

Daily Green Boost, grown in your *living room*.

THE QUESTION

**If health matters most, why
are we still settling for
*synthetic pills?***

THE MARKET

55M+ Germans take
supplements daily — mostly
overdosed, untransparent, and
synthetic. ¹

€3.91B

DE supplement market²

70%

unclear origin or overdosed³

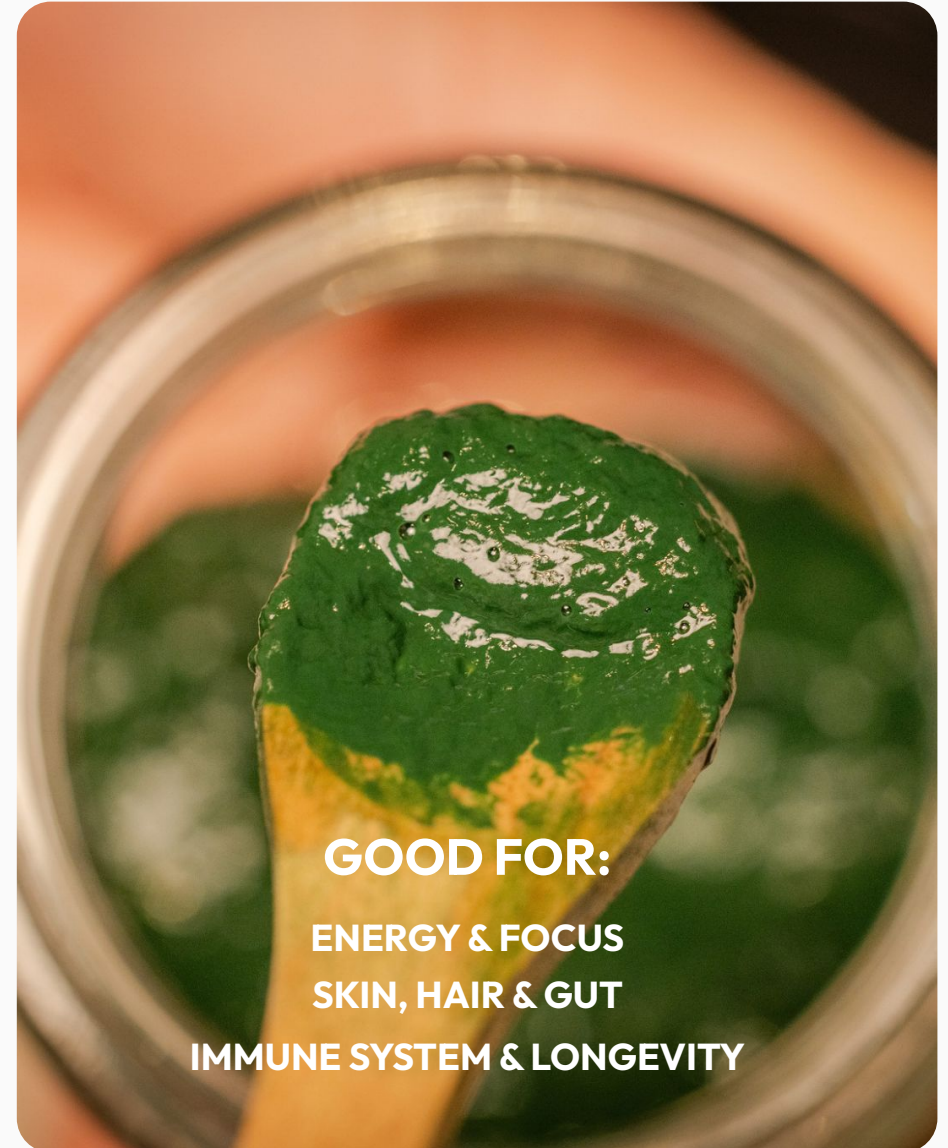


THE ANSWER

Spirulina - nature's most complete superfood

60% protein, all essential amino acids, iron, B-vitamins, antioxidants.

Recognised by WHO & NASA as a top candidate for future nutrition.



GOOD FOR:

ENERGY & FOCUS

SKIN, HAIR & GUT

IMMUNE SYSTEM & LONGEVITY

THE PROBLEM

Why isn't Spirulina on every plate?

Spirulina has enormous potential...

...but current products fall short.

Fishy taste

Strong seaweed taste in dried formats.

Loss of nutrients

Drying destroys heat-sensitive nutrients.

Untransparent origin

Unclear contamination and cultivation standards.

OUR SOLUTION

The *MySpirulina Farm* - grow your own Spirulina!

Sustainable

Closed-loop system, minimal resource use, no transportation.

100% transparent

You see it grow. No additives, no hidden origins.

Fresh & tasty

Freshly harvested, mild in flavor, versatile in your kitchen.

Nutritious Spirulina

- Vegetable protein (with all essential amino acids)
- Provitamin A, B vitamins, vitamin K & E
- Minerals: iron, magnesium, calcium & zinc



CUSTOMER EXPERIENCE

3 Simple Steps to Grow at Home

3 Enjoy: Model



01 Set up & Grow

Unbox, fill, connect.
Fully operational in
under 10 minutes.



02 Harvest

Harvest up to 50 g of
fresh spirulina every
14+ days.



03 Enjoy

Mix into smoothies,
bowls, pasta, pesto, or
bakeries.

MARKET OPPORTUNITY

Three growing markets



Indoor Gardening



Supplements



Spirulina

BUSINESS MODEL

Continuous Revenue Model

One-time kit drives acquisition. Nutrient salts deliver predictable recurring revenue.

STARTER KIT

All-in-one farm



€149.95 *one-time purchase*



SUBSCRIPTION

Growth Salt refill



€19.95 *every 3 months*

CHANNELS: D2C via Shopify · 6 signed retail LOIs · School & B2B partnerships

TRACTION

Proof of concept - validated

1000+

Farms sold

30%

Repurchase rate

6

Retail LOIs

8

Active school pilots

Featured in:

DHDL

GQ

FOCUS
online

NDR 1

Kieler Nachrichten

Why are we here?



Contact to schools



Contact to retailers



Funding opportunities



Let's grow the *future of nutrition* — together



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