

Floris RAG Knowledge Base

Company Overview

Q: What is Floris?

A: Floris is an AI-powered crop protection platform designed for home gardeners and commercial farmers. It provides modular, plug-and-play sensors and cameras that use edge AI to monitor crop health, detect pests, diseases, and plant stress, and deliver actionable recommendations with or without internet access.

Q: What is the Floris company's mission?

A: To make advanced crop health monitoring and protection accessible to everyone, increase yields, prevent losses, and empower growers with instant, AI-driven insights while ensuring privacy and data ownership.

Product Overview

Q: What is the Floris product?

A: Floris is a smart, modular, edge AI-powered crop sentinel system that combines camera vision and multiple sensor data (temperature, humidity, soil moisture, pH, EC) for continuous plant health monitoring, early problem detection, and personalized solutions.

Q: What is the catchphrase of Floris?

A: "AI powered crop protection."

Key Features

Q: What makes Floris unique?

A: Floris uniquely combines computer vision, environmental sensors, plug-and-play modular hardware, edge AI for offline operation, automated plant recognition, and a community outbreak shield. It is easy to use for any scale, requires no technical setup, and prioritizes data privacy.

Q: What is hybrid multimodal AI in Floris?

A: Floris uses both camera imagery and real-time sensor data (temperature, humidity, moisture, pH, EC) for precise, context-aware crop diagnostics.

Q: What is the plug-and-play modular hardware?

A: Floris devices are designed for quick setup and scalability, from single plants to large farms, with auto-configuration and no technical knowledge required.

Q: How does Floris use edge AI?

A: All AI processing happens locally on the Floris device, providing instant alerts and recommendations even without internet connectivity. Data syncs automatically when online.

Q: What is the self-calibrating, plant-aware setup?

A: Floris automatically recognizes the plant type and growth stage, then adapts diagnostics and recommendations without manual input.

Q: What is the Community Outbreak Shield?

A: Floris aggregates anonymized data from all users to create real-time, location-based pest and disease risk maps. This provides early warnings to the entire Floris community.

Q: What is the Automated Treatment Assistant?

A: When a problem is detected, Floris provides step-by-step, crop-specific solutions, product recommendations, and direct ordering from local suppliers.

Q: What is Floris's approach to data privacy?

A: Floris is "Web3 ready." All user data is encrypted and owned by the user. Plans exist for blockchain-based data sharing and rewards.

Benefits

Q: What are the main benefits of Floris for users?

A:

- Prevents crop loss by catching problems early
 - Saves time and money through targeted, data-driven care
 - Increases yield and sustainability
 - Works in any location, even offline
 - Scales easily for any grower
 - Provides easy setup and automation
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How Floris Works

Q: How does the user set up Floris?

A: Setup takes minutes: place the sensors and turn them on. Floris auto-detects plant type, configures itself, and starts monitoring.

Q: How does Floris deliver recommendations?

A: Floris sends instant alerts, detailed location information, and actionable recommendations to the user's phone or dashboard.

Q: Does Floris require internet?

A: Floris operates fully offline and syncs data automatically when internet is available.

Target Markets & Use Cases

Q: Who is Floris for?

A: Home gardeners, greenhouse operators, small to large commercial farmers, and anyone growing plants who wants automated, AI-driven health monitoring.

Q: What is the market size?

A:

- 80M+ active gardening households in US/EU/Asia
 - 570M farms worldwide
 - \$30B+ global TAM for smart agriculture hardware/software
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Competitive Landscape

Q: How does Floris compare to competitors?

A: Floris is the only platform combining computer vision, multimodal sensors, edge AI, plug-and-play modular hardware, real-time community risk shield, and consumer-friendly pricing.

Competitor Comparison:

Solution	Computer Vision	Multimodal Sensors	Edge AI	Community/GEO Shield	Plug and Play	Price
Floris	Yes	Yes	Yes	Yes	Yes	Low-Med
Fermata (Croptimus)	Yes	No	No	No	No	High
Taranis	Yes	No	No	No	No	High
Arable Mark	No	Yes	No	No	No	High
Xiaomi MiFlora	No	Yes	No	No	Yes	Low
Parrot Flower Power	No	Yes	No	No	Yes	Low

Web3 & Data Ownership

Q: How is Floris Web3 ready?

A: Floris gives users full control of their data. All collected data is encrypted and owned by the user. Planned features include blockchain-based data sharing and community rewards for participation.

Taglines and Messaging

Primary Catchphrase:

AI powered crop protection.

Alternative Taglines:

- Modular, AI-powered crop health for everyone
 - The world's first truly unified crop sentinel
 - Smarter, simpler, and more secure plant care
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Support & Contact

Q: How can users get support?

A: Users can reach out via the Floris website's contact form or support email for help and information.

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