

# Droponic – Grow your own food | smart, easy, and beautiful

## About the company

Droponic is a Silicon Valley-based startup that has created the world's most advanced way to grow their own food in the kitchen. Pablo Criado-Pérez, CEO & co-founder, had the idea of growing indoor herbs after living through harsh Michigan winters. The idea sprang to life after a successful working prototype of the product at the Spring 2015 Session of Draper University. After sticking a plunger with water-potted herbs onto a window, the team realized its space-saving opportunities and easily beat out its competitors at Draper University's hackathon. By partnering with seasoned designers from DMO, Droponic has created a product that let's users grow their own food smart, easily, and beautifully. The company has been featured on Betabound and ABC Family.

## About the product

Droponic is a smart kitchen garden that combines cutting-edge technology with beautiful design to grow fresh and delicious herbs. The smart garden features smartphone connectivity that let's users take control of its nutrition and see their food grow. As a hydroponic kitchen garden, users can enjoy the amazing taste of fresh food picked straight from their kitchen, all without the mess of soil or dirt. Finally, the smart garden is compact and portable so users can bring fresh herbs straight to the dinner table. As the world's first smart kitchen garden, Droponic is the most advanced way to grow herbs in the kitchen.

## About the team

Droponic was founded by a group of serial entrepreneurs and designers with a passion for redefining the way we grow and consume food. Co-founder and CEO Pablo Criado-Pérez was the founder of CPI Drones, a sought-after drone company in Madrid, Spain. Co-founder and Business Development Executive Martín Borchardt was the co-founder of Crucero Celeste y Blanca, a company that provides clients with opportunities to enjoy their time watching the 2014 World Cup on a luxury yacht. CTO Alessandro Tognola brings more than 5 years of experience building smart appliances. Cristobal Papendieck (Head of Design), Martin Boschetti (COO), and Martin Ries Centeno (Innovation) are seasoned designers from DMO Design Group with 30 years of experience designing "fast to market" products. Hydroponic Specialist Sebastián Figuerón founded and is CEO of Verde Agua, the leading hydroponics company in Uruguay, whose vegetables feed 1 million people every month. Marketing Manager Nalin Chuapetcharasopon brings deep experience in community management, multi-channel marketing, and brand identity. Together they are redefining how people grow and consume their food.

## More information

Company website: <http://droponic.com>

## Contact

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