

Plantee

Helping plant parents to never lose another green child ever again

Raising \$1.4M (\$0.4M closed already, \$1M left to raise)
to start mass-production and reach \$1.7M revenue by 2025



Ondra Zbytek
CEO & Co-founder



Daniel Satke
CTO & Co-founder





Smart devices for indoor plant care

Indoor Gardening Supplies

\$30.7B

MASSIVE market

Raising \$1.4M Seed

\$0.4M closed already, \$1M left to raise

B2C AgriTech Powerhouse



I bet you won't find a more competent team

\$100K on Kickstarter

Market-validated

Mass-production ready product

Technically de-risked

Meet the most competent - The B2C AgriTech Powerhouse



Ondra Zbytek
CEO & Co-founder

Serial founder, exited Nuledo (acquired by TCLS in 2023).

MSc, electrical engineering. Designed 7 different electrical home growing systems.

Grown 1000+ houseplants since 12y old. Member of 6 growing communities.



Daniel Satke
CTO & Co-founder

Led manufacturing team of 5. **Designed and delivered products to 5 countries**, optimizing for mass production.

MSc, mechanical engineering at CTU in Prague, exchanges at IIT Madras, India and the University of Adelaide, Australia.



Valery Mezencev
Marketing Hacker

Mastermind behind a **400% funded Kickstarter campaign.** Former startup studio **B2C product marketing manager**, Product Marketing Alliance™ ambassador.

MSc, business administration and marketing.



Josef Vydak
Soil & Fertilizer Grandmaster

Inventor of **61** compositions and production protocols for certified hobby gardening soils and fertilizer mixtures.

MSc, horticulture. His growing blends reached **50+ million users over the last 30 years.**



Advised and backed by the most knowledgeable



Tomas Bodnar

Domain-expert Advisor

Online Indoor Plant Sales Visionary

Founder of DMP.cz, a viral online business with D2C indoor plant sales. **Nearing \$1.2M GMV with more than 12,000 unique customers.**

Helping us:

- **Develop a Go To Market strategy**
- **Understand customer preferences and purchasing patterns**
- **Perform user testing** on his customers



AGRO CS a.s.

Pre-seed Investor

High-value Strategic Partner

Largest B2B2C company in CEE in gardening supplies (soil substrates, fertilizers, plant biostimulants), \$168M/y revenue, 790 employees, 5M+ end users. **Eager to participate in future financing.**

Providing:

- **Manufacturing facilities**
- **Internal sales data & consumption trends**
- **Contact network** for business partners, distributors and journalists



What brought the dream team together?



**“It all started
when my good
friend died”**

Ondra Zbytek
CEO of Plantee Innovations





And I was not the only one crying over a lost friend...

This image is a collage of several overlapping screenshots from various online forums, primarily focusing on gardening. Each screenshot shows a user's profile, their post title, and the beginning of their text. The text in the screenshots is highlighted in yellow.

- Jenny Ng** (Top Contributor, September 23, 2023): "HELP IM A BEGINNER 🥺 why is my tree turning less green? I got want it to die! I have it placed indoors right beside a window with about once a week/when soil looks dry. The way I've been watering pot for a..."
- r/gardening** (2 yr. ago, miaxxxx): "Help my plant is dying how do I revive..."
- Melissa Jimenez** (December 13, 2023): "What to do? She is so sad"
- Krisztián László** (Top Contributor, May 24): "Hello! SOS help needed. Carmona dyr Long story short: Got it from 200+ aphid out of there So we report..."
- Shaun Dolley-Smith** (Top Contributor, June 1, 2023): "HELPI! what am I doing wrong? Metasequoia Dawn redwo Had it about a month now someone said it looks like garden table all day and r sonsun at the minute isn't degrees farenheight)"
- r/bonsaicommunity** (2 yr. ago, kyoreus): "help my bonsai is dying, any advice, tips to sav..."
- Tingting Sun** (May 8, 2023): "Help!!! White pine about to die, I brought it a month ago, repotted and placed outside, water daily and it started to turn brown, I had no id see them. Is this done? Thank you in advance, please he..."
- Shawn Thom** (Top Contributor): "I'm losing him. Can't..."
- Simon Ives** (June 18, 2023): "Please help me save "Frank" My 9 year old daughter named him so I'd better try 🥺 I think he's a Carmona Fukien Tea but I could be wrong. Only about 12cm from a 7cm square pot with a hole for drainage. Been watering once a day until water worried I've over watered him. Kept inside, in airconditioning around 25°C or 77 or 95°F outside. Only 1 hr of direct sunlight a day. Had him about 3 months. no advice on watering / fertilising / sun appreciated."
- r/gardening** (1 yr. ago, MotivatedTo): "My plant is dying, what should I do?"
- Grace Mckay** (December 21, 2022): "Please help. My housemate moved my juniper bonsai on top of the hot water machine . There is a little bit of green and some new foliage at the bottom of the tree. I've never had a bonsai before and got it in June I hadn't done very much wiring to it at all. But thought it would help if I trimmed some of the branches today until I watched a YouTube that told me not to as bonsais need the foliage! It has been this yellow for about a month now is it dead 🥺"

What problem do these people have in common?



73% of home growers kill multiple houseplants every year due to mistreatment

Which results in ...



Major economic loss \$9.7B every year just in the US



Gigantic waste from dead plants and soil



Stress affecting the mental health of growers



Worsening indoor air quality and well-being



What's the solution?



A smart device delivering consistent and appropriate care for houseplants 

Connected to AI powered database of ideal growing conditions for every plant 

Taking care of essential tasks...



watering



lighting



fertilization



plant heating



soil heating



air humidification





The all-in-one smart indoor greenhouse

Is there a need? Our customers told us!

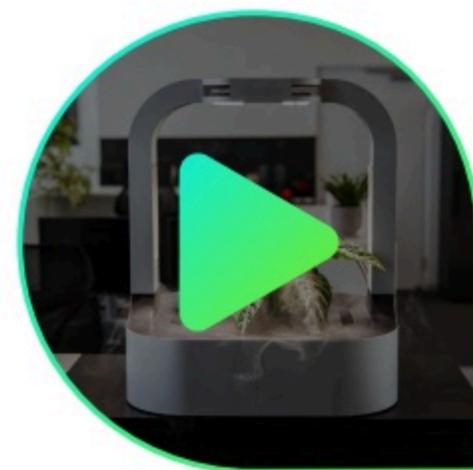
- Hello, **your solution seems exactly what I need** to grow epiphytic orchids at home!
- I've been **looking for something like this for a long time** for my Bonsai tree so I'll be able to keep it indoor instead of transferring it everyday from inside to outside. Please help!
- **I need Plantee badly** - I've identified myself as a definite plant killer for years.

What is unique

- Uses any soil substrate, **grows all plants**
- **Greenhouse without glass** 🤖 Ask us how it works!
- Ideal growing conditions thanks to connection with planteebase.com

Business point of view

- Rapid prototyping techniques - **very easily iterable**
- Proprietary electronics - **big MOAT and easily transferable** to new modular products



Watch the video!



see appendix for products under development

Who else is solving?



Grows all plants
(including bonsais, houseplants...)



growbox



Lechuza®



private gardener

Planteer

total \$0.36M from VCs raised Pre-seed 2021

Hard to grow

Easy to grow



aeroponics/hydroponics



Grows only very specific plants
(only herbs or only mushrooms or only avocados or only...)

RISE GARDENS

AUK

AeroGarden

Gardyn

CLICK & GROW™

Shrooly

soil-less smart gardens

total \$3.3M from VCs raised Seed 2023
total \$11.6M from VCs raised Series A 2021
total \$55M from VCs raised Series B 2022
total \$17.9M from VCs raised Series B 2020



Do people want to buy **our** solution? Yes they do!



Raised [\\$102K on Kickstarter](#)
(400% funded) **market-validated**



Built and tested
a mass-production ready product
technically de-risked



Gathered **8K** future **customers** in
a private FB group, **10K** mailing list
waiting for product release



Published **apps** for [iOS](#)
& [Android](#) for controlling Plantee



Measured:

- **Kickstarter CAC: \$275**
(Q4/2025 target: \$85)
- **Small batch gross margin: 34%**
(Q3/2025 target: 51%)



Registered an **awesome**
trademark



Created a **deep moat** with the
most competent team and
3 years of R&D



Meet **Michael**, our beloved plant killer

Serial plant killer – lost 7 houseplants in the last year

73% of growers kill multiple plants every year, an average millennial kills 7.

Home-office high-income worker

44% growth in remote work over the last 5 years.

Started gardening during COVID

18% raise in indoor growing after COVID.

Suffers from negative emotions connected to gardening fails

Studies show that dying houseplants in your home negatively impact your wellbeing.

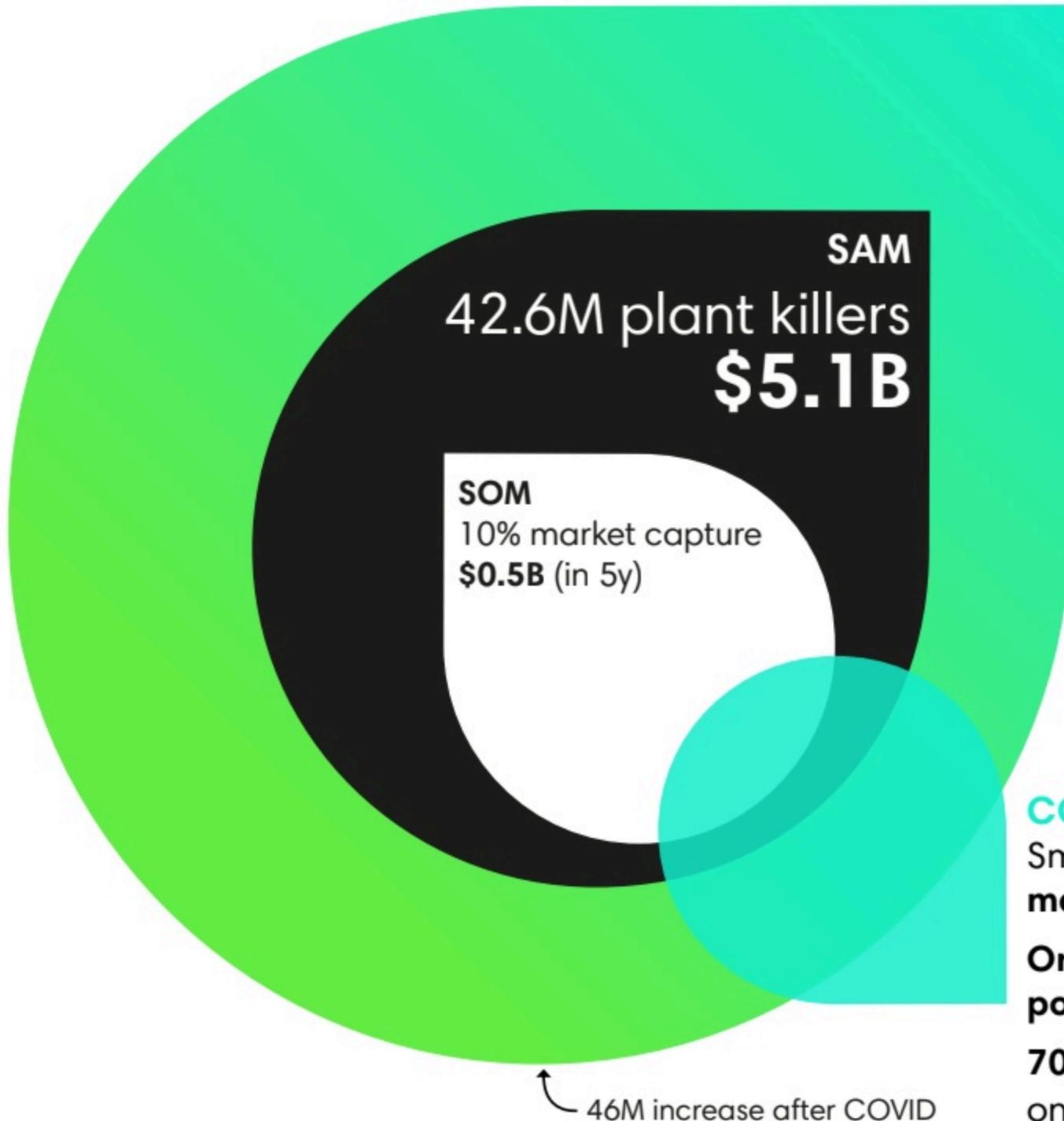
↑ We are not the only ones seeing this! Smart Kitchen Gardens boomed in the last 3 years **but none of them will help Michael.**

Tech loving IT guy, lives in London, UK

Plants suffer without sufficient sunlight.



How many Michaels are there?



TAM

258M indoor growers

\$30.7B

with **6.6% CAGR**

258M people in the developed world grow plants indoors as a hobby and **the supplies market is growing!**

33% of them have high income, access to Wi-Fi and a smartphone and live in mild or cold climates.

50% of these regularly neglect plant needs, killing them.

COMPETITION

Smart Gardens **target only a small portion of the market:** growing herbs and vegetables in a kitchen.

Ornamental plants and houseplants are 13.5x as popular and not addressed.

70% of growers grow plants in the living room while only 47% in the kitchen.





We know how to reach Michaels, and we do it **cheaply**

Inbound (50% of spend)

 Blogs and videos on plant care, offering our products as a solution

Plant killers search for help in blogs and on YouTube

 [Planteebase.com](https://www.planteebase.com) – database of growing conditions
People search how to grow their plants

 SEO ads

Guerilla marketing (10% of spend)

 Offering gardening help on Facebook, Reddit and Quora, suggesting our products as a solution

Emotional shopping, cheap and effective

Outbound (40% of spend)

 PR
15% of our customers came from PR

 Influencers
They already asked us to provide Plantee for review

 Store windows in malls
Plantee gives off light, attracting shoppers

 Social media ads

Blended CAC Q1/2024 = \$275 (measured) ↘ Q4/2025 = \$85 (target)





How many \$ will each Michael bring us?



Selling one-off HW & Accessories

(soil, seeds, fertilizers)

- **Plantee \$999**
(51% gr. margin*) – pricing validated on Kickstarter
- **Extenders \$199**
(74% gr. margin*)
- **Accessories \$220**
(46% gr. margin*) – over lifetime



Subscription \$15/mo

(on-call gardener, remote data evaluation and extended 3-year warranty)

- Every 5th customer will purchase and keeps for 3 years



CAC Q1/2024 = \$275

📉 **Q4/2025 = \$85**



80% own e-shop
20% marketplaces



Net profit CLV = \$510