SCRIPT FOR PROJECT PITCH

Our team of Daniel, Baltaj, and Marvin is building a web application called PlantPal—your ultimate pal in planting—offering personalized care guides and reminders to help you nurture your plants with ease.

INTRO: ( approximately 30 seconds )

(video of a dying plant)

(take a picture and send it to a review section on how to save it)

(someone commented sing or dance to it)

(baltaj gonna sing or dance to it)

(then a pov of Daniel seeing baltaj singing to a plant wondering what he’s doing)

--transition to video of Daniel--

(only Daniel in the screen)

Daniel: Ever found yourself wondering why your plants aren’t thriving? Maybe you forgot to water them, or the sunlight wasn’t quite right. Don’t worry you’re not alone—and that’s exactly why we’re here!

(All together in the screen) – (approximately 10 seconds)

Baltaj: Hi, I’m Baltaj.

Daniel: I’m Daniel

Marvin: And I’m Marvin.

All: We’re creating a plant care app called PlantPal—your ultimate pal in planting!

--transition--

PROBLEM AND GOALS ( approximately 1 minute)

Daniel: (who) For many plant owners, whether you're a professional, student, or parent. (what) keeping track of watering schedules, understanding plant care needs, and dealing with unpredictable weather conditions can feel overwhelming.

(a video of marvin trying to remember when he watered his plants, searching up how to take care of it on different websites, and checking the weather.)

Marvin: (Why) Because balancing plant care with busy schedules and unexpected challenges or even if you’re just a beginner often leaves little room for consistency or confidence.

Baltaj: (where) From home to office, or even in small outdoor gardens, these challenges persist. That's where we come in.

(Animation of plantpal logo then showing a healthy plant.)

(voiceover) Our app called PlantPal is designed to take the guesswork out of plant care, to keep your plants thriving effortlessly—no matter how busy life gets.

SOLUTION AND INNOVATION (1 minute)

Daniel: PlantPal solves the common challenges of plants care with its features: detailed care guide, watering reminders, and weather alerts.

(an image will pop up on the side while Daniel says those 3 features)

Daniel: by simply putting your plant’s details , the app will help users by offering instructions for each species. It will notify you when it’s time to water and adjust care based on weather conditions such as reduce watering during winter or rainy days.

( a video of a phone showing a notification and a video or a rainy days )

Baltaj: We added these features based on what the users primarily need where it shows almost everyone would want to have these in their plant care journey.

Marvin: Based on our research, 88% of the users would want a section where they can read or share reviews about plants. ( will show the diagram to the screen )

Marvin(voiceover): Therefore, a community feature will connects you with other plant lovers to share advice and celebrate milestones.

Baltaj: Plantpal makes plant care easier, smarter, and more accessible that allows you to enjoy your plant without stress. Just add your plant and PlantPal will take care of the rest

---transition--

ELABORATION(1 minute)

Daniel: Many competitor apps, like myJungle also provide the basic features like plant care tips or reminders, but it has confusing interface.

Marvin: That’s why PlantPal is designed with beginners in mind. For those who’ve never used a gardening app before, our app provides a simple, intuitive experience that’s easy to navigate.

Baltaj: Many competitors don’t emphasize community engagement, which makes our app stand out. Allowing users to read reviews, share experience, and ask questions that will make users feel supported.

Daniel: but the real question is, would people be using app like this? Based on our survey, we found that only about half of participants use apps or websites to manage their plant activities. This suggests that many people don't use technology for plant care.

Marvin: Research shows that people don’t use these apps because they can be inaccurate and that it requires too much input.

Baltaj: Which is why we aim to make Plantpal easier to use and be straightforward on the features they will use. You don’t need to be techy – it will be designed to be accessible to all.

CLOSING (10 seconds)

--All together—

Daniel: We’re excited to bring Plantpal to life and help you grow your green thumb.

Marvin: We’re here to help you transform how you care for your plants.

Baltaj: No more dying plants under your care

All together: Plantpal will be more than an app, it will be your pal in planting!