iGarden
The Garden

- Garden = Outdoors
- $63 Billion in revenue for gardening equipment
- 80% of U.S. population is urban
- 37% households with food gardens
- Why not: Garden = Outdoors + Indoors
- $47.6 Million
The Garden and the Home

- Everyone’s garden is unique
- Key Features
  - Modularity
  - Automation
  - Control
  - Fits in every home
Sketching
Models
Models

PINK B
Early Feedback

• Functional
  – Modular coffee table garden
  – Modular wall art garden

• Problems
  – The tabletop units take up useable countertop space
Benchmarking

$  $$  $$$  $$$$
QUESTIONS?