

## **Growiti: mobile phones become gardeners thanks to an app which controls plant watering**

LOCATION: Málaga

DURATION: 1'36"

**SUMMARY:** Young entrepreneurs from Málaga are developing a device which provides accurate information about plant watering at home. This device, called Growiti, is buried underground and when we approach the mobile phone to it, we can obtain information about the humidity levels of the plant and are able to know if it needs to be watered or not.

### **VTR:**

Do your plants need water? Just approaching your mobile phone to each one of them you can know their humidity levels and when they need to be watered. This is possible thanks to the device designed by these entrepreneurs in Málaga.

**Francisco García**  
**Co-founder of Growiti**

*"Due to the clients' profile in Spain, there was a higher demand for plant pots watering. On that basis, we started to develop our first device. It doesn't need batteries or maintenance. It is linked to a web app which alerts the user in case the plant needs to be watered."*

Using this device, which is called Growiti, is simple and just requires having a mobile phone with NFC technology, so it can obtain data from the device buried in the plant pot.

**Francisco Javier Suvires**  
**Co-founder of Growiti**

*"It works by burying it in a plant pot, putting a sticker on it indicating the sensor's location, and just approaching the mobile phone, an app collects data from the sensor. The user is able to monitor humidity levels, the plant's temperature or just check if it needs to be watered in that moment or not."*

The humidity rate will be shown in red in case watering is required and in green in case it isn't.

### **User**

*"It's very good because I will water plants neither too much nor too little."*

To carry on with this project, born during an entrepreneurship postgraduate course, they have launched a crowd-funding campaign.

**José Manuel Carnero**  
**Marketing director Growiti**

*"We are raising funds to start large-scale production."*

The app also provides information about the meteorological situation in the area where the plant is located, so we can have more accurate information about when watering is really necessary. We can even receive an alert when we are close to a plant which needs to be watered.

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