



BloomBuddy

TALKING PLANT ASSISTANT

What is Bloom Buddy?

An AI-powered plant tracker for plant parents of all kinds to flourish with our bluetooth device that pairs seamlessly with mobile devices, without putting a thorn in your side.

ADA accessible capabilities for customers on the neurodivergent end, such as alternative text located in-app

Includes:

- Soil Moisture Detection
- Temperature Detection
- Light Detection
- Nutrition
- 365 day battery life



SWOT Analysis

STRENGTHS

- AI conversational guidance
- Low-maintenance
- Bluetooth mobile syncing
- ADA-accessible & neurodivergent-friendly UX
- Emotional engagement → higher retention

WEAKNESSES

- Requires physical hardware purchase
- Bluetooth range limitations vs Wi-Fi systems
- Higher perceived price vs basic sensors
- Talking feature may be seen as novelty

OPPORTUNITIES

- Growing smart gardening & IoT market
- Rising “plant parent” culture (Gen Z & Millennials)
- Accessibility gap in current competitors
- Subscription model (premium AI insights & diagnostics)
- Wellness & routine-building positioning

THREATS

- Low-cost competitors
- Early innovators
- Large smart-home brands entering market
- Consumer tech fatigue & privacy concerns



**Over 185 Million Americans
partake in gardening
activities daily**

Our Target Market

01 People who enjoy bringing things to life

02 People who live in apartments that
don't have access to a yard

03 People who enjoy data and analytics

Age: 25-60

Genders: all

Income: \$35,000- \$100,000

Cost

TO LAUNCH THE APP

Making the app: \$120,000 USD

- \$100,000
- \$20,000 to update the app for the first year

MEMBERSHIP FEE MODEL

To access the app customers will be prompted to sign up for a membership:

Month-to-month model cost: \$12.99 per month (\$155.88 per year)

Yearly model cost: \$125 (19% off)

MARKET PRICE

\$75 one-time fee for the device

- monthly subscription of for app not included





Profit

- Cost to make: \$17.00 USD
 - Sell for: \$75 USD
 - Mark-up: 341.18%
 - Profit: \$58
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- From the app: \$125 or \$155.88 per customer



Next Steps

01

Launch app by Nov 2026

02

Social Media Campaign
- partner with plant influencers
• Winter-Spring 2027

03

Website with blogging capabilities
• Live by Nov 2026

Ask

6% of our company

for \$250,000



