

PlantDaddy App

Elevator Pitch

An easier way for local PlantDaddies to find or sell rare houseplants. Post your plant for others to bid on or bid on plants you want. Then drive to the local location and pick up your new plant baby.

Document Assumptions

1. People are wanting to find rare houseplants.
2. People have trouble finding or navigating rare houseplant markets
3. People do not like to order them online
4. The nurseries in the area do not supply and cannot order the rare plants they want
5. Maybe this would need to be more cost efficient than what the nurseries sell them for

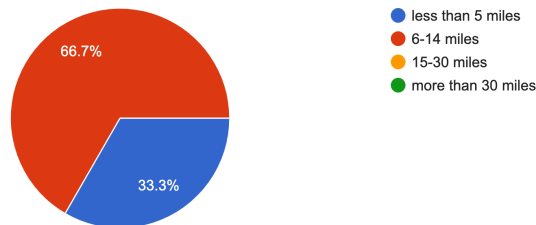
Problem Statements

1. Identify the need for rare plants in the home.
2. Identify the ease of getting these rare houseplants.
3. Identify the satisfaction of this community ordering these plants online.
4. Identify the availability of these rare plants at local nurseries/plant shops.
5. Identify the price point at which these are sold.
6. Identify how much the consumer is willing to pay for this item.

Key Findings

1. People are pretty set on wanting to travel 6-14 miles for a plant.

If you were able to locate rare plants near you, how far would you be willing to drive to pick it up?
9 responses

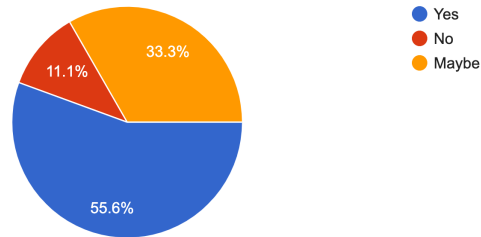


2. People would be more willing to get into it if it was more easily accessible.

3. On average, people in this group have not purchased rare plants but would be willing to get into it if it was more easily accessible.

Would you collect rare houseplants if they were more easily found?

9 responses



4. Based on these answers, the average price spent on house plants is \$38.25 per plant.
5. The average price people would be willing to pay if they could find rare houseplants and pick them up the same day is \$60 per plant.

Address the problem statements:

1. People are more willing to get into rare houseplants if it's more easily accessible. They are even willing to pay more than they have in the past.
2. Also answered in above statement.
3. It looks like nobody has ordered plants online.
4. I didn't specifically ask this. I probably should have. According to what I asked though, those that are shopping are finding some rare plants and they are not found online.
5. On average people have paid \$38.25 per plant.
6. They are willing to pay on average \$60 if it's more accessible in the app.