

GreenSense





Why GreenSense?

Houseplants boomed during the pandemic. Gen Z and Millennials say the popularity is here to stay

KUNR Public Radio | By Lucia Starbuck
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Gen Z Houseplant Ownership Stems from the Desire to Care for Something Alive

THE LEAFY LOVE AFFAIR
BETWEEN MILLENNIALS AND
HOUSEPLANTS

By Jia Tolentino April 18, 2019

- 1** GreenSense combines **advanced technology** with a **timeless terracotta aesthetic**, staying true to the time-honored tradition of plant care, with the precision assistance of our patented technology.
- 2** **Market Growth:** The Indoor Plants Market is projected to grow from \$19.72B (2023) to \$28.84B (2031).
- 3** **Strong Demand:** **66% of American households** own at least one house plant.
- 4** **Target Audience Alignment:** Millennials and Gen Z are willing to pay more for eco-friendly, resource-efficient products.

Market + Needs

Focused on...

- Beginner / Intermediate Plant Owners
- Gen Z / Millennials
- Busy, Urban Lifestyle
- Tech Savvy, Eco-Conscious

Solving for...

- Time constraints
- Aesthetic appeal needs
- Lack of plant care confidence

Which gets in the way of growing and maintaining blossoming beauties!



Competitive Market Description

Serviceable Obtainable Market

43.5 million urban households with plants who appreciate smart home technology

Competitors

- Basic/static plant pots (no plant care data or measurements)
- Other smart pots (non-elegant design, not educational)



What Makes GreenSense Different



- Time saving convenience
- Customized Care
- Timelessness/Elegance
- Tradition
- Versatility
- Eco-Friendly
- Education



Key Features

- Smart tracking technology
 - Water/humidity
 - Sunlight levels
 - pH
 - Temperature
 - Chemical composition of soil
 - Fungus/pest alert
- Smartphone connectivity
- Elegant design unlike other smart pots
- Comprehensive plant care system
- Plant care database



Pricing Structure

A Pot for Every Plant

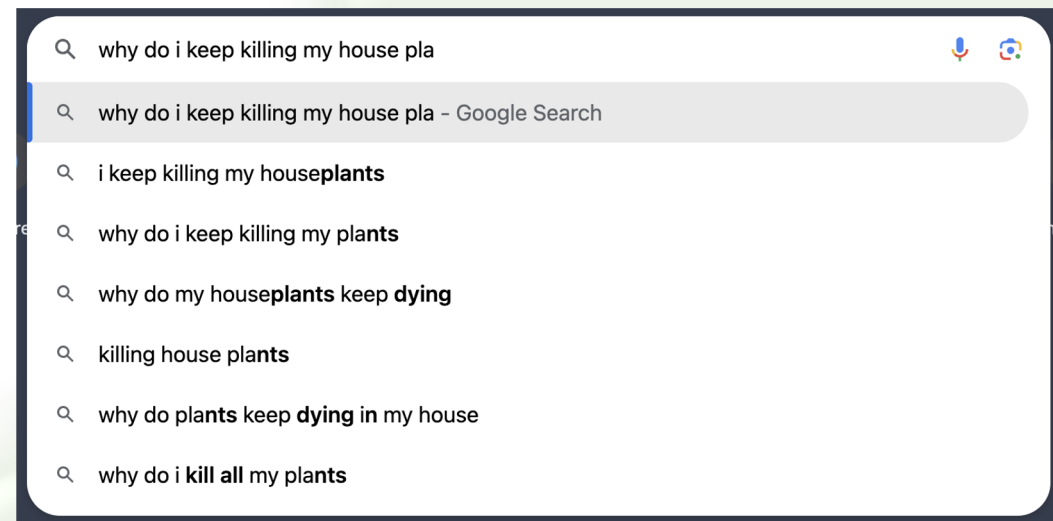
- \$50** Small (6 inch diameter)
- \$70** Medium (10 inch diameter)
- \$90** Large (14 inch diameter)



Ongoing Monthly Subscription

- Bronze (1-3 plants)** \$9.99
- Silver (4-6 plants)** \$14.99
- Gold (7+ plants)** \$19.99

Promotion



- Creative tailored to digital-first audience
- SEO + content marketing
- Focus on Meta platforms
- Strategic partnerships with plant influencers
- Host-read podcast advertisements



kill_this_plant [Follow](#) [Message](#) [+](#) [...](#)

96 posts 6,200 followers 108 following

kill this plant

[kill_this_plant](#)

Becoming a better plant parent. For plant help, join our Discord. Kill This Plant on YouTube [linktr.ee/killthisplant](#)



phillyfoliage [Follow](#) [Message](#) [+](#) [...](#)

771 posts 68.8K followers 202 following

Nick Pileggi he/him

Video creator

Philadelphia, PA 🇺🇸

I make houseplant YouTube videos 🌿

Content creator for @soltech 📍

[youtube.com/c/nickpileggiplants](#)



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2,887 posts 203K followers 1,721 following

Fern | Houseplants

[_wildfern](#)

growing tropical plants in Canada 🌿

vegan for the animals ❤️

fernallysa@gmail.com

[YouTube + shop my fave... more](#)

[msha.ke/wildfern](#)



 **The Container Store**[®]



Sales Channels



1

Retail Partners - **50%**

- Home Improvement Stores (e.g Home Depot, Lowe's, Ace Hardware)
- Mass Retailers (e.g Target, Container Store)
- Specialty Plant Stores

2

Direct-to-Consumer (DTC) E-Commerce Store - **30%**

- Employ promotional coupons to ↑ sales

3

E-Commerce Retail Partners - **20%**

- Amazon
- Costco
- Instagram Shops
- Specialty Gardening Marketplaces



Revenue Model

1%

Market Penetration: A Strategic Starting Point

Aiming for a 1% market penetration in the first year represents a calculated and realistic approach to entering the smart plant pot market.

64M

Total Revenue: Market Validation and Execution.

Achieving \$63.85 million in revenue demonstrates strong market validation for our products and subscription services and underscores the effectiveness of our go-to-market strategy

22M

Profit: Foundation for Future Growth

A \$21.55 million profit in our first year of operations underscore the strength of our business model and execution.

Five Year Goals

- Annual 58% growth to capture 10% of market share in the next five years
- Create B2B sales pipeline
- Product line expansion and product use cases



Appendix

Complete working document:

<https://docs.google.com/document/d/1AhvC-VQGQKrQxmnkamibHbD8av9XDjgBbBiZS18WAls/edit?usp=sharing>

Target Market: 84.5 million households.

- Total Addressable Market (TAM): 84.5 million households
- Serviceable Addressable Market (SAM): 70.1m households (in urban areas, 83% of all households are in urban areas)
- Serviceable Obtainable Market (SOM): 43.5m households (62% of SAM)
- On average, American plant owners spend \$74 a year on houseplants.
- On average, the most a someone would spend on a plant was reported to be \$110.

Components:

Plastic pot: \$2-5.0

Sensor: \$10.0

Solar panel: \$8.0

Manufacturing: \$7.0

Website: \$5

App: \$5

The total COGS per smart pot is therefore \$40.

The closest information related to pricing and consumer willingness to pay (perceived value) comes from the market segmentation data in result wiseguyreport:

- Low-Cost segment (under \$50): ~45% of market revenue
- Mid-Range segment (\$50 to \$150): ~35% of market revenue
- High-End segment (over \$150): ~20% of market revenue

Price tiers

- Small (6 in diameter): \$50
- Medium (10 in): \$70
- Large (14 in diameter): \$90

Market Size

- Small (6 in diameter): $43.5\text{million} * 0.45 * 50 = 978.75\text{million}$
- Medium (10 in): $43.5\text{million} * 0.35 * 70 = 761.25\text{million}$
- Large (14 in diameter): $43.5\text{million} * 0.20 * 90 = 783\text{million}$

Appendix

Total Market Size = 2523 million or 2.523 billion

Subscription model :

- Bronze (1-3 plants) – \$9.99
- Silver (4-6 plants) – \$14.99
- Gold (7+ plants) – \$19.99

Projected sales:

1% of households will buy one product of us in first year

$0.01 * 43.5m = 0.435$ Million households.

Based on the size of the segmentation:

Small (6 in diameter): $0.435\text{million} * 0.45 = 195,750$

o E-comm(Amazon, other market place) = $50 * 0.9 = 45 * 0.20 * 195750 =$
\$1,761,750

o Retail = $50 * 0.85 = 42.5 * 0.50 * 195750 =$ \$ 4,159,687.5

o DTC = $50 * 0.9 = 45 * 0.3 * 195750 =$ \$ 2,642,625

Total = \$8,564,062.5

Medium (10 in): $0.435\text{million} * 0.35 = 152,250$

o E-comm(Amazon, other market place) = $70 * 0.9 = 63 * 0.20 * 152250 =$
\$1,918,350

o Retail = $70 * 0.85 = 59.5 * 0.50 * 152250 =$ \$ 4,529,437.5

o DTC = $70 * 0.9 = 63 * 0.3 * 152250 =$ \$ 2,877,525

Total = \$9,325,312.5

Large (14 in diameter): $0.435\text{million} * 0.20 = 87,000$

o E-comm(Amazon, other market place) = $90 * 0.9 = 81 * 0.20 * 87,000 =$
\$1,409,400

o Retail = $90 * 0.85 = 76.5 * 0.50 * 87000 =$ \$ 3,327,750

o DTC = $90 * 0.9 = 81 * 0.3 * 87000 =$ \$ 2,114,100

Total = \$6,851,250

Total Pot Revenue = \$ 24,740,625

Total Subscription Revenue =

$0.435\text{million} * 9.99 * 9\text{months} =$ \$39.11 million

Total Revenue = $39.11 + 24.74 =$ \$63.85 million

Total COGS = $0.435\text{million} * 40 =$ \$17.4 million

Fixed (Marketing) Costs = \$24.9 million (based on current CPM rates)

Profit = Rev – COGS – Fixed cost (Marketing and store operations) = \$21.55 million

Appendix

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