

plant

Grow what matters.

THE OPPORTUNITY

55% of US households garden.
18.3M new pandemic growers.
Not one app built for them.

plant is the mobile companion
for first-to-third season
backyard vegetable growers —
the largest underserved segment
in a \$120B global market.

KEY NUMBERS

\$120B

Global gardening market

55%

US households that garden

18.3M

New pandemic growers

\$34.99

Plant Pro annual price

KICKSTARTER · OCTOBER 2027

\$45K Base goal · iOS launch Feb 2028

\$65K Advanced weather in v1.0

\$90K Android development begins

\$120K Recipe section in Year 1

INVESTMENT · REVENUE SHARE

\$1K → \$1,300 / \$1,600 / \$2,000

\$5K → \$6,500 / \$8,000 / \$10,000

\$10K → \$13,000 / \$16,000 / \$20,000

\$25K → \$32,500 / \$40,000 / \$50,000

12mo · 24mo · 36mo returns · Not equity · Limited raise

THE PRODUCT

Four pillars. One goal.

Plant Database

75 curated crops. Zone-aware planting windows, companion planting, succession guidance.

Traffic Light

Pre-plant: wrong season / start indoors / plant now. Post-plant: growing / ready / past peak.

Planting Calendar

NOAA frost dates + Apple WeatherKit. Tells you what to do right now, not just in theory.

Community Feed

Following feed + What's Growing Around Me. Local, social, and active from day one.

BUSINESS MODEL — FREEMIUM

FREE

- Full plant database
- Traffic light system
- Unlimited tracker
- Frost & plant-now alerts
- Community feed
- Harvest journal

PLANT PRO \$34.99/yr · \$6.99/mo

- Hourly WeatherKit nudges
- Vacation-aware calendar
- Fertilizer scheduler
- Moon phase calendar
- Crop-specific tips
- Community farms

ROADMAP

- Yr 1 · 2027–28** iOS launch · Kickstarter · 75 crops · Community
- Yr 2 · 2029** Android · Recipes · Produce ratings · Adv. weather
- Yr 5 · 2032** School curriculum · Land matching · Food bank network
- Yr 10 · 2037** Plant Kits in retail · 1,000+ schools · API ecosystem

FINANCIAL PROJECTIONS — BASE CASE

Year 1	Year 3	Year 5
7K downloads	3,200 subs	9,500 subs
280 Pro subs	\$113K ARR	\$349K ARR
\$45.3K KS net	\$42K net	\$231K net

WHY NOW · COMPETITIVE GAP

- No app combines mobile-first + food-growing + community.
- Planta (\$35.99/yr) serves houseplants. GrowVeg (\$29/yr) is desktop-only.
- plant: \$34.99/yr · mobile · food-focused · community-driven.
- 18.3M pandemic growers now in seasons 3–5, ready for better tools.

Limited revenue share raise · Friends, family & early believers only.

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