

# GrowUp

Sustainable healthy food and thus growing vegetables at home is an increasingly important topic. In recent years, particularly children lost touch with healthy eating.

“Grow Up- the indoor greenhouse” is a small fully self-sustaining greenhouse for daily use in the kitchen. Herbs and small vegetables can be grown in it, year round. It can be extended with a second module, that includes grow lights. This makes the “Grow Up” the perfect tool to grow products from seeds. At home.

For more information, visit: [www.greentechlab.nl/growup](http://www.greentechlab.nl/growup)



## Smartphone application

What makes this product special in comparison with competitors is, that it is connected to a smartphone application which gives additional information about the condition of the plants. Furthermore, the measuring results of the included sensors are shown via a colour changing LED- strip behind a light panel.



## Crowd-funding

The above mentioned "GrowUp" project should be realized with the help of funding through crowd-funding. In order to know how a successful crowd-funding campaign is conducted, research has been carried out. The final result of this research has been delivered in the form of a report including a strategic plan (step by step approach) on how to present the "Grow Up" on a crowd-funding platform.



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