



Bloom LABS

Flowers for anyone, anywhere, anytime

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Our mission at Bloom LABS is to **set a new standard** in floriculture through advanced indoor farming.

Bloom LABS offers flower growers **plug-and-play** hardware and software systems to **automate** flower production. We aim to provide our customers with **indoor farming systems** integrated with specialized **AI algorithms** for each individual flower that can **automate production** and make it **efficient**.

Our algorithms are able to track the vegetative state of the plant inside the farm and autonomously set the appropriate environmental conditions for the growth of the flowers.



Problems

The flower industry suffers from **three main problems**:



Production depends on **external environmental factors**, which limit the cultivation of certain flowers in certain geographical areas.



Current solutions do not allow **off-season production**.



High distribution costs: flowers are often shipped from around the world to Holland for auction, only to be shipped back globally.



Our solution

Thanks to our solution:



Production occurs in fully enclosed environments, enabling **local, year-round cultivation**, eliminating seasonality, long-distance transport, and CO2 emissions.



Vertical cultivation maximizes growing space efficiency, making **production more efficient and cost-effective**.



We **eliminate the need for pesticides** and allow up to **95% water savings**.

Flower Market

\$ 36bn
World

\$ 18bn
Europe

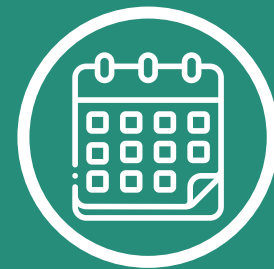
\$ 3bn
Italy

CAGR
+5%

Revenue model



We charge customers a **setup fee** for the fully equipped indoor farm, ready for the cultivation of the selected flower.



Flower growers pay a **recurrent subscription** to use our algorithms, with pricing varying by species and cultivation area size.



We charge clients for the **recurrent supply** of essential raw materials, including **our certified bulbs** and specialized nutrients, ensuring smooth system performance.

Prototype

We have built our first prototype, active from February 2024. This allows us to collect data to train the algorithms.

It was 30% funded by companies in the flower industry, which saw Bloom LABS as an opportunity to solve their key problems. We have carried out experimentation mainly on **tulips** and **lilium**.



MAGICA FLOR



La Bottega del fiore
Di Maristella

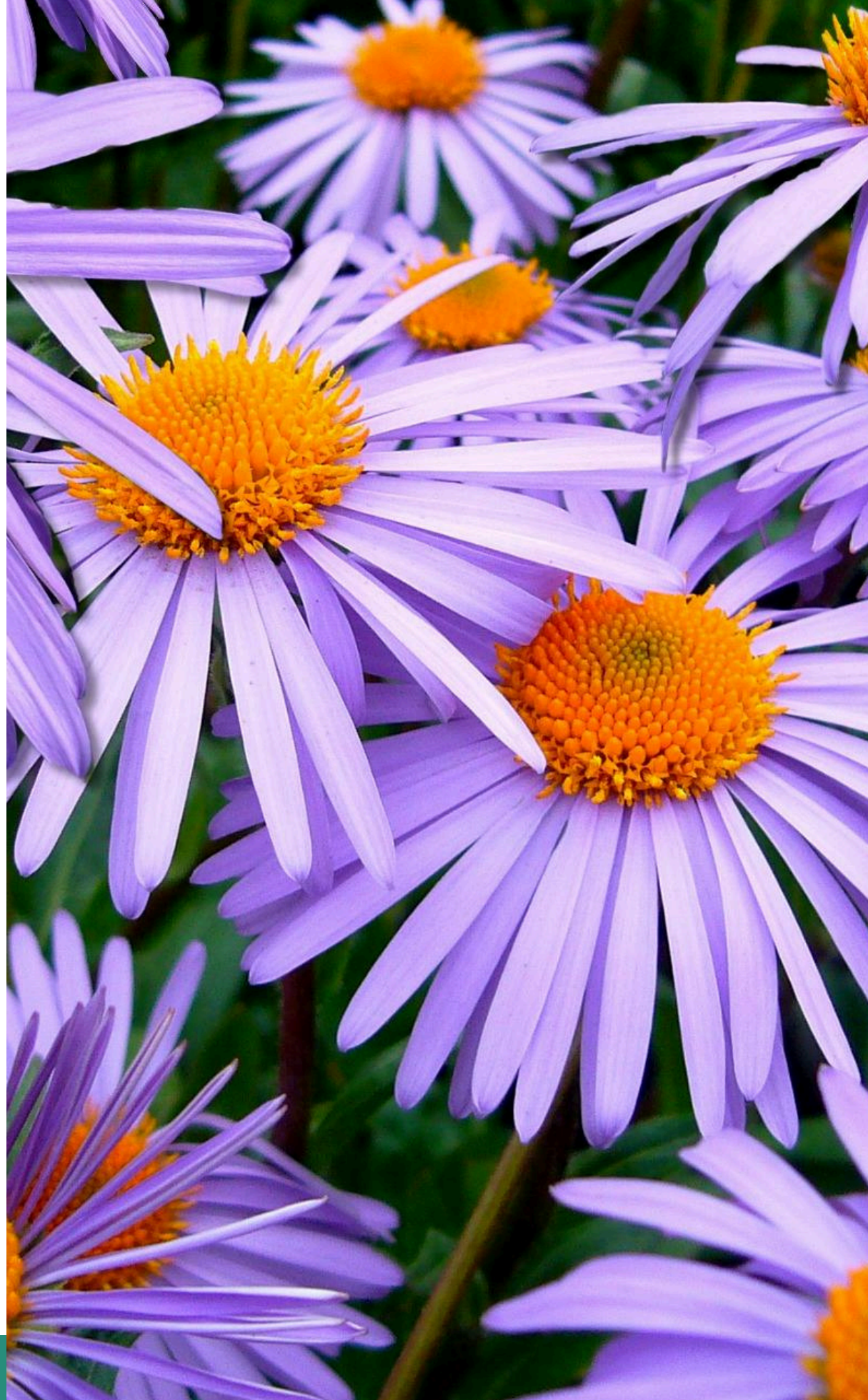




Business Case: Tulips

Thanks to the research conducted at our tulip production facilities, our solution is already far more efficient than a traditional greenhouse.

	Bloom LABS	Greenhouse
TARGET	200k tulips per year	
INITIAL INVESTMENT	€ 120k	€ 300k
AREA	< 45 m ²	> 600 m ²
BREAK EVEN POINT	< 3 years	> 6 years



Sustainability

We do not settle for efficiency alone. Our technology combines yield with **environmental sustainability**:



Vertical farming **reduces land use** by using multiple levels of cultivation.



We enable **local production** to minimize carbon footprints by reducing the need for intercontinental flower transport.



We **restore biodiversity** in pesticide-damaged areas, saving 95% more water than traditional farming.

Competitors

Bloom LABS aims to lead the floriculture industry with the **first plug-and-play indoor farm for flower production**, powered by proprietary AI algorithms to automate the process.

Unlike greenhouse producers for traditional agriculture and crop-focused indoor farm providers, we combine technology and automation to **set a new standard** in the floriculture industry.



Greenhouse producers

Indoor farming providers

Collaborations



With **Fitochimica Sarda** we have designed the **Bloom Education LAB**, a version of our product conceived and designed as an educational solution for high schools.



We are collaborating with the **University of Cagliari** that support us throughout the research phase, with a focus on the quality of the flowers produced within our systems.



Our office is located at The Net Value, a certified Sardinian incubator that has been instrumental in supporting us since the very beginning of our journey.

Team



Silvio Piredda

CEO

Mathematician &
Data Scientist

Raised in a family floral business



Riccardo Medinas

CDO

Master's degree II level in
Applied Mathematics and
Physics



Filippo Torlini

CSO

Degree in Agricultural Science
and Technology



Maddalena Torlini

CMO

Degree in Social Innovation
and Communication



Stefano Mattu

CFO

Degree in Economics and
Management



Matteo Fercia

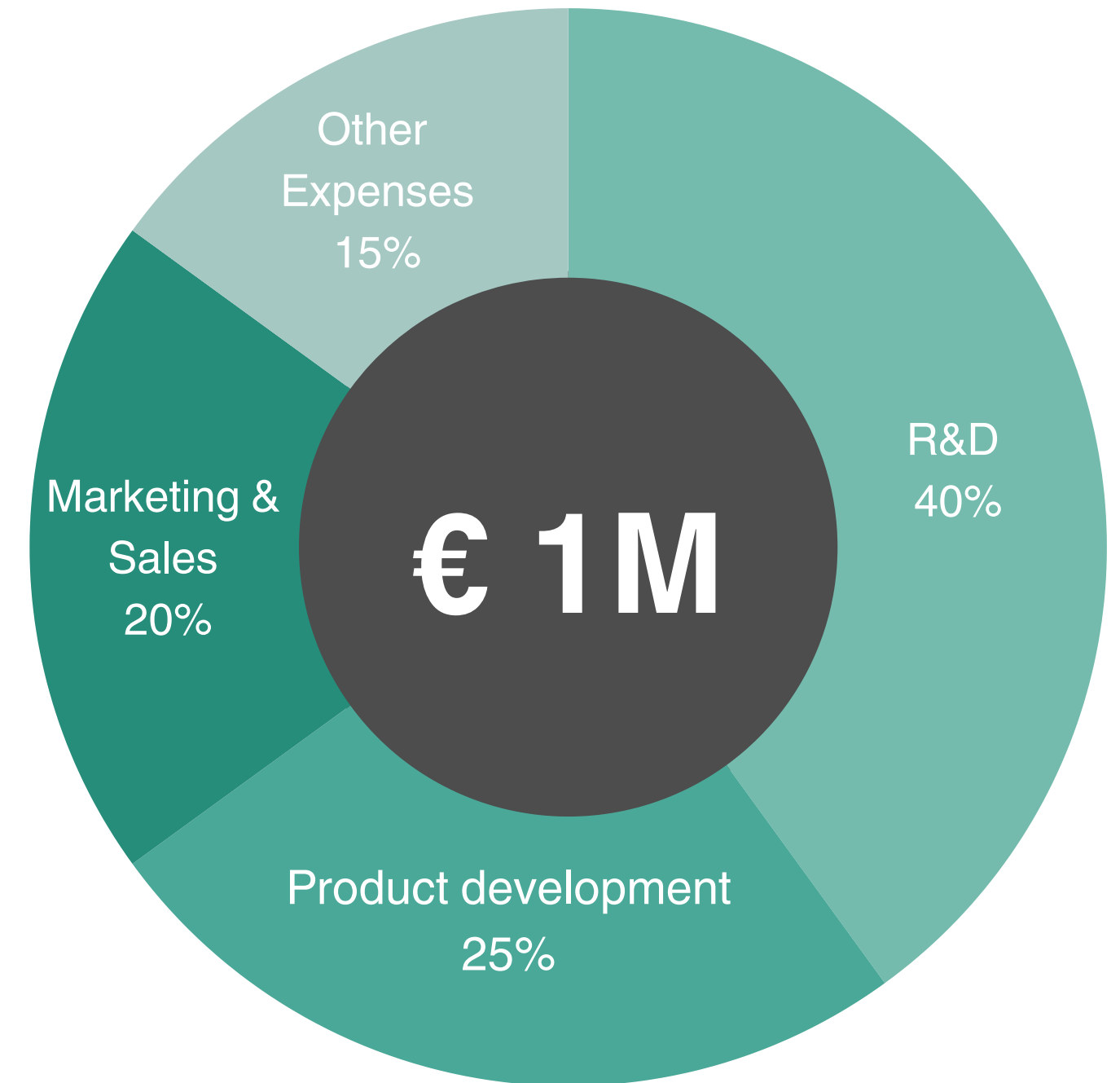
Degree in Finance
Entrepreneur



Francesco Simula

Serial entrepreneur

Funding need



Seed Round:

€1M as a convertible note. Next round is set in 18 months.

Roadmap

With our **first try&buy contract signed**, Bloom LABS is ready to advance along an ambitious roadmap:

- **3x try&buy contracts** by the end of 2024.
- **5x flower algorithms** by the end of 2025.
- Reach **€ 1.5M** revenue by the end of 2025.





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Thank you!