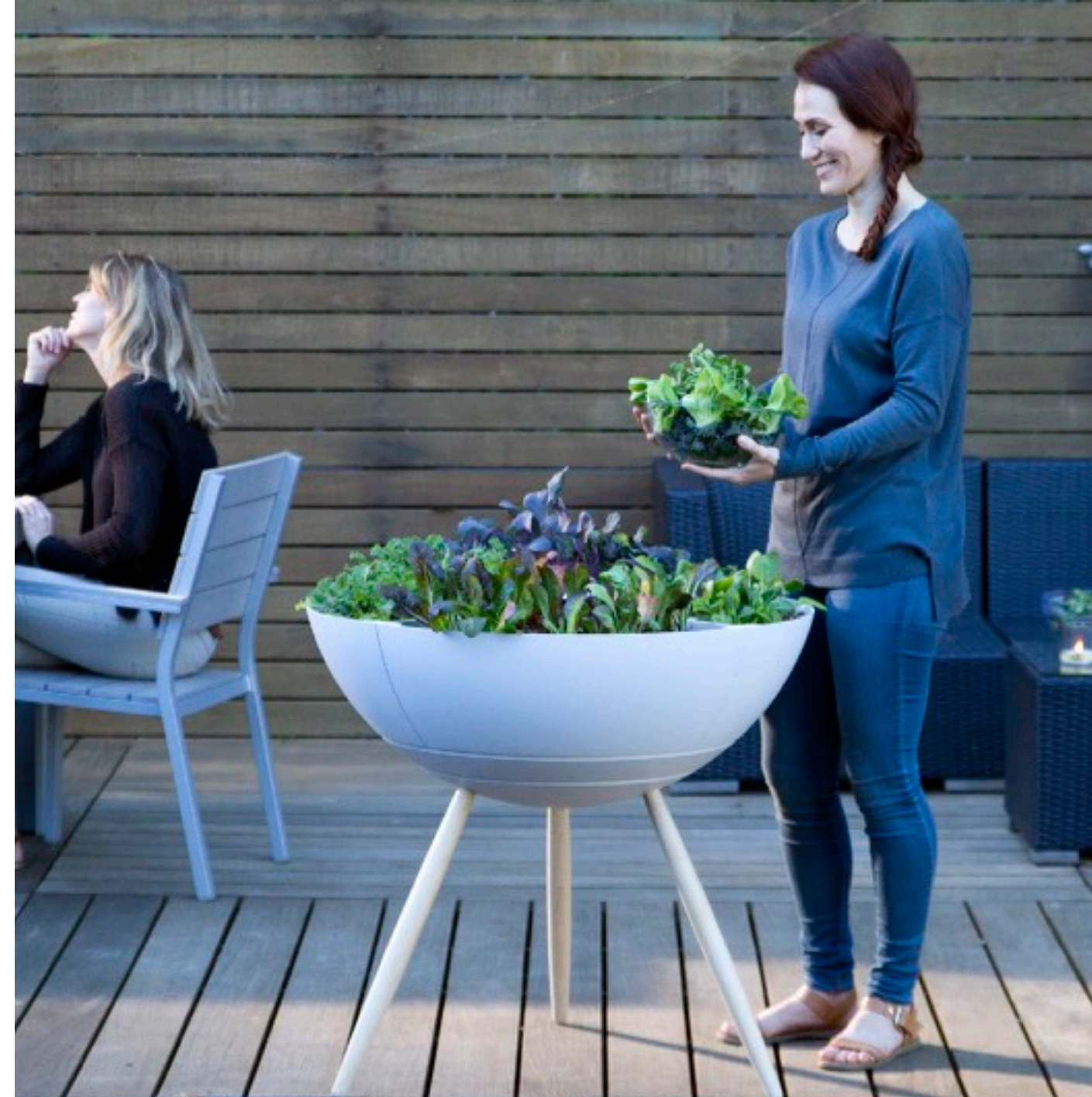
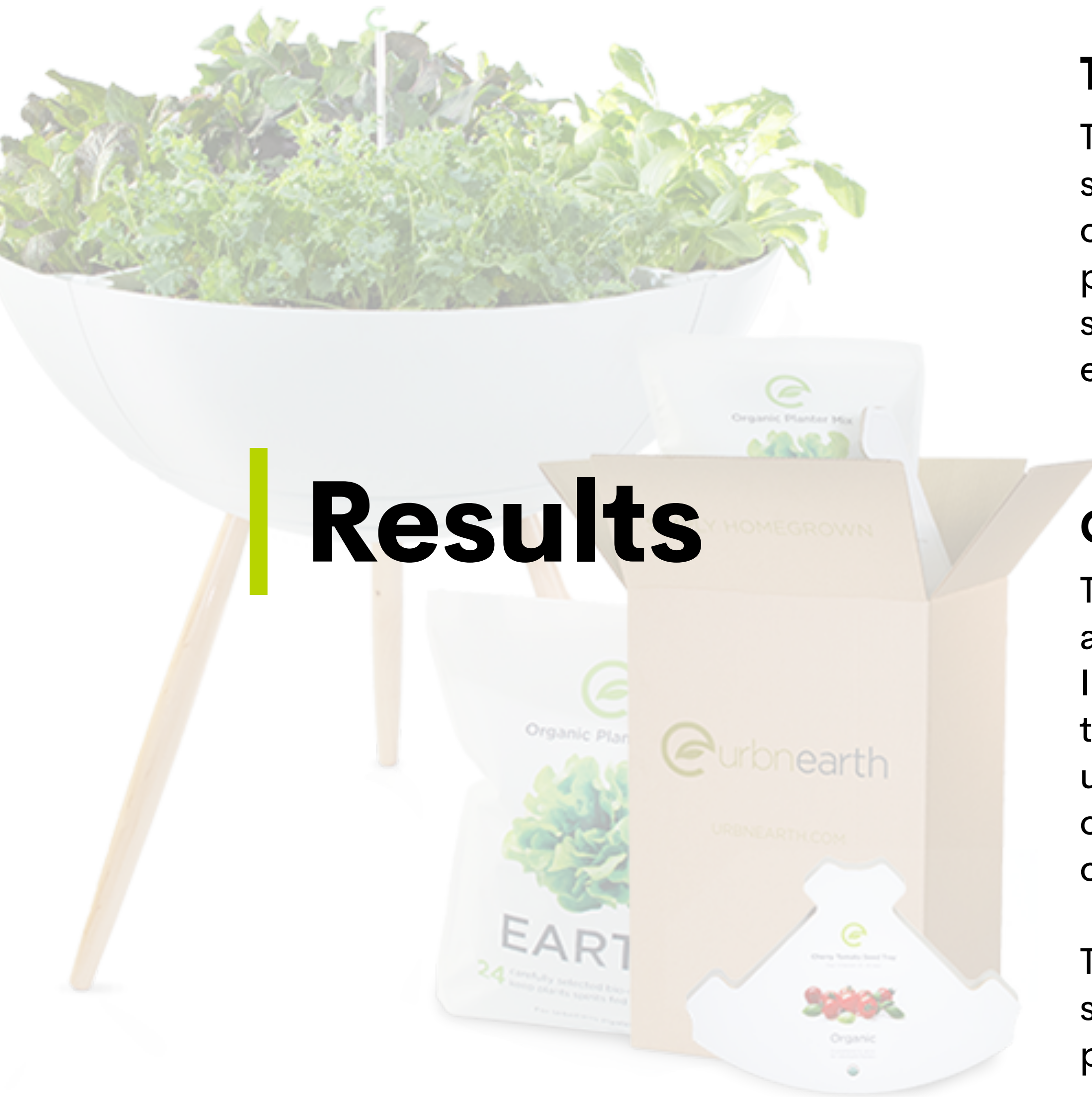


Delivery

The Planter is the world's first at-home system for growing salads. The Planter addresses the needs of today's consumers: exceptional user experience, Instagrammable design that users can be proud to own, a positive impact on the planet since it negates the whole supply chain, and the taste of genuine, unadulterated, non-irradiated food. This product transforms users from consumers to empowered producers, creating a significant paradigm-shift in our food-supply chain.





Results

The Findings

The findings were threefold. We provide consumers a new choice between store-bought salad mush and the peace of mind of knowing the exact source of their food. Consumers implement a relatively simple, straightforward process to grow their greens. The product is simple enough that children can safely set it up, providing a shared family activity around health and education.

Conclusion for a Better World

The Planter is the world's first at-home system for growing salads. The Planter addresses the needs of today's consumers: exceptional user experience, Instagrammable design that users can be proud to own, a positive impact on the planet since it negates the whole supply chain, and the taste of genuine, unadulterated, non-irradiated food. This product transforms users from consumers to empowered producers, creating a significant paradigm-shift in our food-supply chain.

The Planter isn't just a product; it's a better way of progress by taking one step forward in the direction from which our society came. This is a bright path to a bountiful future.