

# Smart Life with Green

We make the farm personal



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# Chapter #1.

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Past Experiences



# UZBEKISTAN. 2010

“This place was set up for factory,  
before I built greenhouse”





# GREENHOUSE, UZBEKISTAN, 2010

“After set up JVC in Uzbek,  
I built greenhouse and grew tomato for 2 season.  
At the first season, this greenhouse was operated with horticulturist and it was very succeed.  
But 2nd season, he couldn't come to here. and we failed to grow tomato.  
After that, I realised that Agriculture needs SW(Growing system) as well(with HW).  
If we had some sensors, if this greenhouse was connected to the internet,  
we could operate over sea greenhouse in Korea.”



A person is working in a greenhouse, adjusting a plant on a trellis. The greenhouse has a curved metal frame and a translucent plastic covering. The plants are green and leafy, growing vertically. The person is wearing a dark t-shirt and blue jeans, and is holding a red bucket. The text "OPEN IoT PLATFORM, KETI, 2012" is overlaid on the image in white, bold, sans-serif font.

# OPEN IoT PLATFORM, KETI, 2012

“After greenhouse project(in Uzbek, 2010), I joined KETI(Korea Electronics Technology Institute, powered by Korean government) and developed Open IoT(Internet of Things) Platform.  
Also, tested some sensors for agriculture with the IoT Platform.  
My first idea was internet connected greenhouse, but I thought it was too high for my business at this time.  
So I scale down and down.  
IoT Greenhouse -> IoT Smart farm for home(refrigerator size) -> IoT Smart Pot”





I thought that everyone have grown their own plants in their home,





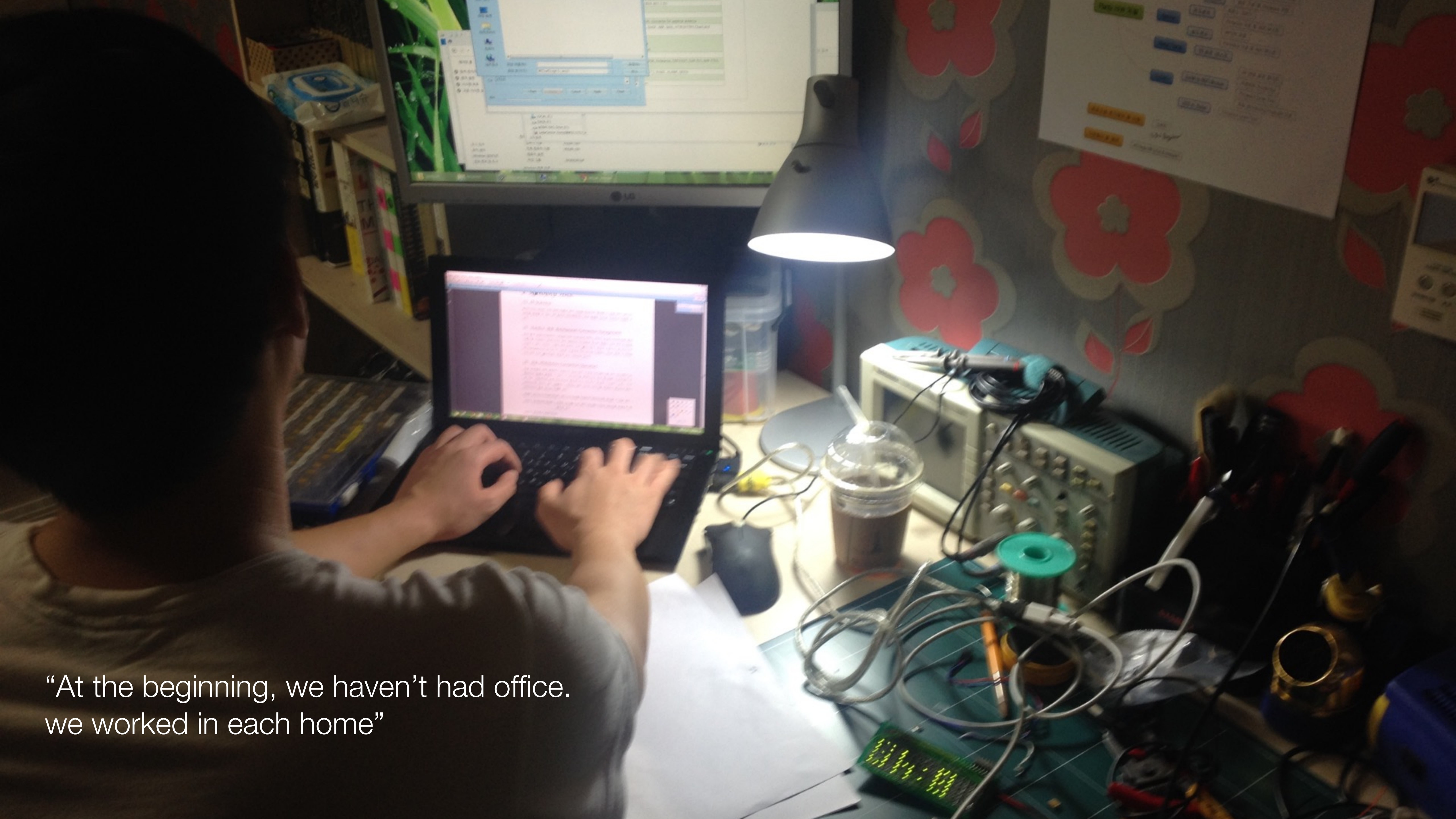
but everyone have killed as well.  
Also, small pot is the basis for agriculture. Huge agriculture industry is started from single pot.  
So I decided to make this idea to prototype with my team.



# Farming has never been easy even small house plants







“At the beginning, we haven’t had office.  
we worked in each home”





“Had a meeting in a cafe once a week.”





“Our designer won the best of the best prize at reddot communication design award 2013.  
and finally we developed working prototype”





# Life. Gardening Platform from Journal (iOS Only. Since 2014. July)

Gardening Journal

Order Equipments

Get Gardening Information

Share Gardening Activities

**16,000 Registered Users**

**18,000+ plants List**

Works with planto(New ver.)



“Also, we launched ‘Life-smart gardening journal’ in July 2014. We wanted to know that people who grow plants, how, where, what they grow. Since then, we got over 16,000 registered users and 18000 plants list”





“I applied to Global K startup program 2013(kinds of award powered by google and Korean Gov.) and we won ‘top 5’ startup by google(we even incorporated company yet this time) ”





“After google award, we attended to tour program for London & SV for 2 weeks”

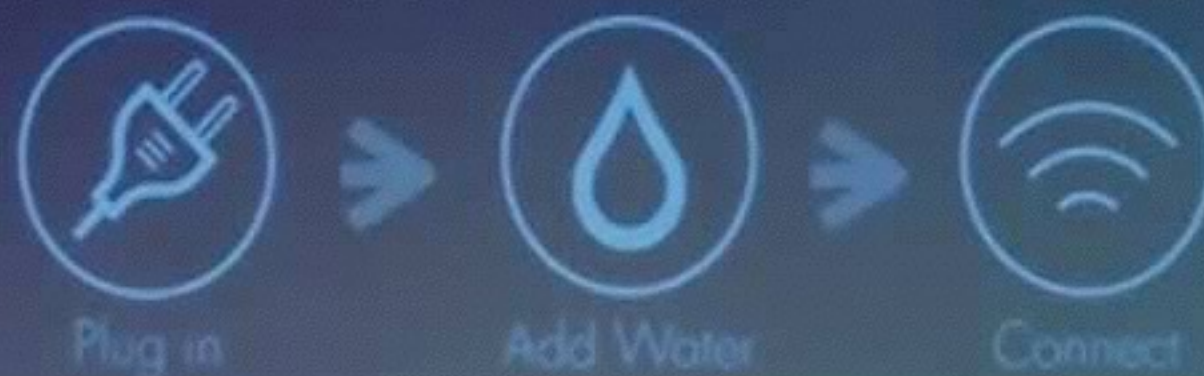




“During this 2 weeks tour program, we’ve met a lot of VC and other startup, we got offer \$150k investment from the VC in the UK(Even we haven’t had a company yet!!, and we denied this investment offer anyway...)”



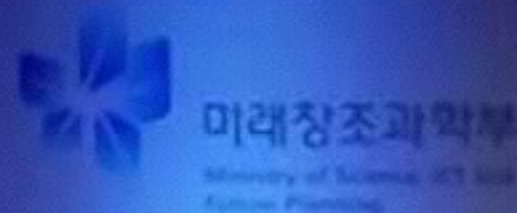
## Easiest way to get ready



SparkLabs  
4th Demoday  
with KDB



KDB산업은행

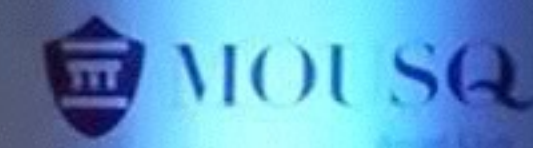


nipa  
정보통신산업진흥원  
National IT Industry Promotion Agency

SparkLabs



HOSTWAY



SparkLabs  
Global Ventures



SparkLabs  
4th Demoday  
with KDB

“In 10th January 2014, we incorporate 'n.thing, Inc.,’  
selected for 4th batch of Sparklabs accelerator(Best global accelerator in Korea).”





“in April 2015. This photo is the night we launched planty on Kickstarter(with Korean redbull!!)”



Campaign

Updates (15)

Comments (52)



Share this project



The smart way to **connect**  
with nature.

▶ PLAY

planty



### Pledge \$5 or more

34 backers

Supporter - Thank you for supporting Planty! We'll add you to our mailing list so you can receive updates about Planty's progress.

Estimated delivery:  
Jun 2015

### Pledge \$25 or more

7 backers

Super Supporter - Welcome to Team Planty! We'll be sending you a special reusable tote bag with our logo + adding you to our mailing list so you can receive updates about Planty's progress.

Estimated delivery:  
Jul 2015

Ships to:  
Only certain countries

“After 45days...”

Planty: The Smart Way to Connect with  
Nature

**\$103,127**

pledged of \$100,000 goal

Pledge \$25 or more





“After Kickstarter campaign succeed, worked for mass manufacturing,  
We work with the best manufacturing partner(Intops, they produce Samsung Galaxy Series)”



**Agri.Industry = IT. Industry**

HW + SW



A black and white photograph of a large, early computer system. The room is filled with tall, dark metal cabinets or racks. On the left side, a dense network of white cables is connected to the front of the racks. In the center of the room, a person wearing a light-colored shirt and dark trousers stands in an aisle, looking at a clipboard or a small book. To the right, there are more racks, some of which have white panels with many small, dark circular components. The floor is a light-colored, possibly polished concrete. The overall atmosphere is one of a busy, early 20th-century technological environment.

# Computer

“40 yrs ago, no one uses computer in our life”



A photograph of a person's hands typing on a silver laptop keyboard. The laptop screen displays a desktop environment with a mountain wallpaper and several application icons in the dock. In the background, a blurred crowd of people is visible, suggesting a public setting like a cafe or a public library. A semi-transparent dark grey rectangular box is overlaid across the middle of the image, containing the title text.

# Personal Computer

“But, now...  
as you know, we can not live without computer”





# Farm

“maybe 100 yrs ago, everyone was farmer.(yes, almost everyone),  
but now, farm & farming is disconnected with our life.”



# Personal Farm

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Everyone can be a Farmer

“Our vision is making everyone be a farmer, and we make our farm personal.  
as an Apple did, 40 yrs ago(for computer)”



# Chapter #2.

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Planty. Internet Connected Smart Pot





The internet connected planter

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plan<sup>ty</sup>





Usecase #1 DIY Gardening





Usecase #2 Kitchen Garden

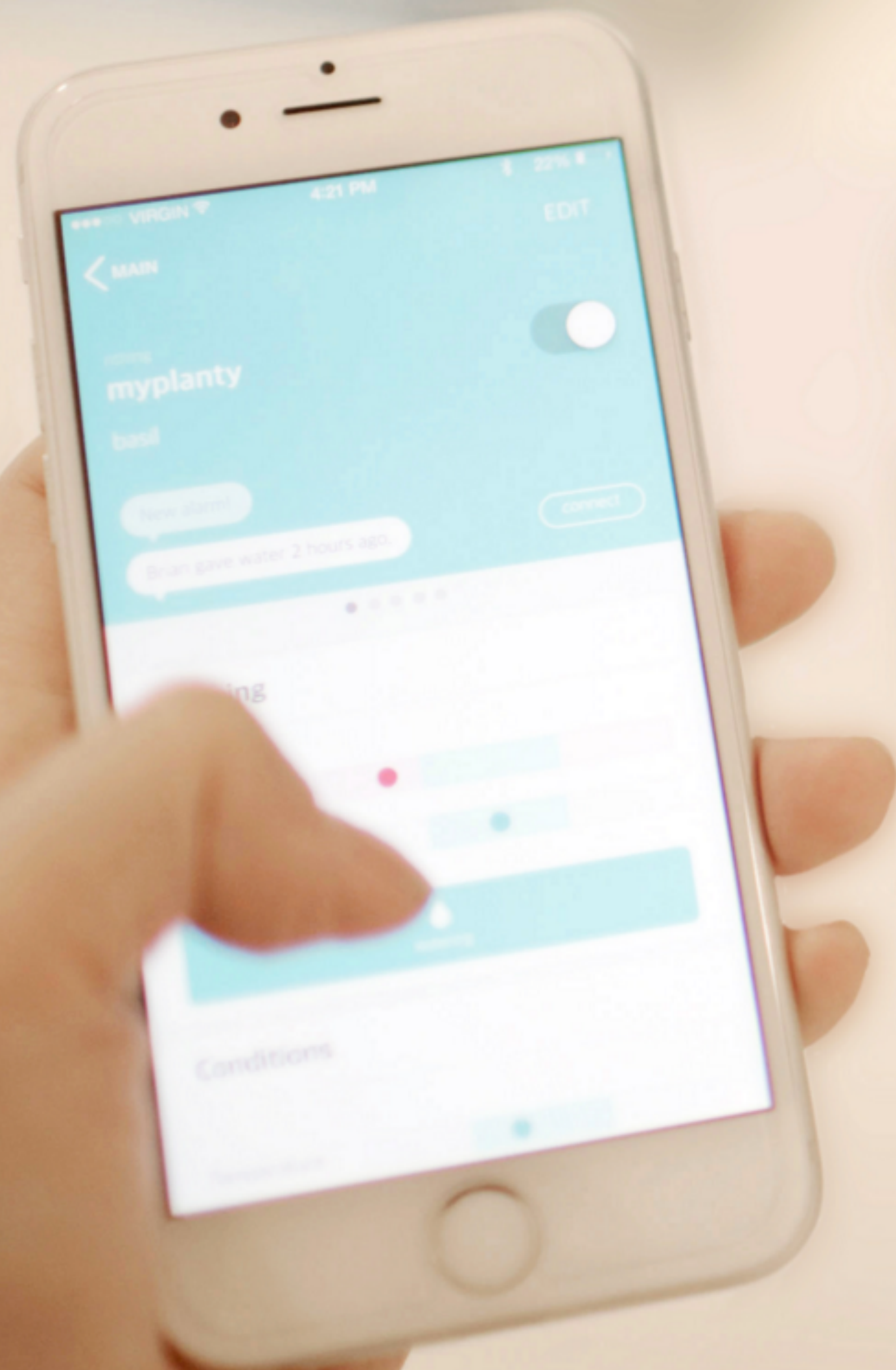




# Usecase #3 Interior Garden







 App Store

iOS 8.2 or later

 Google play

Android 4.2 or later



# **Chapter #3. Lifestyle**

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Farming is going to be a part of our Lifestyle





# Gray City



An aerial, high-angle photograph of a dense urban landscape, likely New York City, showing a vast number of skyscrapers and buildings packed closely together. The image is in a monochromatic blue and white color scheme. Overlaid on the center of the image is the text "Our city can be our farm" in a white, serif font.

Our city can be our farm





Roof top





Terrace





# Kitchen & Window



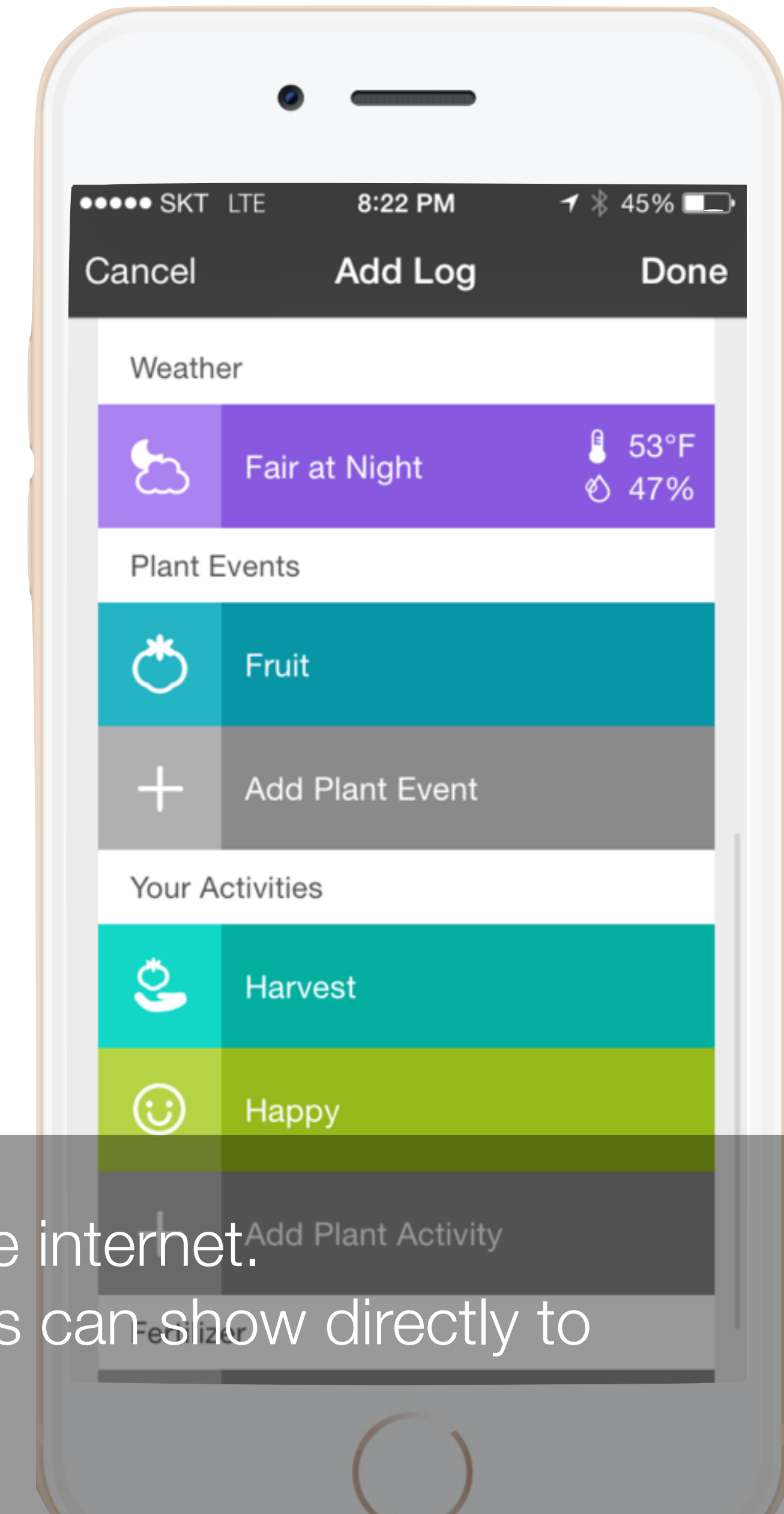
# Everyone can be a Farmer







“This is our farm in Seoul(Actually near Seoul ;)). We will connect this farm to the internet. Then, everyone can monitor their food growth, environment conditions. Farmers can show directly to their customers. Also people can order directly via smartphone app.”





# Connected Garden Sensor

planto

당신의 가든을 위한 완벽한 가드닝파트너



“This is Smart Garden sensor we’ve developed and will be launched soon!”



be Game Changer in Ag-Industry



“as Tesla transformed car industry to IT industry, we are going to transform Ag-Industry to IT industry”

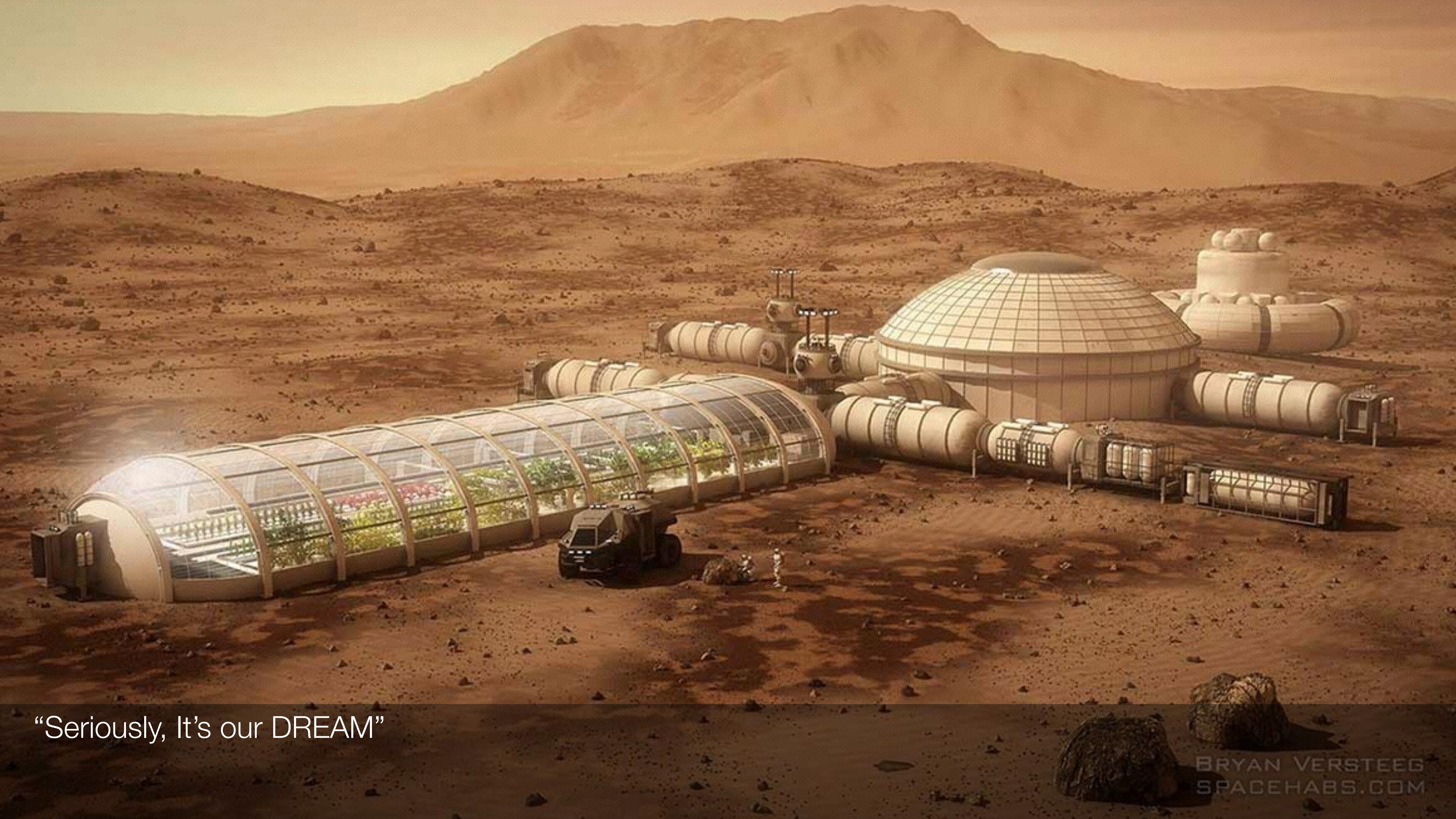


# Our Dream

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Farm in the Mars





“Seriously, It’s our DREAM”

BRYAN VERSTEEG  
SPACEHABS.COM





“Last March 2015, I’ve met astronauts in Austin, TX! I think it’s destiny :)  
and we had same style uniform!”





“Lovely Co-founders”





n.thing

Be a happy farmer with us!

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