

FRENCH START-UP PRÊT À POUSSER PRESENTS LILO, YOUR EVERYDAY PARTNER FOR HOME-GROWN GREENS



Lilo is the easy way to grow fresh herbs at home, all year round. You can grow three different plants simultaneously, and liven up your meal with some vibrant colors and flavors.

Plants grow from capsules that you simply insert into Lilo. Each new capsule is a new herb, veggie or flower to discover. Start growing classics such as basil, thyme, and mint. Once you're ready, move on to others like coriander, verbena, chocolate mint, mini-tomatoes and poppies.

Everything is ready to go : just fill-up with water every few days and enjoy the show. No more worrying about killing your plants, Lilo provides the water, nutrient balance and lighting needed for them to grow. The patented design ensures that plant roots breathe freely, the key to having strong and tasty greens. « Lilo will jazz up any standard dish ! » says Romain Behaghel, co-founder of Prêt à Pousser, « and it's also great fun to see your herbs grow ! »

LILO ALREADY A SUCCESS ON KICKSTARTER

Lilo was launched on May 27th on Kickstarter. The 50 000 € funding goal was reached in 4 days with over 600 backers from Europe and North America.

SMART AND CONNECTED

Lilo's Smart version combines sensors and connectivity to adapt growing conditions to the plants needs and follow their progress in real time. « For example, » says Jérôme Devouge, Romain's business partner, « your basil will not receive the same lighting as your mini-tomatoes. Also, Smart Lilo knows when your mint has passed its teenage days: it will then tell you how to trim it and of course give you an awesome recipe to enjoy it, directly on your smartphone. »



Lilo's development started in 2013, in collaboration with French top research laboratory CEA. Lilo's design is signed by Xavier Houy, designer of Sen.se's Mother device and the Qooq kitchen tablet.

ABOUT PRÊT À POUSSER



Paris-based start-up Prêt à Pousser launched its first product in 2014 : a grow-at-home mushroom kit giving you delicious oyster mushrooms in just 10 days. 20 000 products were sold since the launch, and the product is currently being showcased at Expo Milano 2015.

Lilo just won the NPA Connected Objects Award.

Prêt à Pousser was founded by Jerome Devouge and Romain Behaghel, two friends from the prestigious ESSEC business school, in 2013. It is now a team of six people preparing the company's expansion.

CONTACT DETAILS

Press kit and photos on : <https://goo.gl/9DbR9v> or <https://pretapousser.fr/pour-nos-amis-les-medias>
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