

Gartenzweg, IoT indoor gardening system to launch a crowdfunding campaign on Seedrs

Submitted by: Drop Studio

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Press Release, London, 10th of November 2017: Gartenzweg, which is German for garden gnome, is on the mission to enable anyone to grow their own food at home. Gartenzweg's crowdfunding campaign will be launched on Seedrs on the 13th of November 2017.

Gartenzweg is a hydroponic system, meaning it only uses water and nutrients to grow plants. No soil, no pesticides, no chemicals. It provides plants with everything that nature does. The technology inside controls light intensity, water level, pH level, temperature and humidity, mimicking the perfect growing environment no matter the season. As an Internet of Things (IoT) product, the little helper communicates with the growers over the app to let them know if the plants require attention and what they have to do.

On the 13th of November 2017, Gartenzweg crowdfunding campaign will go live on Seedrs. The company sets out to raise 150K for 15% of shares by the 29th of December 2017.

Gartenzweg was founded by Sabrina and Andre. Sabrina Story: " I first had the idea for Gartenzweg during my MBA in China, where I met my co-founder, Andre. During one of our projects, we learned that NASA was growing food in space with no soil using a method called Hydroponics. So, being a wannabe food grower myself, I just thought: how cool is that?"

The indoor gardening trend is booming. The vertical garden industry is expected to have CAGR of 31.6% by 2025 and in fact, 1/3 of brits are already growing their own food. However, for the other , the two main hurdles that stop them are a lack of time or knowledge. Gartenzweg takes both of these hurdles away, it already has more than 500 subscribers and followers who are eager to be the first to have a Gartenzweg in their home.

Gartenzweg has already secured half of this investment round with an angel investor who has extensive experience in the packaging industry and is bringing a lot of their expertise to help, build and distribute Gartenzweg. Gartenzweg is now opening the round to the community and everyone who believes into the future of consumer foodtech products.

The product range includes: The Nature Guy, The Stylish One, The Grounded Type. All three of them will be priced at £120. The first product to be launched will be the Nature Guy. Gartenzweg helps plants grow 3x faster. The plants have 30% more nutrition and use up to 90% less water than soil-based produce.

You may like to watch this video, if you would like to learn more about Gartenzweg.

<https://www.youtube.com/watch?v=n7IVjFjmTMg>

The co-founders are happy to do interviews in person, via phone or email. Please see contact information below.

Founders' contact details

Gartenzweg Technologies Ltd

Email: info@gartenzweg.me

Website: <http://gartenzweg.me/>

Facebook: <http://facebook.com/gartenzwegltd/>

Twitter: <http://twitter.com/gartenzwegltd/>

Address: Flat 10, 124 Hillfield Ave, London, N87DP, United Kingdom