What is mimir Home?

On average, 2 in 5 house plants die in the first six months after purchase. In Germany alone, this costs consumers over €800mill annually with a huge environmental impact. This is also a loss in economic potential because dying plants reinforces negative emotions with consumers, reducing their likelihood to repurchase. Our solution, mimir Home, is a consumer electronic that leverages home environmental data and machine learning in order to recommend house plants and build good gardening behaviours.

By empowering consumers with valuable insights into where they want to place houseplants we can reduce the amount of plants dying as a result of improper environmental conditions. Through monitoring of these plants we will be able to measure levels of success and failures in plants as well as see how plant acquisition increases with confidence in their care. But this information isn't just valuable to the end user as, using differential privacy, we will leverage the data and insights to work with local businesses and academic research.

Who is mimir Home?

Lloyd Richards

BA
Data Viz Designer

Lloyd comes from a garden design background but now creates hardware and data visualizations that connect people and date. After working for 9 years as a garden designer, he brings an understanding for the plant's needs, while applying his design experience, to communicate with their users. With mimir, Lloyd wants to reshape how consumers interact with their house plants and empower them to be better carers for their plants and environments.

Aurelie Ferron

MSc
Innovation Coach

Aurelie not only has a good business perspective, she helps optimize workflows so that the end-user is always kept in focus. She brings to mimir startup business experience as well as valuable knowledge with her Msc in Business Development and Entrepreneurship and her 1 year education in Design Thinking at the HPI. Mimir is for Aurelie an opportunity to achieve her dream of funding a startup with sustainable and open source values at its core.

Manuel Wolf

BSc
Software Engineer

Aurelie not only has a good business perspective, she helps optimize workflows so that the end-user is always kept in focus. She brings to mimir startup business experience as well as valuable knowledge with her Msc in Business Development and Entrepreneurship and her 1 year education in Design Thinking at the HPI. Mimir is for Aurelie an opportunity to achieve her dream of funding a startup with sustainable and open source values at its core.

How does it work?
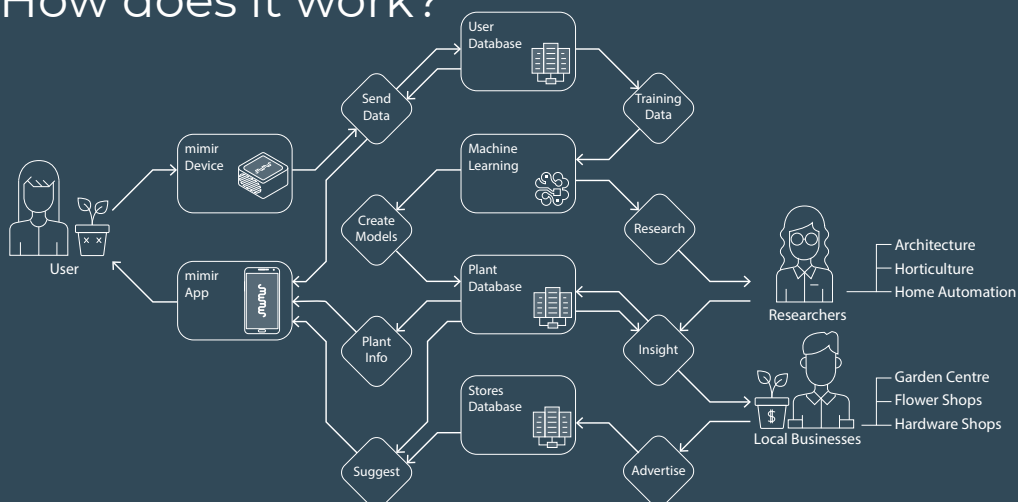
With mimir, we work with highly sensitive data from private homes, and need to comply with the data privacy laws and build our customers' trust. By having clear separation of databases as well as filtering access between users and stakeholders, we will be able to provide valuable insight for both while respecting privacy and promoting transparency. Users provide data which they can access directly, this can then be aggregated into training data for our machine learning algorithm which in turn can be used by researchers as an anonymized dataset.

Who does it help?

Mimir is for the new generation of gardeners who live in urban settings, live professional lives and enjoy house plants for their environmental and psychological impact to interior spaces, typically referred to as 'plant parents'. These plant parents, though, lack knowledge and experience when taking care of plants and tend to have negative emotions associated with their care. While they actively seek to better their knowledge through online research, books, apps, and online tutorials, they ultimately seek validation of their abilities in order to build confidence to care for more plants.
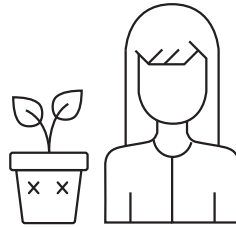
Female, 24-35 yo Professional. Plant Parent

Recycles, buys eco products, shops locally and engages in a conscious diet.

Strong desire to learn and improve their skills but is unsure where to start.

Not interested in starting a family until they have climbed the career ladder. Busy with work and not home very often.

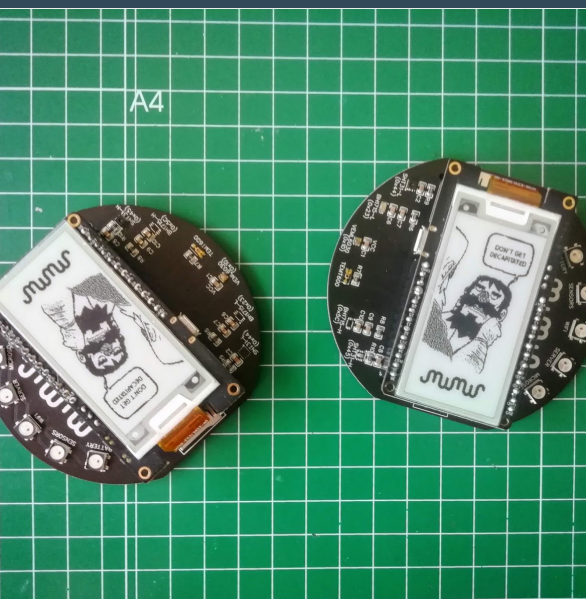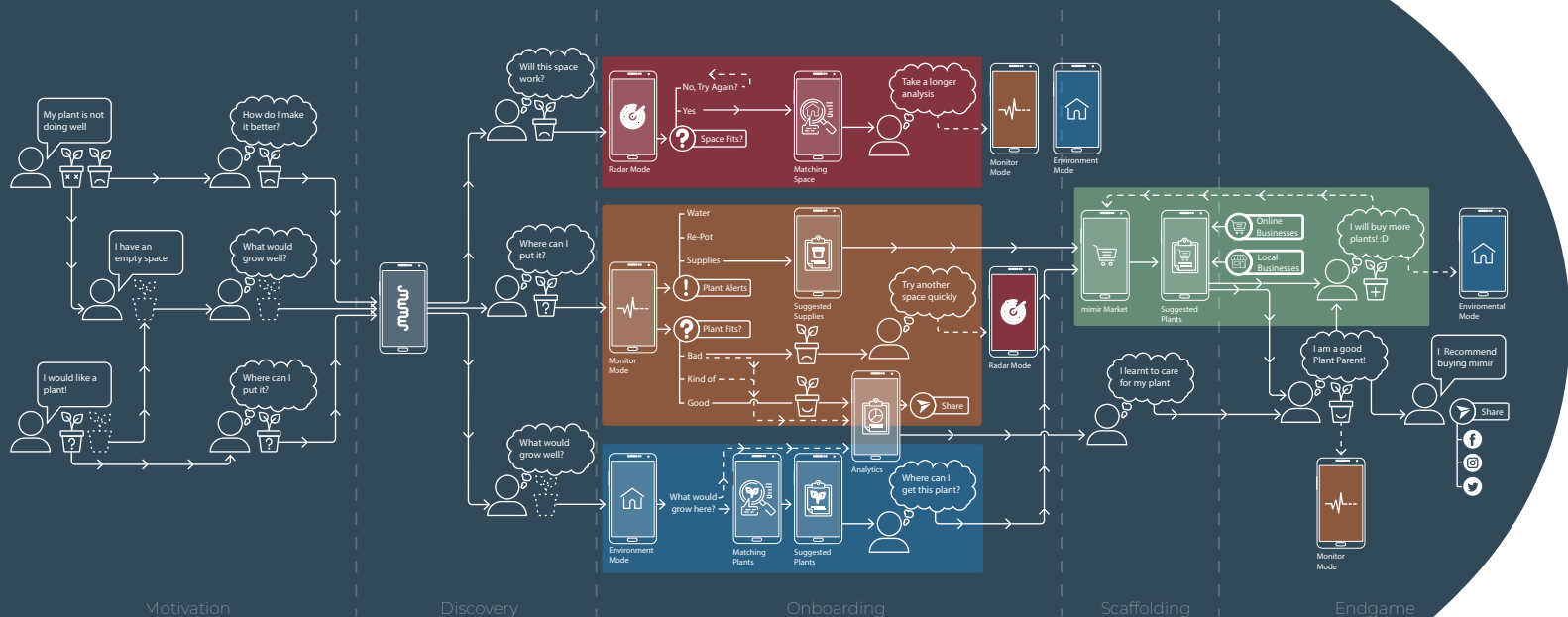Frequent user of social media to posts pictures of her plants. (Instagram, Facebook, Pinterest)

Shops online mostly, but will visit trendy plant stores, garden centres and attend workshops.

Home is highly designed to express their personality, Creating an urban jungle to connect with nature.

What does it do?

Motivation | Discovery | Onboarding | Scaffolding | Endgame

Radar Mode: A 5-10min reading of the environment, used to determine plant fit. Very similar to what competitor plant sensors do currently, we would take a static environmental reading and compare it to established limitations for a specific plant.

Environment Mode: Readings are taken for 5-7 days in order to build a dynamic model of the spaces environment. This is our main unique selling point as we can use this model to recommend plants that would fit their unique space.

Monitor Mode: Continuous reading and monitoring of the space is checked against what plants are already there in order to alert when conditions change or updates to our models are made. Through user feedback we can measure whether our recommendation has been successful or not and use this information to train the next iteration of the algorithm.