

Lazy Dendraiums

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Example of our work



Value Propositions. Specific original design

We offer a dendrarium in the form of a “hanging garden”. This design features a unique construction where plants are arranged on different levels inside a glass container, creating the impression of a floating green oasis. Such a design is visually appealing and takes up minimal space, making it ideal for use in small areas.

Value Propositions. New technologies and usage capabilities

Automated watering and lighting system: The built-in automated watering and lighting system provides optimal conditions for plant growth inside the dendrarium. Sensors monitor soil moisture levels and illumination, automatically adjusting watering and lighting to ensure healthy plant growth.

Value Propositions. Mobile app control

We provide a *mobile app* that allows users to monitor the status of their dendrarium, receive notifications about watering or fertilizing needs, and control lighting and other parameters via their smartphone.

Customer Segments

Niche Market:

We also cater to niche segments such as plant enthusiasts, collectors of exotic plants, or those interested in unique and creative interior design elements. For this audience, we can offer more specialized or exclusive dendrarium designs.

Customer Relationships

Our team of experts is ready to provide *consultations* to customers on all matters related to caring for their dendrarium. We offer warranty service to customers in case of malfunctions or issues with the product.

Channels

We are buying advertisements on some platforms, like YouTube, Instagram or Telegram. And we are collecting some information from Yandex Telemetry. Thanks to it we know all info about our clients

Our clients can buy product on web-site or Instagram account. And evaluate on them

Revenue Streams

Client purchases a nice product, which is developed by world-wide famous professionals. Customer service is *included* in this price.

Key Partners

1. Leroy Merlen (Light systems)
2. Global Glass (pots)
3. Zembery (ground)
4. Nunhems (seeds)
5. Artlebedev (design)

And more over

Key Activities

We have 2 workers: Makembo and Abdi. They are really fun, but they work properly. They are solving several problems with our production:

- Supply chain problems
- Customer Service
- Referral program
- Marketing
- Market research

Key Resources

We have some patents on ground recip. Because it was developed by my grandmother, whom *I really love*.

We dont have big factory by the way. Our office is the small flat in Moscow. And we have 20 people on our production

Every person is very important to us, so we don't want to lose a single one

Cost Structure

In our business the most important costs inherent include:

1. Material Costs: Procurement of materials for manufacturing our dendrariums, including glass containers, plant substrates, plants, decorative elements, and any technological components.

Cost Structure

2. Labor Costs: This includes wages for skilled labor
3. Research and Development (R&D) Costs: Investment in research and development to innovate new designs, technologies, and features for our dendrariums

Thank for your attention!