

GREEN STAB!





The Problem

– Plant Care Failures



Lack of Knowledge

- Uncertainty about optimal condition
- Unconsistent of management

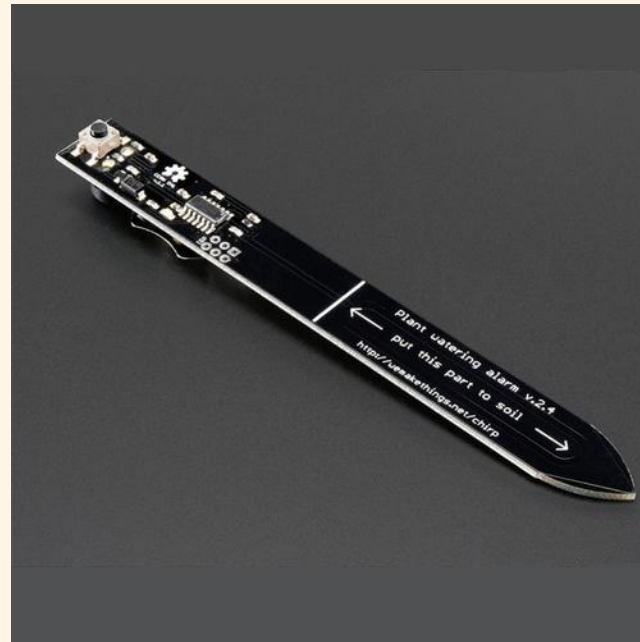


Too Broad Information

- No device for personal environment
- No reflection on real-time data

Solution - IoT Device & App

IoT Device

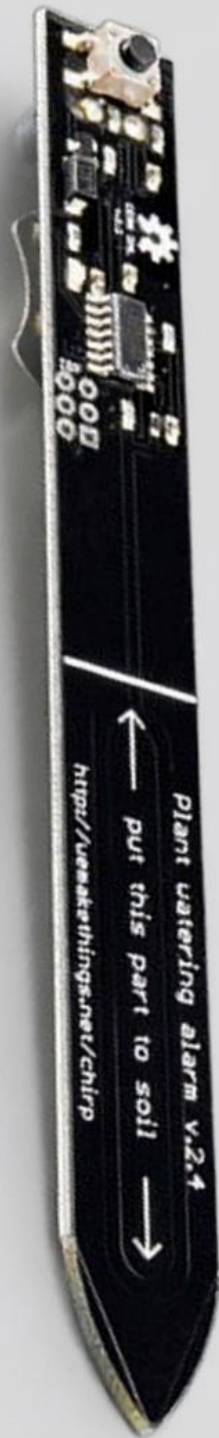


- Measures temperature, humidity, and light
- Minimized configuration for COGS savings

Mobile App



- AI-based planting advice
- Notifications based on Individual
- Easy-to-use UX/UI



Competitive Edge

	Beginner Friendly	Personalized Advice	Automatic Alerts	Portability	Device Price
Green Stab	O	O	O	O	15\$
Greg (App)	X	O	X	O	-
Click & Grow (Smart Pot)	O	O	O	X	99\$
Xiaomi (Smart Pot)	O	O	O	X	55\$
Chirp (Embedded Sensor)	X	X	O	O	18\$

Why Now?

- Market Trends & Opportunity



Interior Trends

Surging demand for indoor gardening driven by home interior trends.



IoT & AI

Widespread availability of IoT sensors and AI for remote plant care.



DIY & Contactless

Aligns with the rise of contactless and DIY leisure activities.

The global home gardening market Growth

USD 14.90 billion - 2024

USD 15.78 billion - 2025,

5.92% CAGR through 2034

Market Opportunity Overview

	Definition	Market Size (USD)	Rationale and Assumptions
TAM	Global Home Gardening	15.78 Billion	2025 global home gardening market valuation https://www.custommarketinsights.com/report/home-gardening-market/
SAM	Global Smart Indoor Gardening System Market	2.90 Billion	2025 smart indoor gardening systems market size https://www.datainsightsmarket.com/reports/indoor-self-growing-garden-1372849
SOM	Asia-Pacific Smart Indoor Gardening Market	0.87 Billion	30% of SAM based on regional market share → 0.30×2.90 Billion https://www.zionmarketresearch.com/report/gardening-market
LAM	Korean Initial User Target Market	0.087 Billion	10% of SOM for initial market penetration → 0.10×0.87 Billion https://www.linkedin.com/pulse/south-korea-smart-garden-system-market-2026-size-trends-key-yijnc/

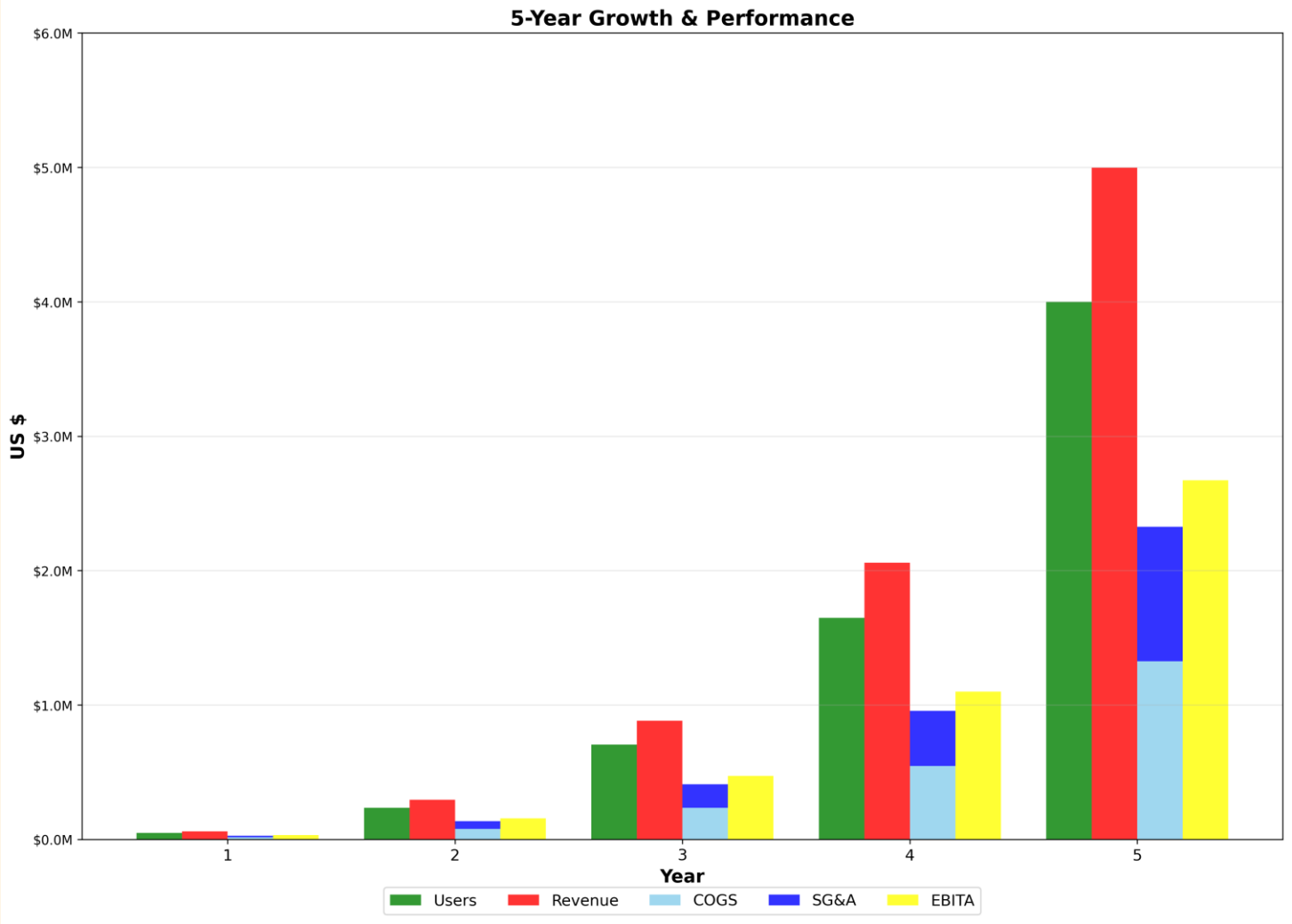
Business Model

Subscription

- Free Version
 - Require Device (\$15)
 - Monitor real-time data
- Payment Version
 - Free Version + Advice + Alert
 - \$3/month
 - 6 month subscription (+ free device)
- Premium Version
 - Payment Version + More question chance
 - 5\$/month



Financial Outlook



	Year 1	Year 2	Year 3	Year 4	Year 5
Users	1,000	5,000	15,000	35,000	85,000
Revenue	58,800 \$	294,000 \$	882,000 \$	2,058,000 \$	4,998,000 \$
COGS	15,600 \$	78,000 \$	234,000 \$	546,000 \$	1,326,000 \$
SG&A	11,760 \$	56,800 \$	176,400 \$	411,600 \$	999,600 \$
EBITA	31,440 \$	157,200 \$	471,600 \$	1,100,400 \$	2,672,400 \$



Our Vision: Empowering Green Start

Empower everyone to successfully grow plants at home, experiencing daily healing and a sustainable lifestyle.

The Ask:

- **Investment:** \$200K seed round for IoT, AI development, and marketing.
- **Partnership:** Collaboration with gardening communities and brands.
- **Recruitment:** Programmers for App/DB/AI (Embedded is Okay. I am.)

~ Thank You ~

GREEN STAB!

Name: Baek SangHo

Mail: qqqqmmss11@gmail.com

Github: BigCodult

LinkedIn: sangho baek

LinkedIn

