



Encouraging  
Green Thinking  
Through Interactive Play

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## GAIA INTRODUCTION



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## DISCLAIMER

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## WHAT IS GAIA?

Gaia [gey-uh] - the Ancient Greek Goddess of Earth

“ In our quest to have children feel more connected and communicative with plants, we have created Gaia, an educational toy that combines our love of all things green, with technology and play.

## WHY ARE WE DOING THIS?

Due to the increase in the use of technology - computers, phones, and tablets, children are less inclined to go outside and explore nature. A number of studies showed this can have negative impact on children's growth and could be associated with ADD/ADHD. Combine this with the current global environmental issues like global warming and pollution, and we believe that this disconnect from nature is an alarming problem and threat to the lifestyles of the next generation. From our preliminary discovery research, we have found children's lives are becoming more and more disconnected from all things green. Thus we created Gaia.

Gaia combines both technology with nature, delivering a new fun way for children to explore nature and learn about plants. In doing so it will teach them about responsibility, empathy, and developing strong environmental values towards all things green.

## OUR PRODUCT

Gaia is a “smart” plant companion which allows for an interactive experience between your child and their plant, encouraging the initiation of open ended play as well as help spark creativity and learning. The platform is divided into two parts; **Gaia the figurine**, and **Gaia the app**.

The **figurine** Gaia will be an actual toy that acts as the tangible part of the platform. Through it, children can hold Gaia in their hands and develop a relationship with the toy.

The **app** acts as Gaia’s soul. Through it, the child can “analyze and study” the data he/she just got from his/her plant in order to be able to take care of it.

# Benefits



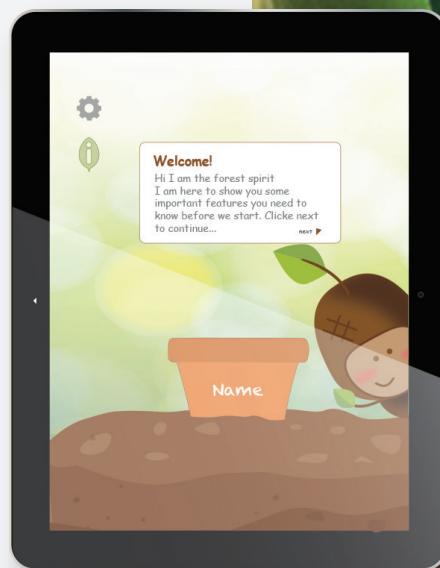
Responsibility



Caring Behaviors  
and Empathy



Environmental  
Values



## Figurine

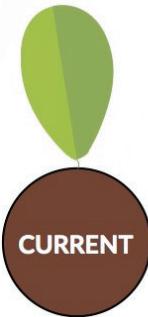
The toy will be equipped with sensors that will allow the child to take care of his/her plants. Using the figurine, the child will be able to measure the level of sunlight, moisture level, and temperature that get to the plant. The data will then be synced to the app, which is the second part of the platform.



## THE APP

This is where a lot of the learning will happen by teaching the child about nature and the environment, all while maintaining the fun and play aspect of a "game" needed by this age. The app will also have a story component to it which will allow the parent/grandparent to take part and participate in the experience.

## OUR PRODUCT LINE



### GAIA PLANT (Indoor)

Educate and guide children to take care of plant

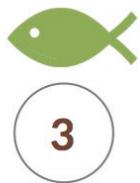
- Measure water moisture
- Measure light
- Measure temperature



### GAIA GARDEN (Outdoor)

Educate and guide children to manage a garden

- Understand the connectivity of vegetation
- Condition of soil
- Plant condition management



### GAIA AQUA (Fishtank)

Guide children to maintain the condition of a fish tank

- Measure the water temperature
- Condition of the water
- Light sensitivity of the fishes



### GAIA HEALTH (Wellness & Awareness)

Guide and help children maintain different health conditions

- Diabetes Management (New Product)
- Allergy Monitoring (New Product)
- CO / Air Management (New Product)



### GAIA TRAINING (Aqua Training)

Work with instructors / parents to help children learn how to swim/dive

- Gaia underwater Camera (GoPro)
- Swim along with Gaia (condition monitor)
- Swim companion

