**Brief**

| **Product** | PICO: A farm in your palm. Growing is fun again! |
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| **Business problem** | To have a successful crowdfunding campaign, brand awareness and loyal customers. |
| **Customer pain points** | * Improper watering practices (the amount, temperature) * Improper lightning (lack of light or too much light) * Time spent on cultivation * Space needed for plant pots * Aesthetics |
| **The solution of the product** | * Self-watering system (for 1 week), no guessing or bothering * Multi-spectrum LED grow lights provide all the necessary light wavelengths to replace sunlight completely * No need to spend a lot of time on cultivation, Pico will do it instead of you * With multiple attachments Pico can be placed anywhere (magnetic, velcro, wall hanging or tabletop placements) * Modern colors and minimalist aesthetics can fit any interior |
| **Target audience** | Age: 25-40 Gender: Both male and female Location: USA, Canada, UK, Australia, Germany, Sweden, Bulgaria, Poland |
| **Current behaviour of consumers** | Currently customers either buy usual/no smart pots or they get smart pots which provide the same functionalities but are very expensive. |
| **Desired behaviour of consumers** | To buy Pico, self assistant in your plant-parenting career. |
| **Obstacles** | * A big part of the consumer market might prefer the traditional methods of house-planting |
| **Insight** | Healthy houseplants mean healthy humans. |
| **Main message** | Pico makes plant parenting way more simple, easy and fun. |
| **Additional message** | A modern house planting for the modern plant lover. |
| **Competitors** | * [Ipot](https://www.alibaba.com/product-detail/iPot-Digital-Smart-Plant-Pots_124602904.html) ($35-40)- Provides information on humidity, temperature, need for watering, etc, through its LCD screen. * [Parrot Pot](https://www.amazon.com/Parrot-Pot-Smart-Connected-Flower/dp/B01KV0JCOS) ($45)- Has smart watering system with 1 month reservoir * [Click & Grow Smart Garden](https://www.amazon.com/dp/B01MY0HC2H?creativeASIN=B01MY0HC2H&linkCode=w61&imprToken=lRuV2WS-uguzCDhttm0b-Q&slotNum=1&ascsubtag=%5B%5Dst%5Bp%5Dcjkihc1gb000pyuy61nxotnq1%5Bi%5DtkvQVT%5Bd%5DD%5Bz%5Dm%5Bt%5Dw%5Br%5Dgoogle.com&tag=thestrategistsite-20) ($90)- LED grow lights, self watering * Smart Herb Garden by Click and Grow * [AeroGarden](https://www.amazon.com/dp/B07CKK8Z78/ref=psdc_14252911_t2_B01MY0HC2H) ($99-132)- Led lightning, reminders for watering, grows in water (no soil), automatically turns the light on and off * [AeroGarden Classic 6](https://www.amazon.com/dp/B010NBJMLI?tag=digitren08-20&linkCode=ogi&th=1&psc=1&ascsubtag=1585573216970k9s7) ($106)- Led light, reminders for watering, grows in water (no soil), automatically turns the light on and off * [iGrowtek Indoor Smart Herb Garden](https://www.amazon.com/iGrowtek-Fantastic-Sunlike-Adjustable-Voltage/dp/B07S92R27C/ref=as_li_ss_tl?creativeASIN=B07S92R27C&imprToken=zt5Ov5lL.j7Zw.Pjp9z9vw&slotNum=4&ie=UTF8&linkCode=w61&tag=mf-art-smart-shopping-20&linkId=5ec3fd44eb6f72c2f596071da5ab5f31&language=en_US) ($65)- Led light, self watering, automatic timer for light * [Spigo](https://www.amazon.com/Spigo-Indoor-Light-Garden-Pearl/dp/B01DAP6Z1E?creativeASIN=B01DAP6Z1E&linkCode=w61&imprToken=zt5Ov5lL.j7Zw.Pjp9z9vw&slotNum=6&tag=mf-art-smart-shopping-20) ($65)- Led light and self-watering   There are many products that have only self watering function, or only LED lights. For LED lights there are also many add-ons that you can get and attach to your home gardens/pots. |
| **Similar CF projects** | * [Smart Herb Garden by Click and Grow](https://www.kickstarter.com/projects/mattiaslepp/smart-herb-garden-by-click-and-grow?ref=discovery_most_funded&term=plant) ($39-49)- Self watering and Led lights, special nanotech soil, KS campaign in 2013- $625,851 raised * [EcoQube Air](https://www.kickstarter.com/projects/kevinzl/ecoqube-air-the-coolest-desktop-greenhouse-ever?ref=discovery_most_funded&term=plant) ($119-179)- Self watering, Led lights, Advanced features with application, KS campaign in 2016- $305,746 raised * [iHarvest](https://www.kickstarter.com/projects/1654415778/iharvest?ref=discovery_most_funded&term=plant) ($599-699)- very advanced technology with vertical growing of 30 plants, KS campaign in 2019- $226,542 raised * [Botanium](https://www.kickstarter.com/projects/158584247/botanium-grow-edible-greens-fast-and-effortlessly?ref=discovery_most_funded&term=plant) ($45-55)- only self watering function, fast growing mechanism- KS campaign in 2017- $113,400 raised * [brēth green™](https://www.kickstarter.com/projects/breth/brethtm-the-next-generation-air-purifier?ref=discovery_most_funded&term=plant) ($129-149)- Led Light, Self watering, KS campaign in 2018- $139,684 raised * [FogBox](https://www.kickstarter.com/projects/1881149312/fogbox-the-best-way-to-grow-herbs-indoors?ref=discovery_most_funded&term=plant) ($69-109)- Growing in water, KS campaign in 2017- raised $76,764 * [Planty](http://kickstarter.com/projects/gynapse/planty-the-smart-way-to-connect-with-nature) ($99-149)- Watering through the app, KS campaign in 2015- $103,127 raised |
| **Additional Information** | * Houseplants are good for health — and not just for their visual beauty. Studies have also proven that indoor plants improve concentration and productivity (by up to 15%!), reduce stress levels and boost the mood — making them perfect for not just home but workspace, too. * The American gardening industry alone is now worth $48bn |
| **Useful articles** | * [What people buy during coronavirus outbreak](https://www.cnbc.com/2020/03/23/what-people-are-buying-during-the-coronavirus-outbreak-and-why.html) * [Most popular houseplants in the US States](https://www.housebeautiful.com/lifestyle/g28581148/most-popular-houseplants-in-every-state/?slide=13) * [House plants bloom](https://www.theguardian.com/global/2019/jun/30/house-plants-bloom-economy-wellbeing) * [European consumption of houseplants](https://www.floraldaily.com/article/9009786/european-consumption-of-flowers-and-houseplants-is-growing/) * [Why more Millenials are buying plants](https://www.nbcnews.com/better/health/why-more-millennials-are-buying-plant-parenthood-ncna935836) * [Common growing problems](https://m.espacepourlavie.ca/en/common-growing-problems) * [Common gardening problems](http://www.missouribotanicalgarden.org/gardens-gardening/your-garden/help-for-the-home-gardener/advice-tips-resources/visual-guides/problems-common-to-many-indoor-plants.aspx) |