

GROWSMART

THE FUTURE OF HOME GROWING

Automated. Modular. Guaranteed Results.

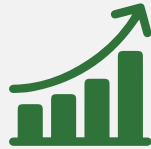


EXECUTIVE SUMMARY (THE DEAL)



The Vision

The "Thermomix for Cannabis". A patented All-in-One ecosystem.



The Traction

>€200K revenue, 7,000+ leads, US-Patent granted.



The Asset

Gen 2 Product is market-ready. Development and online platform finalized.



The Deal

Raising €650K via Asset Deal. Clean restart after supplier failure. EU launch, then international.

THE PROBLEM

Growers need to solve many problems with know-how, and need a lot of equipment.

WE ARE FIXING THAT.



Complexity & Fragmentation

Growing at home required too many devices, is too complicated for most people, especially getting started.



High Costs, Low Efficiency & Wasted Resources

Buying individual components leads to compatibility issues, wasted money, and unreliable setups.



Environmental Instability

Most homegrow environments are unstable and hard to control.



Plant Health Problems, Knowledge Gap & Human Error

Plants die because the environment is unstable and errors are likely to happen.

THE SOLUTION

**ENABLING EASY HOME
GROWING BY PROVIDING A
MODULAR ECOSYSTEM AND
EVERYTHING ELSE NEEDED.**

Smart and reliable.



MARKET OPPORTUNITY

Cannabis legalization is creating a massive home-growing market across Europe and beyond.

WE ARE PERFECTLY POSITIONED.



TAM: Global Home-Growing

The global indoor gardening market is projected to exceed \$10B by 2028, driven by legalization trends worldwide.



SAM: EU Cannabis Home-Growing

Germany legalized cannabis in 2024. 4.5M regular consumers, 3 plants per person legal. Netherlands, Czech Republic, Malta following.



SOM: Premium Segment

Target: 5,000 units/year in DACH + Benelux within 3 years. D2C first, then B2B and international.



Timing: The Legalization Wave

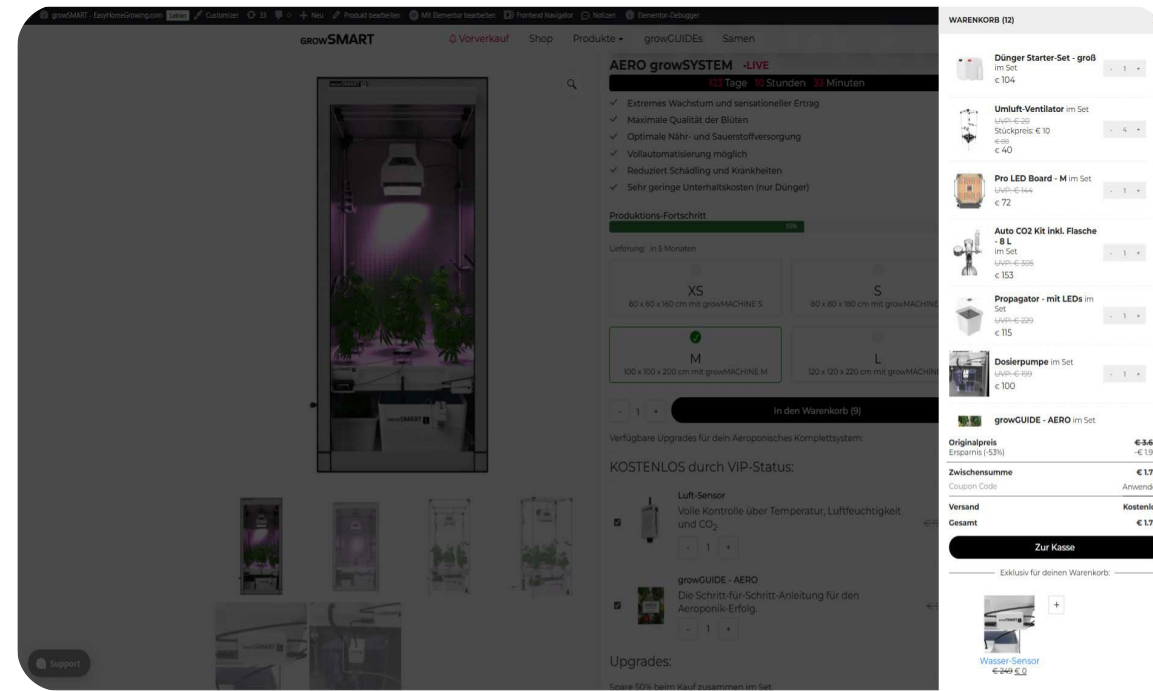
EU regulation is shifting fast. First-mover advantage in the premium all-in-one segment is available NOW. No dominant ecosystem player exists yet.

WE ARE NOT STARTING FROM ZERO.



Hardware

- Development finalized
- Production started
- more Products planned
- Patents



Fully Automated Commerce Operating System

- Multilingual & Multicurrency E-Commerce (international sales)
- Sales, Support and Marketing automations (AI)
- B2B, Affiliate and Datatracking

7,000+ Leads, >€200K Historic Revenue (2 product generations), Warehouse full with components.

UNIT ECONOMICS



Average
Hardware Cost
€650

vs

Average Cart
Value
€1.100

**Average CLV
€2.100 (1.9x
repeat from add-
ons +
consumables)**

GROWSMART
EASYHOMEGROWING.COM

Rechnungsdatum: 2025-03-21
FlowaPowa Holding UG
Münchener Straße 13
12309 Berlin

RECHNUNG

Zahlungsstatus der Rechnung:
Bezahlt

Rechnungsnummer: 137
Bestellnummer: 173117
Bestelldatum: 2025-03-21
Zahlungsart: PayPal Später Bezahlen

Bezeichnung	Anzahl	Preis	Gesamt
AERO growSYSTEM – L	1	€ 2.085	€ 2.085
Luft-Sensor	1	€ 0	€ 0
growGUIDE – AERO	1	€ 0	€ 0
Wasser-Sensor	1	€ 125	€ 125
Dosierpumpe	1	€ 100	€ 100
smartPLUG	1	€ 50	€ 50
Propagator – mit LEDs	1	€ 115	€ 115
Auto CO, Kit inkl. CO, Flasche – 10 L	1	€ 161	€ 161
Pro LED Board – L	1	€ 100	€ 100
Umluft-Ventilator	2	€ 10	€ 10
Dünger Advanced-Set – groß	1	€ 202	€ 202
Cali Funk	4	€ 5	€ 5
Purple Banana	4	€ 5	€ 5
Cookies	4	€ 5	€ 5
Mitgliedschaft CSC	1	€ 20	€ 20
			Zwischensumme € 3.035
			Versand € 0
			Gesamt € 3.035
			Netto € 2.550
			MwSt. 19 % € 485

Lieferung an:

Durch den Vorverkauf kann kein exaktes Lieferdatum genannt werden.

Seite 1 von 1

Bankverbindung
Kontoinhaber: FlowaPowa Holding UG
IBAN: DE 46 1101 0101 5207 3061 49
BIC/SWIFT: SOBKDE33

Kontaktiere uns
E-Mail: team@easyhomegrowing.com
Telefon: +49 (0)30 220126461
WhatsApp über Telefon möglich

Weitere Angaben
USt-IdNr.: DE 356653590
Steuernummer: 29/288/02041
Es gelten die AGB's zum Bestelldatum.

THE PIVOT: FROM DEPENDENCY TO CONTROL

Comparison

PAST

Reliance on single unreliable supplier -> Delivery Stop.

FUTURE

IP Ownership (We own the code) + Flexible Execution

RESULT

Shift from "Pre-Sale" risk to "In-Stock" security

Limited Resources



Scaling Fast With More Power

The Pivot: From Dependency to Control



The Bottleneck (Past)

- Proof of Demand: Generated >€200K revenue with MVP hardware.
- Point of Failure: Reliance on single external supplier for electronics.
- Impact: Delivery stop. Insolvency proceedings.



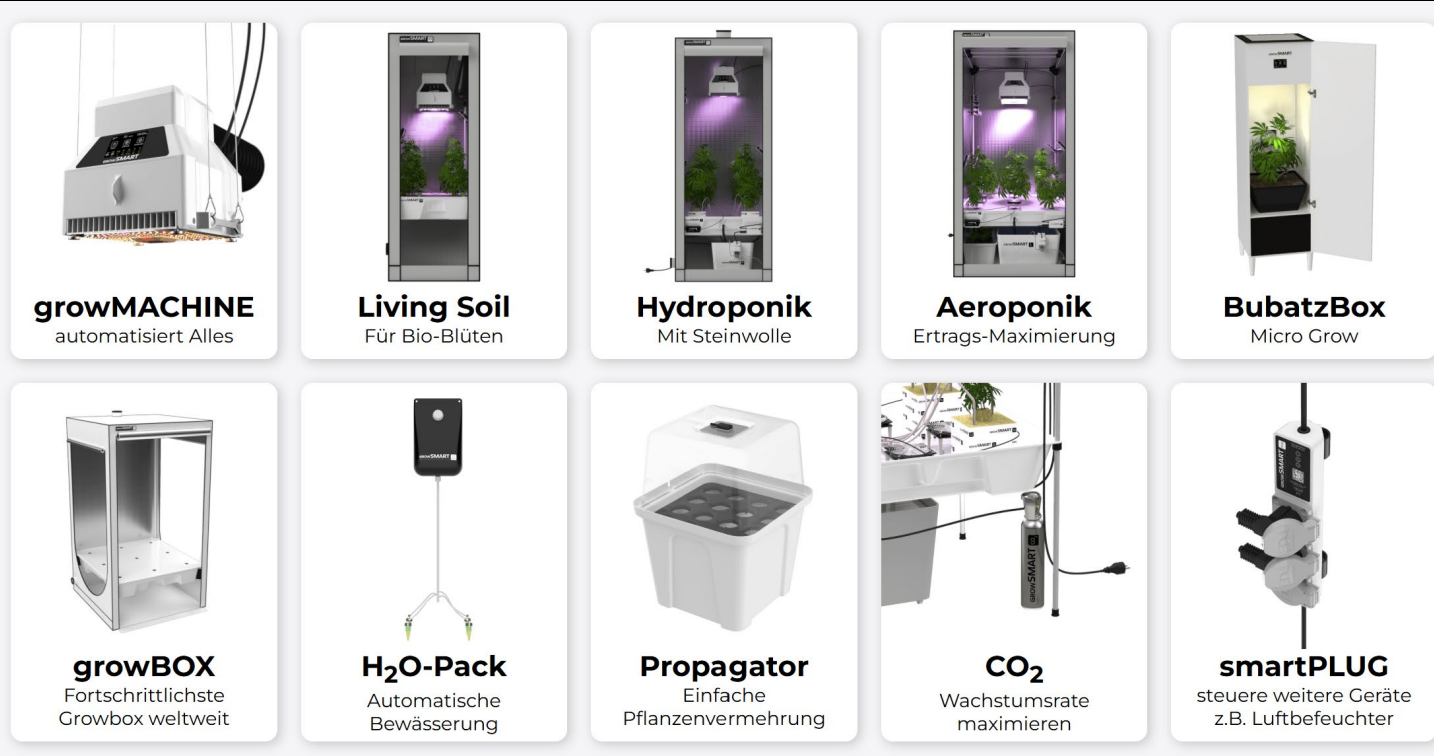
The Resolution (Asset Deal)

- Fix: Electronics now in-house. IP secured.
- Business Model Shift: From 'Pre-Sale' to 'In-Stock'.
- Clean slate via Asset Deal. No legacy debt.

THE ASSET DEAL: DE-RISKED ENTRY



Single supplier failure. Everything else worked. Now available at a fraction of cost.



growMACHINE
automatisiert Alles

Living Soil
Für Bio-Blüten

Hydroponik
Mit Steinwolle

Aeroponik
Ertrags-Maximierung

BubatzBox
Micro Grow



growBOX
Fortschrittlichste
Growbox weltweit



H2O-Pack
Automatische
Bewässerung



Propagator
Einfache
Pflanzenvermehrung



CO2
Wachstumsrate
maximieren



smartPLUG
steuere weitere Geräte
z.B. Luftbefeuchter

Lessons Learned. Stronger Restart.



De-Risked Entry: Product-Market-Fit proven. Single external supplier (electronics) failed during production. Not a market or product problem.



Massive Head Start: R&D, tooling, online platform, US patent, and 7,000+ leads are ready to go.



Valuation Upside: Acquire IP, brand, molds and inventory at a fraction of 10,000+ hours of R&D cost.



Clear Path: Clean restart: No legacy debt. Administrator supports acquisition. Electronics now built in-house.

WHY growSMART WINS



Others sell parts.



We sell guaranteed results. Patented. Modular. Automated.

GROWSMART

MODULAR ECOSYSTEM BUSINESS MODEL

The Entry

Scalable Base Hardware

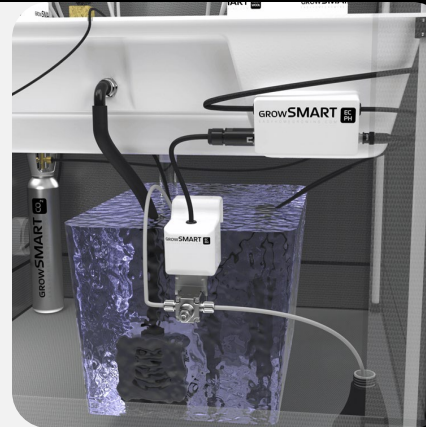


Cost-Leader Strategy via Smart Engineering

- **Design-to-Cost:** Smart engineering
- allows cost-efficient mass production to maximize market penetration.
- **Channel Agnostic:** High-volume sales via D₂C and B₂B (Wholesale) to place units into as many homes as possible.
- **Validated Demand:** Strong pre-sales track record despite long wait times.
- **Pricing Power:** Transitioning to "instant availability" allows for immediate price increases and higher margin.

The Profit Engine

Proprietary Ecosystem & Smart Upsells



Hardware-Lock-in via Custom Interfaces

- **Tech Lock-In:** Our ECOSYSTEM ensures that our extensions work the best and are best value for money.
- **Essential Expansions:** Customers start with the base model and upgrade via high-margin add-ons to unlock the system's full potential.
- **Lifecycle Revenue:** Every base unit sold creates a recurring revenue stream for proprietary hardware upgrades and consumables.

Hyper-Efficiency

Automated Low-OPEX Operations



€ 10m Revenue potential with <5 FTEs

- **Automation First:** AI handles sales, support, and logistics. Production fully outsourced to OEM partners.
- **The "5-Person" Metric:** AI + outsourced production allows scaling to > €10M revenue
- **Decoupled Growth:** Key hires: Marketing + Designer. Everything else automated via AI or outsourced.

Strategy: We capture the market with an affordable base unit, then monetize the lifecycle through proprietary high-margin upgrades and recurring consumables strictly integrated into our ecosystem

GO-TO-MARKET (THE PROFESSIONALIZATION)

Phase 1

Details:

- Finalize electronics + start Gen 2 production
- OEM production setup (asset-light)
- Hire Marketing Manager + Designer
- Deploy AI automation across operations
- Reactivate 7,000+ leads

Phase 2

Month 7+ Launch & Sales

- **Scaling D2C Sales:** Deploying marketing budget into the validated funnels to acquire new customers at predicted CAC.

Phase 3

EU Expansion & International B2B

- EU Market First: Scaling D2C across DACH + Benelux via 3PL network, supplied by OEM partner.
- Then International: USA + UK via decentralized fulfillment. B2B wholesale and affiliate scaling with zero upfront ad spend.

FINANCIAL PROJECTIONS

Position (in €)	Year 1 (Restart)	Year 2 (Expansion)	Year 3 (Market Leader)
Total Revenue (Hardware Sales) (Recurring/Service)	€ 2,000,000 (€ 1,900,000) (€ 100,000)	€ 5,500,000 (€ 5,000,000) (€ 500,000)	€ 12,000,000 (€ 10,500,000) (€ 1,500,000)
Gross Profit	€ 1,100,000	€ 2,750,000	€ 5,400,000
EBITDA	-€ 100,000	€ 650,000	€ 1,900,000
EBITDA Margin	-5%	12%	16%



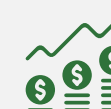
Seasonality Strategy:

Investment bridges summer production for winter high-season delivery.



Validated Funnel:

Year 1 math: 7,000 leads x 8% conv. = 560 units
+ new leads from marketing = ~1,800 units x
€1,100 avg. cart.



Expansion & Recurring:

Year 2: B2B volume in EU. Year 3:
Recurring revenue via consumables
subscriptions.

TEAM & KEY HIRES

TOBIAS LEICHTLE (FOUNDER & CEO)



- **End-to-End Engineering:** Expert in CAD, 3D-Renderings, Simulation and rapid prototyping. From concept to mass production (Design-for-Manufacturing).
- **E-Commerce & Growth Architect:** Built the custom WordPress/WooCommerce platform from scratch, including automations, funnels & marketing campaigns.
- **AI Visionary:** Built the proprietary "Zero-Headcount" infrastructure using n8n, php, Mautic, and Custom AI Agents.
- **The Gap:** Bottleneck was always human capacity, not product or demand.
- **The Fix:** Key Hires: Marketing Manager + Designer. Production outsourced. Rest automated via AI.



Engineering & R&D: Executed complete product development from CAD simulation to mass production setup. Managed the in-house 3D-print farm and established global supply chains & QC processes.



Digital & Automation (IT): Built the entire digital infrastructure together with a freelancing friend: Custom WooCommerce platform, n8n workflow automation, and a proprietary AI-Chatbot for customer support.



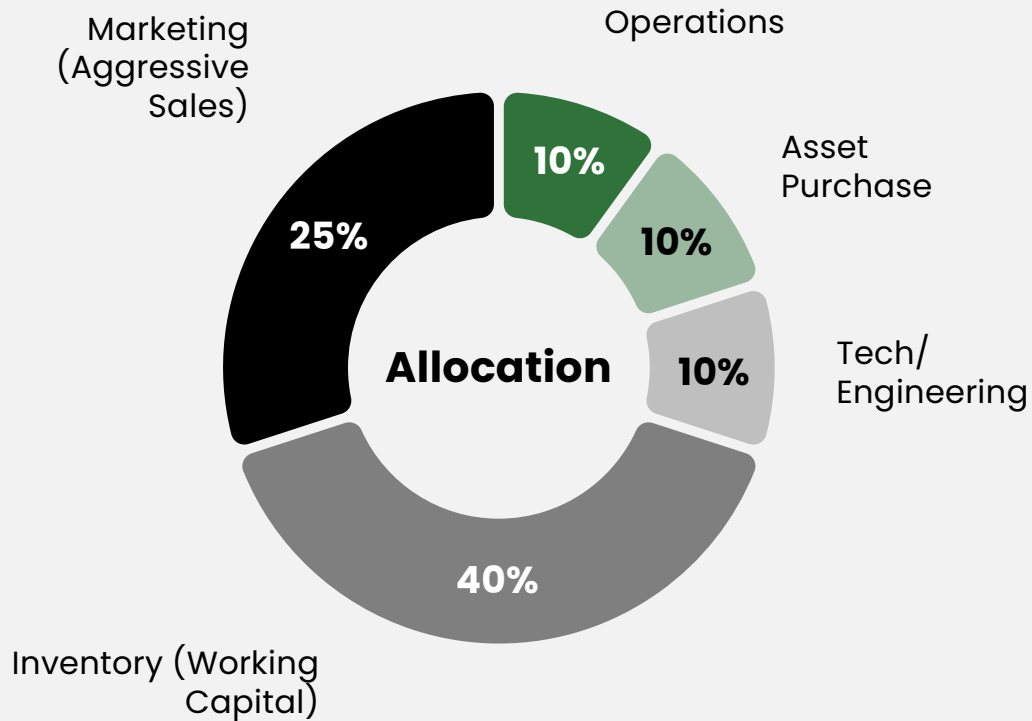
The Track Record: Bootstrapped two product generations to €200K+ revenue and secured a US-Patent with limited resources.



The "Gap" & "Fix": Growth was capped by capital, not capability. Funding enables key hires (Marketing + Design), AI automation, and outsourced production. Supported by freelance specialists in electronics, web development, and 3D design.

THE ASK: €650K (SEED / ASSET DEAL)

Tech & Restart Sales

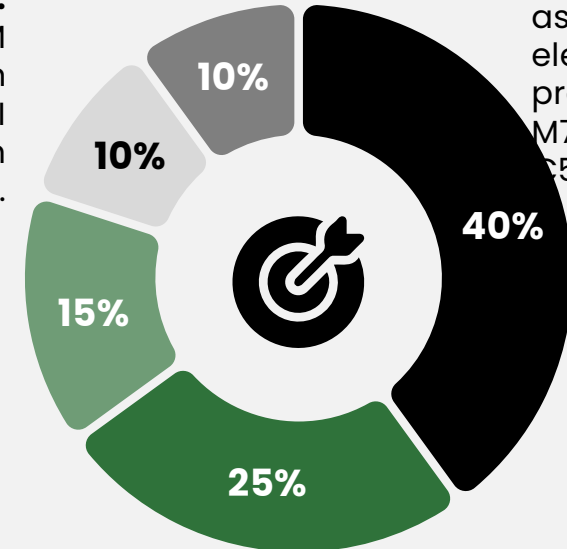


Acquire Assets

Asset Acquisition:
Buying IP/Molds from Insolvency Estate.

Operations:
OEM production setup & AI automation deployment.

Marketing Reboot:
Reactivating 7,000+ leads.
Hiring Marketing Manager + Designer.



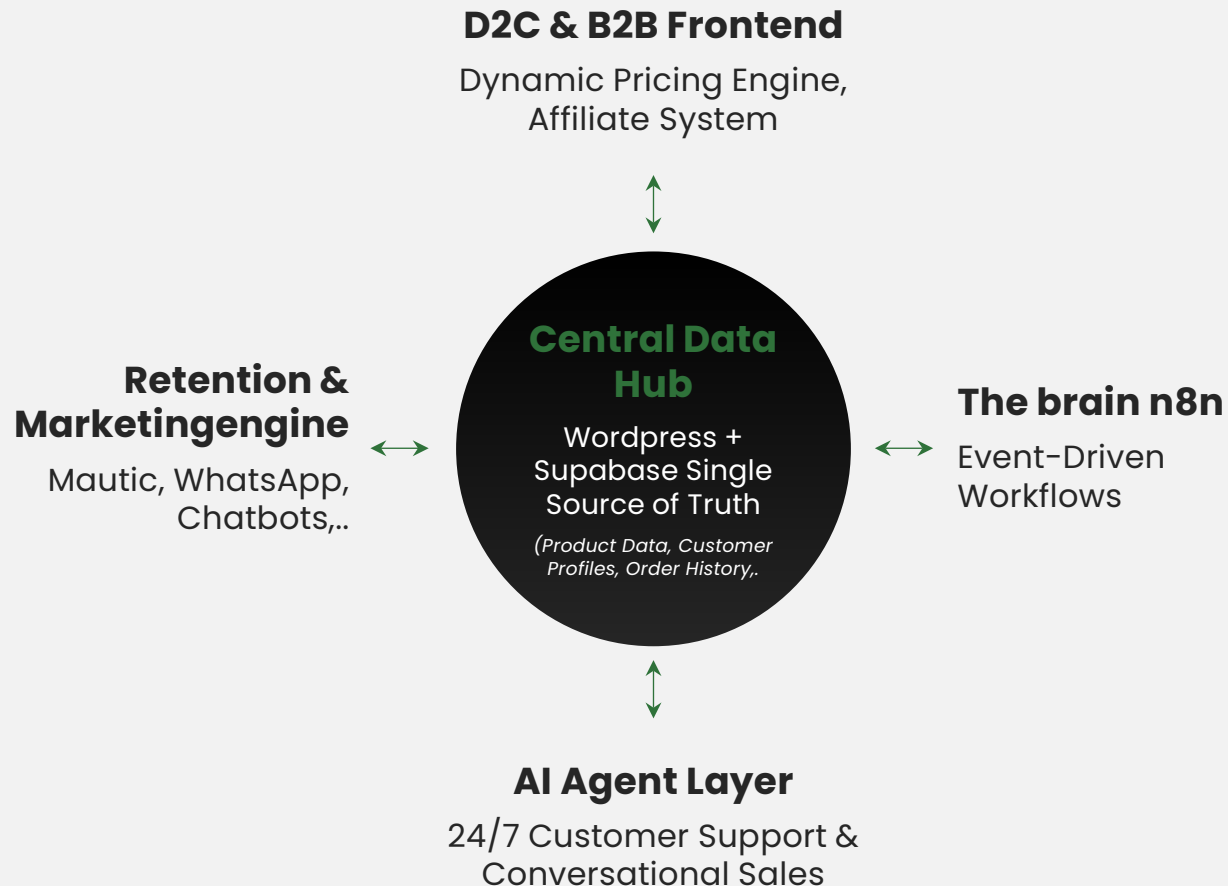
Tech & Engineering: Finalizing proprietary mainboard & software. Electronics now in-house.

Inventory & Working Capital:
Producing 500+ units for in-stock sales. Milestones: M1-3 acquire assets + finalize electronics. M4-6 produce 500 units. M7-12 target €500K+ revenue.

APPENDIX



SCALABLE & AI-DRIVEN COMMERCE INFRASTRUCTURE



Hyper-Efficiency via AI & Automation

Our proprietary AI agent handles support queries (stock status, product specs, cart info) via WhatsApp automatically. Result: We can scale to 10,000 orders/month without hiring additional support staff.



Complex Commerce Capabilities

Built-in B2B logic with dynamic pricing, dropshipping execution, and a multi-level affiliate system. We serve individual customers and wholesale partners from one unified platform.

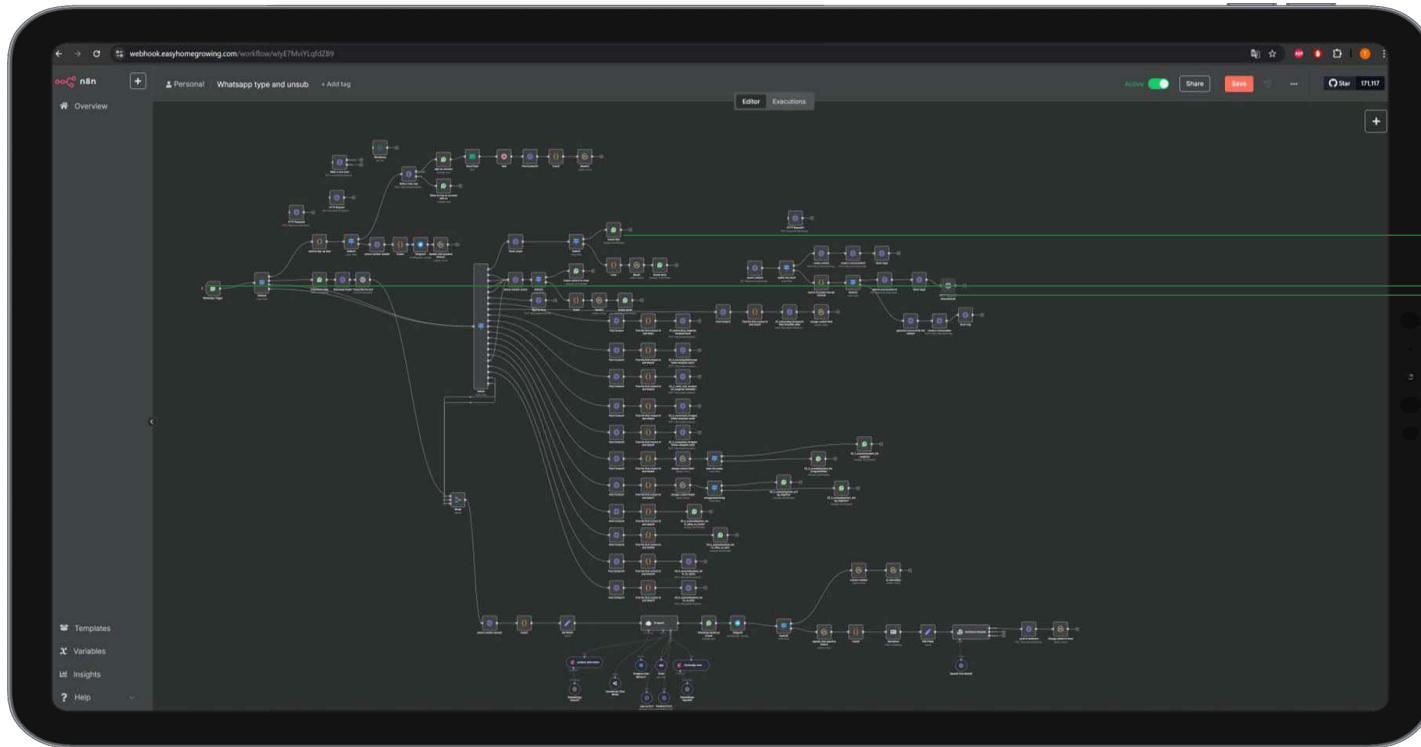


Cost Efficiency

Strategic use of Open Source (Mautic, WordPress, n8n) combined with highend logic (n8n, Supabase). We own our data and pay zero enterprise license fees, maximizing EBITDA margins and scalability.

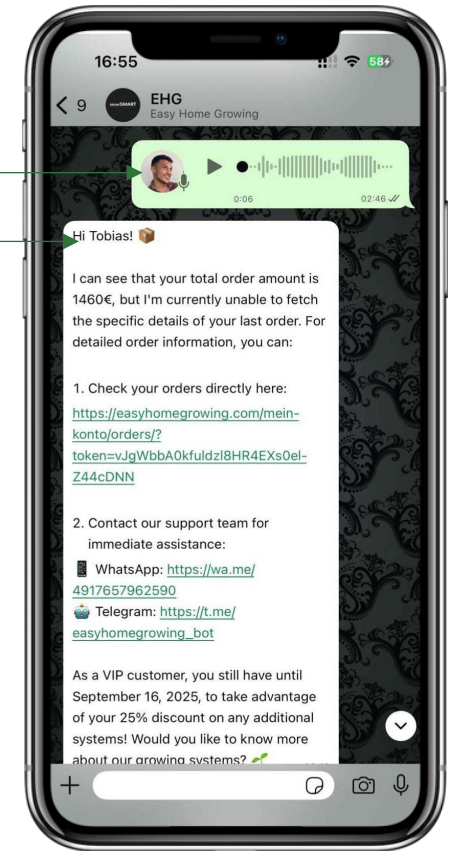
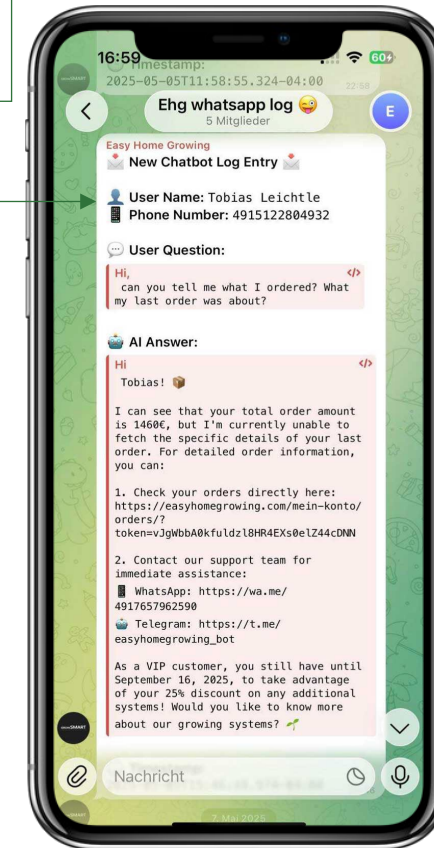
CONTEXT-AWARE AI SALES AGENT (RAG-ARCHITECTURE)

Combining Real-Time Database Access (Supabase) with LLM Intelligence via WhatsApp.



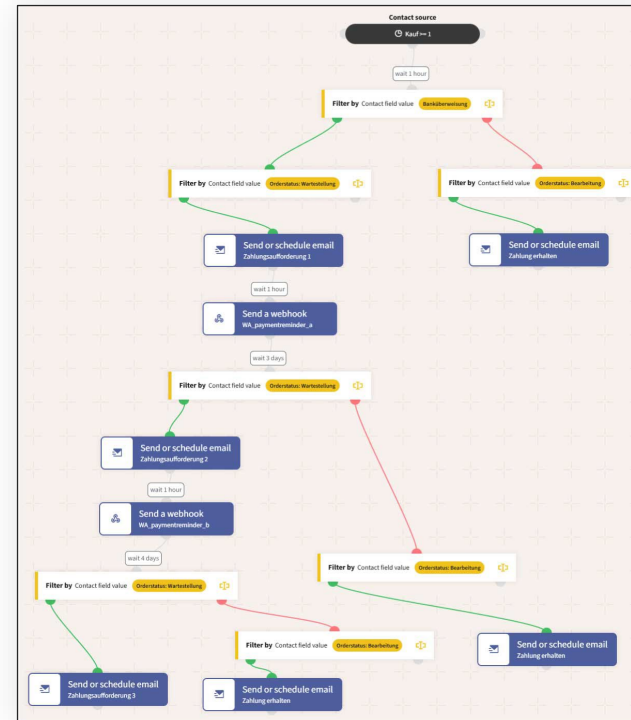
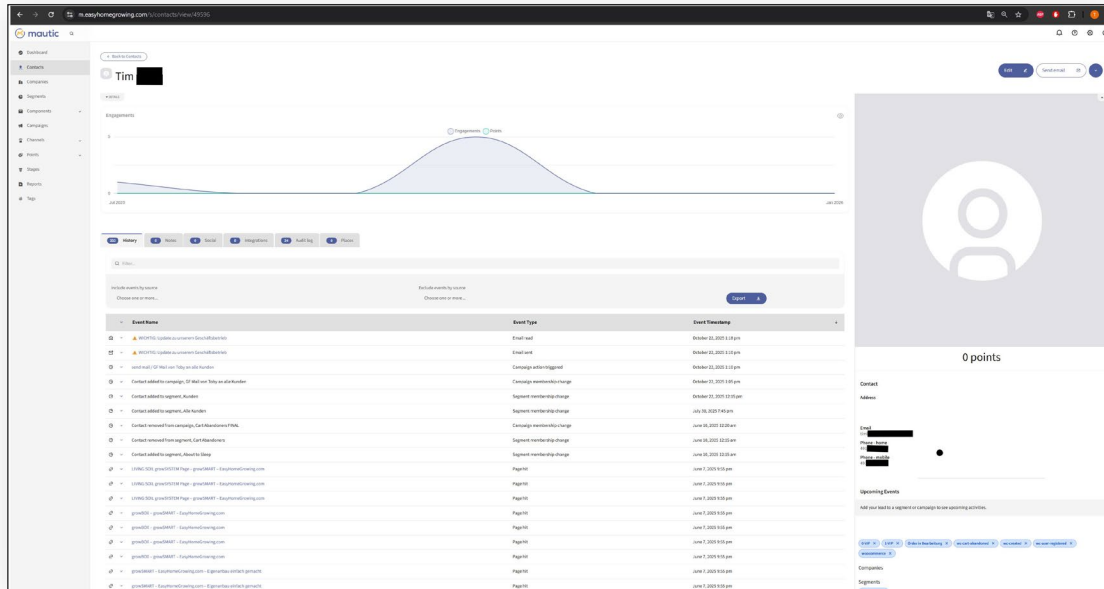
The RAG Advantage: Unlike standard chatbots, our agent accesses live commercial data (Order Status, Inventory, Pricing, User Behavior..) before answering to create the perfect interaction based on the instruction (if product is in cart, create a coupon code for 24h with 5% discount and send an auto-login link for easy checkout). Usable via WhatsApp, Telegram, Webpage, E-Mail,..

Result: 24/7 live support without human intervention, higher conversion rates, endless possibilities



360° CUSTOMER INTELLIGENCE & PIPELINE MANAGEMENT

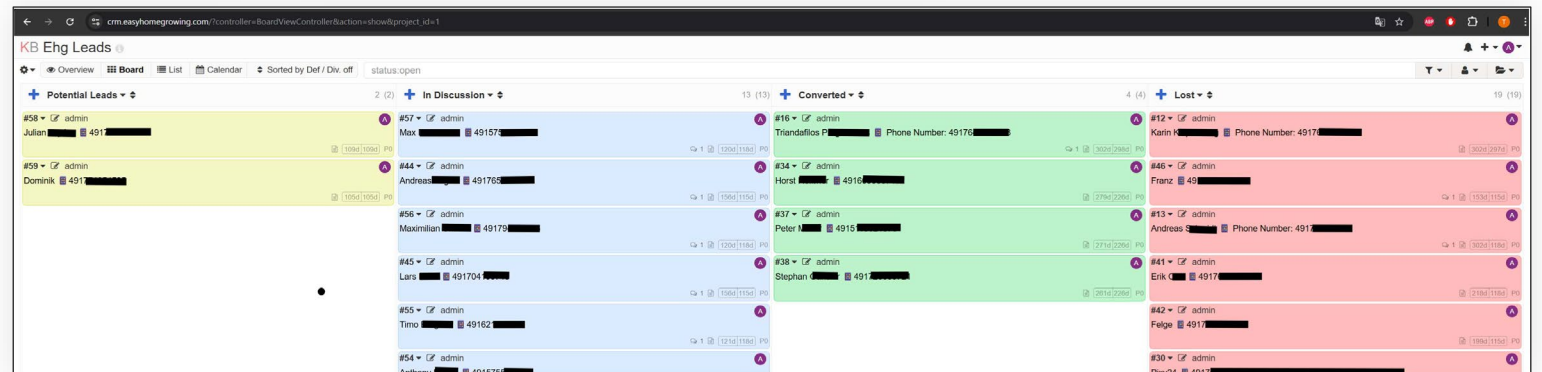
Bridging automated behavioral nurturing (Mautic) with high-touch B2B sales management (Custom CRM).



Automated Revenue Recovery: Logic that automatically recovers lost carts without human intervention.

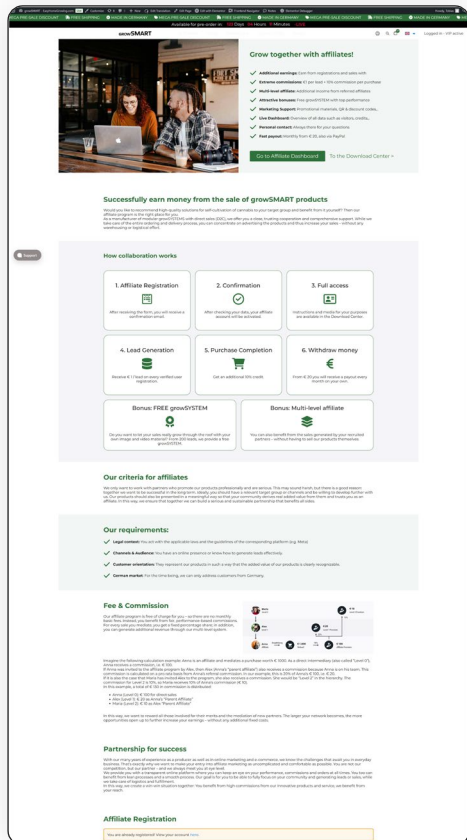
Active Deal Flow: Managing high-ticket wholesale leads from 'First Contact' to 'Closed Deal'.

Deep User Profiling: We capture every digital touchpoint (clicks, reads, visits) to build a complete customer persona to trigger marketing funnels.



VIRAL GROWTH ENGINE: MULTI-LEVEL PARTNER ECOSYSTEM

Zero-CAC Strategy – Leveraging community trust for scalable distribution



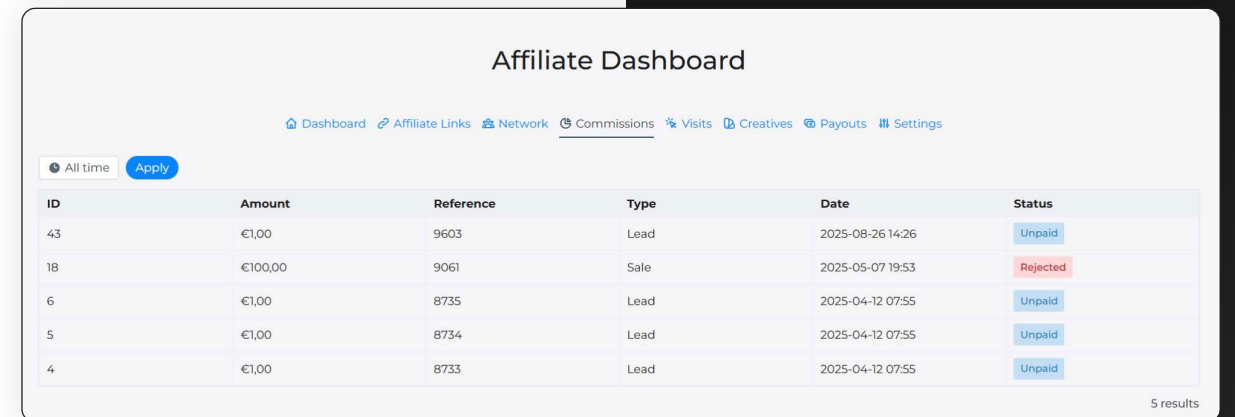
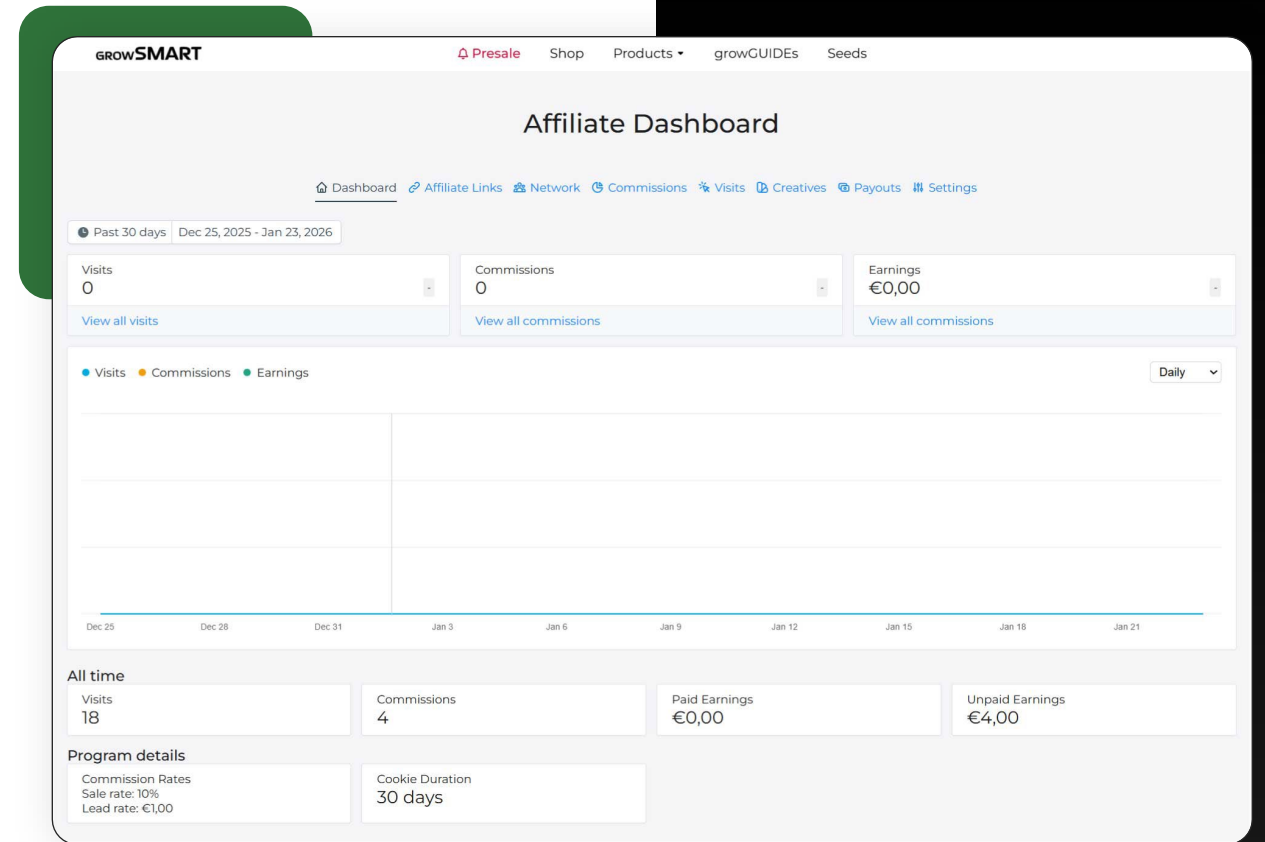
Automated onboarding funnel

Fully Automated Operations:

Multi-Level Logic: Partners can recruit sub-partners, creating a viral network effect (Exponential Reach).

Automated Payouts: Workflow calculate commissions, generate credit notes, and trigger payouts. Zero accounting headache.

Real-time Analytics for Influencer & Partner.



growMACHINE ALL-IN-ONE-SOLUTION

Patented **US11627707B1**

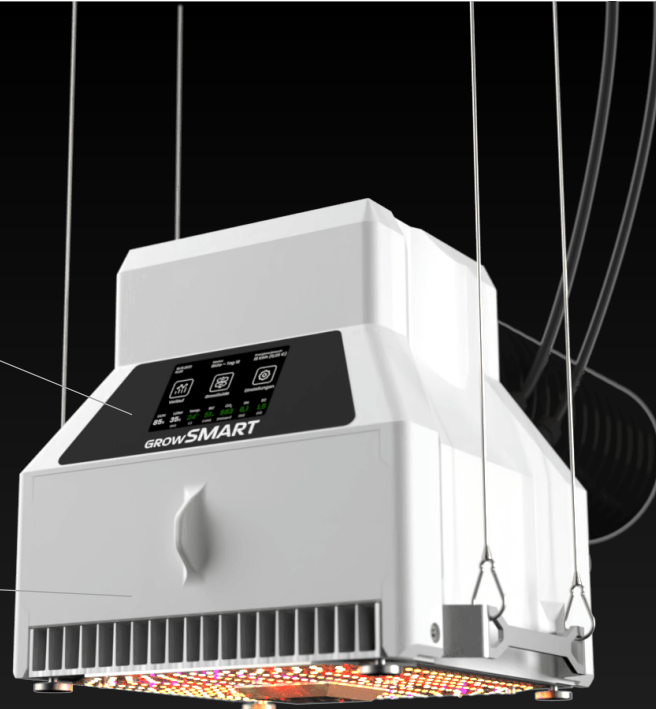
<https://easyhomegrowing.com/growmachine/>

Touchscreen

Easy automation of the entire grow.

carbon active filter

Eliminates odor and is easy to replace within seconds.



Radial exhaust fan

Generates airflow and helps to control parameters like humidity.

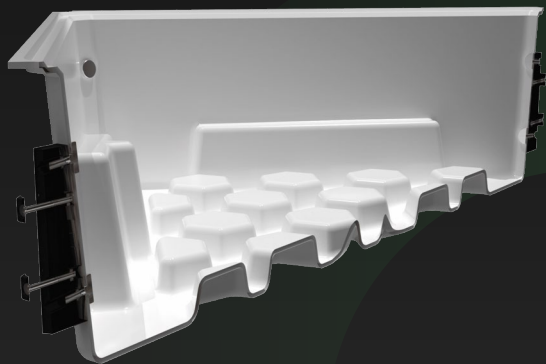
Communication bus

Connect indefinitely devices for optimization.



growBOX + smartTRAY

<https://easyhomegrowing.com/growbox/>



GROWSMART

smartTRAY

Multifunctional plastic tray as base for different growing methods and overall stability.

Adjustable height

Having the option for maximum height of plants or adding a watering system beneath is key



H2O-Pack

Provides automatically water and nutrients to eliminate most irrigation challenges

Windows

For easy access to plants. Some windows have a second clear film so no odor escapes.

Foldable tongue

For pulling out tanks and other equipment without making a mess by uplifting above pole and tongue.

LIVING SOIL growSYSTEM

growMACHINE

Combines several devices and replaces the need for any other control unit; saves >20% of energy.

smartSOIL filling

Includes all nutrients, bacteria, enzymes and fungi for an fast and healthy grow. No fertilizer needed



H2O-Pack

Provides automatically water and nutrients to eliminate most irrigation challenges

Circulation fans

Creates an unmatched flow with many advantages for plants.

growBOX

Creates a controllable environment with unique features compared to other growboxes.

HYDROPONIC growSYSTEM

smartPLUG

Powers and automates every device with 110/230V AC.

CO₂

Increases growth rates and yield by >30%

Aeroponic System

Generates up to 20% more yield without use of substrate

- The hydroponic setup delivers up to 20% more yield compared to soil based systems. Its upgradeable too.
- 3 sizes of 0.8m, 1.0m and 1.2m allow the cultivation of up to 16 plants.



Air-Sensor

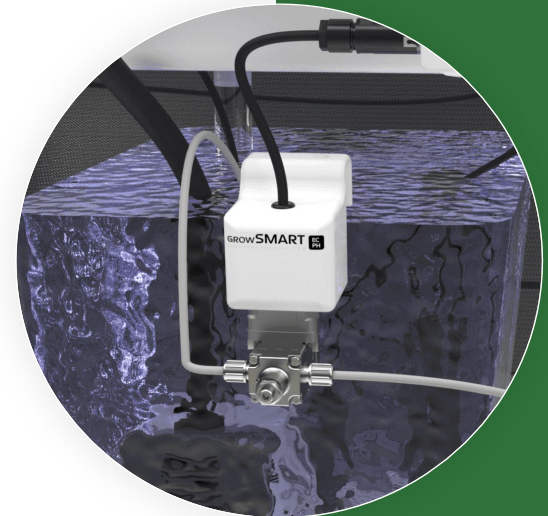
Measures Humidity, Temperature, CO₂ and controls circulation fans and CO₂-level.



Hydroponic extension

Water-Sensor and - pumps, tank, tubing, irrigation system, rockwool..

→ 30% more yield



Nutrient tank with smart pump

AEROPONIC growSYSTEM

Aeroponic extension

Water-Sensor and -pumps, tank, tubing, irrigation system, multi layer plastic planes..

→ 50% more yield

Propagator

Help rooting clones for more productivity.



The aeroponic setup delivers more than 50% more yield compared to soil based systems.

All growSYSTEMs can be configured as needed. Small size (60 x 60 cm) low budget to big size (120 x 120 cm) and fully automated.

The main advantages comes from an unique ECOSystem which combines all necessary functions with very competitive prices.