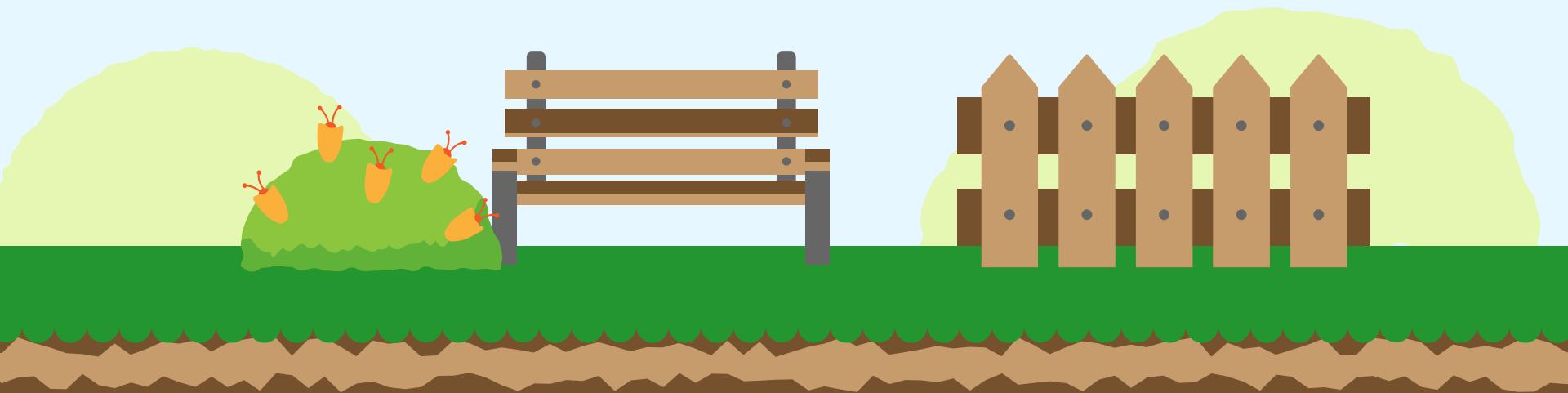




The right soil for every plant

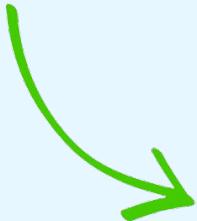




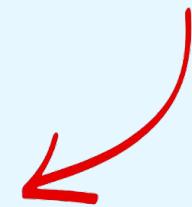
Meet Max, a budding home gardener

Max bought 2 Violet plants

From plant specialist



From nursery



Hmm, they have different soils!

From plant specialist



Brown soil with
white rocks



From nursery



Black soil

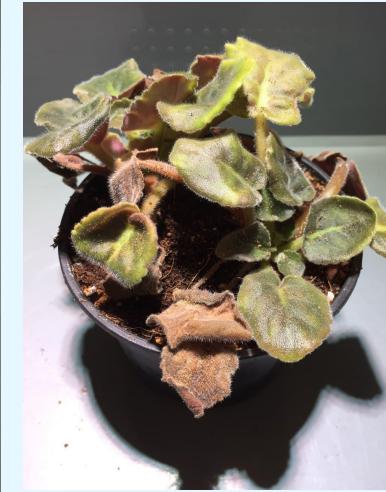
Same care, vastly different results

From plant specialist



Wow, flowers!

From nursery



Dying :(





Want a healthy plant? Give it the **right soil**

What is soil mix?

Soil mix = several ingredients in the right proportion



What is soil mix?

Soil mix = several ingredients in the right proportion



Moistur
e

What is soil mix?

Soil mix = several ingredients in the right proportion



Nutrients

What is soil mix?

Soil mix = several ingredients in the right proportion



Air
circulatio
n

Getting the right soil is tough!

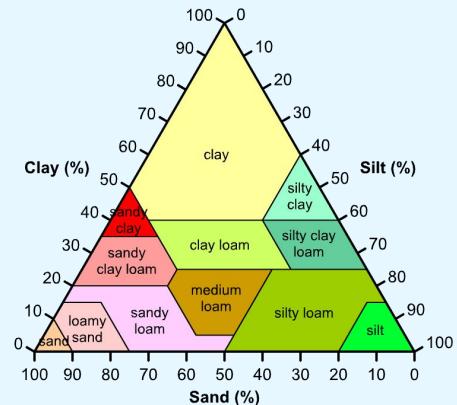
Finding the right soil mix requires:



Research



Experimentation

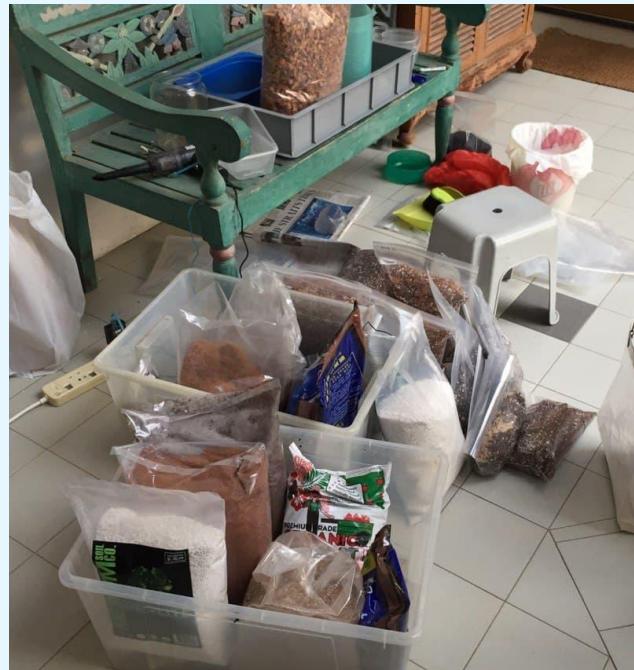


Scientific tools

Beyond the reach of home gardeners

Getting the right soil is tough!

Hassle to mix and store



Getting the right soil is tough!

Overwhelmed with plant care information





Solves these issues

How MySoil makes home gardening effortless



Feature #1

Reliable recommendations on
soil mix for every plant

Feature #2

Ready made soil mixes,
delivered to customers

Feature #3

A gardening buddy who
can help with your plant

How MySoil works

Step 1

Customer provides
plant name



Step 2

We find the best
mix for your plant



Step 3

Customer receives
ready - to - use soil
mix



Growth





Aroid potting mix Aroid soil
Aroid soil mix Aroid mix. FREE...
\$2.90 - \$9.90

Edibles leafy vegetables potting mix soil medium compost bon...
\$1.50 - \$6.80

Custom potting mix FREE SHIPPING >\$5 plant potting mi...
\$6.90 - \$29.90

Terrestrial orchid mix
Quality orchid potting mix/ soil/ medium FREE SHIPPING >\$5...
\$2.90 - \$9.90

Quality succulent potting mix/soil/ medium FREE...
\$2.90 - \$9.90

Quality rosemary and lavender herb potting mix/ soil/ mediu...
\$2.90 - \$9.90



Protection
Mint Basil potting mix soil mi...
S\$2.90
** What soils do mint plants n...
New
14
View insights
Promote

Protection
Begonia rex potting mix soil ...
S\$2.90
** What soils do begonia rex ...
New
10
View insights
Promote

Protection
Aroid potting mix soil mix ch...
S\$2.90
** What soils do aroids need?...
New
15
View insights
Promote

Protection
Succulent potting mix soil mix
S\$2.90
**What soil do succulents nee...
New
10
View insights
Promote



5822

Unique Customers



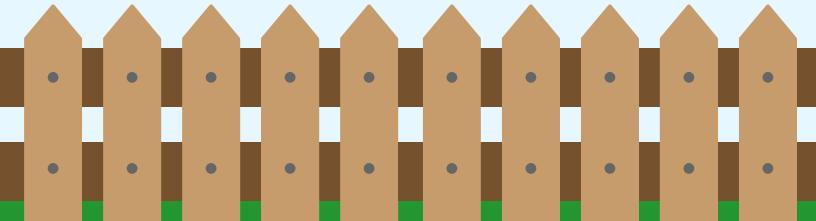
5851

Products Sold



\$61,897

Revenue





7x

Revenue Growth



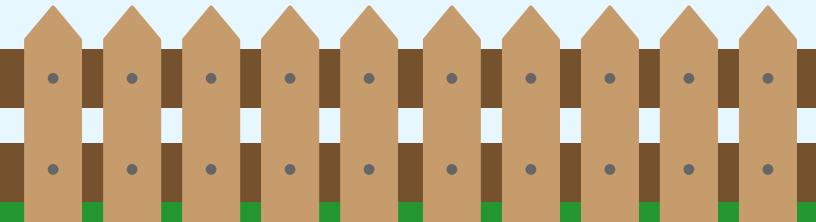
93x

Customer Growth Rate



19.7%

Customer Retention



Shop Rating

View the ratings to your shop

4.9 /

Product Name:

Variation Name:

User Name:

Review Time:

Search

Reset

All

To reply

Replied

All

5 Star(1670)

4 Star(60)

3 Star(32)

2 Star(7)

1 Star(5)

Top 3 in SG!

← Top Products

Soil



Ready Stock! Organic Soil / Garden formula potting soil for vegetables, fruits and flowers / ...

Monthly Sales: 372

2.20

Mall SUPERPLANT 5-IN-1 Plant Booster Spray [3BTL] Organic Fertilizer | Pest Repellent | Anti-...

Monthly Sales: 279

29.90

PREMIUM Aroid potting mix
Aroid soil Aroid soil mix Aroid mix.1L/5L Alocasia, caladium, ...

Monthly Sales: 208

3.90

That's us!

Competitor Analysis



Competitor Analysis



Competitor Analysis

- **Too much waste**

Sellers provide soil in bulk quantities, far beyond what we need

- **Not plant focused**

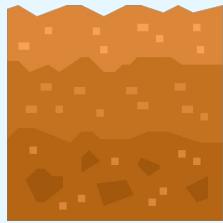
Soils are not plant specific, and are instead general ingredients

- **Not customer centric**

Sellers tend to specialise in a certain type of soil and do not allow for adjustments



We take a cut of the
direct transaction



\$0.70

Soil Mix



+\$2.2

0



\$2.90



Gardener

Our Competitive Edges



1st Mover



One Stop Solution



Personalised for
every plant



Personalised for
every customer

Future Direction

Optimization
of Database



\$1k

Scaling of
Potting
Operations



\$5k

Expansion of
Ecosystem



\$4k



Our Team



Ivan Tan
Plant Enthusiast
3 Years in Product Design



Tishya Khanna
2 Years in Data ETL
PM in Search Algorithms

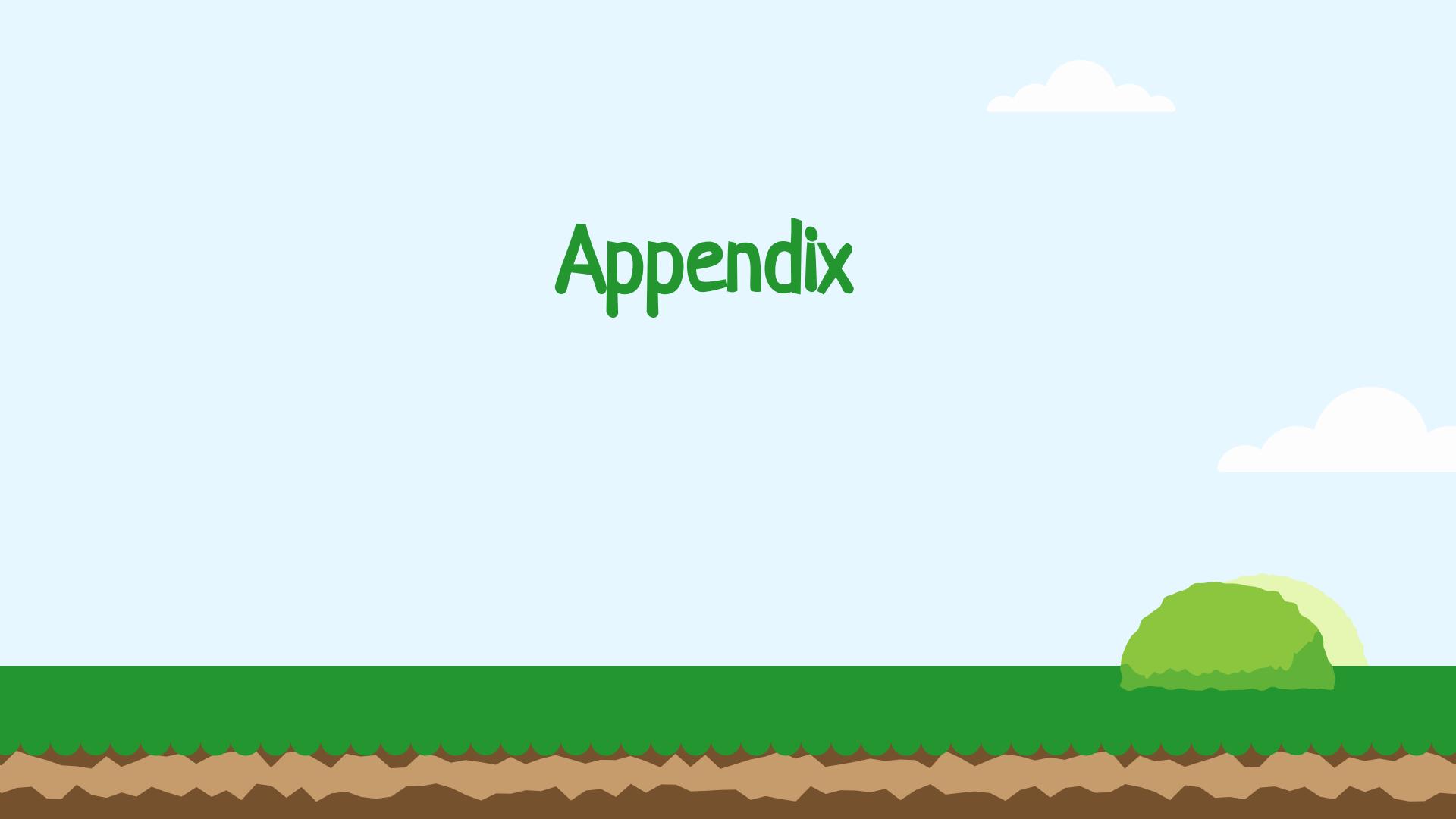




Who would like to
GROW
with us?



Appendix



Timeline

Mon	Tue	Wed	Thu	Fri	Sat	Sun
-----	-----	-----	-----	-----	-----	-----

	29	30	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15			

 Set up Carousell And Shopee store

 Hit \$100 in sales

 Hit \$846 in Sales

How we came up with this idea

1st survey: General survey on problems faced when growing plants

Hypothesis:

- People struggle with choosing the right plant
- Diagnosing plant problems



"Mixing specific soils for specific plants" a recurrent problem

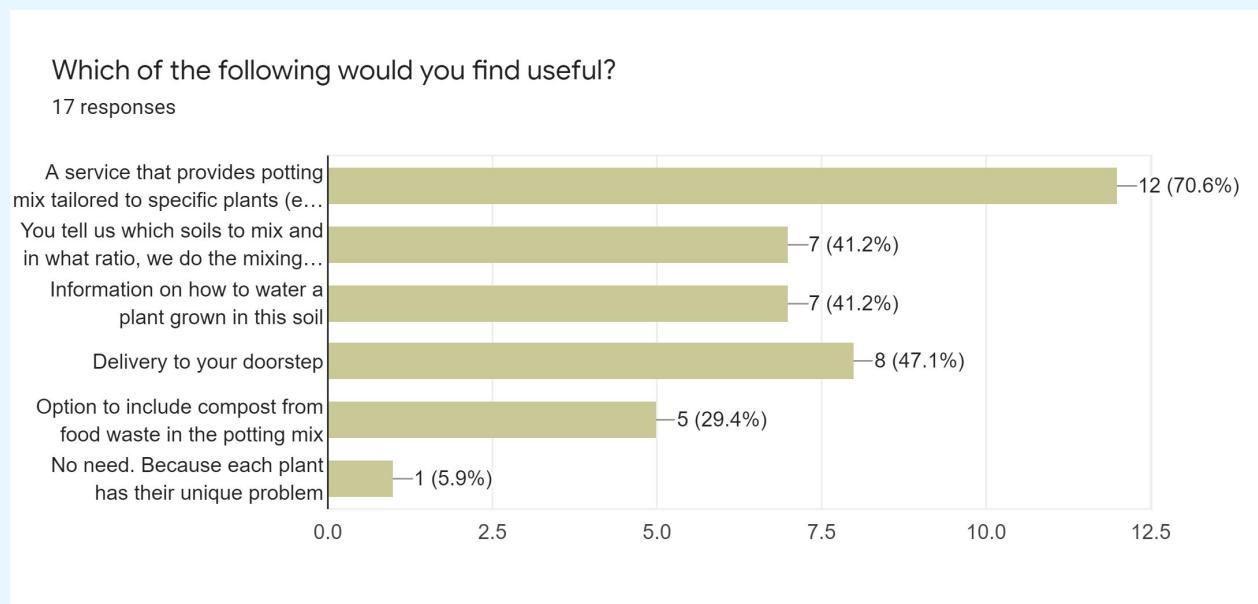


2nd survey: Is mixing your own soil really a problem? If so, why?

Preparing your own soil mix is painful

(How are people currently doing it, and is it really that bad?)

- 12 out of 17 respondents to our 2nd survey said they would appreciate a soil mixing service



How we can scale our technology

30 BY 30

We intend to apply our soil recommendation technology to commercial agriculture

- Singapore's "30 by 30" goal – producing 30% of its nutritional needs locally by 2030: Fruits and vegetables
- Use our technology to recommend the best soil mix
- Community gardening scene is growing in Singapore: another opportunity
- Machine learning algorithm can also be trained to diagnose plant problems, solving another huge challenge faced by gardeners and farmers

Current labour intensive process



Customer Breakdown

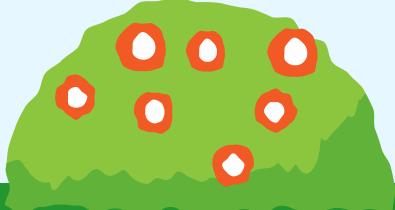
54

Unique Customers



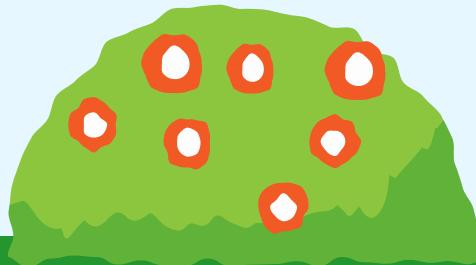
8

Returning Customers



23

Customers bought more
than one product



Financials

40%

Margin

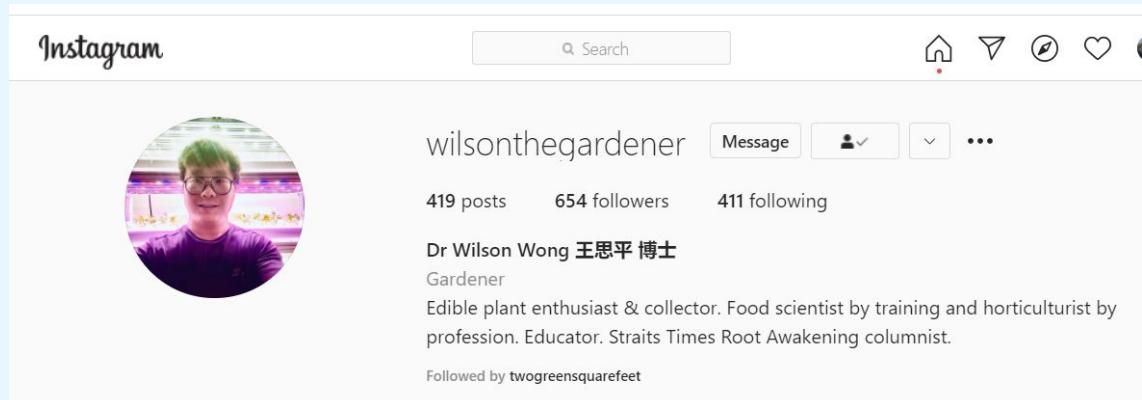
\$16.17

Avg Value per customer

Extensive research and expert consultation

(How can you be sure that the mixes you recommend work? And what happens when they don't?)

- We do thorough research
- We consult with plant experts and experienced growers
- Intend to test our mixes with actual plants
- Sensible exchange policy



Customers have been using our mix successfully

You

I mean, how do you find the drainage, composition etc?

It may still be too early for the plant to tell... But thus far, composition is lighter than those 'atas' ones we purchased. And it drains well, so helpful since it was raining crazy past days. Oh, and the potting mix is clean. 🙌🙌🙌

10:03 PM



gjyap1 · 4 days ago



Great purchase, mix it with abit of garden soil for my Thai Basil and they are going strong now.



Mint Basil potting mix soil mix plant mix soil

S\$2.90



2nd time ordering. Plants are growing well in this medium. Delivery is fast and well packaged.



15/07/2021 12:46



Customized mixes came well packed and clearly labeled. Seller even included a note and link on repotting tips; really handy for a plant noob like me. Was patient in recommending the right mix for my individual plants too. Thanks!

[Collapse](#)



05/07/2021 00:48

5.00 out of 5 (12 Reviews)

All

5 Star (9)

4 Star

3 Star

2 Star

1 Star

Second purchase! /

Very happy with purchase!

Great purchase,

will definitely buy agai

Well received, fast delivery

Nice potting mix.

Appreciate the thought that goes into making these mixes!

Prompt response and delivery, potting mix done in right proportions, reasonable pricing.

Potting mix is light and perfect for my monstera and PPP. :

5.00 out of 5 (12 Reviews)

All

5 Star (9)

4 Star

3 Star

2 Star

1 Star

That'll be great! Just want to let you know that I think you're providing a wonderful service. Soils and amendments are sold in such large quantities that it's a barrier for newbie gardeners. I ended up buying much more than what I need.

goes the extra mile to ensure the best mix for each plant!

Adjusted the soil mix based on my requirement.

really handy for a plant noob like me.

I no longer have time to do my potting mix so it is good to have found Ivan offering customised potting mix.

How we differ from our closest competitors

- Wider range of mixes to choose from: We have customers buying up to 3 different types at once. Most online stores provide only 2-3 types
- Provide customisation: We have accommodated requests to use specific recipes, and for exotic plants
- Excellent service: We have helped customers diagnose problems
- **Result: strong sales and retention!**

