



Investor Update
April 2021

Last we spoke was in Aug 2020

Agenda:

- What we're doing
- Financial Update
- Kickstarter
- Marketing interviews
- Prototypes
- Future

What we are doing:

- We're most likely winding down the business and looking for exit, unless we turn a sudden success in the next months

Reasons:

- We have failed to capture any meaningful business
- We're running out of options (capital and ideas)
- Personal

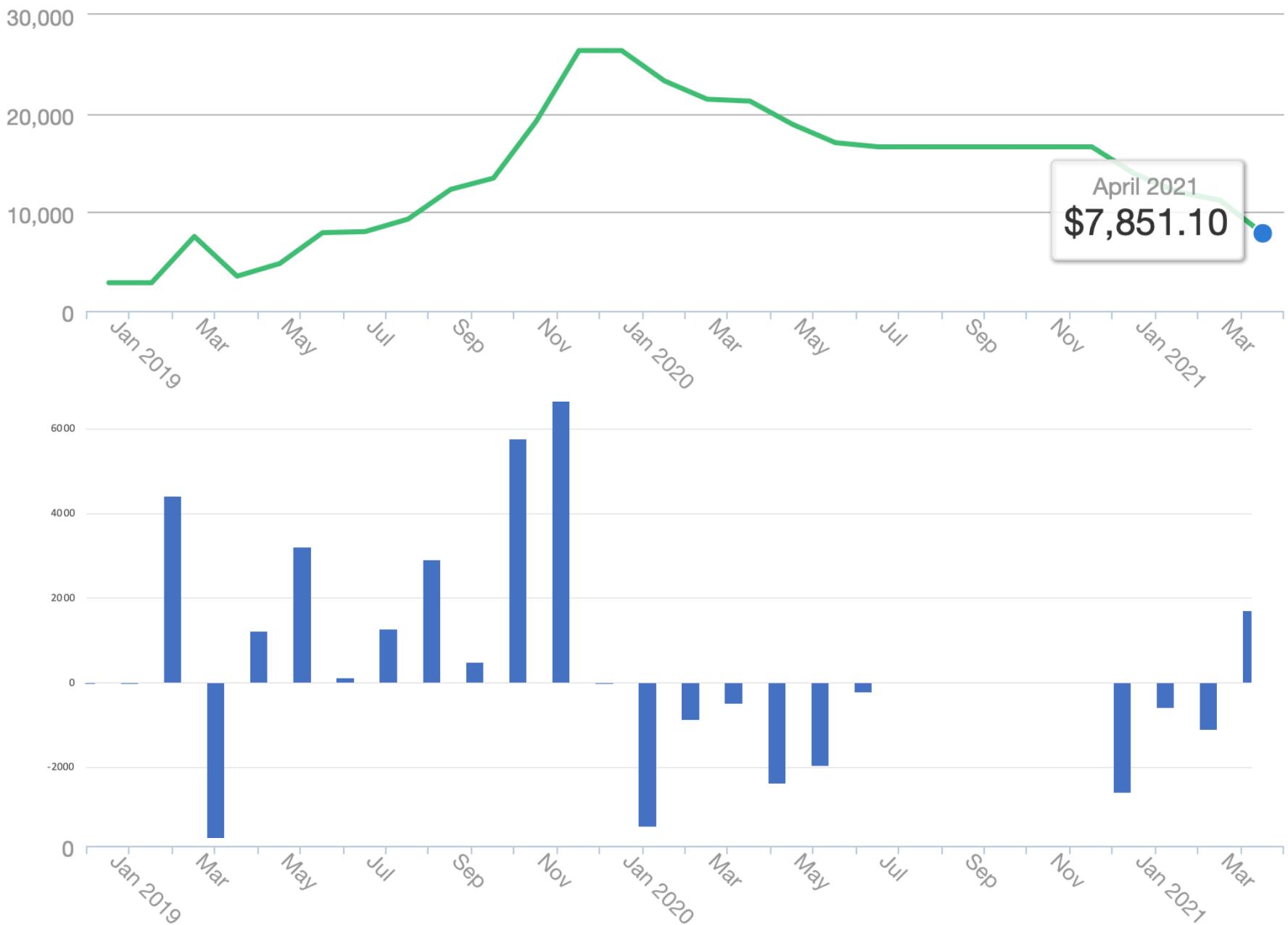
Timeline:

- Between now and September 2021



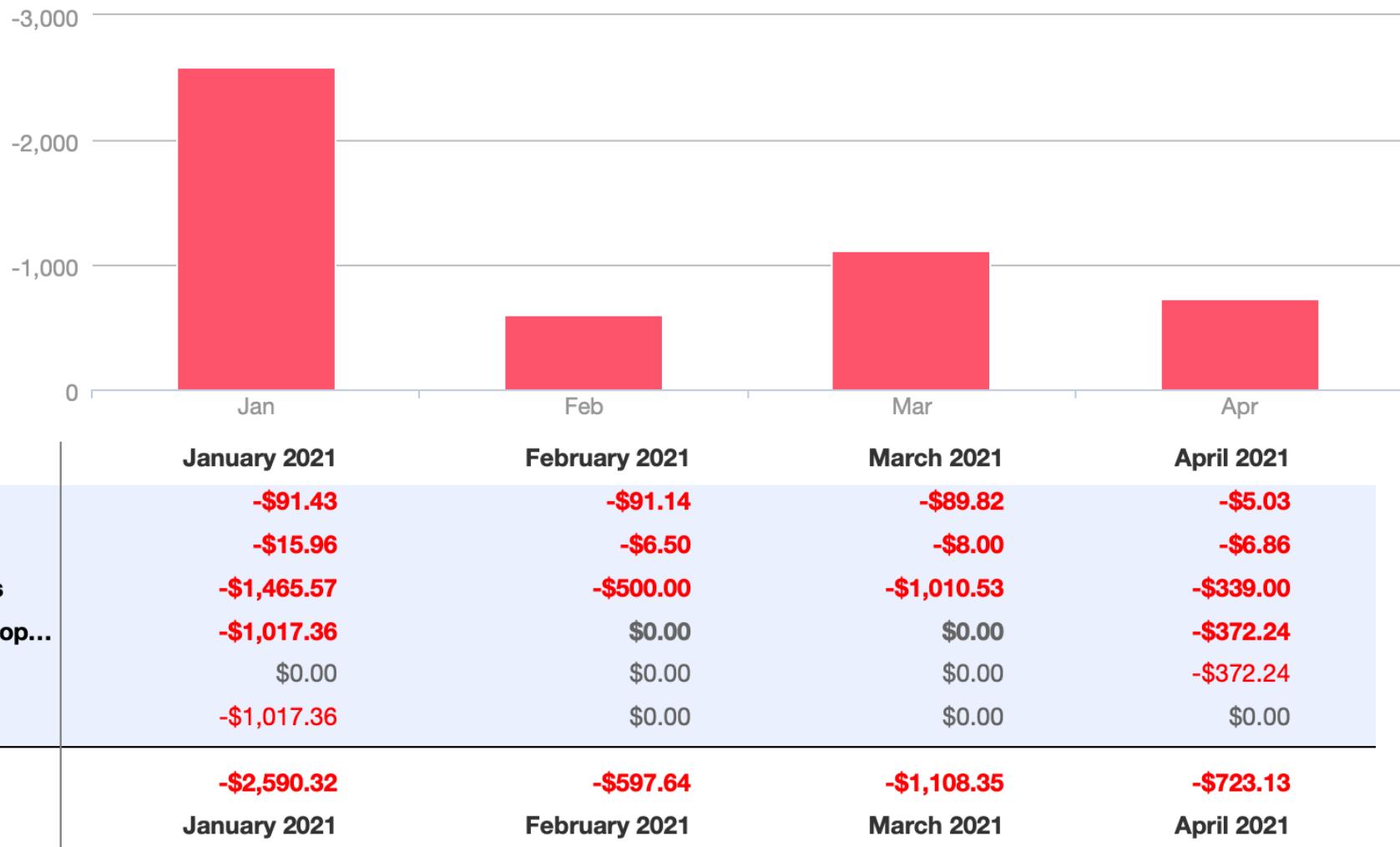
Cash flow:

- Current Balance (top)
- Cashflow (bottom)



Spending:

- 2021



Kickstarter:

- Nov - Jan 2021

GAIA

Plant care in a simple form



Support this project

Support this project because it speaks to you. We'll send you a digital thank you card and you'll have access to the updates only for backers.

\$10



Early bird ONE signature GAIA

Receive one signature GAIA in beautiful off-white. Once the limit is done, you can still pre-order at the regular price.

CAD \$31 Original: CAD \$39 Limit 200
Shipping is not included.



Early bird ONE customized GAIA

Receive one customized GAIA. You can choose one of our custom designs or send our team a specific design you would like to have. Once the limit is done, you can still pre-order at the regular price.

CAD \$40 Original: CAD \$50 Limit 200
Shipping is not included.



Early bird THREE customized GAIA

Receive three customized GAIA. You can choose one of our custom designs or send our team a specific design you would like to have. Once the limit is done, you can still pre-order at the regular price.

CAD \$79 Original: CAD \$99 Limit 200
Shipping is not included.



Campaign FAQ Updates Comments Community

STORY

RISKS

ENVIRONMENTAL COMMITMENTS

Story

What is GAIA?

GAIA is a water sensor to help plant beginners not kill their plant. We are a tiny team from Toronto, and we built this sensor after we tried to grow plants and quickly found out we were becoming professional plant murderers and killed all of them no matter how hard we tried! For about 2 years, we worked on different iterations, gathered some friends and tested the idea, and found a lot of people were similarly in need to connect and understand nature by growing plants. So we thought we will put it out there and see if

CAD \$700

Shipping is not included.



Kickstarter:

- Nov - Jan 2021

CA\$ 3,917

pledged

10%

funded

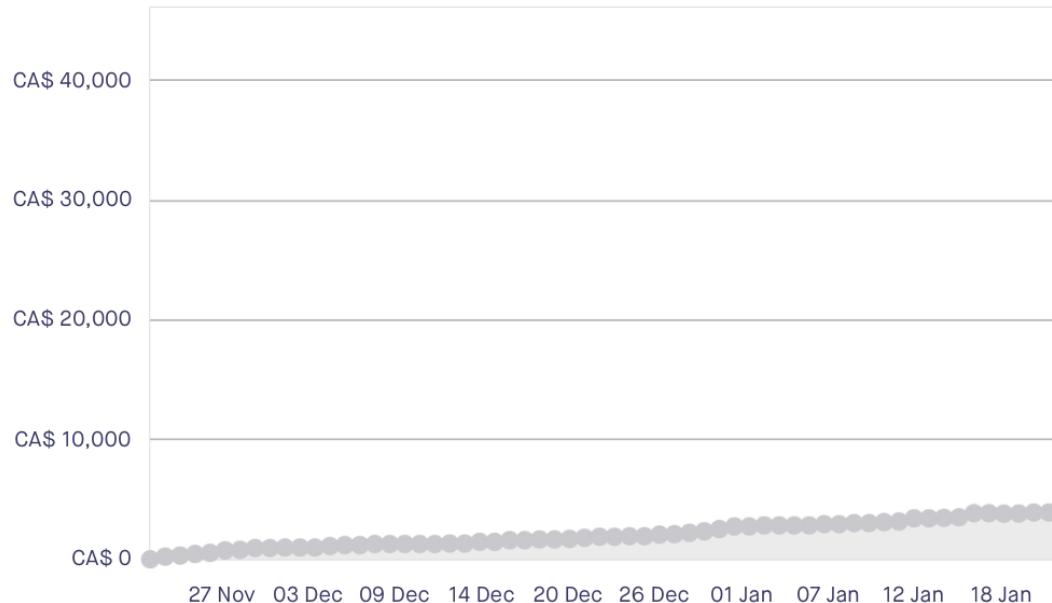
67

backers

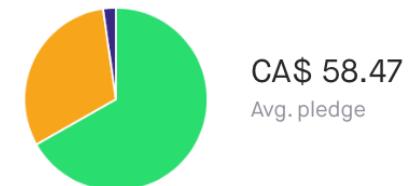
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seconds to go

Funding progress



Pledges



● 66% CA\$ 2,616
Pledged via Kickstarter

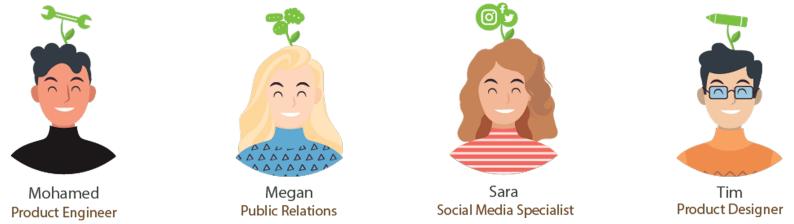
● 30% CA\$ 1,212
Pledged via external referrers

● 2% CA\$ 89
Pledged via custom referrers

Kickstarter:

- Good:

- Expanded the team
- Very good product presentation
- Engaging with micro-influencers



- Bad:

- Needed hype
(news report, traditional media outlet, big celebrity or company endorsement)

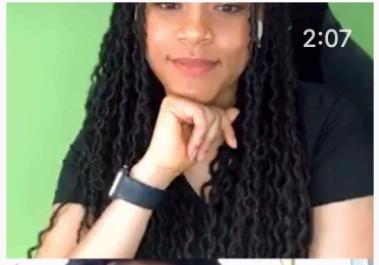


Names blocked for privacy reasons*



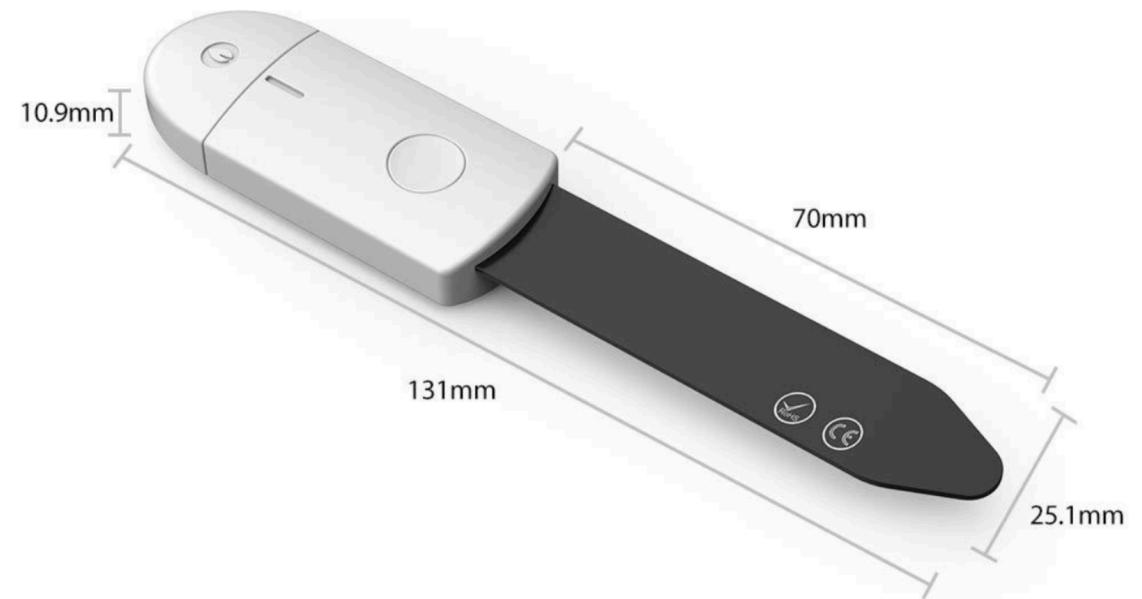
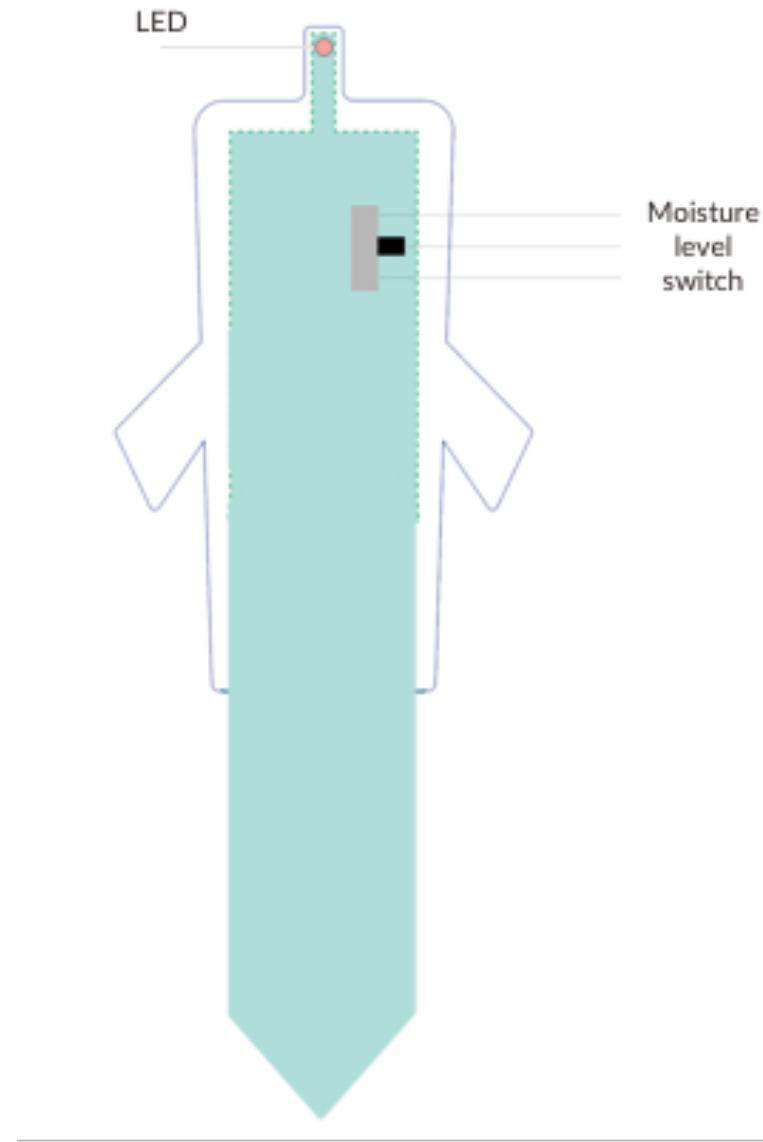
Interviews:

- **Creating Hype with Micro-influences**



Prototypes:

- Flora Sensor



Prototypes:

- **Modifications summary:**

- Change the outer case to Canadian-made wood, in the unique GAIA shape
- Changes to light-moisture behavior
- Changes to when light comes on
- Changes to how the user changes moisture levels



Future:

- Looking for exit strategy if all fails

Partnerships:

- Looking to bring GAIA through existing companies if they're interested.
- We had multiple messages from companies over seas (but no serious offers).

Or may have to let it go :(

- How do we pay back investors money?

