

# Prêt à Pousser

## PRESS KIT LILO

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 meals with some vibrant colors and flavors.

No more worrying about killing your plants. Say goodbye to past disappointments caused by potted grown plants that you see wilting within a week. Lilo takes care of your herbs for weeks on end : trim them to liven up your daily meals, and plants grow back again and again. Seeing your green shoots thrive is a great show on your kitchen counter, for young and old alike.

By the way, why "Lilo"? Because with Lilo, your plants float on water, just like water lilies ;)

### WHY IS LILO SO GREAT ?

Lilo makes growing herbs at home a cinch, all year round, whatever the weather :

#### A COZY NEST

The capsule contains the nutrients and the perfect substrate for the plant to kick-off and grow.

#### SPACE FOR THE ROOTS

Our patented floating design lets the roots develop freely in water. They draw the oxygen contained in the water.

#### THE PERFECT LIGHT

- optimized light spectrum for herbs
- day-and-night cycle
- energy efficient
- adjustable height

#### A LARGE WATER POT

Two weeks between each water refill.

All this is natural. No chemicals, no GMOs, just pure love for your plants!



Herbs, veggies and flowers grow in your kitchen or living room, all year round.

## TASTES AND COLORS FOR YOU TO GROW

Your plant grows out of a capsule 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.



mint



thyme



basil



coriander



ciboulette



parsley



sage



tomatoes



verbena



strawberry



peppers

and possibilities  
are endless!

## LILLO IS SIMPLE

Capsules contain everything for the plants to grow : the growth medium, the nutrient balance and organic seeds of course.

Then you simply enjoy the show, topping up with water every few days when necessary.



Plug Lilo



Insert your capsule



Add water

## 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 700 backers from Europe and North America.

## FOR CITY DWELLERS AND GOURMETS LOOKING FOR GREEN

How can you have a vegetable garden in town? Outside of the summer months (and only for those that have south-facing windows), it's impossible. Lilo allows you to grow fresh herbs all year round. "Lilo brings you the awesomeness of Nature on your kitchen counter" says Romain Behaghel, co-founder of Prêt à Pousser, "You'll be delighted when a small sprout shows up or when a young plant takes shape".

Lilo's mobile app enhances that experience : use it to keep track of your plants' progress, get growing tips and awesome recipes.

## JAZZ UP YOUR MEALS WITH FRESH AND TASTY HERBS

Lilo will have you looking at your favourite dishes in a whole new way. Mushroom omelette with parsley on Monday, tomato-mozzarella salad with basil on Tuesday, strawberries and mint for desert on Wednesday, pesto pasta on Thursday and your favourite mojito cocktail on Friday night...

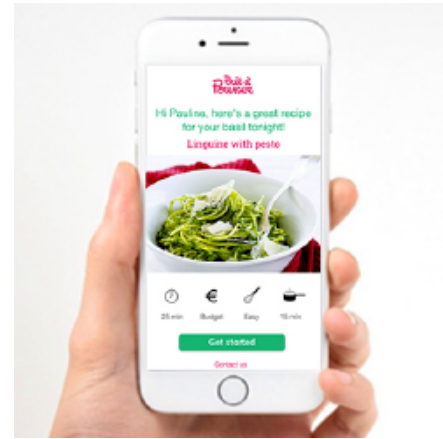
Simple food made extraordinary thanks to Lilo.



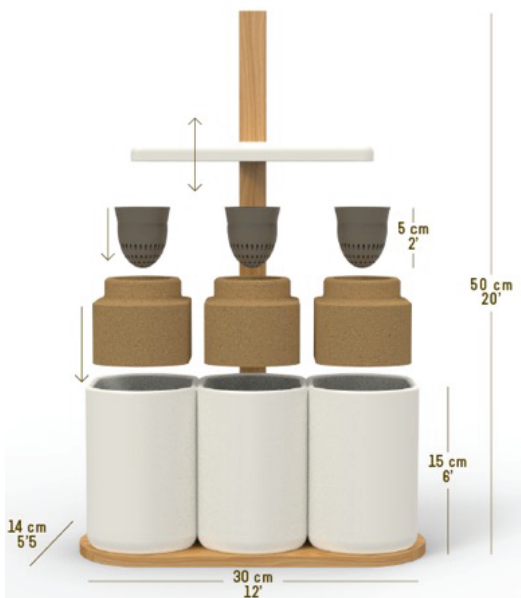
# MOTHER NATURE IS NOW SMART AND CONNECTED

Lilo will be available in two versions : one classic and one smart. The smart version combines sensors and connectivity to adapt growing conditions to the plants' needs and follow their progress in real time.

Jerome, Romain's business partner, gives us concrete examples of how Smart Lilo will optimise plant growth and your experience: "For example, 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".



## INSIDE LILO



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.

Our patented floating raft system ensures that plants have all the nutrients and oxygen they need.

Each Lilo comes with:

- ✓ One LED light system
- ✓ A wood base
- ✓ Three pots
- ✓ Three capsules you will choose before shipping
- ✓ One iOS / Android app

Size: 12" length x 5,5" width x 10" to 20" height

Weight: approximately 1250 g

Electricity plug: compatible in US, EU, UK and most countries

## ABOUT PRÊT À POUSSER



Paris-based start-up Prêt à Pousser launched its first product in 2014 : an amazing box giving you delicious 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 funded 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 : <https://goo.gl/9DbR9v> ou sur <https://pretapousser.fr/pour-nos-amis-les-medias>
- For more information : Jérôme, co-fondateur / [jerome@pretapousser.fr](mailto:jerome@pretapousser.fr) / +33 601 310 315