# LA GRANGETTE PARTNERSHIP PRESENTATION

A PRADIER company

## A MASSIVE OPPORTUNITY

Two major trends are reshaping the way we live: increasingly we take care of our health - especially what is eaten - and wish to limit our impact on the environment.

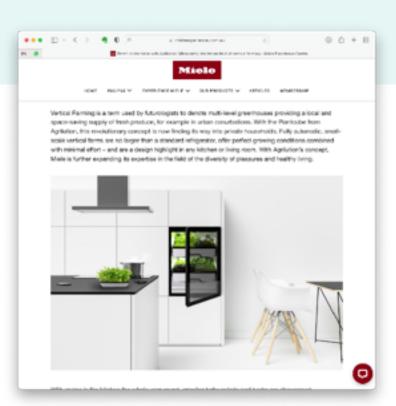






It is in sheer reflection of these two trends that home farming emerged a few years ago as a new category, with the big home appliance players entering one by one.







### BUT NOT YET A MASS MARKET



So far, small table-top devices have made it as a niche yet established product category, building on the joys of gardening and DIY, but one for which finding consumables remains a challenge.

To turn this opportunity into a mass market, to make it part of our daily lives, home farming needs to enter our kitchens. For this to happen:

- the whole home farming experience needs to be made as effortless and pleasurable as watching a Netflix content;
- consumables need to move out from confidential online retailers into the groceries section of brick and mortar and online food retailers;
- home farms need to move out from the leisure, table-top gadget category into that of full-fledged home appliances.

This will be an entirely new market, one where home appliances and consumables need each other to exist.





## FAST-TRACKING THE MARKET

La Grangette aims at accelerating the building & development of the home farming market through:

- App; Contributing to create a user experience that brings the needed level of effortlessness, delight and reliability to make home farming part of our daily life;
- Consumables; Contributing to seed companies to fast-track their entry into home farming through giving them access to an existing product range; packaging, distributing their products, and providing them with data-based intelligence to steer production, stocks, and continuous development of product portfolio;
- Devices; Contributing to home appliance
  manufacturers to fast-track their entry into home
  farming through giving them access to product
  development experience, design & engineering
  partners, and providing them with data-based
  intelligence to help them steer the mid- and long term
  development of their product range.









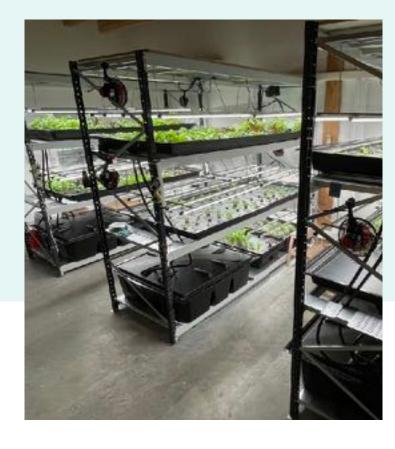
## WITH AN INDUSTRIAL PARTNER

With the view to create new growth opportunities for Pradier Group, a 75 years old company with a turnover of 72 m € in 2021, La Grangette is an industrial venture built around the unique experience of Pradier Group across manufacturing and distribution. With a 2,7 m € investment, it totals 4 years of design & development in 3 areas:

User experience design & development, building on user research and evaluation, testing and public exposure as well as a mobile interface to follow up cultivation and demonstrate its service potential.

Seed Pods development, materializing into a research lab having produced, following years of testing and selection, a portfolio of, currently, more than 40 plants across three universes: salads, healthies and aromatics. Device development, with industry leaders in the field of product design – Pininfarina – and IoT – ABMI –, materializing into several generations of PoCs, mock-ups, functional prototypes, as well as a cloud platform.









## BRINGING MARKET ACCLAIM

This effort was backed in the last months by an important marketing and PR effort that succeeded at making La Grangette one of the most recognized home farming players in the industry, with international media coverage and a product placement in an upcoming anticipation blockbuster.

### Corporate communication:

- NYC Indoor Agtech
- Mid East Food Sec
- Mark Challenge Monaco
- World Vertical Farming Awards
- France Best Innovation 2021
- Italie Pininfarina 2021 newsletter
- Paris Cité des Sciences et Industrie Noêl de la tech

### Roadshow

- Monaco Yacht Show
- Milano Fuorisalone
- Nice Executive Terminal
- Milano Host Show
- Paris Bulthaup Showroom
- Milano Signature Showroom

### Product placement

 The Pod Generation, a film starring Emilia Clarke

### Media

- The Telegraph (UK)
- Le Figaro (F)
- Maisons Coté Sud (F)
- Maison Coté Paris (F)
- Design Diffusion News (I)
- Marie Claire Maison (F)
- Ambiante Cucina (I)
- Les Echos (F)Paris Match (F)
- Le Figaro Magazine (F)
- IO Donna, Del Corriere della Sera (I)

- Lo Vogglio (I)
- Boote Exclusiv (D)
- Mashable (USA)
- Vertical Farm Daily (NL)
- Millionaire (I)
- IFDM Design (I)
- New York Style Guide (USA)
- L'Officiel Arabia (UAE)
- The Cubemagazine (I)
- Domus (I)
- France 2, National evening news (F)























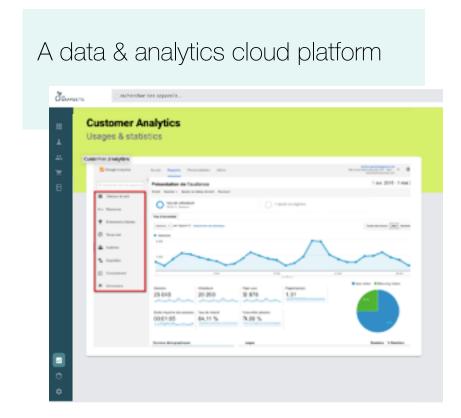
You can use All to grow plants now

La Grangette is a vertical garden that uses smart
tech to monitor now your plants are grawing.



# BRINGING CONCRETE ASSETS

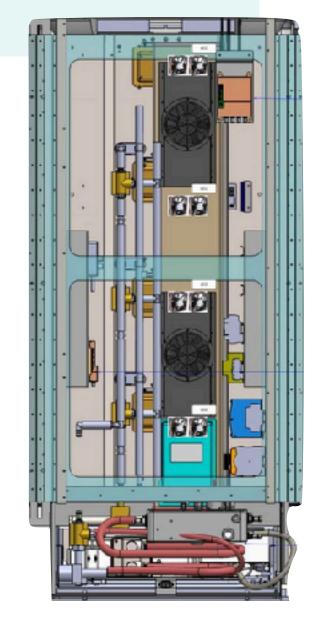
To give seed companies and home appliance manufacturers a running start to fast-track their entry into the home farming market, La Grangette makes it possible for them to access the following existing assets:



A portfolio of seeds and their respective growth models



A device design & engineering foundation work, including optimized operation recipes



A user experience design & development foundation work



An established network of design, development and supply partners





## AND A SIMPLE MODEL

The simple partnership model La Grangette proposes is as follows:

