

Verdeat.

Your personalized home farm

Verdeat has been created by individuals with a common goal; to contribute to better future for our planet and well-being [of humans] by taking small steps. Cliché as it may sound, today's world needs those small steps more than ever.

Verdeat has been developed to help us to contribute to the ecosystem, and eat healthier while saving money and resources.



What is it?

Verdeat is an **indoor garden system** that uses soilless, organic plant cultivation. It smartly irrigates and provides nutrition to vegetables and herbs. Verdeat is an app-controlled system which is self-sustainable for 1-3 weeks. The amount of water, energy and nutrients used is adjusted precisely to the needs of the plants, without an unnecessary waste.

The system consists of modular plates with slots to plant the seeds along with a soil-free natural substrate (e.g. coconut fibre). Its unique universality and modularity also allow the growth of regular soil-based pot-plants and microgreens.



76 greens
100% organic



Autonomous
app-controlled
system



Environmentally
friendly



Mood-boosting
sun-like light and
improved air quality



6-months
investment
payback period



Made in EU
from 95% recycled
materials

What makes Verdeat special



76 greens, 100% organic

Greens are **vital to a healthy balanced diet** that maintains our body. Verdeat allows you to grow **76 different plants** (vegetables, greens, herbs and even flowers) that are **100% organic** and pesticide-free. Our system helps to grow your own food **40% faster** than using soil cultivation. With Verdeat you can plant your own seeds, microgreens or potted plants.

40%
faster



Autonomous indoor gardening

It is almost entirely **maintenance-free**: **all** you need to do is add water and the required nutrient once every **1-3 weeks**. The **mobile app** will guide you to take care of your plants from wherever you are. Verdeat **saves you time**: as it takes just 20 minutes to set up the system and plant your greens. It's **compact** and doesn't take up much space: choose from the three sizes available in three colors.



Environment friendly

Water scarcity is a global issue. One kilogram of lettuce requires the use of 237 liters (62 gallons) of water. Verdeat uses **90% less water** than in regular soil-based cultivation. No pesticides or fertilizers are used so you can protect both your health and the environment. Verdeat follows the **zero waste** principles: you eat the amount you wish to eat, you don't produce plastic waste and all your Verdeat produced food is local and it doesn't require transportation, storage or packaging.

90%
less water

Verdeat size L allows to use **8kg (18 lb) less plastic per annum!** That way, your individual consumer decision means a sustainable environmentally responsible household.

8kg
(18 lb)
less plastic per
year



Mood-boosting sun-like light and better air quality

In various tests, the lighting used in Verdeat has shown to emit **near-natural light** that has the power to stimulate the growth of plants. Verdeat allows cultivation from the sunny climbs of California all the way to the Polar Circle where there are only a few days of daylight. What's more, surrounding ourselves with plants has been proved to have a **therapeutic effect** since it increases levels of positive energy and helps us to feel secure and relaxed. Aside from fresh edibles; Verdeat creates a beautiful green spot at home that is also a **natural air ionizer** that significantly improves air quality.



Made in EU from 95% recycled materials

Verdeat is **manufactured in EU with 95% recycled materials**.
With each purchase, we will plant a tree and give you **3 tree seeds** to cultivate in Verdeat and then plant in your neighborhood as a way of giving back to nature.

95%
recycled materials



6-months investment payback period

Thinking about cost? Your investment in **1 unit** pays for itself within **6 months**.



Features



76 vegetables and herbs grown at once



Weather independent



Organic / chemical-free farming



Low maintenance system



Innovative **sun-like lighting system** that promotes fast growth with mood-boosting properties



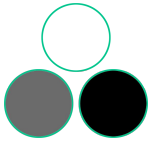
Self-cultivated crops that are **bigger, healthier and fresher** than in your grocery store



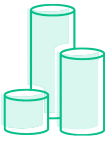
Design and technology



Simple minimalistic design



3-colour options available



3 size variants: S, M and L
S - height 40cm / 15"
M - height 100cm / 39"
L - height 170cm / 67" (5'6 feet)



Low energy consumption



90% reduction in water consumption thanks to a unique irrigation system



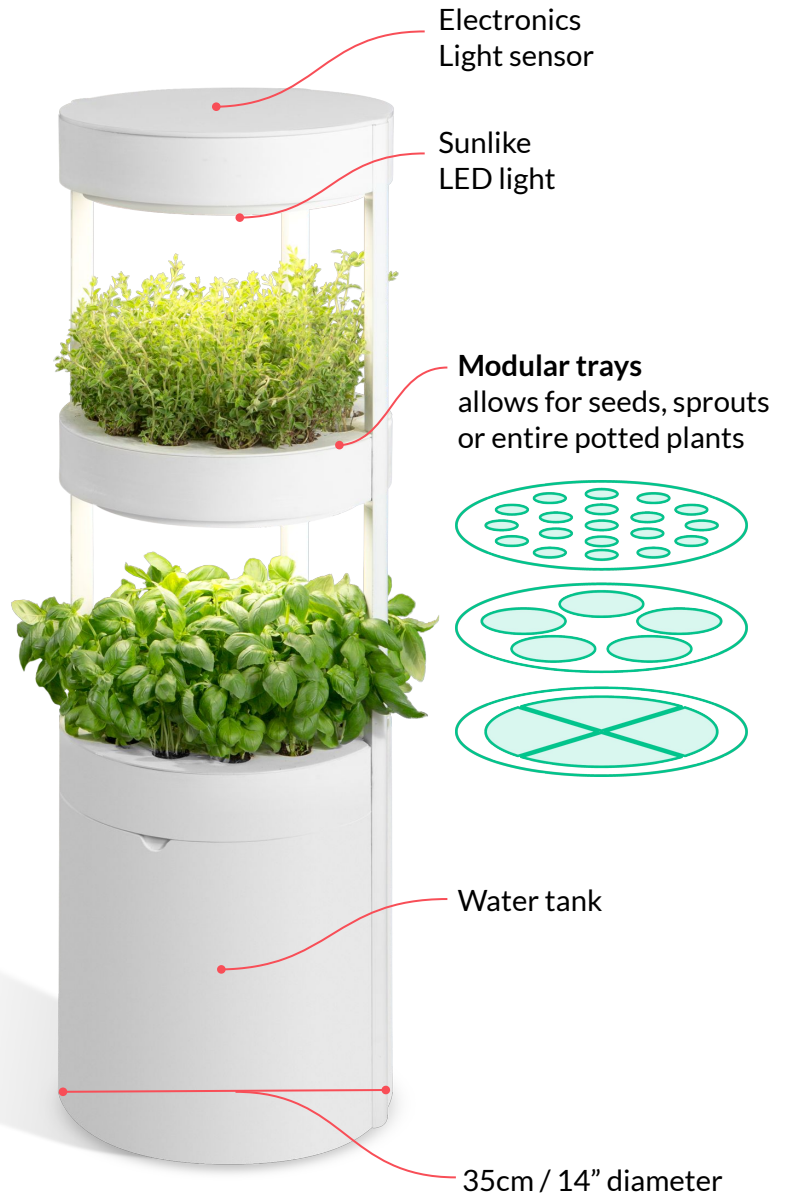
Easy to use: straightforward and maintenance-free



Made with **95% eco recyclable** materials



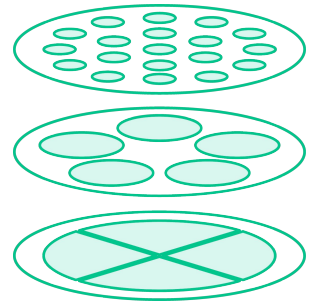
Control everything from lights to watering through a paired iOS/Android app



Electronics
Light sensor

Sunlike
LED light

Modular trays
allows for seeds, sprouts
or entire potted plants



Water tank

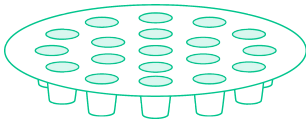
35cm / 14" diameter

Fits every interior:
- kitchen,
- living room
- or your workspace

Grow your own food in few easy steps.

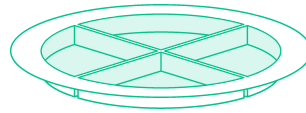
Fill the Verdeat system with **water**.
Add few drops of **vegan plant nutrients**.
Start the app. You're all set.

Choose your tray



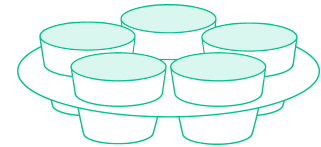
Seeds tray

1. Place pods and seeds in the tray
2. Harvest after 3-4 weeks



Microgreens tray

1. Place the fiber liner on the tray
2. Spread seeds evenly on the liner
3. Harvest after 5-10 days



Pot tray

1. Place the pots with seedling on the tray
2. Harvest immediately

Plants



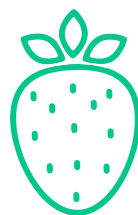
Herbs

Basil, mint, oregano, parsley, sage, chives and many more



Vegetables

Lettuce, spinach, cucumber, leafy greens, kale and many more



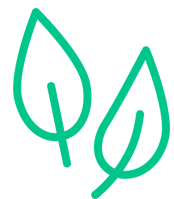
Fruits

Strawberries, peppers, blueberries...



Microgreens

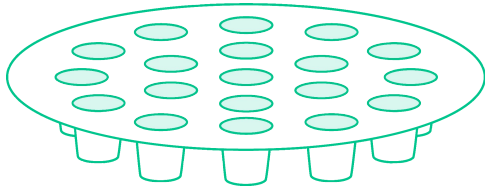
Cabbage, arugula, chard, chives, fennel, mizuna, celery and many more



Baby leafs

All the leafy greens like spinach, chard, rocket and others

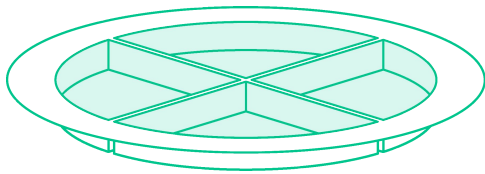
Functionality



Seeds tray

Fits 19 seed pods.

Grow time between **3-4 weeks**



Microgreens tray

Fits 4 microgreens pads.

Grow time between **7- 10 days**



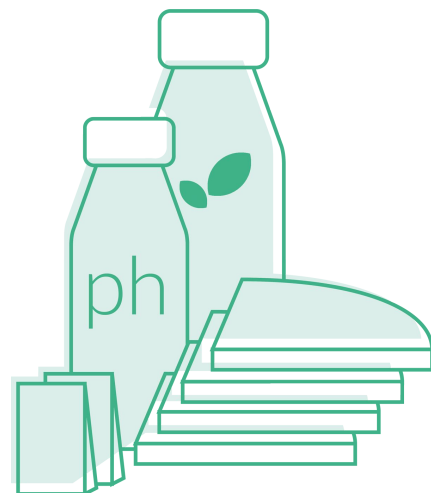
Pot tray

Start at day one! Fits 5 standard herb pots.

Allows you to take care of herbs from the grocery store

Things that you can buy for Verdeat from our online store

- Vegan plant nutrients
- Bio PH regulator 100% organic
- Seeds
- Fiber liner for microgreens tray
- Pods for seeds tray
- Accessories



Mobile app

- On/off schedule
- Water level indicator
- Water spill alarm
- Water pump control

What experts say

The benefits of hydroponics

“Hydroponics allows farmers to adapt to any situation, whether it’s Antarctica’s frozen tundra, Saudi Arabia’s windswept and barren deserts, southern Arizona’s Sonoran Desert, or even a space station.”

Environmental Writing, University of Arizona,
Hydroponics system grows crops with less water, no soil by Brandon Merrill

Nutritional values

“Hydroponic cultivation allows the control of environmental conditions, saves irrigation water, increases productivity, and prevents plant infections. [...] Data showed that hydroponic cultivation improved the nutritional quality of soybean seeds with regard to fats and dietary fiber.”

Hydroponic Cultivation Improves the Nutritional Quality of Soybean and Its Products
Mariantonella Palermo, Roberta Paradiso, Stefania De Pascale, and Vincenzo Fogliano
Journal of Agricultural and Food Chemistry 2012 60 (1), 250-255

Individual impact

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”

Jane Goodall, a primatologist and anthropologist

Painting the World Green

The Earth isn’t green enough anymore. Planting trees can significantly help to restore the balance disrupted by climate change. We wish to create a community of people who believe in their own individual actions to bring the balance back. Our campaign is a step in empowering such a community. Every Verdeat will come with 3 tree seeds which you can grow and later plant in your neighbourhood as a way of giving back to nature.

As Verdeat, we will also plant one tree for every supporter we gain through our campaign!

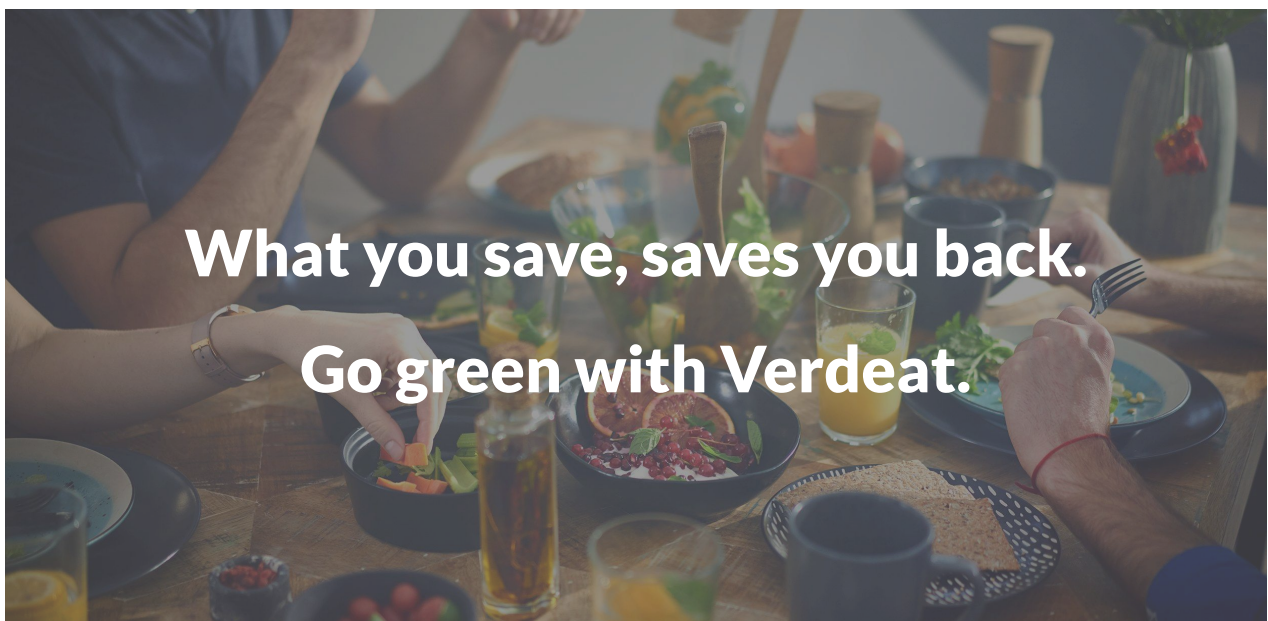
Together, let’s paint the Earth VERDeat green!

Our mission

At Veardeat, we believe that what you save, saves you back. By going green and making making environmentally friendly choices, we have the power to influence. We do not wish to take a radical stance or to moralise. What we do want is to **enable a positive individual action** to take care of your own well-being and that of our planet.

To us at Verdeat, human well-being means healthy nutritious food that is produced with minimal harm to the environment. In large scale cultivation, the planet is exploited to maximise production through water overuse, pesticide use and plastic packaging. Producing too much food, in turn, results in food waste, soil infertility and deforestation.

In developing Verdeat we wanted to to make a small contribution to reverse negative trends. With Verdeat, each of us can make a positive impact by growing our own food in order to **stay healthy and less affected by climate change.**



Meet the team who created it:



Robert - CEO, Founder

I always wanted to create a simple tool that will strengthen our impact to help our “not so green anymore” planet thrive again. I believe Verdeat home garden system is exactly that. It’s easy to use and with a little effort can significantly change the environment. I understand that one or two devices is not the answer to our global problems, but I’m convinced it’s a good start.

Based on my own experience and knowledge about plant based diet; I have envisioned a home garden system that will allow each of you, little by little, to make a small contribution and improve the environment that surrounds us.

Prior to Verdeat, I have founded DitoGear, a film equipment company that went from a Startup to a globally recognized brand in less than 2 years. I am passionate about inventing and introducing products with a deeper meaning where the bottom line covers not only digits, but also the future of wellbeing locally and globally.

Adriana - accounts and finance...officing officer

Ada loves animals. She loves to save them and shares that passion with those in need. Youngest (at heart) person in the office with an attitude twice as large as herself.



Margaret - marketing, sales...new mom

Coffee and chocolate lover. Loves to run and even more than that loves to eat. Feels good when she has a travel in her plans - doesn’t matter if it is to the end of the world or just outside her doorstep.



Jacob - chief engineer...solutionist

Jacob brings to the table research, design, modeling, build, integration, tests, improvement, maintenance...extra added soul for smooth running with every device. His ideas are tight as a drum with a minimalistic approach.



Bart - graphics, videos, designer...behind-the-scenes personality

Passionate director/cinematographer who spends his time rock climbing and hanging out on the wall - preferably in a natural setup. He also has a thing for various vehicles, this might be a reason why some of the brands he worked with include Porsche, Mercedes-Benz, Audi, Mazda and Chevrolet.



Sebastian - marketing, sales...been around-done a lot fella

Multitaskingology is in his nature. Traveller, technologist, photo enthusiast, active lifestyle. Recently also an amateur gardener with specialization in enjoying his own piece of grass and a garden swing.



Mario - logistics...new kid on the block

Professional dog lover. Owner of two adopted stray dogs. In his spare time Mario is helping out in the animal shelter. As a latest addition to the team he brings experience in international purchasing and logistics.



More info and media

- Official site
www.verdeat.com
- Facebook
<https://www.facebook.com/verdeat.garden>
- Twitter
<https://twitter.com/Verdeat1>
- Instagram
https://www.instagram.com/verdeat_garden/
- HD Photos
<https://drive.google.com/open?id=1GPbkfO6ZJqW9AT8B1L7EyCcyYuhq1FwR>
- Videos
<https://www.youtube.com/channel/UCIDea7anScP2m-B32WJSAWw>
- Questions? Contact us here:
e-mail: hello@verdeat.com