



Adiso

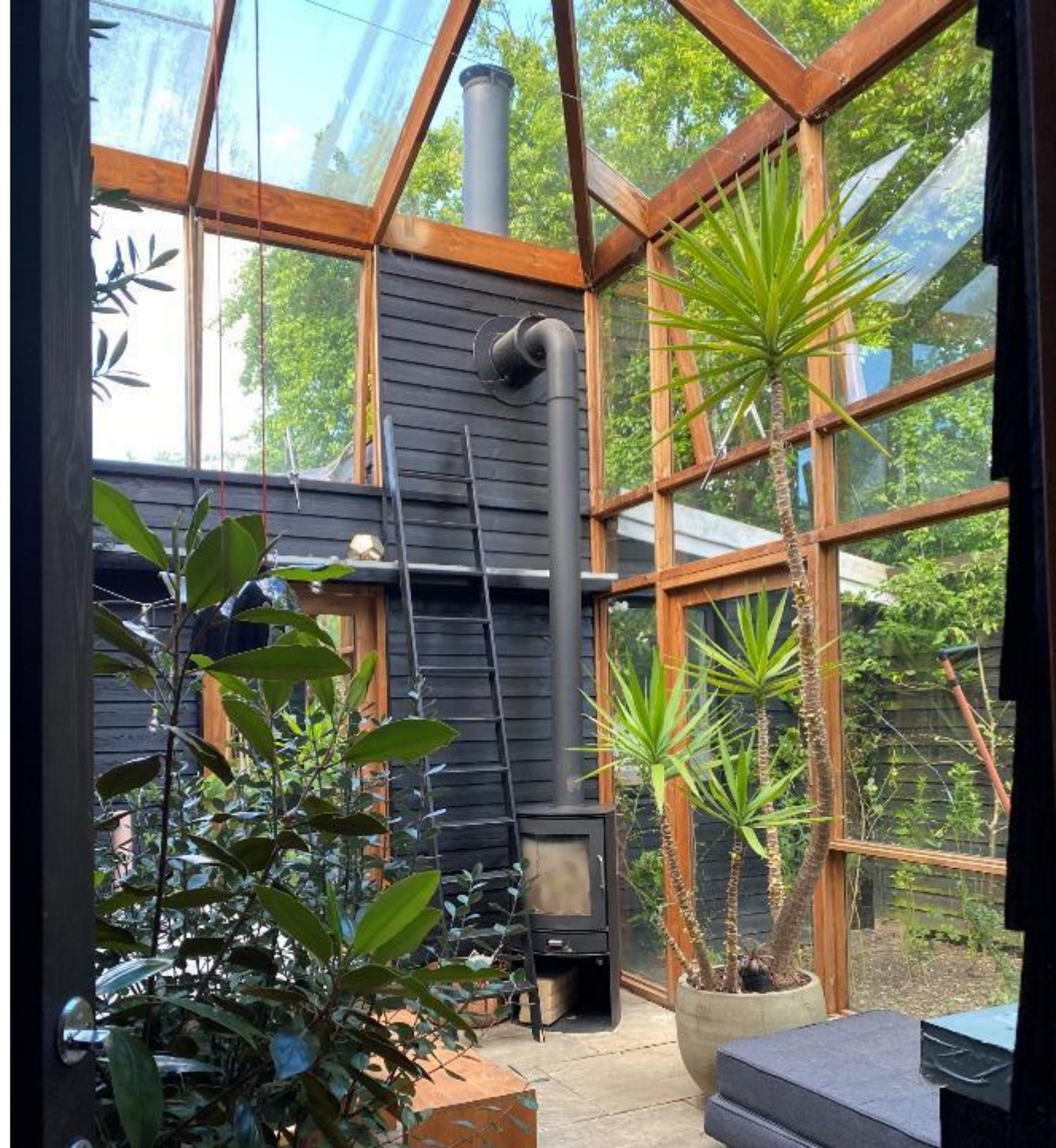
#naturing
for your mind



Første venture
10 lande



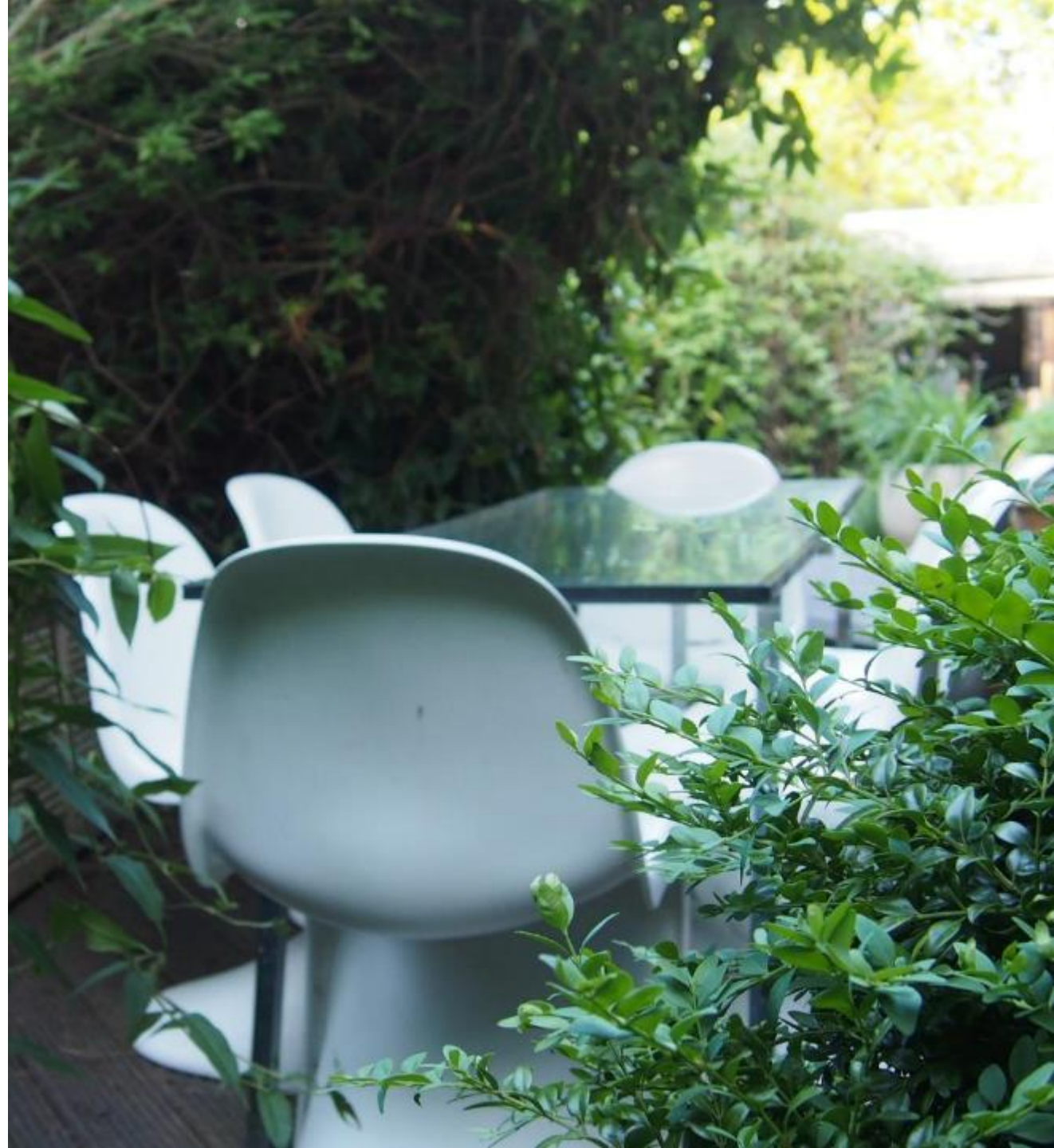
Leve mere – med design der
vækker noget i os... sky is the
limit





Zen morgenbrus

Privatliv = fortrolighed



Lokke os ud i livet



Konsulent forretning



Vi ku' påvirke
vaner





Inspirere folk gennem
design

Purpose... Den dag vi fandt
Nacadia, DK's Universits have

Vores mentale helbred
bliver positivt påvirket
af naturen tæt på



Vi vidste ikke at 1 ud af 4
slås med mentale problemer



SÅDAN FANDT VI VORES WHY



WHY:

We believe people are the world's most important asset, yet we keep undermining them daily. We're all about unlocking people's hidden resources.

Vi testede om der var et større marked





Købte Adiso gården
som hovedkvarter og
showcase



35.000 m2 med
#naturing metode

Indenfor



#Naturing er
også indendørs



1st marts 2020 – åbne vi
12th marts – lukkede vi





En digital
startuprejse –
med de klogeste
jeg kender



TANJA CPO

GRAND SOLUTIONS

Innovation Fund Denmark

Social- og Ældreministeriet



IDA CEO

LEGO

TV2

DR

Disney Channel

Crimeville

WILFILM



SØREN CTO

ICON MEDIALAB

EBU UER

Adiso



Dec' 20
Pivoterede – digitalt
2-3 år før planen
Vækstfonden + Angels

HER BLEV VI KLAR OVER VORES HOW:



HOW:

We empower people to create green spaces that strengthens mental wellbeing. We design, inspire and interact to curate a range of services and products personalized to their needs. All based on our expert health design method #naturing.

MARKED

US 104B €

NL >2B €

DE >21B €

UK > 28B €

DK 1,7B €

€ 200B MARKED



ADRESSERBART:

484 M HOUSEHOLDS
X 1 MAGIC M² = 20B€*



*1 m² planter snitpris: 40 Euro

AOV € 75



2-6% MEGA FANS
=AOV € 556





The chart displays the following data series (from bottom to top in the stack):

- Referral
- Email
- Facebook Live shop views
- Facebook page reach
- Events

Year	Referral	Email	Facebook Live shop views	Facebook page reach	Events
2019	~10,000	~10,000	~10,000	~10,000	~10,000
2020	~100,000	~100,000	~100,000	~100,000	~100,000
2021	~100,000	~100,000	~100,000	~1,000,000	~100,000

Fokus:

1. Bedre skalerbar
2. Mere digitalt





Unfair advantage...

Online gaming bølgen
iPad, iPhone bølgen

Nu ser vi noget nyt på tværs af alt

Gardens and Minds design

With Ida Brinck-Lund



-  **CHAPTER 1 - #Naturing Navigator**
Testing your Sensory Score and creating a Vision, while analyzing and baselining your personal DOGMA rules – for mental well being
-  **CHAPTER 2 - Blanscaping**
We play around with a blanc scape – and landscaping to inspire ideas and give you a chance to understand your #Naturing Navigator Sensory Score
-  **CHAPTER 3 - Brainstorming**
We get you to do wild and fund brainstorming, using pinterest, books – and help you find patterns as to what really speaks to you and the life enhancing you seek.
-  **CHAPTER 4 – Drawing and planning**
We show you how can easily play around with ideas by taking photos or sketching from a google map on your phone, tablet or paper. Drawing and planning and finding plants is simple, fast and fun or deep heartfelt and slow – fitting YOUR needs.
-  **CHAPTER 5 – Technical Stuff**
We take a look at important design mechanisms, but without making it rocket science. It's really not. A few simple key #naturing principles – and you are OFF
-  **CHAPTER 6 – One M2 at a time**
You are now ready to get going – you have a Facebook Group for troubleshooting and your process can be to create a big overall plan og 1 M2 at a time. There is no right or wrong. This is about making it easy to design for YOUR mental superpowers

"Happytat Creator"

Tænk Tinder matchmaking – med planter





Ship
same
day

Order



Assembly at PostNL

Grower

=Acces to 8000
SKU no's – no
inventory



EU in
24-48
hours.

THAT BRINGS US TO OUR WHAT



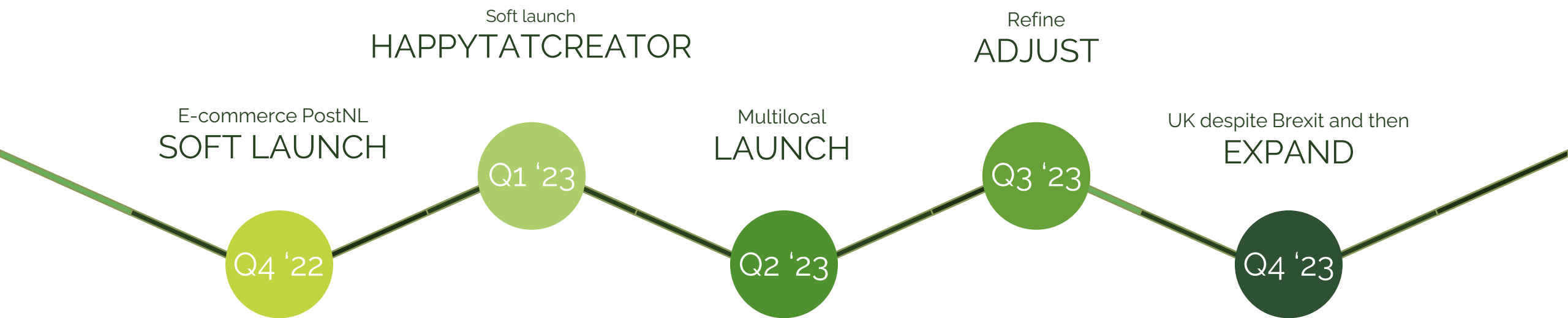
WHAT:

We're a gamechanging interactive and personalized recommendation experience. We make it easy for people to design, choose and buy combinations of top quality plants and products for their green spaces that matches their individual need for mental superpowers.



NEXT 12 MONTHS

FIRST DIGITAL FOCUS – UK LANGUAGE – THEN
Transition into our new partnerships with European e-commerce site, digital global content and technology





Adiso

#naturing som
milliard startup