GROWW

The app that makes gardening easier.

> *"Simply the best app for plant care."*
> *(iTunes Store - DahliaBloomz – 25 sept. 2018)*

Why?

In 2015, when our family moved from a small Paris apartment to a house in the outskirts of Lille, we had this typical dream of a young family : a nice garden, where we could share nice moments with our friends, grow our own tomatoes and live happily, surrounded by numerous healthy flowering plants.

We soon realised that gardening can be tricky : you forget to water, and you never know when to sow or trim, let alone how to perform all these tasks. So we started Groww.

Wait, what is it?

Groww is a mobile app that aims at making gardening easier: in your pocket, in the field, Groww keeps your daily schedule up to date, for each of your plants, their current condition and your location.

It will check the weather forecasts for you and notify you when the nights get chilly and the time has come to bring your potted fern inside. It will remind you of pruning time - you'll never forget that again. You'll be able to look backwards, at pictures you took last summer of your clematis, and realise how big it became, and Groww will help you plan ahead so you won't miss the occasion of planting tomatoes, this year - which you always said you'd do one day, remember?

How does it work?

Identify your green buddies in a snap from a photo with our AI plant recognition tool, or search for them in our extensive database - of more than 1500 plants, vegetables, houseplants and ornementals. You can also add the plants you wish to acquire, and Groww will tell you when it's the right time to plant them!

For each of your plants, Groww will plan your daily tasks in the garden. Mark tasks as done, day after day - sow, mulch, dibble, multiply from cuttings, trim and harvest. Groww will keep your todo list up to date, plan the next steps and - ding ding! - send alerts if needed.

A question, a problem? Need to diagnose your sick plant? Our experts answer all your questions through the inapp chat.

Tell me more!

Groww started in 2015 and is now a successful app in France, its country of birth, with more than 4 000 gardeners using it everyday. We're getting ready to launch in the US and the UK, with an english-speaking version.

Get in touch?

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