

WATER IS LIFE, BUT...

“Underwatering can cause faded leaves, brown margins, and slowed growth (...) go unnoticed until significant damage has occurred.” - Southern Living

“Global Water Tariff Survey 2024: a year of record increases in tariffs” - The Water Diplomat

“67% of millennials find plant care challenging, with many expressing concerns about their ability to keep plants alive due to time constraints.” - Deseret News





Terra Link

Grow smarter, not harder



A Growing Market, Rooted in Need



Houseplant market (urban gardeners, hobbyists);



Small/Medium-scale agriculture;



Professional research and Education;



IoT in agriculture - Expected to surpass \$30B by 2030;



Terra Link

Grow smarter, not harder

Plug-and-play solar-powered modular sensor.

Measures soil moisture, temperature and radiation.

Low-cost solution to optimise water usage and improve crop health.



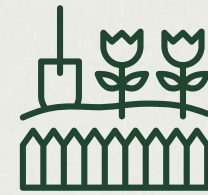
Notifies users when to water, **tracks trends**, and helps **optimize care**.



What We'll Offer



**Healthier plants and
peace of mind**



**Improved yields and
guided insights**



**Data-driven decisions and
resource optimization**



**Secure, scalable, process
and visualize**



**Loyalty program for users
who expand their system**



**Easy setup, customer
support, community
forums**

How We'll Make Money

Revenue Streams

- **Resellers** (Amazon, Leroy Merlin);
- **E-commerce** (our website);
- **Freemium App;**
- **Expansion modules;**
- **Partnerships;**

Cost Structures

- **R&D and Prototyping;**
- **Software development;**
- **Cloud Infrastructure;**
- **Marketing and sales;**
- **Customer support;**
- **Packaging and distribution;**

Competition

Other brands

More Expensive

Limited Wireless Connection

Complex Systems and Low Adoption

Low Area Of Action

Specific Utilization

Replaceable Batteries

VS

Terra Link

50€ Per Kit

Long Range Stable Connection

Easy And Fun To Use

Modular And Scalable Architecture

Designed For All Tiers

Low maintenance

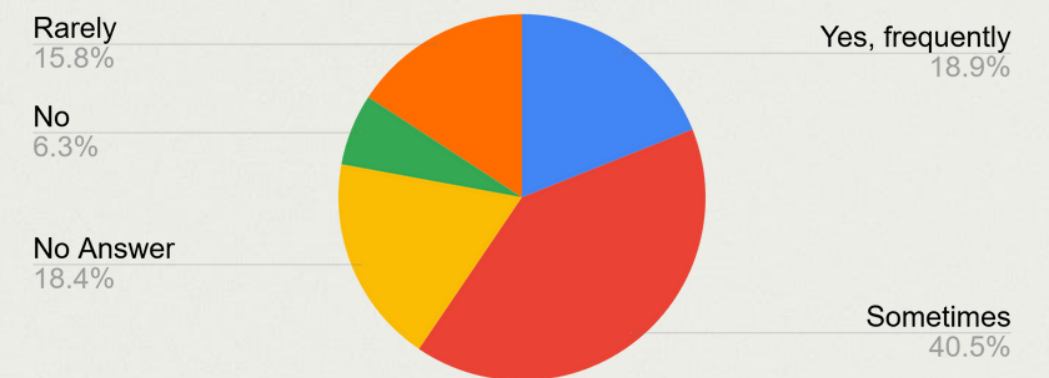
People Want It! And We've Got Proof

- **190+** survey responses;
- Most users rate their plant expertise as **moderate or novice** (3 or below on a 1-5 scale);
- Top valued features include: **watering notifications**, personalized **plant-specific recommendations**, and **remote access to their plants**.

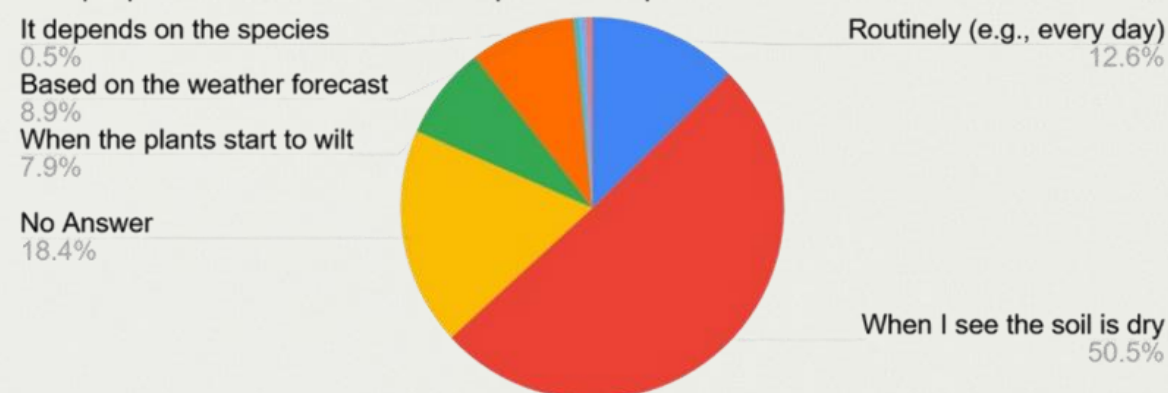
Do surveyees have plants or crops?



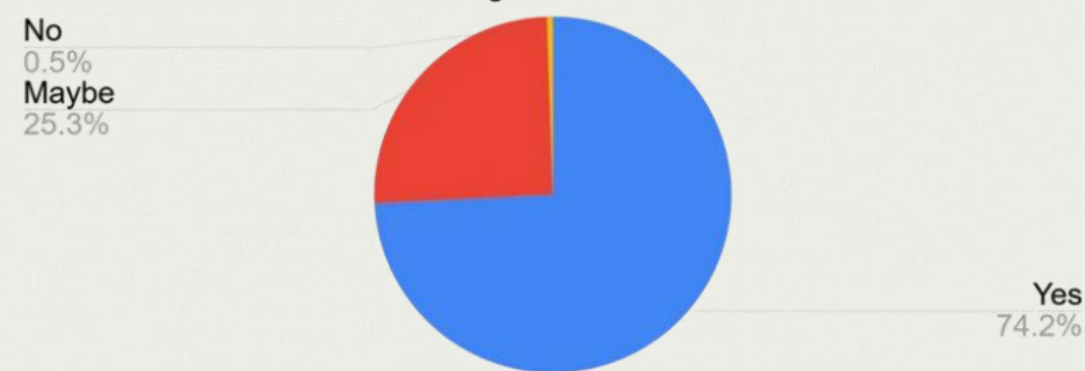
Reported Difficulty in Determining Watering Needs



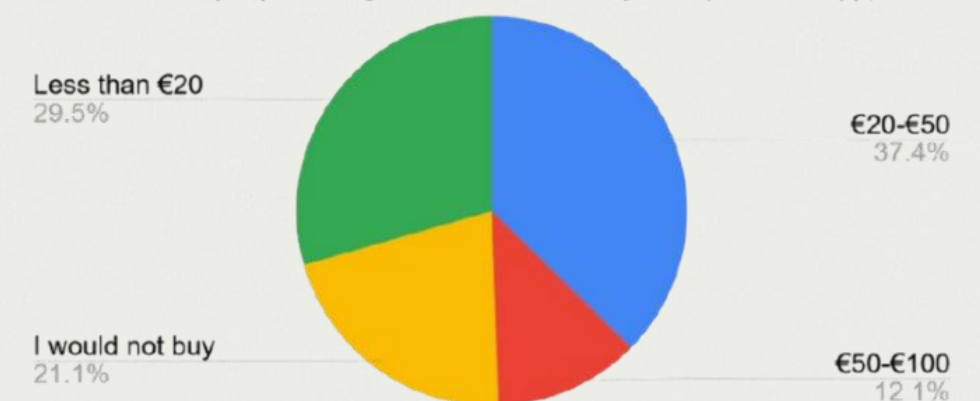
How people decide when to water their plants or crops?



Views on Sensor Contribution to Agricultural Enhancement



How much are people willing to invest in such a system (sensor + app)?



How We'll Reach Our Growers



Awareness

- Social media campaigns;
- Influencer Partnership;
- App Optimization;
- PR and Blogs
- Educational content;

Expansion

- Gardening Forums;
- Supply Chain;
- Agricultural associations;
- Loyalty programs;
- Sensor bundles;

Commercial

- AgriTech Conferences;
- Trade Fairs;
- Direct Sales;
- Pilot programmes;
- Premium plan;

Growth

- Freemium app;
- Customer segmentation;
- Seasonal campaigns;
- Community-building;
- Customer support;

Team



Diogo Freitas

Solar panel, Battery
assembly and design



José Costa

Solar panel, Battery
assembly and design



Gonçalo Almeida

APP, Website and
Database



João Lopes

Sensors and Control



Guilherme Coelho

Sensors and Control



Rodrigo Luís

Business and
Marketing

Financials

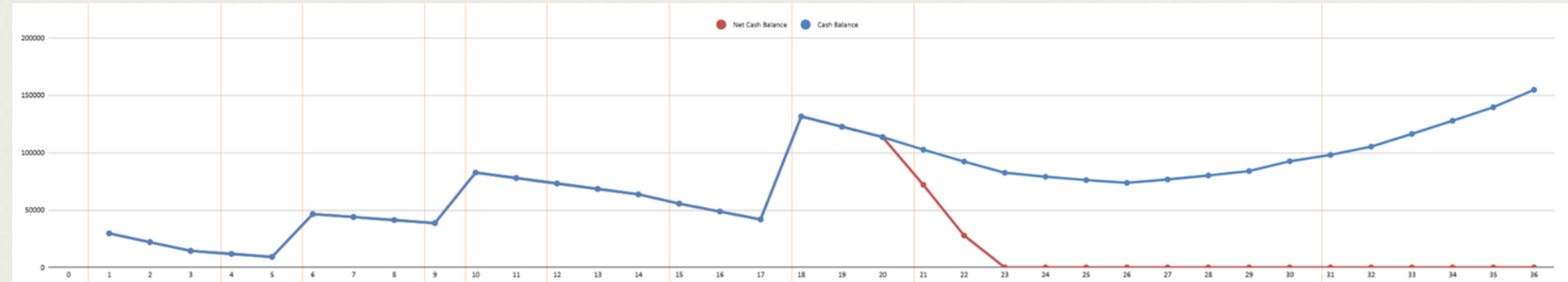
BOM ~ 20€

Assembly and logistics ~ 7€

CAC = 7,5€

Product = 49,99€

Premium = 5€



	Year 1	Year 2	Year 3
Gross profit	0€	41408€	317773€
Gross margin	-	28%	39%
Free Casflow + Exit	-182875€	248662€	2532250€

Milestones

**Product Development
and Validation**



First Sales



Scale Up



**Market
Expansion**



Let's Grow Together!

