



Scan. Know. Grow.

**Replacing guesswork with
science, one room at a time**

PROBLEM

Plants Die. Nobody Knows Where to Put Them

€2B+

Annual plant **returns**

30%

City greening budget **wasted**

67%

First-year **plant mortality**

SOLUTION

Verdi: Point. Scan. Know Instantly.

How It Works

01 Scan Your Space

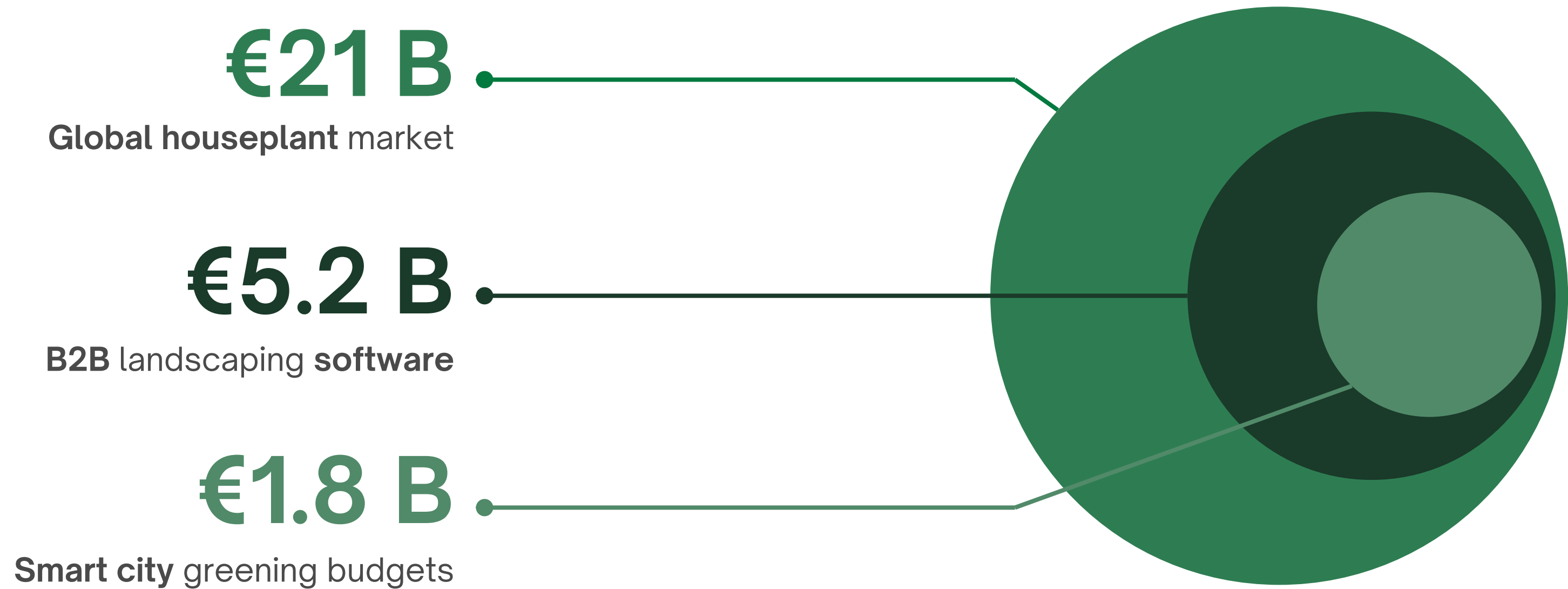


02 Yes or No Answer



MARKET

A Multi-Segment, Multi-Billion Market



MARKET

Our Three Customer Segments

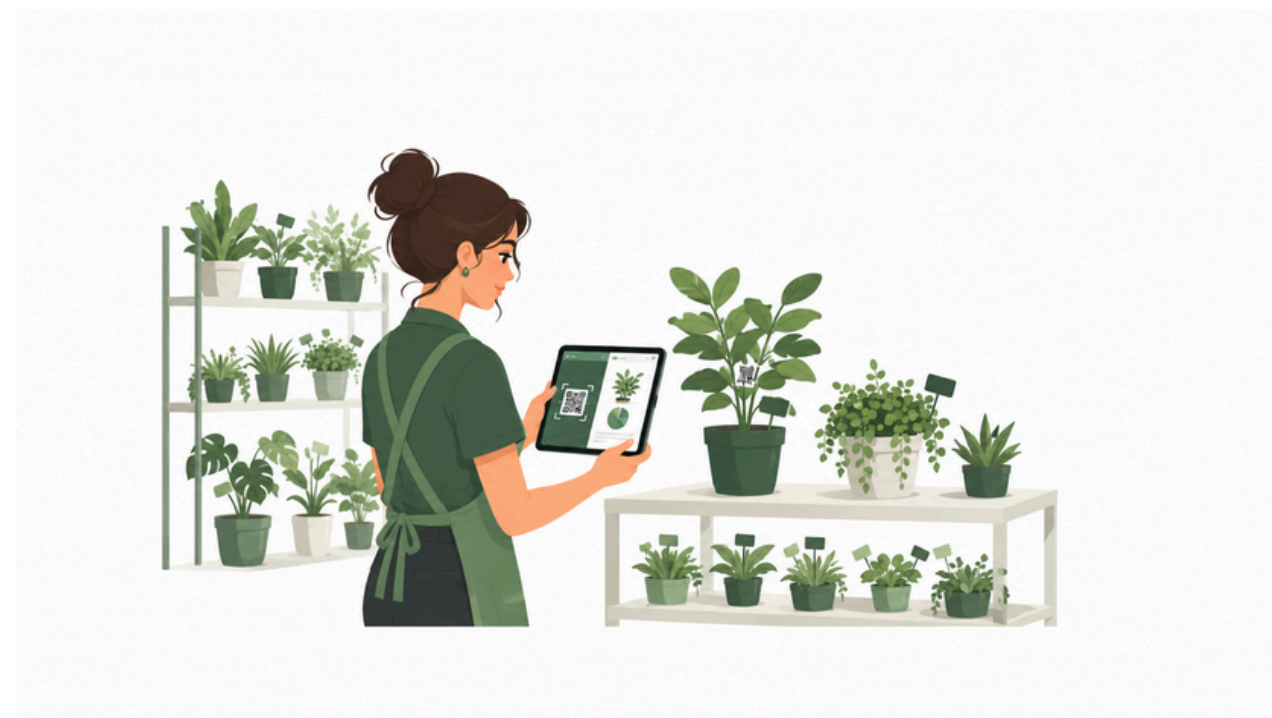
B2C

Urban renters, budget shoppers & aesthetic-driven decorators.
Primary growth engine



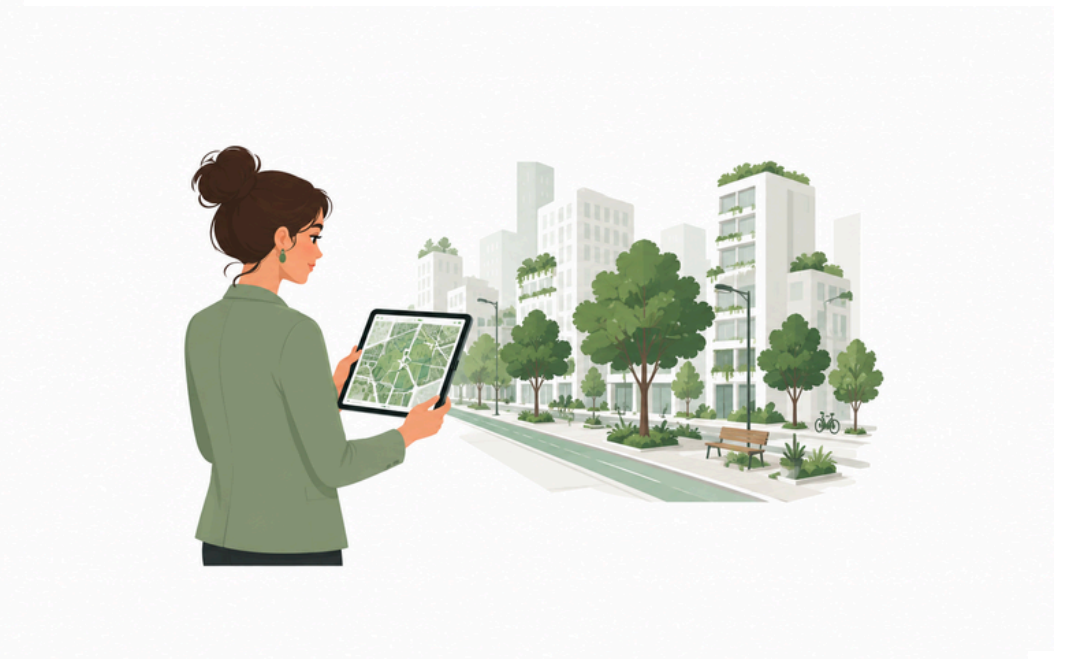
B2B

Independent nurseries, Leroy Merlin-type **retailers**, commercial landscapers & interior designers



B2G


City councils & municipal planners managing public greening programmes



COMPETITION

No One Solves the Root Problem. Yet

Current alternatives fail customers:

Competitor	Approach	Key Gap
Plant care apps (e.g. PictureThis)	Generic advice + ID	No spatial light data
Lux meter apps	Manual light reading	One-time, not predictive
Retail staff / labels	Vague care instructions	"Bright light" \neq your window
CAD tools (AutoCAD, SketchUp)	Professional design	No plant survival logic
 VERDI	3D NeRF + pvlb pipeline	Full spatial light model \rightarrow Yes/No answer

GO-TO-MARKET

Three Channels, One Flywheel

B2C

Social & App Stores

- ◆ **Viral "Plant Flex" NeRF scans**
- ◆ **App Store & Google Play organic + paid acquisition**
- ◆ **Free tier (2 scans/mo) Premium (conversion funnel)**

B2B2C

Retail Partnerships

- ◆ **Physical QR code stands in Leroy Merlin, Ikea & nurseries**
- ◆ **Customers scan before purchase**
- ◆ **Affiliate commissions (5–10%) from referred purchases**

B2B/B2G

Enterprise Sales

- ◆ **Direct outreach to commercial landscapers & city councils**
- ◆ **CAD plugin as Trojan horse**
- ◆ **White-glove onboarding + dedicated account management**

BUSINESS MODEL

Three Revenue Streams, One Platform

B2C Premium SaaS

€5/month

Unlimited whole-home spatial mapping. Free tier capped at 2 scans/month.



B2B CAD Plugin

€500/year

Flat-fee license for commercial landscapers. No per-seat SaaS fatigue.



B2B2C Affiliates

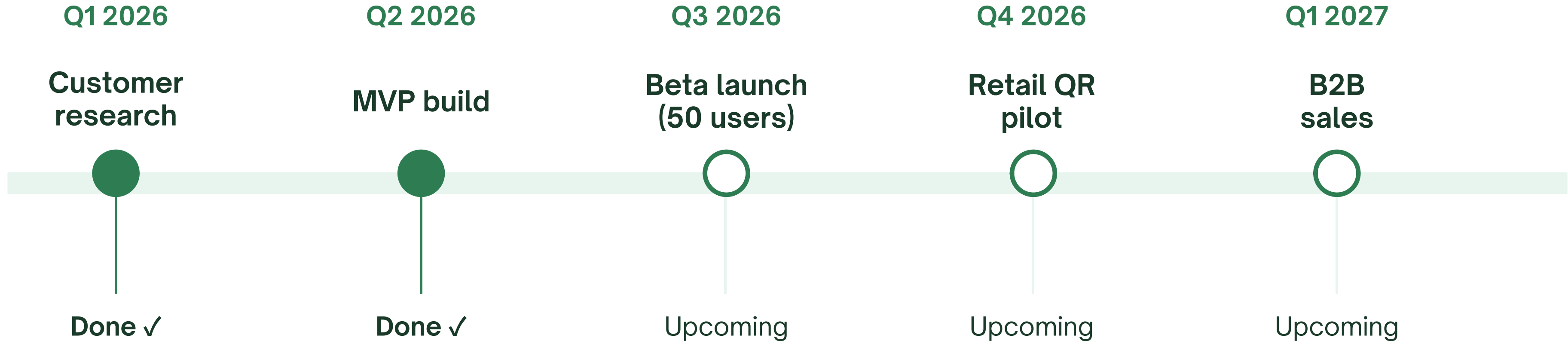
5–10% fee

Referral commissions from partner nurseries. Zero CAC on the retail side.



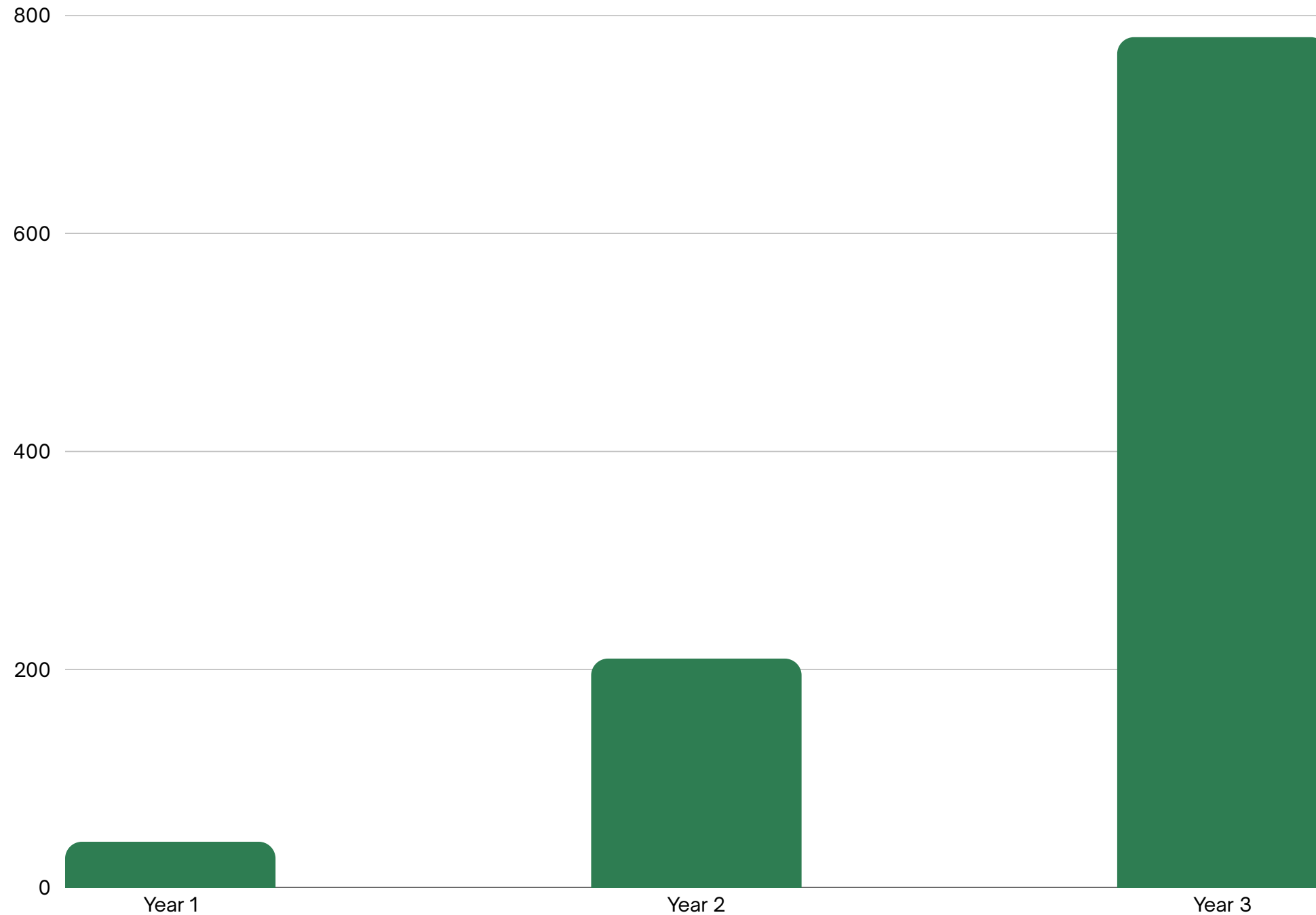
MILESTONES

Roadmap to Revenue



FINANCIALS

3-Year Financial Snapshot

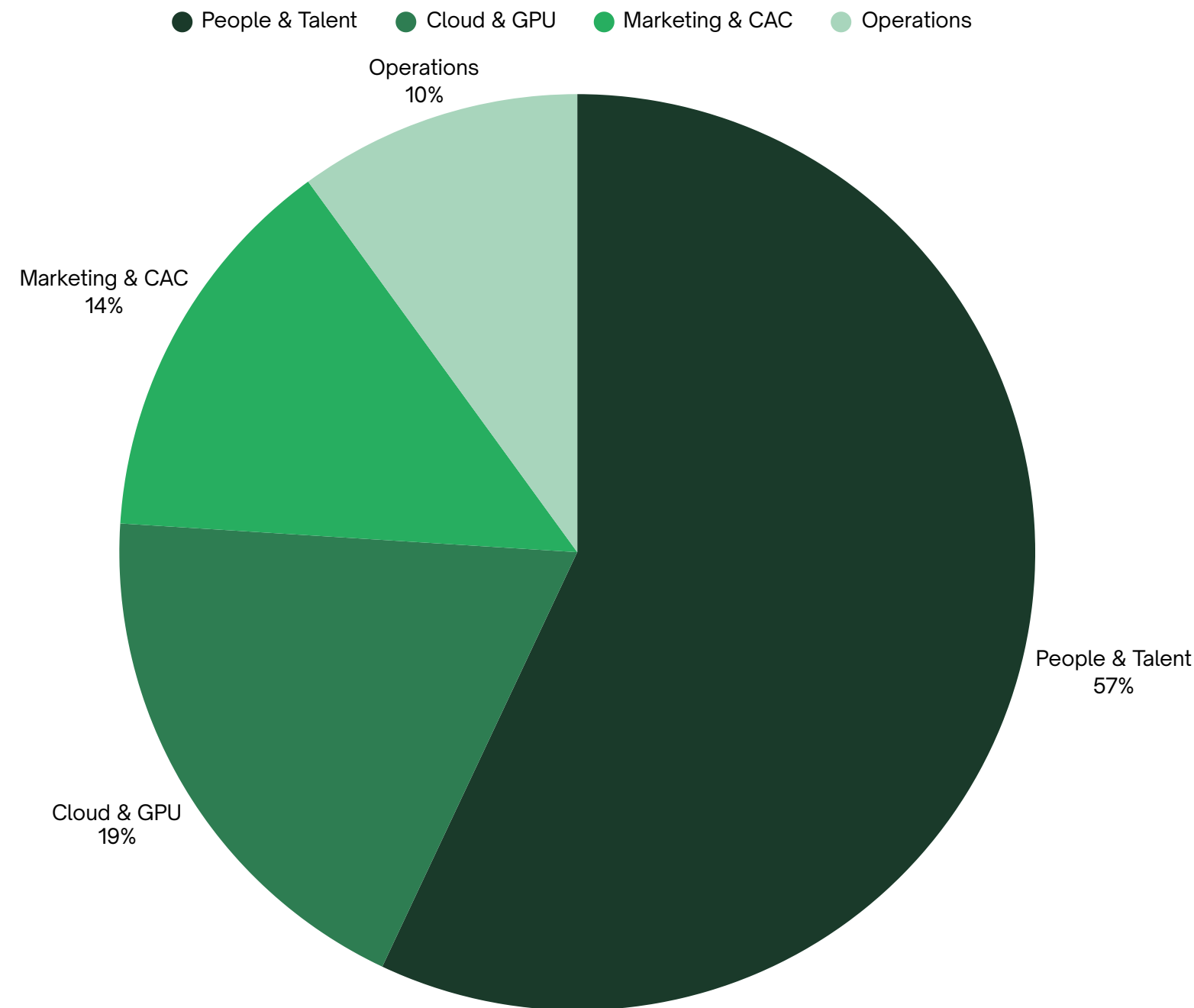


Metric	Yr 1	Yr 2	Yr 3
B2C Subscribers	38	274	1995
B2B Licenses	3	10	73
Monthly Burn (M12)	€7 927	€22k	€62k
Break-even	—	Q3	Profitable
Gross Margin	~81,6%	~79,4%	~76,2%

Assumptions: fixed 4% monthly churn, 20 € CAC, low initial per employee cost of 900 €

CAPITAL

€200k Seed: 18 Months to Break-Even



What the capital unlocks:

- ◆ Focus groups & user **interviews**
- ◆ Full **MVP** development
- ◆ Core **team**: 6 founders + 1 plant expert
- ◆ Targeted **marketing & TikTok** growth **campaign**
- ◆ Retail pilot **QR stands** with 3 nursery partners

TEAM

Built by the Right People

Team Verdi. The people executing this vision



DAVID MARAFUZ GASPAR
Chief Executive Officer



TOMAS BROGUEIRA
Lead Software Engineer



PEDRO MÓNICO
Chief Revenue Officer



JOÃO GUILHERME
Lead Software Engineer



FRANCISCO PALMA
Chief Product Officer



PEDRO SALAZAR LEITE
Head of Engineering

VERDI

Scan. Know. Grow.

We're raising €200k to **eliminate plant mortality**
and build the **spatial intelligence layer** for living things

€200k

Seed Round

18 mo

To Break-Even

€7.8k

Monthly Burn



Explore our Website

Scan the QR code to discover our services, and latest updates.

