

[PITCH VIDEO](#) [INVESTOR PANEL](#)

## INVEST IN HYDROARTPOD

# AI-driven indoor garden to grow & eat fresh every day - forever!

### LEAD INVESTOR



**D.Wayne Robinson** | Develop Entrepreneurs

We are investing in HydroArtPod because we believe in the innovation and execution of the founders Richard and Aline. Their excitement, attention to detail, love of their product, and interest in creating a product they'd like for their family was very important in our decision making. Tapping into their ability to leverage technology and develop a product for customers to grow their own vegetables for themselves, loved ones, and friends is the first step in empowering users to go from consumers to producers. We are excited to partner on this journey and look forward to leaning in to assist in its success.

**Invested \$10,000 this round**

[hydro-art-](#)

Middletown DE



Technology

Hardware

Food

Sustainability

## Highlights

- 1 ❤️ HydroArtPod helps you to eat healthier, live more sustainably and save money
- 2 🔥 Now LIVE on Indiegogo: 450% funded
- 3 💰 Raised \$210K already, including sustainability-focused accelerator (BP joint venture)
- 4 🌱 60% margin on subscriptions for consumables
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- 5 📍 Up to 60% of US households now grow food at home since start of the pandemic
- 6 📈 \$17B addressable market, with global hydroponics market growing at 22% CAGR to 2025
- 7 🏭 Manufacturing partner selected and ready to tool up

## Our Team



**Aline Pate** Co-founder & Product Director

Inventor of the HydroArtPod. Background in real estate investment before specializing in sustainable real estate. Combines a strong passion for sustainability with keen eye for technology-driven design. Holds a Masters in Finance & Financial Law.

We want everyone to be able to afford fresh healthy produce 365 days of the year. As parents, we know

that people care about their kids learning how food grows and developing healthy eating habits at a young age. We support people in tracking their nutritional intake and personal carbon footprint savings as they seek to live more sustainably.



**Richard Pate** Founder & CEO

20+ years of leadership across aviation, professional services and military sectors. Background includes developing CX for hard and soft products, delivering enterprise-level technology implementation, driving organizational performance.

## The convenient, smart way to harvest at home 🥦

The HydroArtPod (HAP) is a smart indoor growing garden kit enabling you to grow your favorite vegetables at home. It's elegant, efficient, and automated; as easy as making coffee!

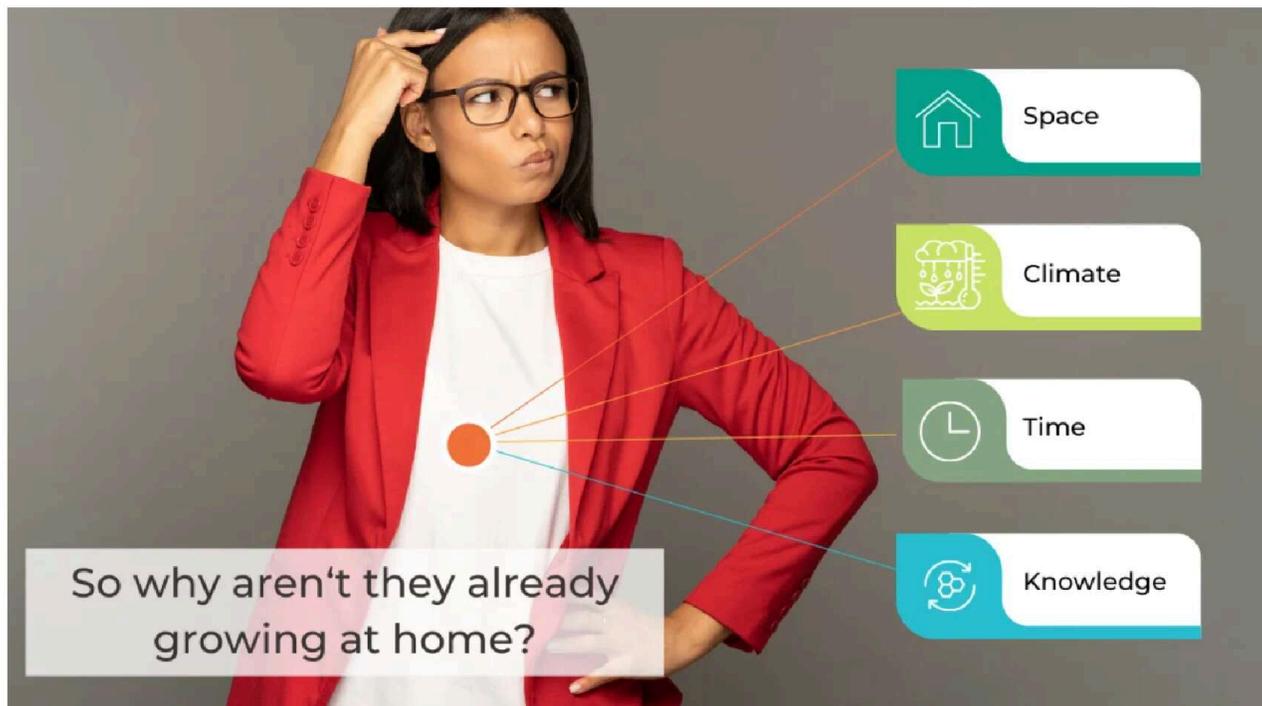
Our vision is to give every home an easy, convenient way to eat healthier, save money and reduce their impact on the environment.

### The Problem

People have many, justified concerns around their food these days: pesticides, preservatives, loss of nutritional content during cross-country shipment, and inaccessibility to fresh, local food due to high cost or simply a lack of it in the stores close to them.



As a result, many people want to grow at home, but aren't...



Many are looking for a convenient, smart, sustainable way to harvest at home. They want to ditch pesticides, packaging and low nutrient content (all year round) without getting their hands dirty. Enter: the HydroArtPod.

## Our Solution

*Ultra Fresh*  
**Meet the HYDRO ART POD**

SAY HELLO TO OUR HAMP

- SMART DEVICE
- SAVES MONEY
- IMPROVES HEALTH
- 100% NATURAL
- LED GROW LIGHT
- 30 PLANTS CAPACITY
- SELF WATERING
- PLANT SUPPORT

**90%**  
Less Water

**3x**  
Faster Growing

**25+**  
Plant Varieties

**Wall-Mounted**  
Fits into even the smallest home

**Fully self-contained**  
Year-round indoor growing

**Fully automated**  
No need for monitoring

**No Knowledge Required**  
As easy as making coffee with pods

Space

Climate

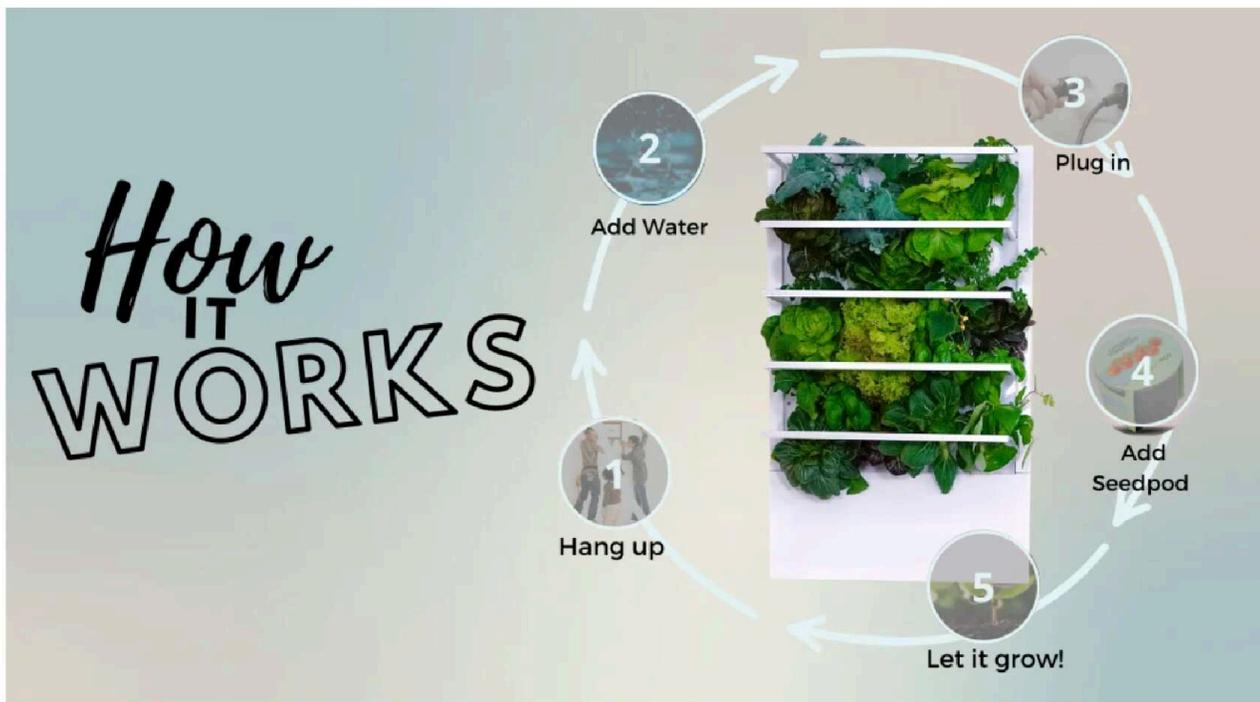
Time

Knowledge

## How it works

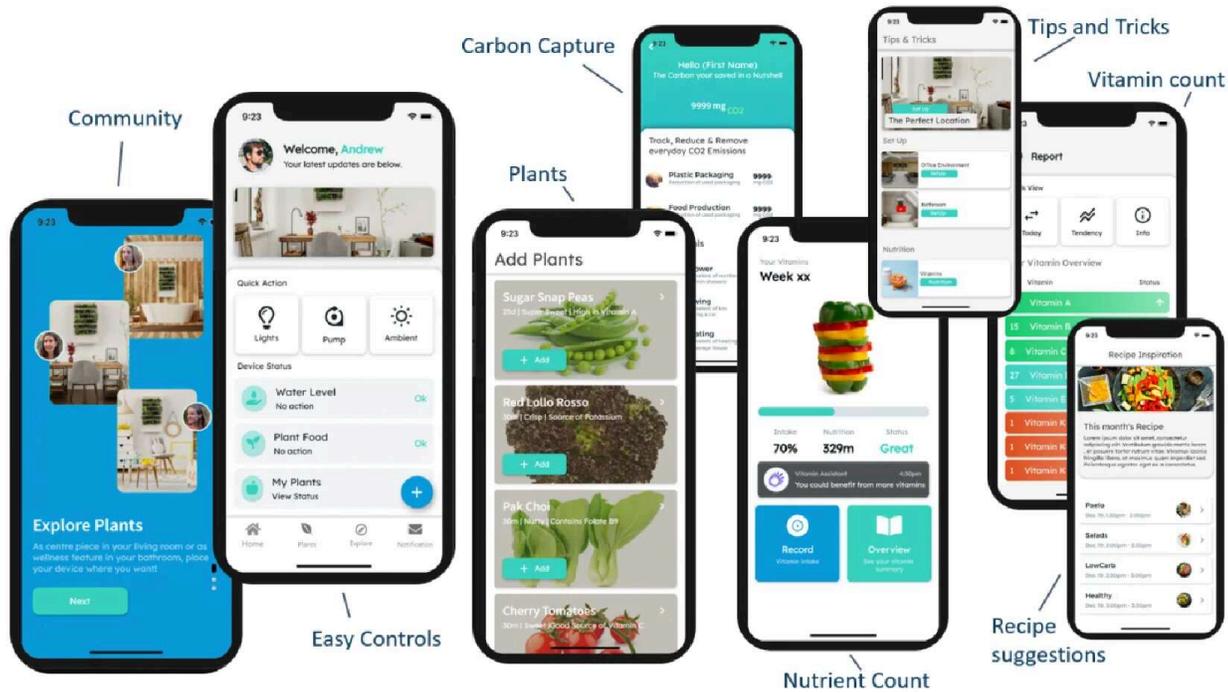
HydroArtPod is a complete hydroponic growing system - everything you need to to harvest at home the easy, fun and reliable way. There's no soil and no mess.

The HydroArtPod device has enough room to grow 30 plants at once. Intelligent software analyzes water and nutrient levels and the app (iOS and Android) tells you when action is required: **No monitoring, measuring or knowledge required!**



HydroArtPod is made for busy people - no messing around at setup, just hang it

on the wall (or use in Stand Mode), fill the tank with water and plant food, plug it in and add the SeedPods. Couldn't be easier - literally, it couldn't! The app tells you when to harvest them.



### Screenshots of key app functions

The device also comes with everything you need to grow: seedpods & plant food. Customers can use their own seeds and plant food if they wish. Our business model is not like printers - over-priced consumables for a captive market. We can't guarantee results with their own consumables though, and they won't get all of the automation benefits.





As a bonus: HydroArtPod users **save money!** Because you are growing your own food, HydroArtPod helps you save money from your weekly shopping bill.



## The Story of the HydroArtPod

Cofounder and inventor of the HydroArtPod, Aline, didn't initially set out to create a consumer product. She was just solving a problem she herself was experiencing as a mom with a professional career. How to get access to affordable, chemical-free food for her family, while maximizing freshness and nutrition, and minimizing food miles?

Retail options didn't offer much and were expensive. She didn't have the climate to grow outside for much of the year, and there was no existing home gardening product she would want inside her home.

So she built one.



Over the more than 2 years of experimentation, as more people began to ask if she could make them one too, she and husband Richard knew they had something that taps into changing mindsets around the world where people want to grow locally, eat fresh chemical-free food and minimise their impact on the environment.

A further 2 years later on, the product

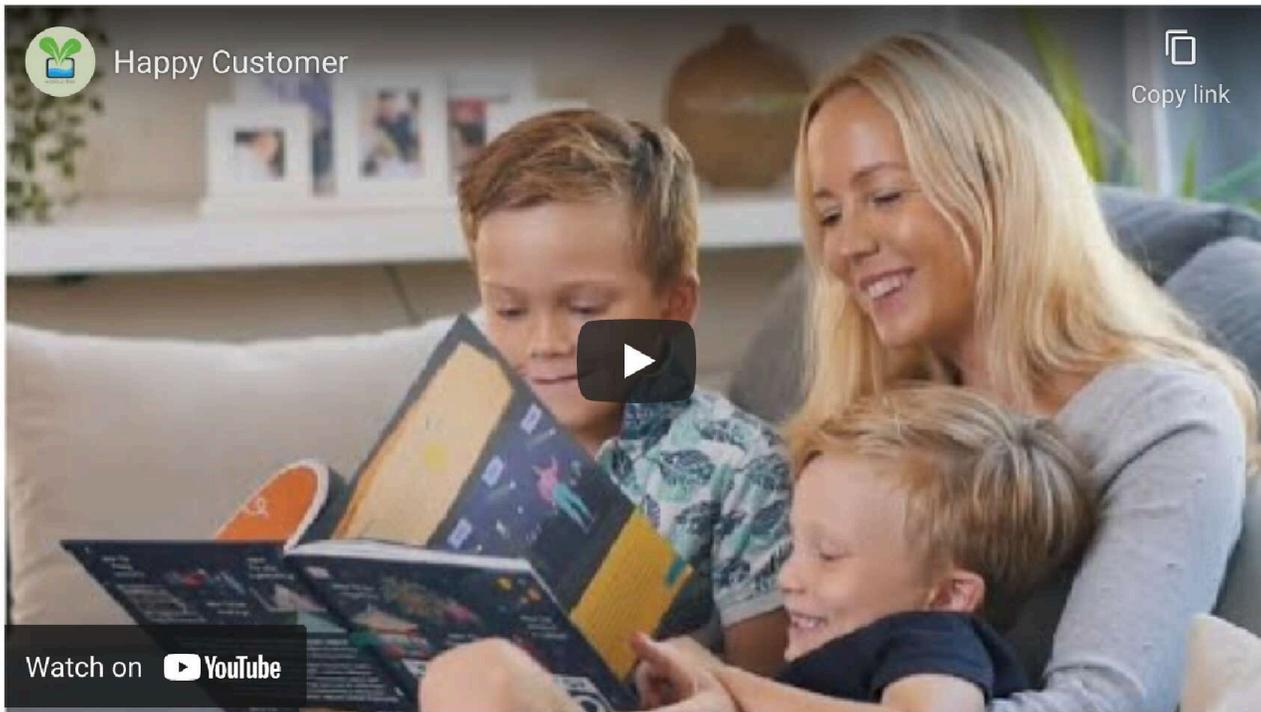


is nearing readiness for launch.

Aline and Richard currently lead a team of 5 to deliver hardware and software development, production and marketing.

## What Customers Say

People love the HydroArtPod because they can see how it helps them live more sustainably. They have an emotional reaction when they see it - they love how it looks and are surprised at the range of food you can grow. We're seeing 1000+ new subscribers/week. We had 125+ units on our waitlist within the 1st month of our pre-launch phase. We hit our target on Indiegogo launch within 12 hours. We 4x'd that within 14 days. Early customers love that it grows by itself, just as easy as making coffee with pods.



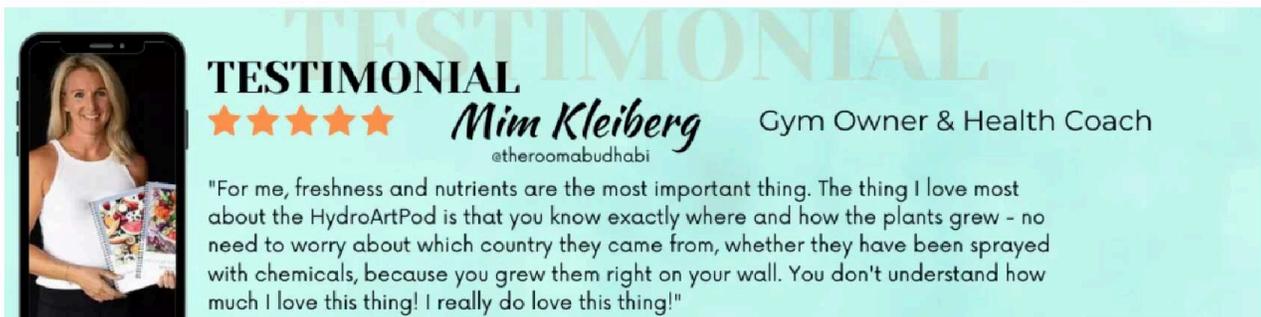
Happy Customer



Copy link



Watch on  YouTube



**TESTIMONIAL**

★★★★★ *Mim Kleiberg* Gym Owner & Health Coach  
@theroomabudhabi

"For me, freshness and nutrients are the most important thing. The thing I love most about the HydroArtPod is that you know exactly where and how the plants grew - no need to worry about which country they came from, whether they have been sprayed with chemicals, because you grew them right on your wall. You don't understand how much I love this thing! I really do love this thing!"

Professional & Mom of 3

*Karin Zagerl*



"I love cooking for my family, especially with fresh produce. I love that I can just pick when I want it. As full-time employee with small kids I have no time to look after a garden. HydroArtPod is smart and automated, so it gives me peace of mind, as the app tells me if my plants need more water or nutrients. That's so cool!"



## TESTIMONIAL



*Dennis Prescott Chef*

"I love this product! I'm a huge believer in using locally-sourced ingredients, and you can't get more local than your own wall! The HydroArtPod gives so many more people the chance to grow their own top-quality produce, super fresh and totally chemical-free."

Host of acclaimed Netflix Series  
Restaurants on the Edge



"As a dad, it's happy days! It's hard to get greens into your kids. To have them making their own veggie smoothies - what more would you want! You can't put a price on that. And it's got me into gardening - I'd never been a gardener before. I'd recommend HydroArtPod to absolutely anyone - It's great for families, and anyone who wants to have less of an environmental footprint."

Environmental Policy Manager,  
Lawyer, International Rugby Player

*Winston Cowie*



## Our Partnerships

In December 2020 our UAE subsidiary joined the Middle East's only sustainability-focused accelerator, **The Catalyst LLC** (a joint venture between BP and Masdar). Masdar, Abu Dhabi's renewable energy company, is the leading global investor in renewable energy projects. Masdar and BP formed The Catalyst in 2019 to support tech startups in the sustainability and clean technology space. We joined their accelerator program in late 2020, securing funding.



EXPO  
2020  
DUBAI  
UAE

# CATALYST

A Masdar-BP Initiative



We partnered with [KidZania](#) (interactive education & entertainment city for kids) in a co-branded initiative for 6 months in 2 of the Middle East's largest shopping malls.

We are partnering with [Marakeb Technologies](#) for product design and manufacture to minimise risk and keep the supply chain short. They are ready to start tooling up for production and can rapidly scale.

HydroArtPod was a winning entrant in the Sustainability Pioneer TV show on Emarat TV in the UAE.

## Value Proposition

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HELPING TO MAKE THE WORLD A BETTER PLACE

# Value Proposition



**HEALTH**  
Chemical & Toxin-free.  
60 sec from wall to plate, means 100% of nutritional value



**SUSTAINABILITY**  
Contributes to UN Sustainable Development Goals



**EDUCATION**  
Kids learn the ease of growing at home & develop healthy eating habits



**ENVIRONMENT**  
Reduces:  
1. Food miles, cost & emissions.  
2. Plastic Packaging  
3. Food Waste

The HydroArtPod helps to address 5 of the 17 UN Sustainable Development Goals:



## Business Model

Our business model is a hybrid sales & subscription model. Customers will buy a HAP device and then either purchase consumables (SeedPods and plant food pods) from us on an as-required basis or sign up to a monthly subscription to have these sent to them.

### HOW WE MAKE MONEY

REVENUE MODEL





Subscribers will also benefit from VIP perks such as access to higher level of app functions: "How's It Growing?" community, exclusive recipes and meal plans, & sustainability contributions (e.g. "food miles/plastic/CO2 saved") and nutritional data.

## Go-to-Market Strategy

We will drive sales through multiple distribution channels:

### Distribution Channels



We've been approached by distributors in Japan (18 of them!), USA, Canada, Spain, Italy, India and the Middle East. It's clear that there is a strong market for this product.

How we will Deliver

Strong Lead Pipeline & Opportunities under discussion include:

- Major retailer networks, hydroponic distributors and home decor and garden centers
- Real Estate Developers to include HAP as standard part of their kitchen fitout
- Green Building Consultants to include HAP in solution to help clients attain LEED, WELL and other certifications
- Sustainability-focused chef networks globally

Once at scale we will include Fulfilment Centers as a Channel

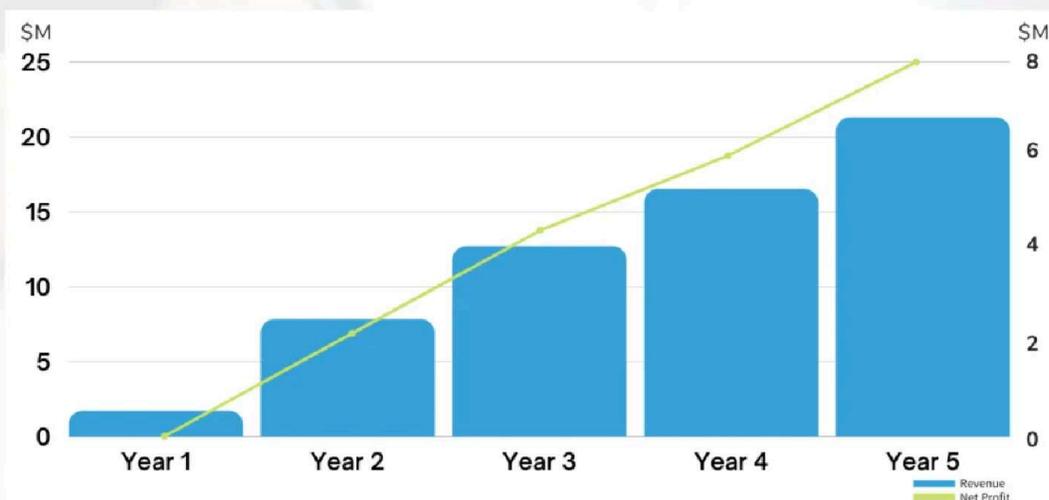


Forward-looking projections cannot be guaranteed.

## Future Growth

HydroArtPod's financial model forecasts \$1.7 million in top-line revenue in its first operational year, ramping up to \$21.3 million by Year 5. Assuming only 50% of customers take up a monthly subscription and with a 5% churn rate, we are projecting paid subscribers to reach or exceed 31,000 by year 5, representing \$11 million in ARR.

## GROWTH FORECAST\*



\* *Forward-looking projections cannot be guaranteed.*

## The Market

# HOME GARDENING IS A \$100B INDUSTRY

**1 IN 3**

US HOUSEHOLDS  
GROWS FOOD AT HOME

=

**33M**

200% INCREASE  
SINCE 2008

**68%**

OF GLOBAL POPULATION  
WILL LIVE IN CITIES BY 2050

SOURCE: NATIONAL GARDENING ASSOCIATION (NGA)



## MOST POPULAR PLANTS TO GROW AT HOME



## Opportunity

We are targeting a \$17.3B addressable market. The global smart indoor garden systems market growth is

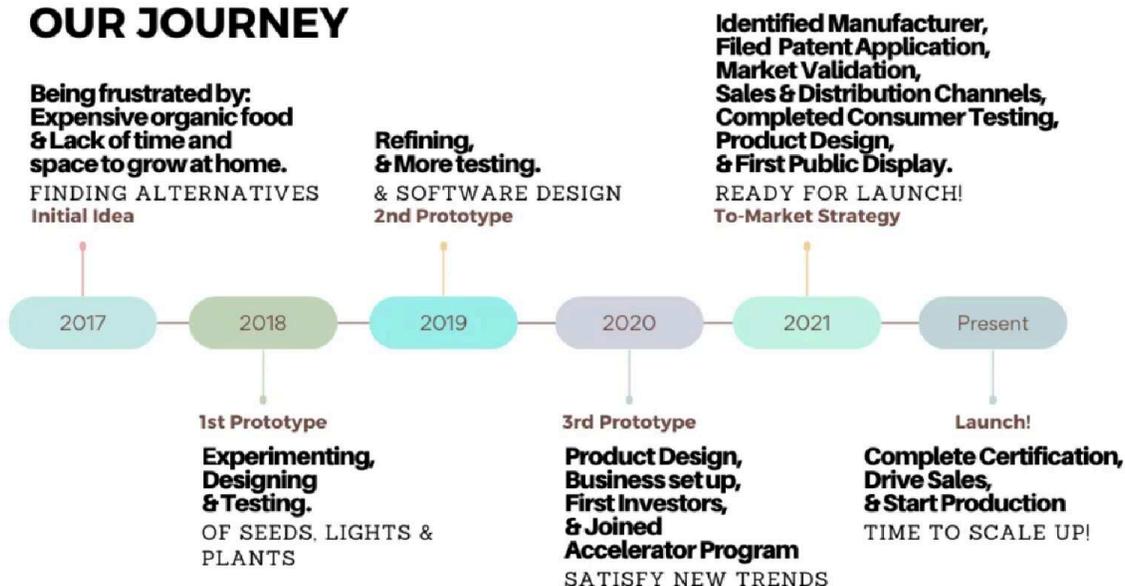
forecast at 8.4% CAGR to 2027. The global hydroponic market growth is estimated at 22.5% CAGR to 2025. 35% of hydroponic sales are within the US & Canada

We've seen 270% market growth in sales of seeds within the past decade (Reuters - Home gardening blooms around the world during coronavirus lockdowns).

There's been a huge acceleration of existing trend towards growing at home since start of the global pandemic (eg 26% of U.S. Consumers Planted Food Gardens Because of Coronavirus).

## Our Journey So Far

### OUR JOURNEY



WE HAVE A CLEAR & DIRECT  
PATH TO COMMERCIALIZATION

## Our Game Plan



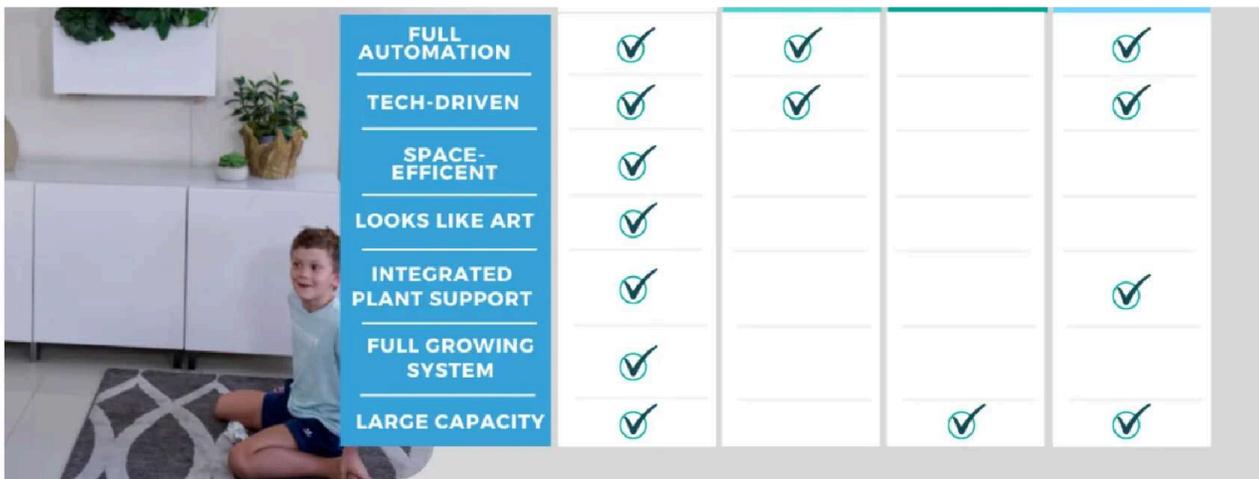
We're fanatical about product development. During 2021 alone we developed and tested 4 new versions of the HydroArtPod, folding our learnings into new and improved designs.

## Competition

The market is busy with small (3 to 9-plant kitchen countertop models), which shows people want to grow at home. Small "herb gardens" are nice for pizza garnish but do not enable real change. Recent trends show strong customer demand for larger capacity.

Few competitors offer the full benefit of technology, and **NONE** provide the combination of features of the HydroArtPod.





## Our Investors

We've raised \$110k in pre-seed funds + bootstrapped \$100k. Prior to our Wefunder campaign, HydroArt has raised \$110K in funding from investors. Our investor group includes angel investors as well as the Catalyst start-up accelerator.

I invested because I saw the product and really liked it. I am focused on health and eating fresh and see this being a huge trend. Secondly I was impressed by the team and their ability to take this from an early stage prototype to a production level.

STEPHEN SEVERANCE  
Value-Add Investor

ALVEENA SALIM  
Value-Add Investor

I believe in this product and I can see it has a huge natural market. I have a high level of confidence in the team's ability to execute and I love how they are so authentic in their vision and making it a reality.

Participate in the global trend towards harvesting at home and adopting a more sustainable lifestyle - join us in our mission and let's do this together!

## Our Team

# MEET OUR TEAM



**Richard Pate**  
CEO & Founder

- 30+ Years leading teams and CX at Cushman & Wakefield, Etihad Airways and Australian Army
- Leading teams through Design Thinking & Innovation Initiatives



**Thomas Dillon**  
Marketing

- 20+ Years leading digital marketing and purpose-driven social media campaigns.
- Founder and Managing Director of DigitalFarm Abu Dhabi



**Aline Pate**  
Co-founder & Product Director

- 15+ Years leading investment management and Sustainability at Commerzbank and Masdar.
- Masters in Finance & Financial Law
- HydroArtPod Inventor



**Anish Alex**  
Software Developer

- 18+ Years leading full stack software, firmware & app development at Gennum Corp., Shabia Group and CaptainAI