

INVEST IN BLOOMCATCH INC.

Bloomcatch puts your own personal plant expert right in your pocket.

PITCH VIDEO **INVESTOR PANEL**



bloomcatch.com Cantreville VA  

Technology Retail Software Artificial Intelligence B2B

LEAD INVESTOR












Tijani Imam Finance Manager

I plan to invest in Bloomcatch Inc due to friendship and former colleague of mine Ray Magee (CEO/Founder) based on the individual I have known for such a long time since our college days working together. His passion for life, family, and his interest was something that I shared with him when we worked together back then while in school and also becoming more than just a colleague to become a great friends that I could reach out to whenever and he was always willing to help lend a helping hand. After doing some research, his passion to share this new opportunity with the world, his family and friends shows me how much work he is putting into growing a successful business. And from what I know of Ray, he strives to be the best and motivate others through the relationships built from meeting new people and networking with people not only in the industry but people outside of it, to garner such interest in the new company/technology that Bloomcatch Inc is developing.

Invested \$1,000 this round

Highlights

- 1  Recently sprouted in December 2020 and currently used all over the U.S.
- 2  Pilot programs in Virginia to introduce unique technology solutions to optimize plant care
- 3  Yahoo Finance listed Bloomcatch as a Top Startup to watch
- 4  Bloomcatch partners with local charities focused on conservation and plant education for children
- 3  Yahoo Finance listed Bloomcatch as a Top Startup to watch
- 4  Bloomcatch partners with local charities focused on conservation and plant education for children
- 5  Recent graduate of the NewChip Accelerator. The #1 Online Global Accelerator
- 6  Chief Technology Officer is a solutions architect with experience from start-ups to Fortune 50 companies
- 7  Award-Winning Director that has worked with Discovery Channel, ESPN, Fox, PBS, and many others

Our Team



Raymond Magee CEO/Founder

Successfully prelaunched the product in December 2020. Successful Kickstarter campaign from friends and family. Successful acquisition of lead investor, Virginia Innovation Partnership Corporation.

This idea came about on a walk through a marsh with my kids. I wanted to find a way to help people answer a simple question easily and efficiently. I care because as a parent it is important to me that the next generation have a deep understanding and appreciation of nature.



Radu Grama Chief Technology Officer

Successfully prelaunched the app on the app store and google playstore in December 2020. Completely rebuilt the product (front and back-end) during the pandemic to ensure it can scale successfully.



Dara Padwo-Audick Director of Marketing & Communications

Successfully revamped the entire company's website and created a funnel for new user acquisition. Successfully grew the company's online following from 60 members to over 1000.

Bloomcatch Deck



BloomCatch

The One-Stop-Shop
for Plant Parents



ALL RIGHTS RESERVED

The Challenge


Finding good and
local plant deals...




...and then keeping
those plants alive

Bloomcatch Inc

SOLUTION







Bloomcatch connects
plant shops to plant
parents and provides
identification, plant care,
and E-commerce in a
single platform



Bloomcatch Inc

HOW IT WORKS

			
E-Commerce	Plant ID	Plant Care	Plant

E-Commerce
 with local plant sellers using API

Plant ID
 using AI technology

Plant Care
 guidance from certified experts

Journal
 share with your friends!

Bloomcatch Inc

BUSINESS MODEL

Customers

Users identify plants and connect to local plant shops for free




Access to plant care guidance and plant experts costs users up to \$15 with a portion going back to local charities.

Celebrating 50 Years

50

WASHINGTON YOUTH GARDEN

Friends of the National Arboretum

Bloomcatch Inc




BUSINESS MODEL

Businesses

Digital storefront: Plant Shops will list on Bloomcatch app for e-commerce sales for listing fee of \$200 and a total transaction fee of 1%.

Bloomcatch Inc

MARKET ANALYSIS

US HORTICULTURE MARKET

\$40 BN TAM

US HOUSEPLANT MARKET


\$1.3 BN SAM

BLOOMCATCH OBTAINABLE MARKET


\$100 MN SOM

Total # of plant parents in U.S. 33.1 Million Households


Bloomcatch Inc




Ray Magee
CEO/Founder




Radu Grama
CTO




Alex Shah
Advisor




Jenny Dunklee
Sr. Plant Expert




Nancy Maffia
Plant Expert




Dara Padwo-Audick
Marketing & Communications




Dave Muchow
General Counsel



Lauren Howell
Social Media



Taylor Loy
Plant Expert







Ceri Cohen
Bookkeeper

THE TEAM

Bloomcatch Inc

COMPETITIVE ANALYSIS

Company	Annual	IR	Community	Searchable	Ask an	Connect
---------	--------	----	-----------	------------	--------	---------

	Company	Annual Cost	A.I.	Community	Searchable Database	Ask an Expert	Connect to Nursery
	MyGarden Answers	\$3.99	X		X	X	
	PictureThis	\$29.99	X		X	X	
	PlantSnap	\$19.99	X	X	X	X	
	BloomCatch	\$11.99	X	X	X	X	X

Bloomcatch Inc

TRACTION



Launched December 2020 and now in 7 states and 6 countries



Pilot projects in progress at two stores



5 Contracts Total with several more in the funnel



Winner of Impact Award on the 2-Minute Drill TV Show

Funding Request

\$250K

Use of Funds

- Convert all staff to full-time
- Hire Flutter Full-Stack developer and VP of Sales
- File patents around key technology
- Increased marketing efforts through affiliate partners
- Secure contracts with plant shops throughout the country
- Develop Bloomcatch Community

Bloomcatch Inc

THANK YOU!



Contact Info:

Raymond.Magee@bloomcatch.com

Website:

<https://www.bloomcatch.com>



BloomCatch