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[WWW.POPSEED.EE](http://WWW.POPSEED.EE)

**Revenue forecast**    *15 000€*    *45 000€*  
2020                                  2021

## Core team

**Marika Streimann**

CEO

Owner of Eesti  
Nukuehitus, Gemm OÜ

**Leila Manila**

Consultant

Prof. at Estonian  
University of Life Sciences

**Parol Jalakas**

Consultant

Previous startup  
experience

**Tõnu Veeranna**

IT

Analyst Reach-U

## Current status

The prototype has been developed with feedback from specialists from the gardening sector. Programming preparations are done, ready to be developed into a test product.

## Key milestones

**December 2019** Pre-seed funding

**January 2020 – February 2020** Finalizing UI/UX and developing the product

**June 2020** Prototype ready for testing in Estonia, Sweden, Finland

## Elevator pitch

Cooks have recipes, knitters have knitting plans. Why assume designing flower beds comes naturally. Gardeners may look at their neighbours' flower garden, magazines or internet pictures but replicating those ideas is difficult. Our platform provides hobby gardeners with comprehensive flower bed patterns and instructions for setting them up. Popseed makes the idea of having a dream garden into a convenience.

## Problem

Gardening companies provide full gardening plans, which are expensive and extensive, but customers lack access to a modular and customizable services to growing flower bed patterns. Designing flower beds requires some physical planning and know-how how to maintain the flower bed. Additionally, fixing improper flower beds is difficult and time consuming, it is best to do it right from the get go.

## Solution

We provide a service allowing customers to choose between quality flower bed patterns. Our solution provides critical information such as soil and climate requirements, in addition to a visual overview of the flower bed with instructions. After purchasing a flower bed design, the customer gains access to the flower bed plan and instructions for setting it up.

# Business/revenue model

## INCOME

- Selling gardening plans to individuals
- Selling access to our platform for gardening shops

## BUSINESS PARTNERS

- Gardening companies who sell their gardening kits
- Gardening social platforms for generating gardening content

## Market

Roughly 30-50% of the population in European countries does gardening. Western Europe is the second-largest region for gardening value sales. Germany, France and the UK are the largest Western European markets in the region, accounting for 37% value share. For example, Britons spend an average of £30,000 on their gardens over a lifetime, while the Swedish spend 4% of their income on gardening. We are targeting young homeowners, who do not have extensive knowledge about gardening.

## Competition & Competitive advantage

No competitor currently provides a comprehensive service. Existing flower bed programs allow to design gardens, but lack a social hub for exploring different designs. Gardening magazines show off different designs, but lack instructions and manuals to recreate those flower beds.

## Roadmap 2020



We launch our test product in 2020 in Estonia, Finland and Sweden.