

# QUICK FACTS

## ABOUT CLICK & GROW

Click & Grow is working towards making the most essential, fresh, vitamin-packed food free for everyone on this planet. We have created a technology that enables growing plants hyper-locally and with zero effort.

Our products — Smart Garden 3, Smart Garden 9 and the Wall Farm — give everyone a chance to grow fresh GMO and pesticides free food straight from their kitchen without the need for manual watering and fertilizing.

Click & Grow is the only company on the market that has the whole product line to cover different needs and guide customers from entry level indoor gardening products to growing food at home, in schools, hospitals and neighborhoods.

Click & Grow was founded in 2009. The company has gathered more than \$1,000,000 with its Kickstarter campaigns and has shipped its product to more than 450,000 customers around the world. Click & Grow is headquartered in Tallinn, Estonia.

## OUR MISSION

Click and Grow brings together science and technology to make fresh nutritious food available and affordable for anyone.

According to the UN, major changes are needed in our food, agriculture and trade systems, to reduce the use of fertilizer and the CO2 footprint around food logistics. As the main suggestion UN sees a shift toward local small-scale farmers and food systems recommended.

Most people don't have a backyard or the time to garden. Increasing urbanization has distanced us from nature and from the knowledge of how to grow food. Click and Grow's vision is to take our ancestor's knowledge of healthy diet and how to grow your food back to our modern city homes.

The three pillars of our company are to encourage and enable local food production, inspire the conservation of nature through educational products and ethos and promote clean and fresh food consumption. Every sold countertop garden helps us move towards our goal of building large, self-sustainable farms to locations where they are needed the most.

CLICK & GROW™

# PRODUCT LINE

Click & Grow is one of the leading producers of smart gardens and our products are known for their minimalist design, simplicity, and usability.

## PLANT PODS

The user-logic of the Click & Grow gardens is similar to that of capsule coffee machines only instead of coffee pods, we offer Plant Pods, the biodegradable plant capsules that include the Smart Soil and the seeds. Only the best, professional grade seeds are used in our Plant Pods. We do not supply plant pods with GMO seeds inside. Click & Grow offers a variety of 45 different plants including herbs, salad greens, vegetables, fruits, and flowers.

## JUST A FEW SAMPLES FROM OUR SELECTION:



Mini Tomato



Parsley



Lavender



Chili Pepper

## SMART GARDEN 3

Smart Garden 3 brings the joy of real gardening with zero effort in any home. The garden grows 3 plants simultaneously, making sure they have enough water, light, and nutrients at all times. Growing fresh mint for your tea or basil for your pasta has never been easier!



## SMART GARDEN 9

Smart Garden 9 is a smart self-watering garden that gives everyone a chance to grow fresh GMO and pesticides free food straight from their kitchen with zero effort. All you need to do is plug in the biodegradable plant capsules, fill the water tank and plug in the power cord. Your Smart Garden 9 will take care of the rest! The starter kit includes mini tomatoes, basil, and green lettuce, to let you get the feel of the variety of plants you can effortlessly grow at home.



## WALL FARM

Click & Grow Wall Farm is an indoor farm that grows fresh herbs, fruits, and leafy greens all year round and hyper-locally. The Wall Farm comes in 2 sizes and can grow up to 51 plants simultaneously. The technology involved makes sure plants are watered automatically and always have enough water, light, and nutrients.

Our Wall Farms are loved by consumers and businesses alike, they can be easily integrated into any home, office, restaurant, school or grocery store. Wall Farms contribute to cleaner air and healthier office environment — as reported by the Agricultural University of Norway, sickness rates fall by more than 60% in the offices with plants.\*

\* According to NASA research, plants remove up to 87% of volatile organic compounds and other toxins from the indoor air.



# THE TECHNOLOGY

Click & Grow uses science and technology to naturally optimize plant growth. The Smart Gardens and the Wall Farm allow growing plants that contain up to 600% more vitamins and grow 30% faster than plants grown with current agricultural methods. Despite the technology involved, Click & Grow plants are grown naturally using biomimicry as the main source of inspiration and innovation and no pesticides, herbicides, fungicides, hormones or any other harmful substances are used.

## SMART SOIL

Inspired by NASA technology, Smart Soil creates the perfect environment plants need to thrive. It is a patented material comprising of natural coco-coir and peat that keeps the level of oxygen, water, pH and nutritional ingredients at optimal levels, helping to reduce water consumption by 37 times and cut the cost of technology by 68%.

Smart Soil releases nutrients in sync with the plant life cycle, keeps soil pH balanced, and employs tiny oxygen pockets to guarantee plants get ample breathing room and nutrients even when the soil is wet, eliminating the need for sensors, pumps, and mixers.

All mineral plant nutrients (N, P, K, Mg, Ca and microelements) required for plant growth are included in our soil pods. Up to 98% fewer nutrients are lost to the environment compared to traditional agriculture. The Smart Soil contains no pesticides, fungicides, hormones or any other harmful substances.

## GROW LIGHT

The Smart Garden's adjustable LED lamp furnishes plants with enhanced light spectra that spurs growth. The built-in timer turns on the light for 16 hours each day. It's the perfect amount of light for faster growth. We use state-of-the-art LED lighting optimized for plant growth and are constantly improving the light recipes. We also have specially designed lenses which minimize light pollution and make sure that all light is projected on the plants.

## WATER USAGE

We minimize water usage by preventing evaporation. The Smart Soil is almost completely covered and water leaves the system only by plant transpiration. Our farms don't have drainage piping, the water in our system is used completely for plant growth. Nothing is wasted. Our systems are able to use 95% less water than traditional agriculture.