

# Leafloom

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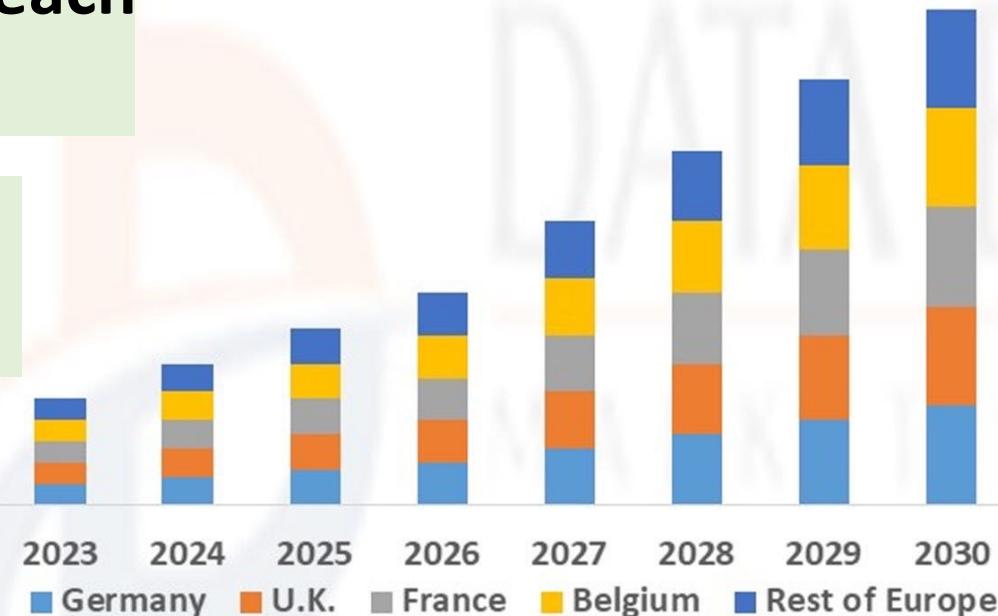
Directory

## Europe Garden Equipment Market, By 2030

Europe Garden Equipment Market is Expected to Account for USD 3,975,215.88 Thousand by 2030

The market size will reach  
**4 billion USD**

The market is on a  
**grown trend**



# Problem Statement

**User Type:**  
Busy white-collar professional

**Verb:**  
Seamlessly integrate  
gardening into his  
demanding work schedule

**Our busy white-collar professional needs a way to seamlessly integrate gardening into his demanding work schedule because maintaining a relaxing green space improves his mood and work efficiency, but time constraints and distractions pose a challenge because they lead to neglected plants, increased stress, and difficulty balancing personal interests with professional responsibilities.**

**Consequence:**  
Lead to neglected plants, increased stress, and difficulty balancing interests with work

**Insight:**  
Maintaining a relaxing green space improves his mood and work efficiency

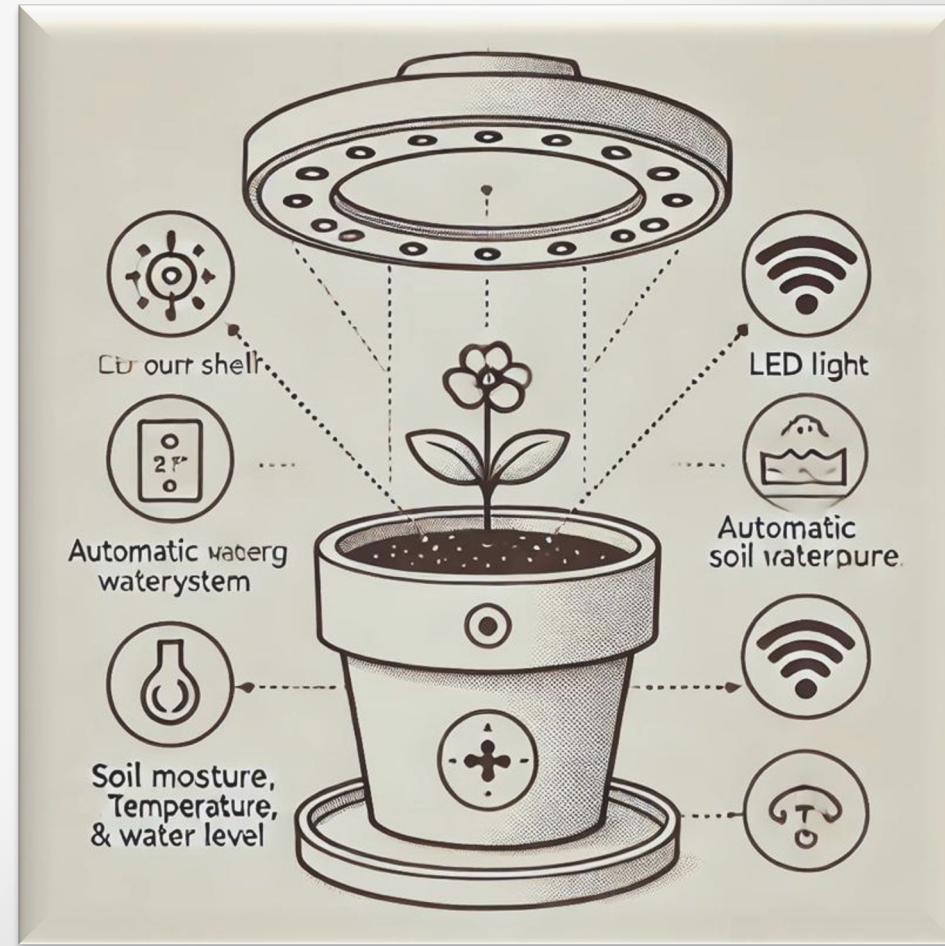
**Constraint:**  
Time constraints and distractions

# Solution

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## LEAFLOOM:

- ⌚ **No time** → Neglected plants due to meetings/travel
  - 💧 **Forgetfulness** → Over/under-watering stress
  - 😢 **Guilt** → Failed hobbies worsen work-life balance
- 
- ⟳ **Loop arrow** → Represents automated, cyclical watering
  - 📊 **Dashboard** → Symbolizes data-driven sensor technology
  - 💡 **Light bulb** → Indicates energy-independent lighting



# Value Proposition

- **360° Growth Lighting**

Our smart lighting system surrounds plants and is fully adjustable, meeting the needs of various plants without spatial limitations.

- **Autonomous Ecosystem**

Monitors soil moisture, temperature, water level, and so on, automatically adjusting watering and lighting functions as needed.

- **Interactive User Experience**

- Touchscreen: Shows plant health, growth stages, and care tips.
- Community Center: Share planting experiences.
- Expert Consultation: Online plant science experts available 24/7.
- Gamification: Earn "Green Points" for some welfares.



# Competitors



IRIS



Lechuza

## Common Deficiencies of Competitors:

- Over-reliance on single functions
- Low user engagement due to lack of community support or personalized interaction.

## Competitive Advantages

- Special Design: The surround lighting solves growth limitations.
- Full-chain Ecosystem: It provides a seamless experience from hardware to software.
- High User Stickiness: The green points accumulated by users and their community identities enhance user stickiness.

## Future Strategies:

- Patent Barriers: Apply for patents for the surround lighting system.
- Data Moat: Use users' planting data to train AI. The more personalized the services are, the higher the barriers will be.

# Marketing Strategy

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## Sales & Distribution:

- **Recommended Retail Partners**

Department Stores (IKEA, Media Market)  
Home/Garden Chains (Leroy Merlin, OBI)

- **Wholesale Options**

B2B Distributors: garden/tech wholesalers  
Online wholesale platform

- **Geographic Coverage Phase**

EU markets (Germany, France, Netherlands) — high demand for smart home gadgets.

## Acquisition Channels:

- **Social media platforms**

Find popular home live broadcasts on YouTube to collaborate on promotions and cooperate with other influencers.

- **Online Marketplaces**

Amazon: "Amazon's Choice" badge pursuit (via promo discounts + review incentives).

Brand Website: Interactive quiz ("Which plant suits your lifestyle?") to capture emails.

# Financial Projection

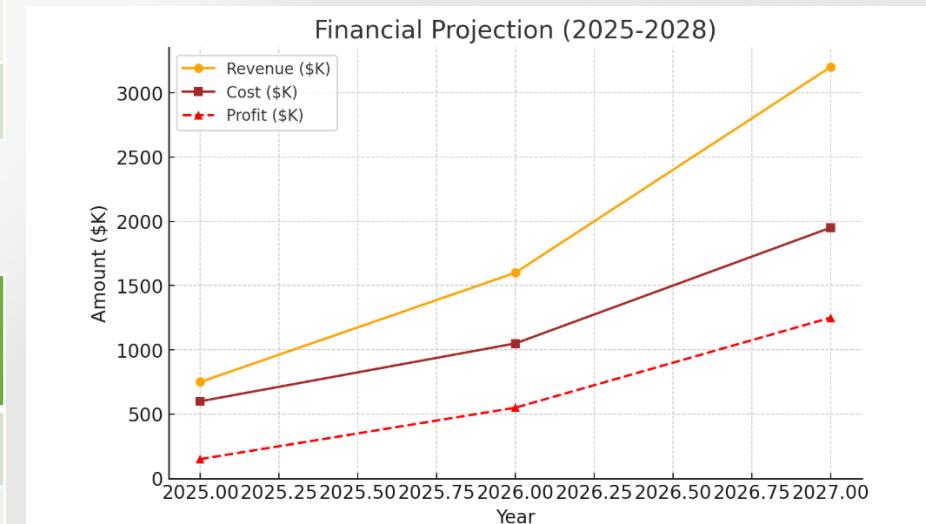
( 3 Y E A R S )

## Revenue Forecast (\$)

	Product Sales	Subscriptions	Advertisements	Total
Year 1	500,000	200,000	50,000	750,000
Year 2	1,000,000	500,000	100,000	1,600,000
Year 3	2,000,000	1,000,000	200,000	3,200,000

## Cost Structure (\$)

	R&D	Production	Marketing	Operating Expense	Total
Year 1	150,000	250,000	100,000	100,000	600,000
Year 2	200,000	500,000	200,000	150,000	1,050,000
Year 3	300,000	1,000,000	400,000	250,000	1,950,000



\*Breakthrough Point : Year 1 Q4

N E T P R O F I T :

	Year 1	Year 2	Year 3
NET PROFIT:	\$ 150,000	\$ 550,000	\$ 1,250,000

# Team



## Chief Financial Officer(CFO)

Financial Planning & Strategic Management

-

Capital Management & Fund raising

-

Data Analysis & Decision Support

-

Cost Control & Budget Management



## Chief Technological Officer(CTO)

Technology Strategy & Innovation

-

Product Development & R&D

-

IT Infrastructure & System Management

-

Collaboration & Business Alignment



## Chief Marketing Officer(CMO)

## Chief Sales Officer(CSO)

Market Research

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Brand Management

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B2B B2C Development

Product Promotion & Advertising



## Funding Asks

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We are seeking \$300,000 for 10%



\$125,000



\$75,000



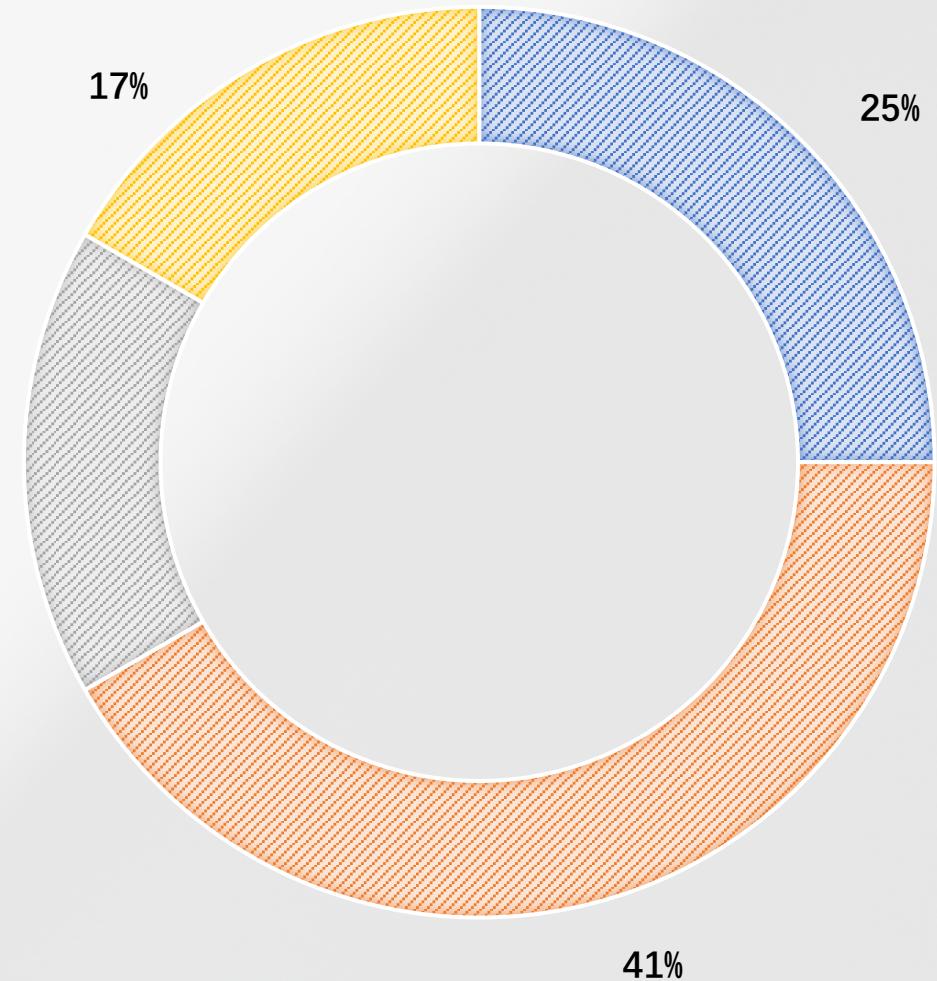
\$50,000



\$50,000

## THE ASK

■ R&D ■ Production ■ Marketing & Sales ■ Personnel & others



# Appendix

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# Business Canvas

<b>Key Partners:</b> Sensor Supplier, B2B Partnership, Gardening & Home Retailers (flower market)	<b>Key Activities:</b> Experts Endorsement, Influencer Collaboration, Partnership with OEM Manufacturer	<b>Value Proposition:</b> Convenient Operation, Aesthetic Design, Smart Maintenance	<b>Customer Relationship:</b> App User Community, Experts Answers, Warranty	<b>Customer Segments:</b> Gardening Enthusiasts, Busy City Dwellers, Business Users (Hotels)
	<b>Key Resources:</b> Industrial Design, IoT tech for APPs		<b>Channels:</b> E-commerce Platforms, Home Furnishing Stores (e.g., IKEA), Corporate Procurement	
<b>Cost Structure:</b> R&D costs, Production costs, Marketing costs	<b>Revenue Streams:</b> Product Sales 65% Value-Added Services (Subscription App) 30% Advertising Revenue 5%			

Thank you for listening

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