

High Potential Initiatives Profiles

1 Accelerator

Fractals



2 Project and Organization

Tomappo (Proventus d.o.o.)



2.1 Country

Slovenia

2.2 Project Abstract

Tomappo is a web and mobile application that helps people grow their own vegetables. It guides them through the whole gardening season: from soil preparation and garden planning to the care of the plants and cooking. With the data gathered, Tomappo is the tool for efficient affiliate marketing of gardening related products and services.

Tomappo supports novice gardeners' face to know what and when to plant and what to do at each stage of a plant's life (soil preparation, sowing, transplanting, watering, pruning, crop rotation, etc.). According to garden center owners, this problem is also present among experienced gardeners. Additionally, talking to seed and fertilizer producers reveals the second problem addressed by Tomappo, which is that they have an ageing customer base and admit having problems reaching and addressing the younger population.

2.3 Sector

Agriculture

2.4 Target Market

B2C and B2B

2.5 Business Model

Premium model; Subscription model

Tomappo has two types of users: novice and expert gardeners and specialized, usually smaller, garden centers. Its customer acquisition process consists of advertising on Facebook and Google, reaching out to gardening bloggers and influencers to be featured in their blogs, advertising in printed magazines, and direct interaction with users on Facebook groups for gardeners, which is for



Tomappo FIWARE Short Profile

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now the best approach. Additionally, the mobile application is free and some of its content is locked away. It can be unlocked by sharing the app. Tomappo partner shops are contacted by email, followed up by phone calls.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

2.6 Website

<http://www.tomappo.com/>