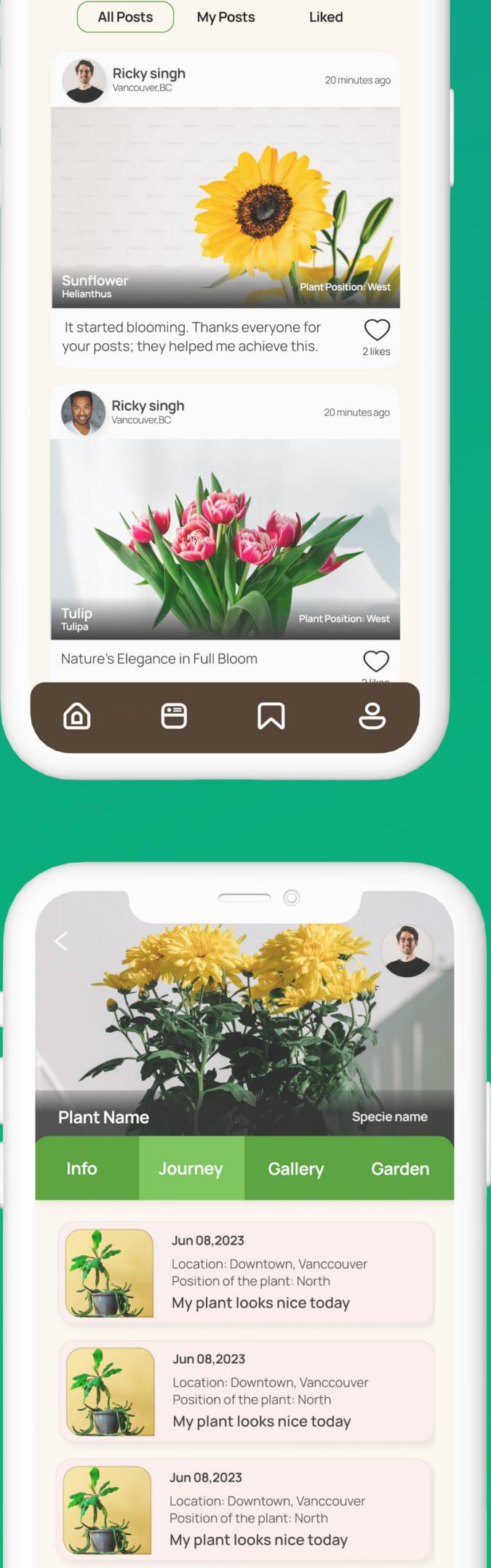


## Plant Growth Tracking

Track your plant growth and milestones over time.

# COMPETITORS

FEATURES	Leafy	Planta	PlantIn	PictureThis
Plant Information	✓	✓	✓	✓
Keep track of your Plant Growth	✓	✗	✗	✗
Share your plant progress	✓	✗	✗	✓
Personalized plant recommendation	✓	✓	✓	✗
Local plant community	✓	✗	✗	✗
Wishlist	✓	✗	✗	✗



# DEMO

# DESIGN

## COLOR

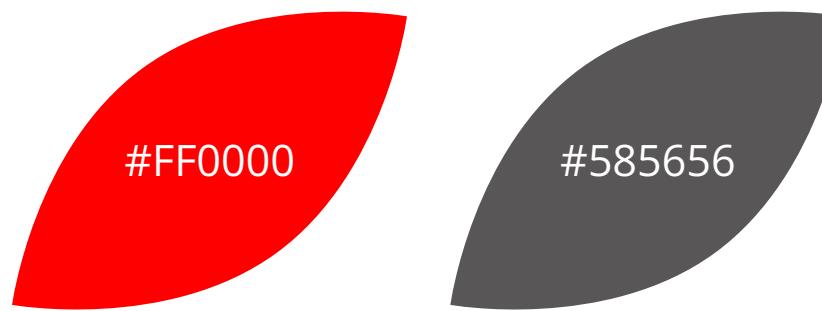
### Primary



### Secondary



### Accent



## TYPOGRAPHY

Manrope

### Style

ABCabc12345

ABCabc12345

ABCabc12345

ABCabc12345

ABCabc12345

### weight

BOLD

BOLD

REGULAR

REGULAR

REGULAR

### size

24

18

16

14

12

# DESIGN

## LOGO

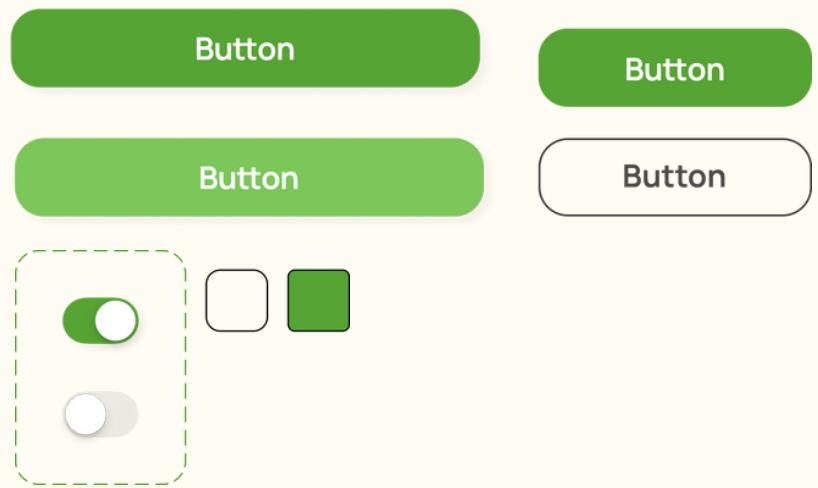


## ICONS

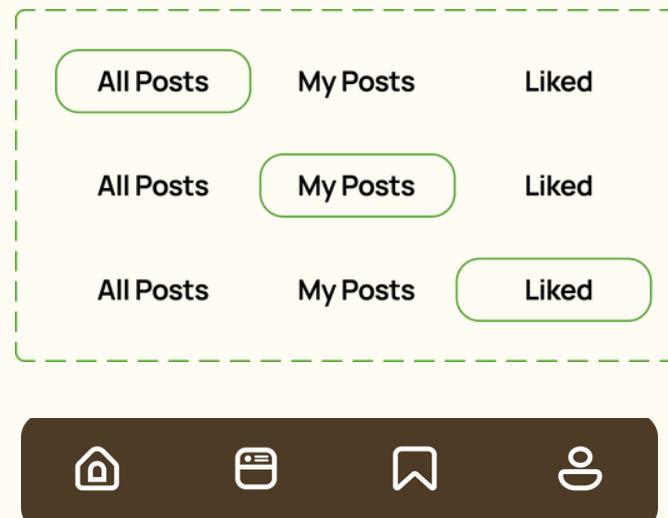


# DESIGN

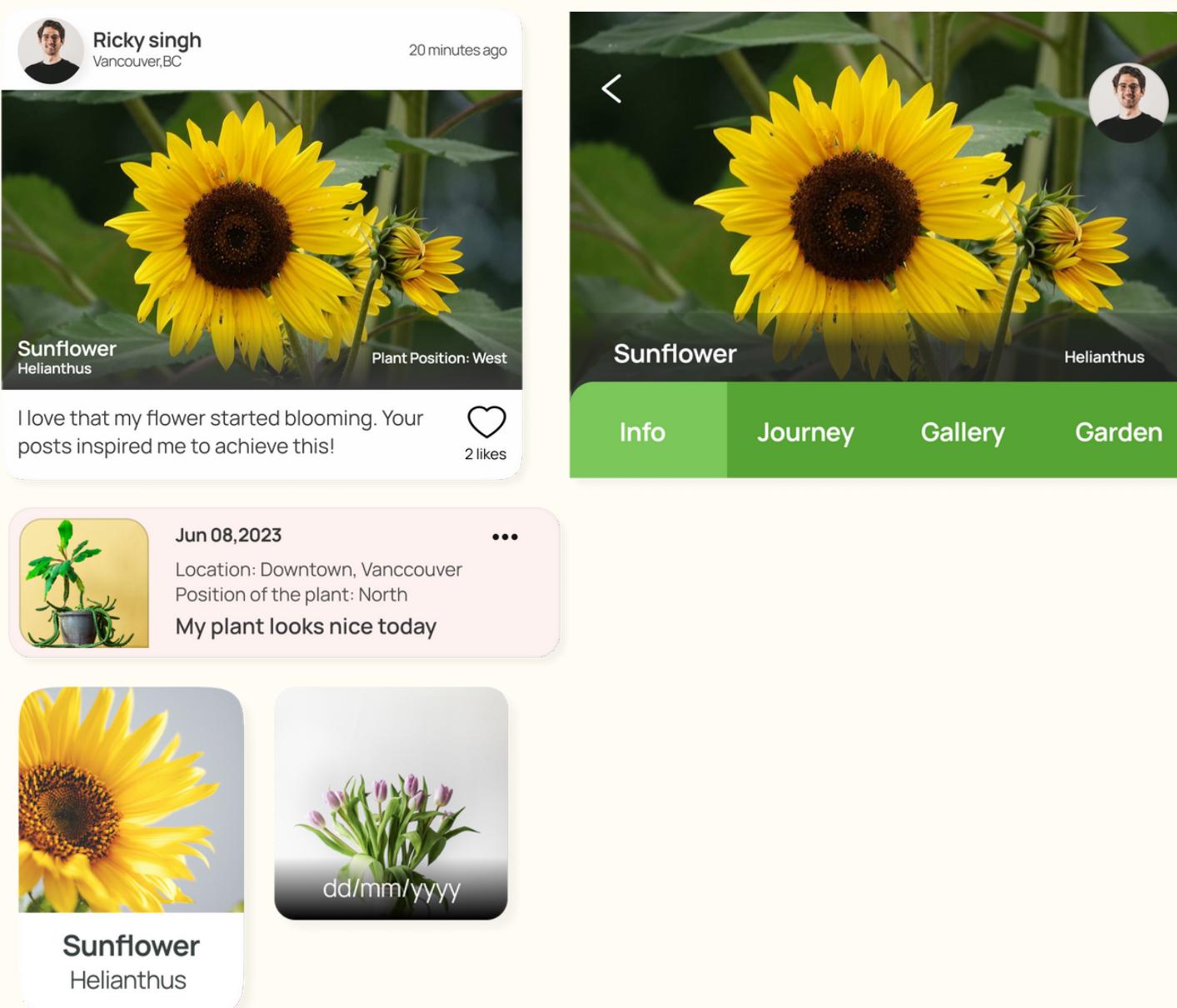
## BUTTONS



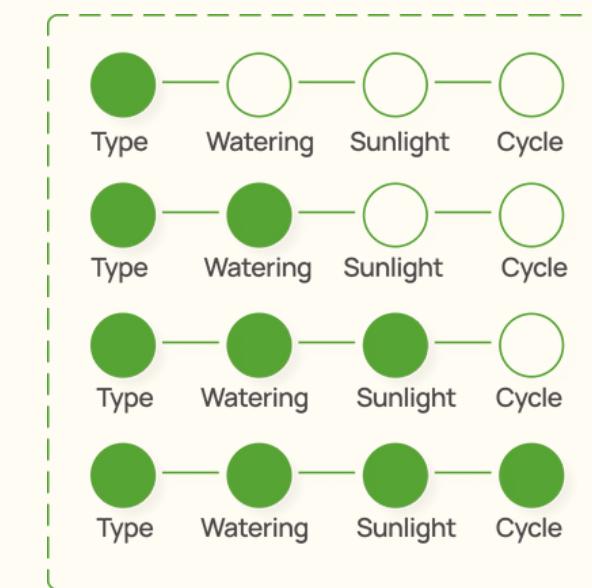
## NAVIGATION



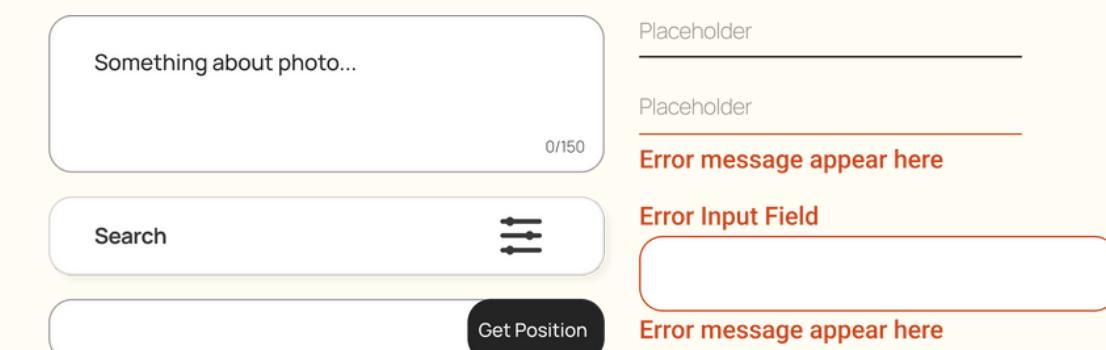
## CARDS



## PROGRESSION



## INPUT



# TECHNOLOGY TOOLS

## PROJECT MANAGEMENT

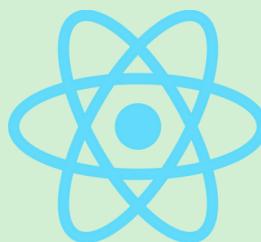


## DESIGN



## DEVELOPMENT

### FRONT-END



### BACK-END



### DATABASE



mongoDB

### HOSTING



Amazon  
EC2

### TOOLS



POSTMAN

# FUTURE FEATURES



Plant Health  
Monitoring AI

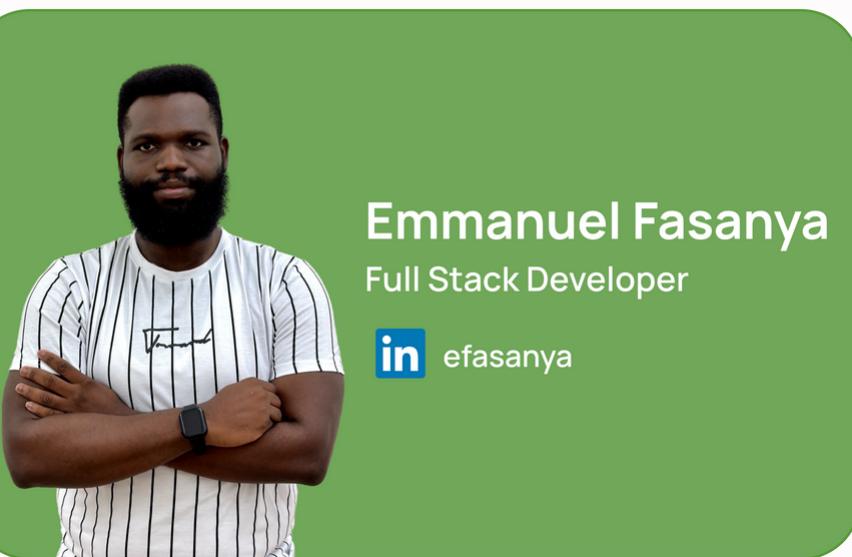
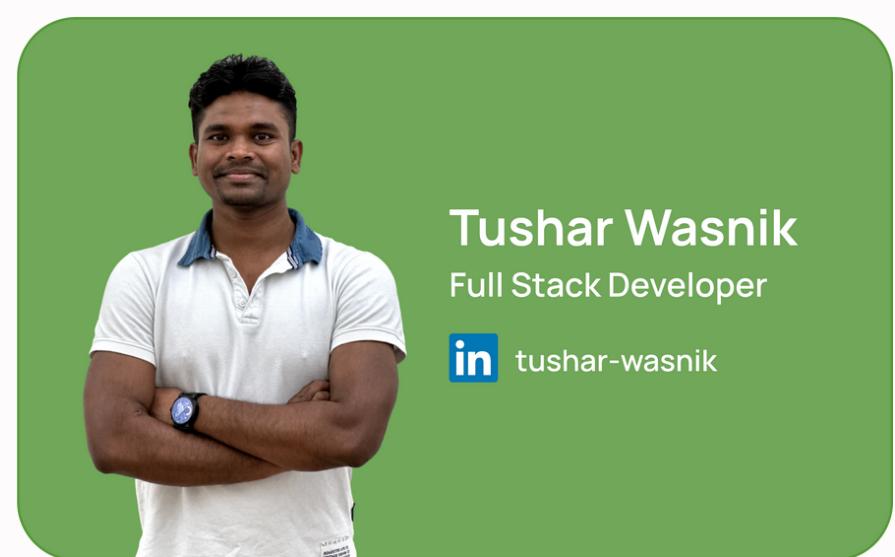


Camera AI  
Identification



Community  
Engagement

# TEAM



[leafy-app.ca](http://leafy-app.ca)