

plant

Grow what matters.

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Important Notice

This document is for informational purposes only and does not constitute a legally binding offer of securities. This opportunity is not available to the general public — it is intended for friends, family, and people with an existing relationship with the founder. All investment agreements should be reviewed by a qualified legal professional. Figures are projections, not guarantees. You could lose some or all of your investment. Only invest what you can afford to lose.

Section 01

What You Are Investing In

plant is a backyard vegetable growing app for people in their first few seasons of growing their own food. It combines a zone-aware planting calendar, Apple WeatherKit weather intelligence, a signature traffic light system, companion planting guidance, and a local community feed into one clean, focused mobile experience — built for the grower nobody else is serving.

Market Signal	Figure	Source
Global gardening market	\$120B	MarkNtel Advisors, 2024
US households that garden	55%	Scotts / Wakefield, 2020
New pandemic growers	18.3M	National Gardening Association, 2021
Millennial share of growers	29%	Garden Pals / NGA, 2023
Smart gardening app CAGR	10.7%	Industry benchmark
Planta monthly revenue (iOS est.)	~\$300K/mo	Sensor Tower, 2025

Why plant has a real shot

No existing app serves this user.

Planta (\$35.99/yr) is built for houseplants. GrowVeg (\$29/yr) is desktop-only with no community. No mobile app combines weather, calendar, and community for food growers. That gap is plant.

The business model is validated.

Freemium subscription at \$34.99/yr (\$6.99/mo option) sits at the Planta price point — the category's revenue leader. The model is proven. The audience is underserved.

The founder has a structural marketing advantage.

Professional cinema-grade production equipment eliminates \$25–75K/year in content creation costs. Every marketing dollar goes to reach, not production. No funded competitor can match this cost structure.

The roadmap has real platform upside.

Year 1 is the app. Year 5 is a platform — school curriculum, land matching, food bank logistics, Plant Kits in Lowe's. Your investment helps get us there.

Section 02

How the Investment Works

This is a Revenue Share Agreement — not equity. You invest a fixed amount and receive a predetermined return paid quarterly from plant's subscription revenue. Once your return is paid in full, the agreement ends. You keep your return. We keep the company. Simple, fair, and defined upfront.

01

Choose your amount and term

\$1,000 to \$25,000. Choose 12, 24, or 36 months. Your multiplier and total return are fixed before you sign — no moving parts, no surprises.

02

Sign a Revenue Share Agreement

A straightforward legal document defining your exact return. We strongly recommend independent legal review for investments over \$5,000. We'll send the agreement — no pressure, no rush. A call is always available.

03

Payments begin

Quarterly payments start once plant reaches \$5,000 MRR — approximately 135 Pro subscribers at current pricing — or 6 months post-launch (February 2028), whichever comes first. You'll receive a payment statement each quarter.

04

Agreement closes at cap

Once your full agreed return is paid, the agreement ends. Clean, defined close. You keep every penny of your return. We don't owe more, and you don't lose out if growth is faster than projected.

Key terms at a glance:

Term	Detail
Investment amounts	\$1,000 · \$5,000 · \$10,000 · \$25,000
Payment terms	12 months (1.3x) · 24 months (1.6x) · 36 months (2.0x)
Payment frequency	Quarterly
Payment trigger	\$5,000 MRR (~135 subscribers) or 6 months post-launch
If growth is slower	Payment schedule extends — total return does not change
If growth is faster	Payments accelerate — you receive full return sooner
Equity	None — this is not an equity investment
Board involvement	None required
Total raise cap	Limited raise — closes once target is reached

Section 03

Revenue Share vs Equity

	Revenue Share — this offer	Equity investment
What you get	Fixed return paid from revenue	Ownership stake in the company
When you get paid	Defined schedule — starts early	Only on acquisition or IPO
Your return	1.3x–2.0x — agreed upfront	Unlimited upside, often nothing
Risk level	Lower — return is defined	Higher — most startups return nothing
Involvement	None required	Often includes board involvement
Best for	Friends, family, early believers	Institutional investors betting on exit

Why revenue share for this raise?

We're not raising from institutions. We're raising from people who know us. Revenue share rewards your belief with a defined, fair return — without requiring you to understand cap tables, wait for an exit, or sit on a board. You invest. We build. You get paid. The agreement ends. Clean.

Section 04

Investment Tiers and Full Return Schedule

Four investment amounts. Three payback terms. Every return is fixed and agreed before you sign. The table below shows exactly what you invest and exactly what you receive.

How multipliers work: a shorter term means a lower multiple — you wait less, you earn less. Longer terms reward patience. All multipliers are set to be fair to you and sustainable for the business.

You invest	Term	Multiplier	Total return	Your profit	Quarterly payment
\$1,000	12 months	1.3x	\$1,300	+\$300	\$325/qtr
\$1,000	24 months	1.6x	\$1,600	+\$600	\$200/qtr
\$1,000	36 months	2.0x	\$2,000	+\$1,000	\$167/qtr
\$5,000	12 months	1.3x	\$6,500	+\$1,500	\$1,625/qtr
\$5,000	24 months	1.6x	\$8,000	+\$3,000	\$1,000/qtr
\$5,000	36 months	2.0x	\$10,000	+\$5,000	\$833/qtr
\$10,000	12 months	1.3x	\$13,000	+\$3,000	\$3,250/qtr
\$10,000	24 months	1.6x	\$16,000	+\$6,000	\$2,000/qtr
\$10,000	36 months	2.0x	\$20,000	+\$10,000	\$1,667/qtr
\$25,000	12 months	1.3x	\$32,500	+\$7,500	\$8,125/qtr
\$25,000	24 months	1.6x	\$40,000	+\$15,000	\$5,000/qtr
\$25,000	36 months	2.0x	\$50,000	+\$25,000	\$4,167/qtr

* Quarterly payments begin once plant reaches \$5,000 MRR (~135 Pro subscribers at \$34.99/yr + \$6.99/mo blended) or 6 months post-launch (August 2028), whichever comes first. All figures shown are total amount received including return of principal. Returns are projections — not guarantees.

Section 05

Worked Payment Examples

Three scenarios showing exactly how payments flow. Payments begin August 2028 (6-month post-launch backstop) and run quarterly until the agreed return is paid in full.

\$5,000 over 24 months

\$5,000 invested → \$8,000 received

1.6x · +\$3,000 profit

Quarter	Period	Payment
Q1	Months 1–3	\$1,000
Q2	Months 4–6	\$1,000
Q3	Months 7–9	\$1,000
Q4	Months 10–12	\$1,000
Q5	Months 13–15	\$1,000
Q6	Months 16–18	\$1,000
Q7	Months 19–21	\$1,000
Q8 — Final	Months 22–24	\$1,000

Most popular term. Positive ROI while the business is still early-stage.

\$1,000 over 12 months

\$1,000 invested → \$1,300 received

1.3x · +\$300 profit

Quarter	Period	Payment
Q1	Months 1–3	\$325
Q2	Months 4–6	\$325
Q3	Months 7–9	\$325
Q4 — Final	Months 10–12	\$325

Fastest payback. Best for those wanting to support with a shorter commitment.

\$25,000 over 36 months

\$25,000 invested → \$50,000 received

2.0x · +\$25,000 profit

Quarter	Period	Payment
Yr 1 (Q1–Q4)	4 × \$3,125/qtr	\$12,500
Yr 2 (Q5–Q8)	4 × \$3,125/qtr	\$12,500
Yr 3 (Q9–Q12)	4 × \$3,125/qtr	\$12,500 — Final

Highest return. For those with conviction in the long-term platform vision.

Section 06

The Business — Projections and Path to Profitability

All figures are projections based on industry benchmarks and comparable app performance. Three scenarios are modelled. The base case is what a well-executed launch with the Founder Production marketing approach should achieve.

Metric	Conservative	Base Case	Optimistic
Annual / monthly price	\$34.99 / \$6.99	\$34.99 / \$6.99	\$34.99 / \$6.99
Year 1 downloads	4,500	7,000	15,000
Year 1 Pro subscribers	90	280	900
Year 1 subscription revenue	\$2,856	\$8,775	\$26,720
Kickstarter net	\$45,270	\$45,270	\$45,270
Year 1 net	(\$21,822)	(\$18,403)	(\$4,958)
Year 3 Pro subscribers	1,800	3,200	5,200
Year 3 ARR	\$65,842	\$113,174	\$163,000
Year 3 net	\$6,842	\$42,174	\$88,000
Year 5 Pro subscribers	9,500	9,500	18,000
Year 5 ARR	\$272,572	\$348,743	\$516,452
Year 5 net	\$154,572	\$230,743	\$343,620

Year 1 shows a net loss in all scenarios because the build cost (\$40–50K) is expensed in Year 1. This is expected and planned — the Kickstarter and founder seed investment cover it. The business turns profitable in Year 3 across all scenarios. By Year 3 base case, 3,200 Pro subscribers generate \$113K ARR — self-funding the business including a small team.

The \$5,000 MRR Trigger — When Your Payments Begin

Payments begin when plant reaches \$5,000 monthly recurring revenue, or 6 months post-launch (August 2028), whichever comes first. At \$34.99/yr and \$6.99/mo (80/20 annual/monthly mix), \$5,000 MRR requires approximately 135 total subscribers — achievable within the first growing season in the base case.

Section 07

Kickstarter Strategy

The Kickstarter campaign launches October 2027 and funds the iOS build. The \$45K base goal is fully covered by the projected backer mix with headroom. February 2028 delivery targets peak gardening planning season — the best possible window for a gardening app launch.

Tier	Price	What's included	Est. backers	Gross revenue
Seed Starter	\$9	Zone seed packet + Founding Member badge	400	\$3,600
Early Grower	\$19.99	Zone seed packet + Founding Member badge · Email list first 100 only	100	\$1,999
Grower	\$29	1yr Pro + zone seed packet + Founding Member badge	500	\$14,500
Kitchen Garden	\$49	2yr Pro + seeds + plant t-shirt + Founding Member badge	160	\$7,840
Founding Farm	\$99	4yr Pro + seeds + tote bag + Founding Member + Founding Farm badge	70	\$6,930
Founder's Lifetime	\$199	Lifetime Pro + sweatshirt + Founding Member badge + name in credits	45	\$8,955
Founding Beta	\$299	Lifetime Pro + garden tool bag + Founding Member badge + beta access	18	\$5,382
TOTAL	Avg ~\$38		1,293 backers	\$49,206

\$49,206 gross · \$45,270 net after 8% fees · ~\$21,000 merch fulfillment · ~\$24,000 net to project. With founder seed (\$7,500) + BackerKit add-ons (~\$3,000): ~\$34,500 available for build.

Stretch Goals

Goal	Unlocks	Realistic?
\$45K — Base	iOS MVP fully funded. February 2028 delivery.	Yes — base goal
\$65K	Advanced weather in v1.0 — hourly nudges, skip-watering, heatwave	Yes — 44% overfund
\$90K	Android development begins — targeting late 2028	Stretch — 100% overfund
\$120K	Recipe section added to Year 1	Ambitious
\$175K	School curriculum development begins	Aspirational

Section 08

Honest Risk Assessment

Every investment carries risk. Here's an honest view of what could go wrong and how it's being managed. We'd rather you go in with clear eyes than be surprised later.

The app might not reach revenue targets

Downloads may come slower than projected. Subscription conversion may be lower than modelled.

Managed by: Conservative projections used. Lean cost structure. Kickstarter funds the build, not operations. If revenue is lower, the payment schedule extends — your total return does not change.

Build delays or App Store rejection

Technical problems, Apple review issues, or developer delays could push the launch past February 2028.

Managed by: React Native + Supabase is a proven, well-documented stack. Developer identified before build begins. 6-month payment backstop starts regardless of MRR. Build is scoped conservatively.

Competition

A well-funded competitor could enter the food-growing mobile space. App Store algorithm changes could affect organic discovery.

Managed by: First-mover community advantage grows over time. The local feed becomes more valuable with density — network effects protect the position. The founder's production advantage is structural, not temporary.

Payments slower than schedule

Revenue share payments are tied to business performance. Slower growth means a longer payment period.

Managed by: Total return is always protected regardless of timeline. Payments begin on a fixed backstop regardless of whether MRR is hit. We recommend keeping total 12-month investor commitments under \$15K to protect the business's early cash flow.

The app might not launch at all

In the worst case — major technical failure or build abandonment — investors could lose their capital.

Managed by: This is the highest-risk scenario. Kickstarter funds the build independently of investor capital. Build scope is deliberately small and proven on existing technology. Risk is real but managed.

■■■ This investment is not covered by any government investor protection scheme. You could lose some or all of your investment. Only invest what you can afford to lose. Please speak with a financial advisor if you are unsure. This opportunity is for friends, family, and people with an existing relationship with the founder — it is not available to the general public.

Section 09

How to Invest — Next Steps

If you'd like to invest, the process is straightforward. No pressure, no rush — we want you to feel completely comfortable before moving forward.

01

Reach out

Email us at invest@tryplantapp.com or reply directly to whoever sent you this document. Tell us which tier and term you're interested in. We'll answer any questions — a call is always available.

02

Review the agreement

We'll send a simple Revenue Share Agreement covering the exact amount, multiplier, payment schedule, and all terms. We strongly recommend having a lawyer review it — especially for investments over \$5,000.

03

Sign and transfer funds

Once you're comfortable, you sign and transfer your investment by bank transfer. We'll confirm receipt in writing and add you to our investor update list.

04

We build and launch

Your money goes directly toward building plant. You'll receive regular updates — Kickstarter campaign, beta launch, App Store submission, and first subscribers.

05

Quarterly payments begin

Once plant reaches \$5,000 MRR or 6 months post-launch (August 2028), whichever comes first, your quarterly payments start. Each payment comes with a statement showing revenue and remaining balance.

A note from Trevor Lewis, Co-Founder

I'm not raising from strangers. I'm asking people who know me — and who know I'll lose sleep over this if it doesn't work — to back something I genuinely believe in. plant exists because I looked at the gardening app market and saw a lot of tools for people who already know what they're doing, and almost nothing for the person standing in a garden centre in March, holding a tomato seedling, completely unsure what comes next. That person is everywhere. No one is serving them well.

The revenue share structure is designed to be fair. You get a fixed, defined return. You don't need an exit event. You don't need to understand cap tables. If the business grows and you backed it early — that's a good outcome for both of us. If you have questions, my door is always open.

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