SmartRoot Systems

Taeyoung Yang

2025 - 5- 15

SmartRoot Systems

Founded: 2022

Founders: Daniel Kim & Maria Lopez

Mission: Hydroponics for urban living

Core Values:

- Sustainability
- Innovation
- Accessibility
- Education

Founders' Vision

Daniel Kim

NYC Raised

Faced food access issues

Tech Background

Urban Focus

Maria Lopez

California Farmer's Daughter

Traditional farming knowledge

Sustainability Advocate

Agricultural Roots

Timeline

- 2021: Met at sustainability conference
- 2022: Founded SmartRoot
- 2023: First system launched

From Startup to Scale-Up

Target Users:

- Urban Millennials
- Eco-conscious Families
- Schools/Educators

- Crowdfunded in 2022
- First Product: Smart Hydroponic Kit
- Expanded nationwide in 12 months

Personas

The Busy Urban Professional

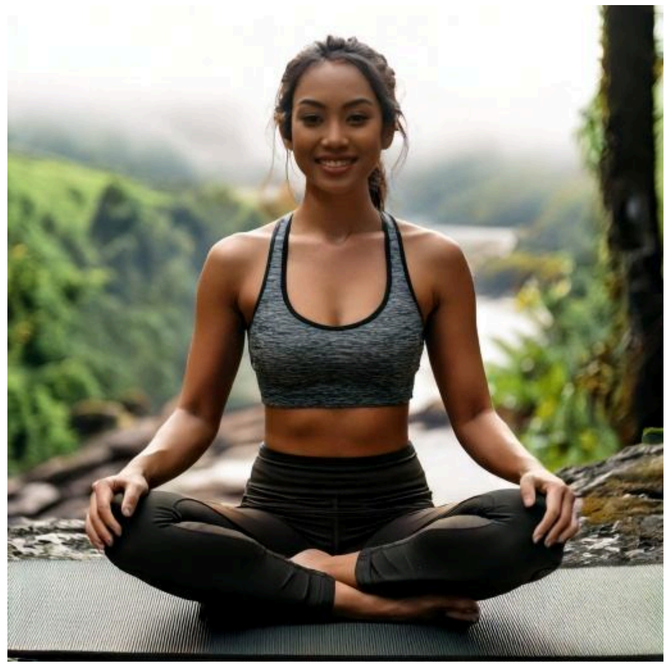
- Name: Alex Carter
- Age: 32
- Occupation: UX Designer at a tech startup
- Location: New York City
- Wants fresh, healthy food but has limited time and space to maintain a garden.
- Uses SmartRoot Systems's automated indoor farm and app to grow greens effortlessly in their apartment.

Personas

The Eco-Conscious Family Parent

- Name: Jamie Rodriguez
- Age: 40
- Occupation: Marketing Director & Parent of Two
- Location: Chicago
- Wants to teach kids about sustainability but lives in a high-rise apartment with no outdoor space.
- Uses SmartRoot Systems's educational resources and hydroponic kits to involve the whole family in growing fresh herbs and vegetables.

Personas



The Health & Wellness Enthusiast

- Name: Sophia Nguyen
- Age: 27
- Occupation: Yoga Instructor & Wellness Blogger
- Location: Los Angeles
- Prefers organic, homegrown produce but doesn't have access to a garden.
- Uses SmartRoot Systems to grow fresh greens and herbs for daily smoothies and recipes while promoting a sustainable lifestyle.

Brand Statement, Philosophy & Goals

Brand Statement

”SmartRoot Systems makes sustainable home farming simple, smart, and accessible.”

Philosophy

- Combine innovation with nature.
- Empower individuals to take control of their food.
- Design with clarity, purpose, and sustainability in mind.

Brand Personality

Green Innovator & Tech-Savvy Minimalist

- Smart & Practical
- Sustainable & Eco-Friendly
- Empowering & Community-Oriented

Goals

- Democratize access to fresh food in urban areas.
- Reduce food waste and carbon footprint.
- Inspire a new generation of eco-conscious home growers.
- Build a community around smart, sustainable living.

Visual Direction & Mood

Modern

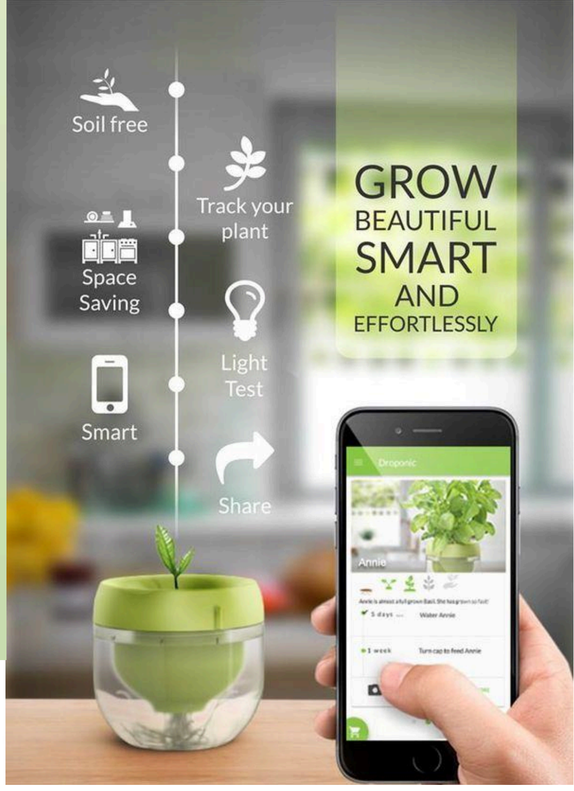
Urban

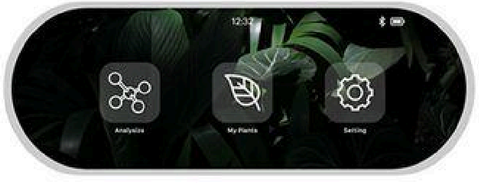
Simple

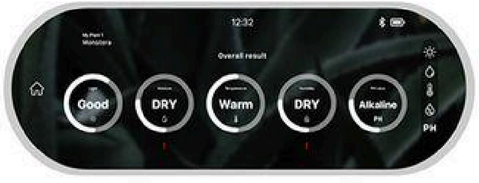
Urban professionals

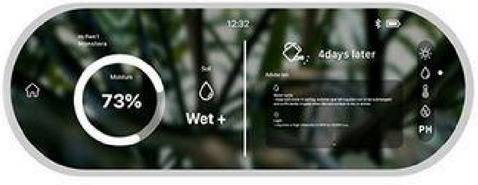
Engaging

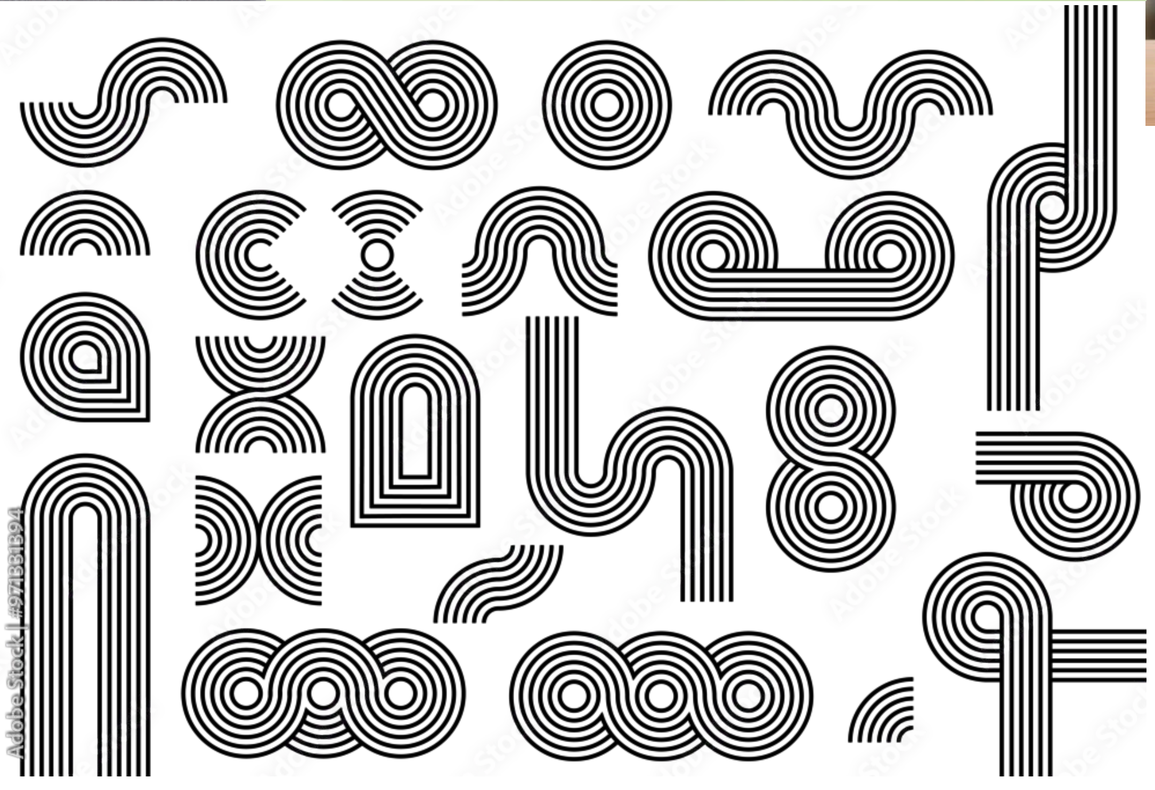
Educational











Smart

Balance

Sustainable

Clear

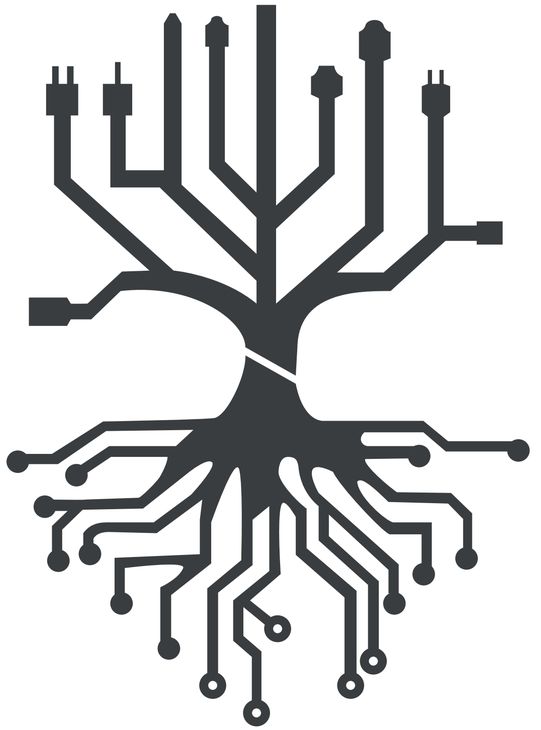
Geometric

Graphic Identity

Logo Concept

The SmartRoot Systems logo is a geometric, linear representation of plant roots—designed to express the brand's fusion of technology and nature.

Inspired by electronic wiring and natural root systems, the logo visually connects smart systems to living growth.



SMARTROOT
SYSTEMS

Color Palette

Color	HEX	RGB	CMYK	Description
Primary Green	#2F6B3A	47, 107, 58	77, 0, 95, 58	Represents plant life, sustainability
Light Sky	#F2F7FB	242, 247, 251	4, 2, 0, 1	Clean, fresh, and minimal
Deep Gray	#3A3D40	58, 61, 64	9, 5, 0, 75	Neutral, tech-forward, stable foundation

Together, the palette reflects SmartRoot's identity: natural, fresh, and forward-thinking.

Primary Typeface

Quicksand

Quicksand

- Used for headers, titles, and key messages
- All weights (Light to Bold) are used
- Rounded forms reflect a friendly, accessible tone

ABCDEFGHIJKLMNOPQRZTUVWXYZ
abcdefghijklmnopqrztuvwxyz
0123456789

Size (in px)	Weight	Example
30 px	Bold	Whereas recognition of the inherent dignity
24 px	Semibold	Whereas recognition of the inherent dignity
18 px	Medium	Whereas recognition of the inherent dignity
16 px	Regular	Whereas recognition of the inherent dignity
14 px	Light	Whereas recognition of the inherent dignity

Secondary Typeface

Darker Grotesque

ABCDEFGHIJKLMNOPQRZTUVWXYZ
abcdefghijklmnopqrztuvwxyz
0123456789

Darker Grotesque

- Used for body text, captions, and UI labels
- All weights are used flexibly
- Modern, clear, and highly legible, supporting a tech-savvy image

Size (in px)	Weight	Example
30 px	Bold	Whereas recognition of the inherent dignity
24 px	Semibold	Whereas recognition of the inherent dignity
18 px	Medium	Whereas recognition of the inherent dignity
16 px	Regular	Whereas recognition of the inherent dignity
14 px	Light	Whereas recognition of the inherent dignity

Typography Rules:

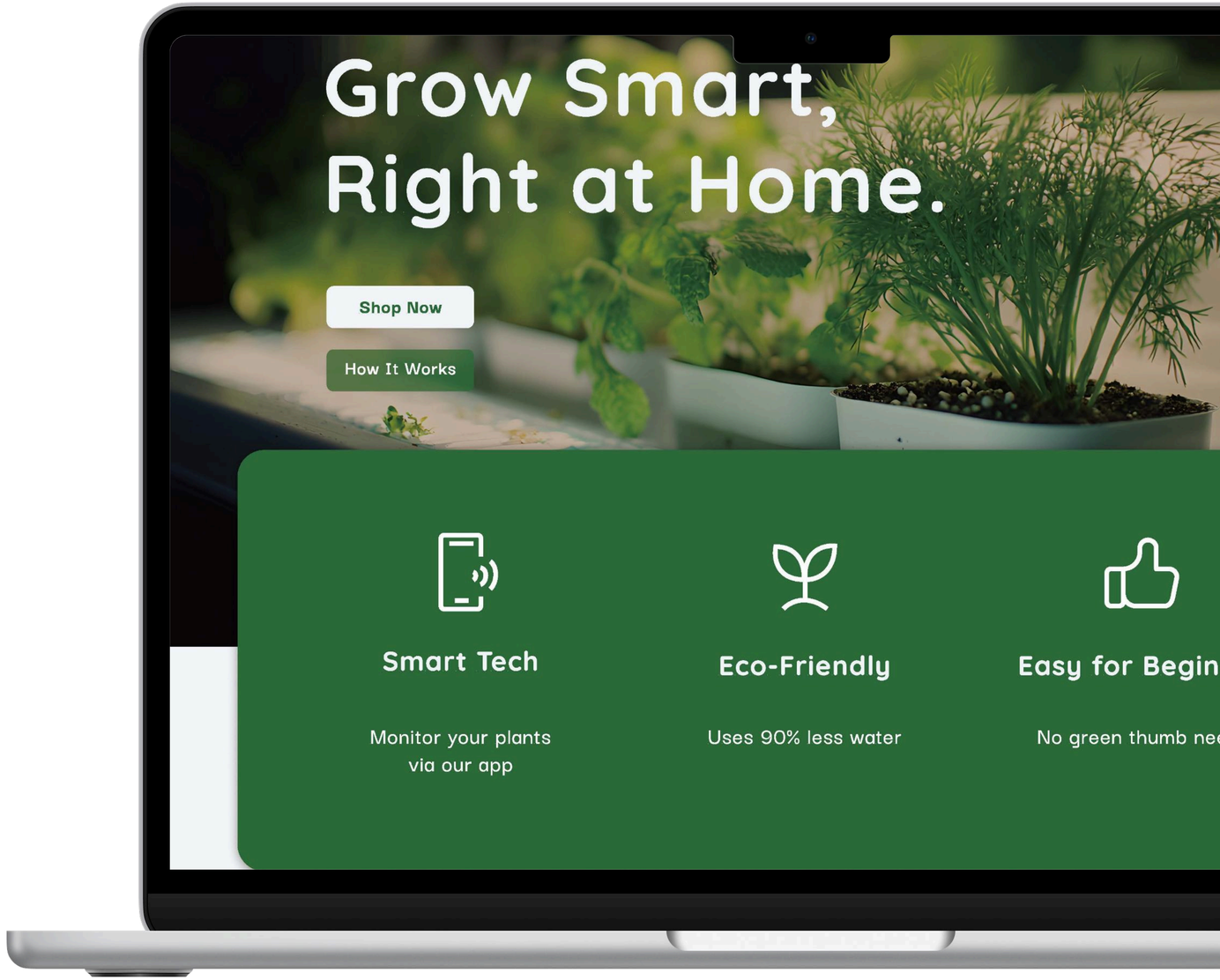
While both typefaces are used across all weights, usage is context-driven:
Quicksand emphasizes emotional and branded moments;
Darker Grotesque ensures clarity and hierarchy in functional text.

Designs

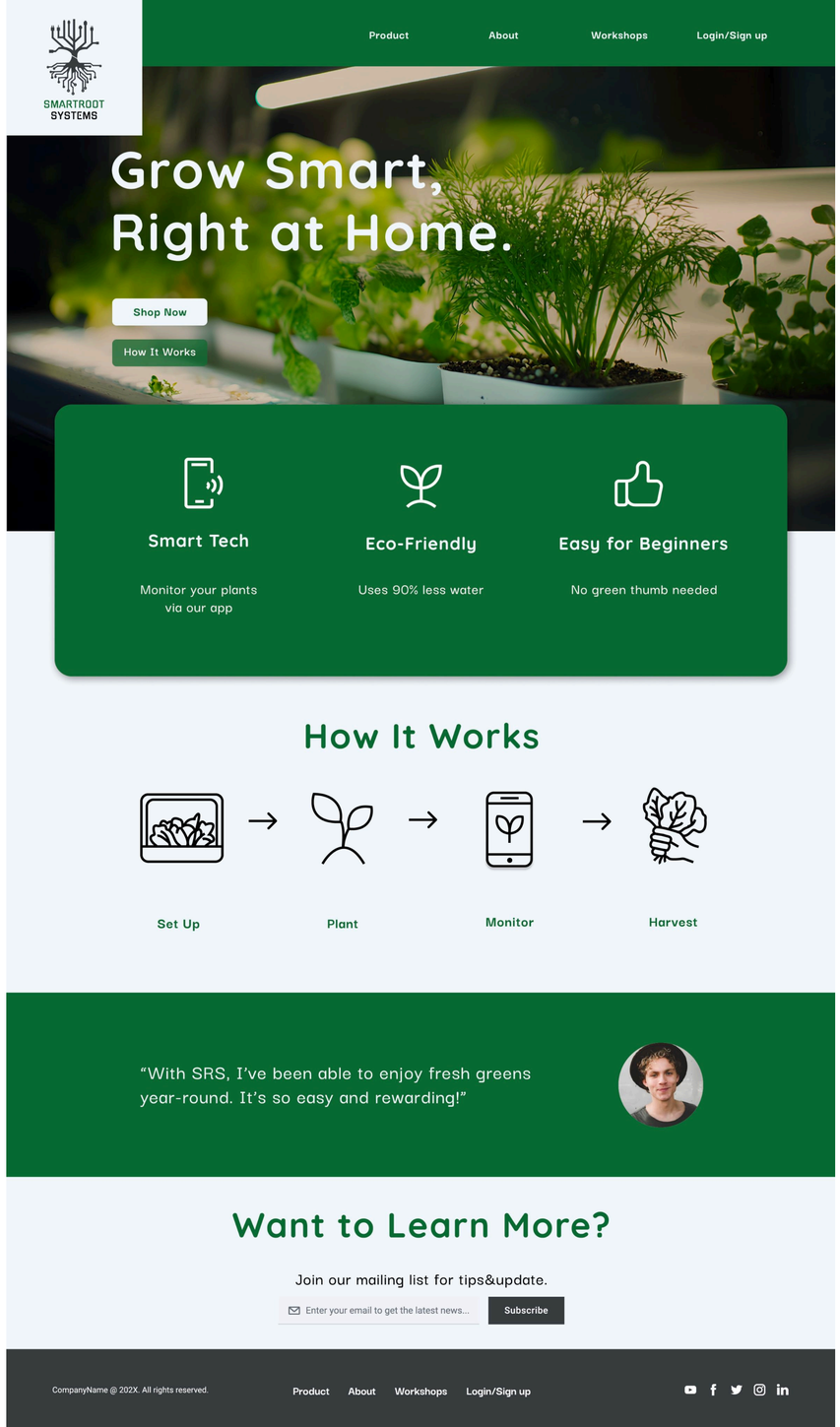
Website

Key Focus of Website:

- Brand storytelling
- Product highlights
- Clear CTAs for sign-up and purchase
- Educational content for first-time visitors



Website


SMARTROOT SYSTEMS
Product
About
Workshops
Login/Sign up
Grow Smart,
Right at Home.
Shop Now
How It Works
Smart Tech
Monitor your plants via our app
Eco-Friendly
Uses 90% less water
Easy for Beginners
No green thumb needed
How It Works
Set Up
Plant
Monitor
Harvest
“With SRS, I’ve been able to enjoy fresh greens year-round. It’s so easy and rewarding!”
Want to Learn More?
Join our mailing list for tips&update.
Enter your email to get the latest news...
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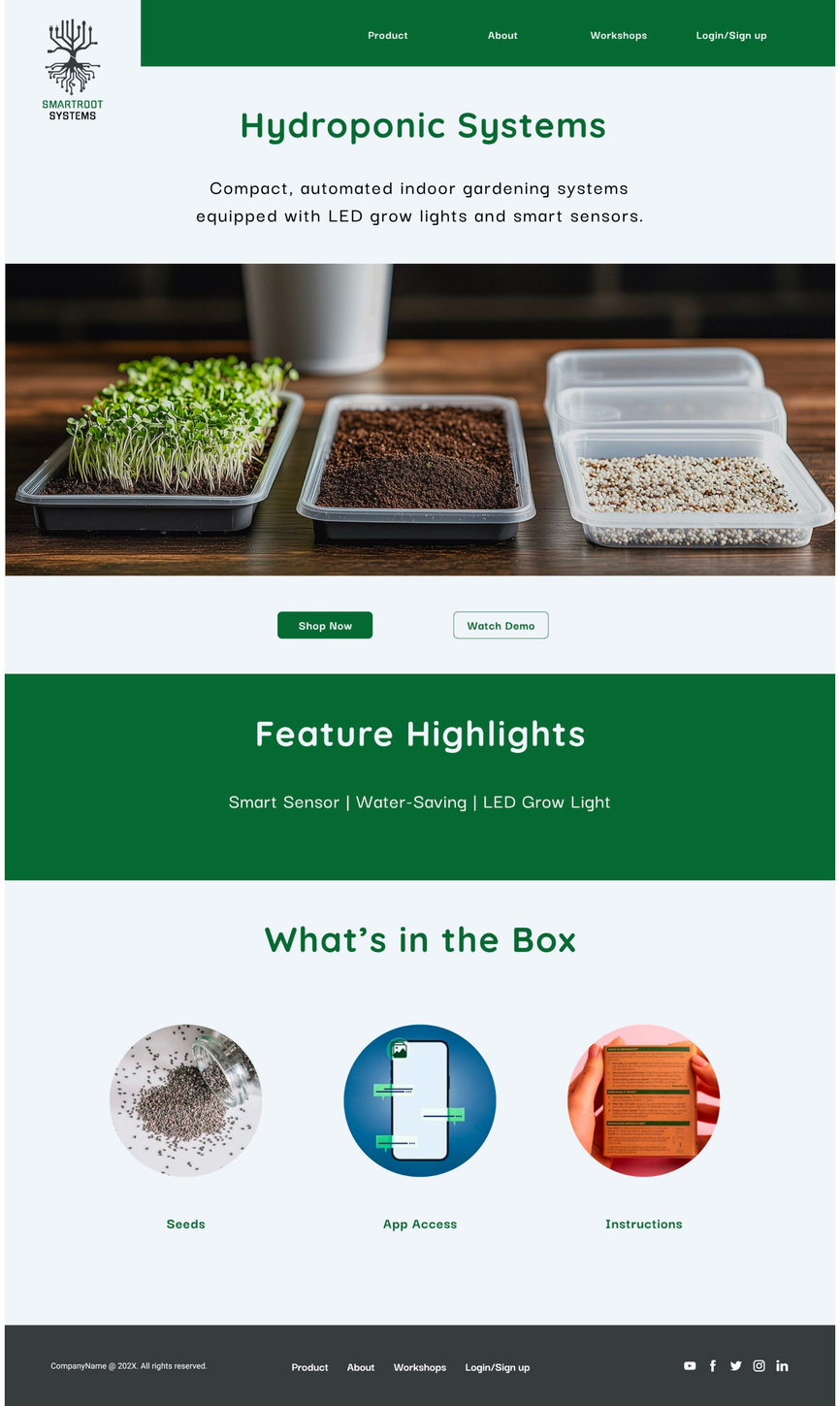
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Hydroponic Systems
Compact, automated indoor gardening systems equipped with LED grow lights and smart sensors.
Shop Now
Watch Demo
Feature Highlights
Smart Sensor | Water-Saving | LED Grow Light
What's in the Box
Seeds
App Access
Instructions
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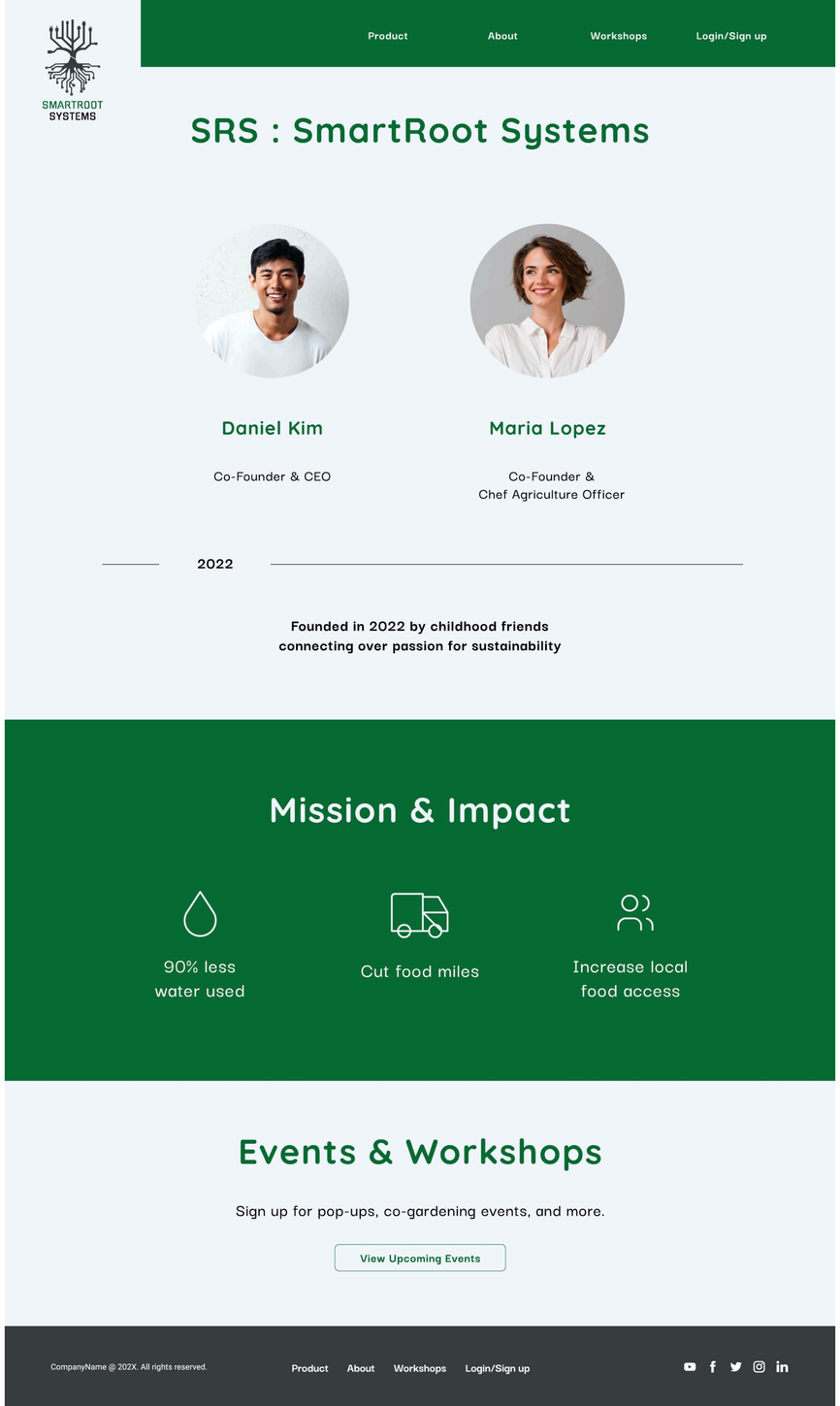
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SRS : SmartRoot Systems
Daniel Kim
Co-Founder & CEO
Maria Lopez
Co-Founder &
Chef Agriculture Officer
2022
Founded in 2022 by childhood friends
connecting over passion for sustainability
Mission & Impact
90% less
water used
Cut food miles
Increase local
food access
Events & Workshops
Sign up for pop-ups, co-gardening events, and more.
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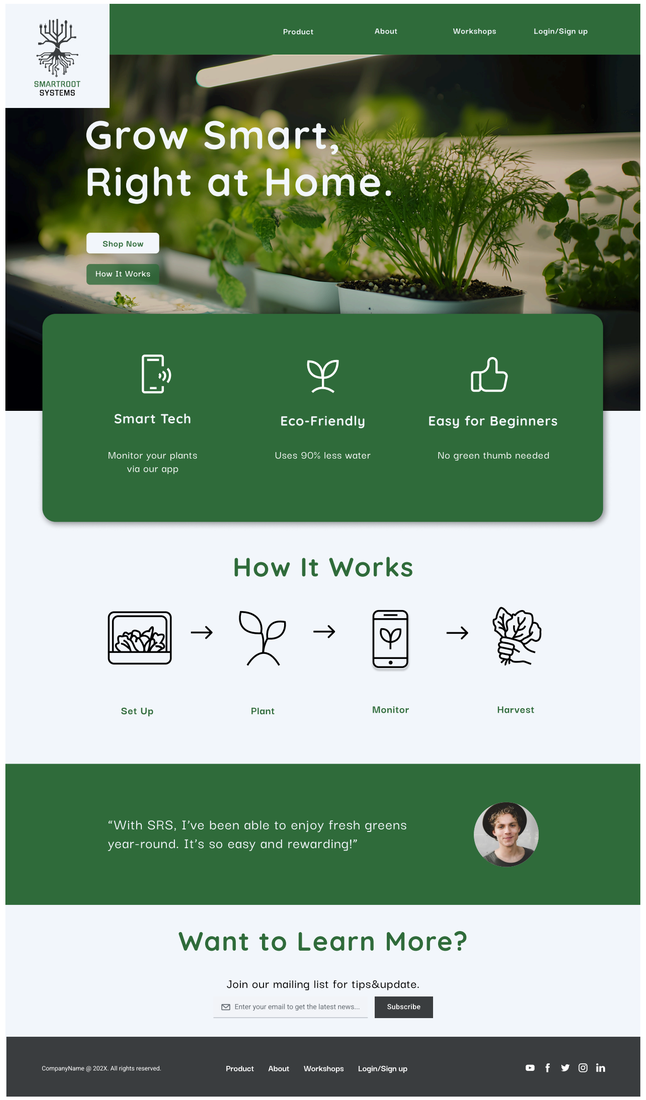
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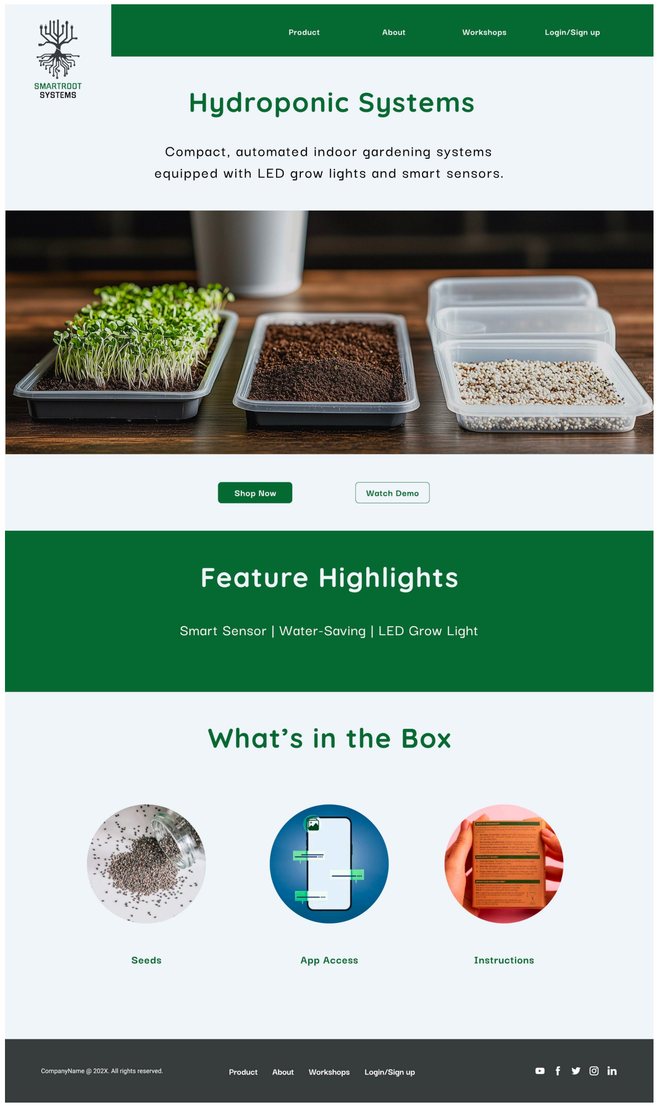
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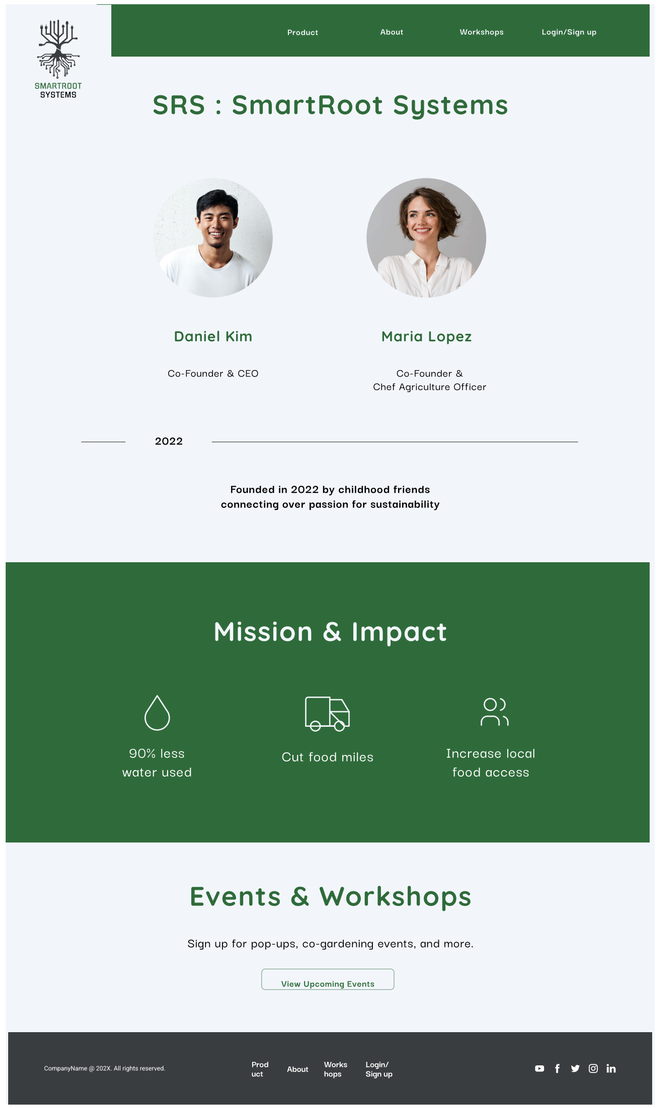
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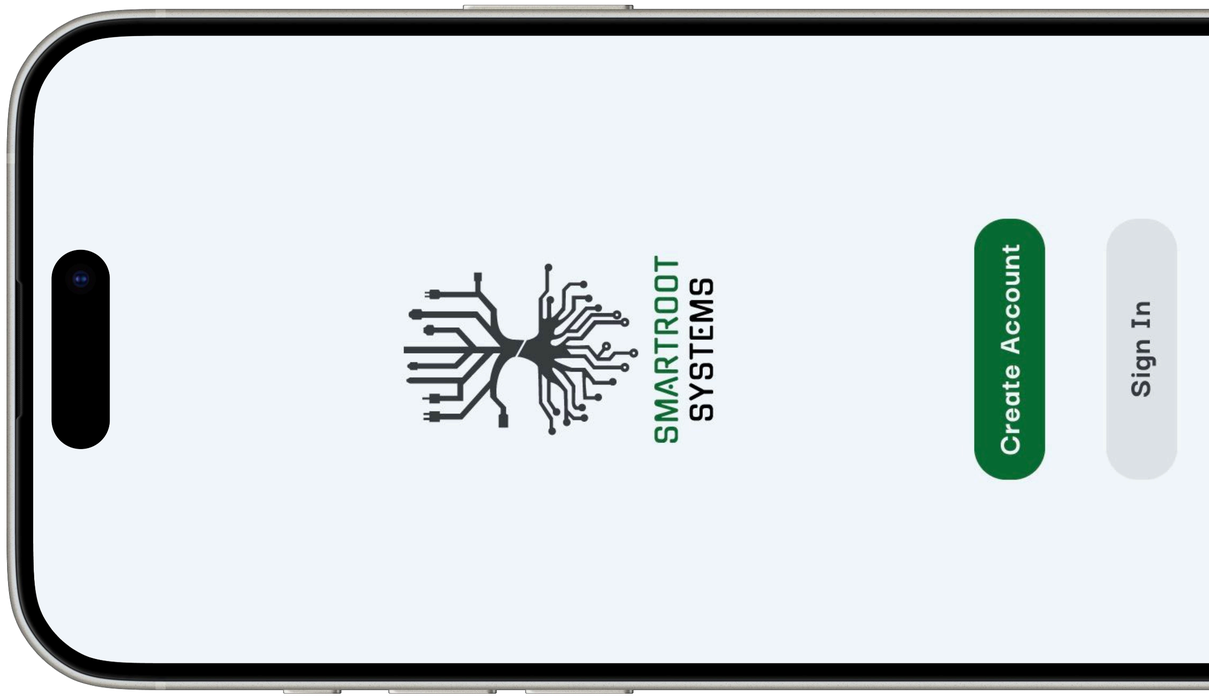
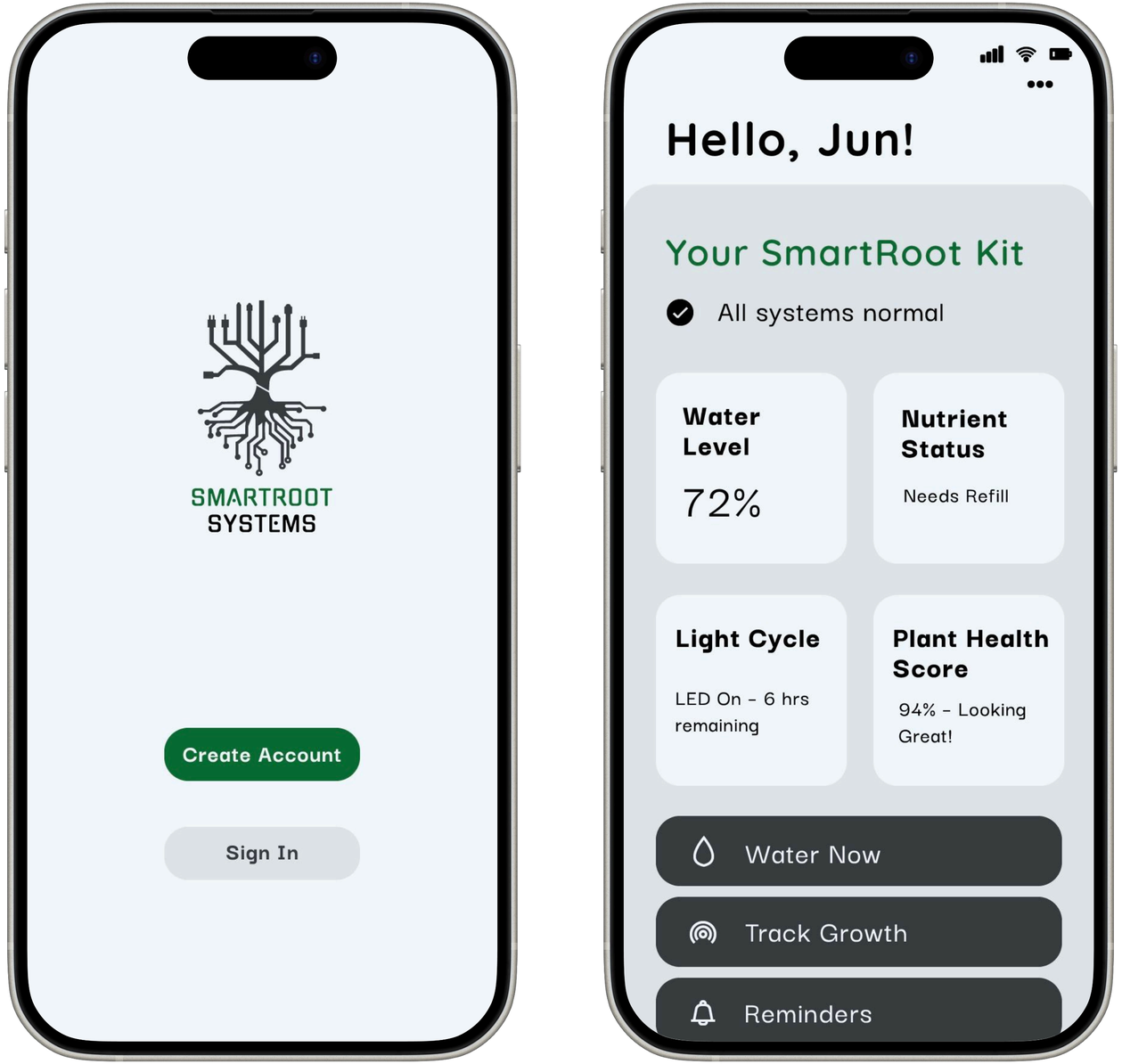
Mobile App

Key Features of Mobile App:

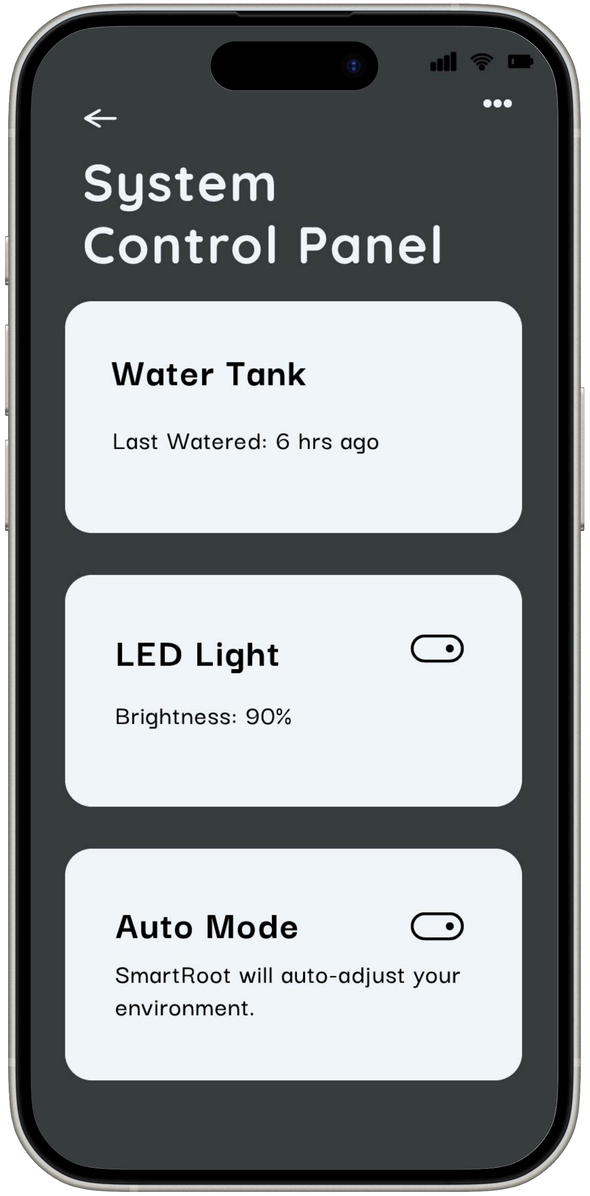
- Real-time plant monitoring
- Personalized care tips
- Notifications for maintenance
- Community integration

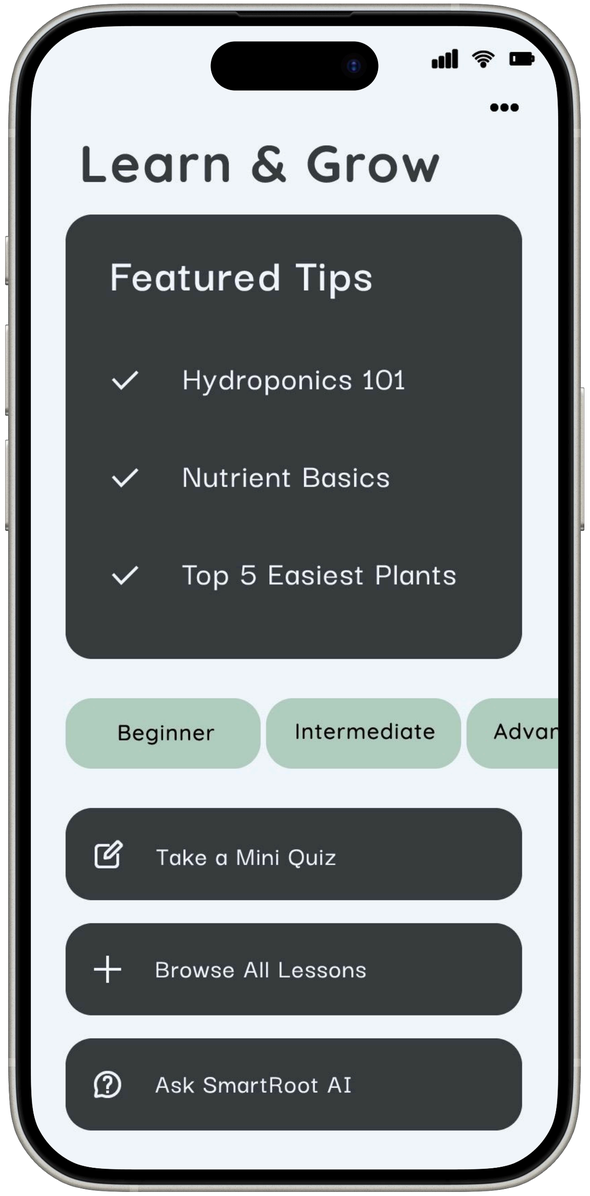


Mobile App

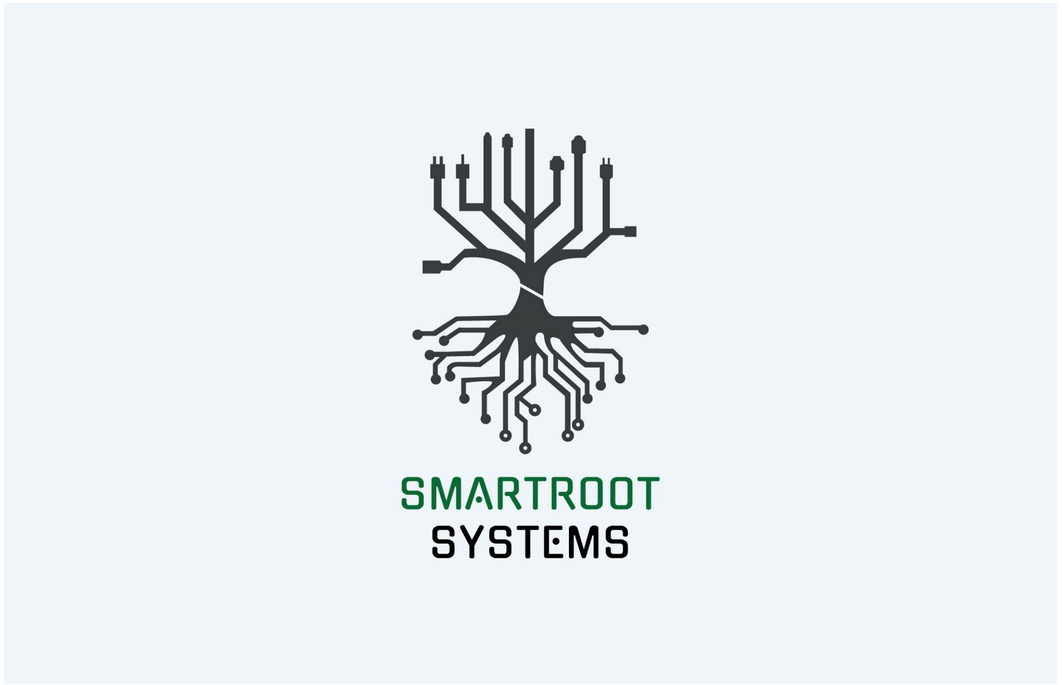

SMARTROOT
SYSTEMS
Create Account
Sign In
Hello, Jun!
Your SmartRoot Kit
All systems normal
Water Level
72%
Nutrient Status
Needs Refill
Light Cycle
LED On - 6 hrs remaining
Plant Health Score
94% - Looking Great!
Water Now
Track Growth
Reminders

Butter Lettuce
Day 18
STATS 60%
Light Optimal
Water Slightly low
Nutrients Balanced
Timeline
Add Photo
Set Reminder
Add Note


System Control Panel
Water Tank
Last Watered: 6 hrs ago
LED Light
Brightness: 90%
Auto Mode
SmartRoot will auto-adjust your environment.


Learn & Grow
Featured Tips
Hydroponics 101
Nutrient Basics
Top 5 Easiest Plants
Beginner
Intermediate
Take a Mini Quiz
Browse All Lessons
Ask SmartRoot AI

Stationery - Business card



Stationery - ID Card

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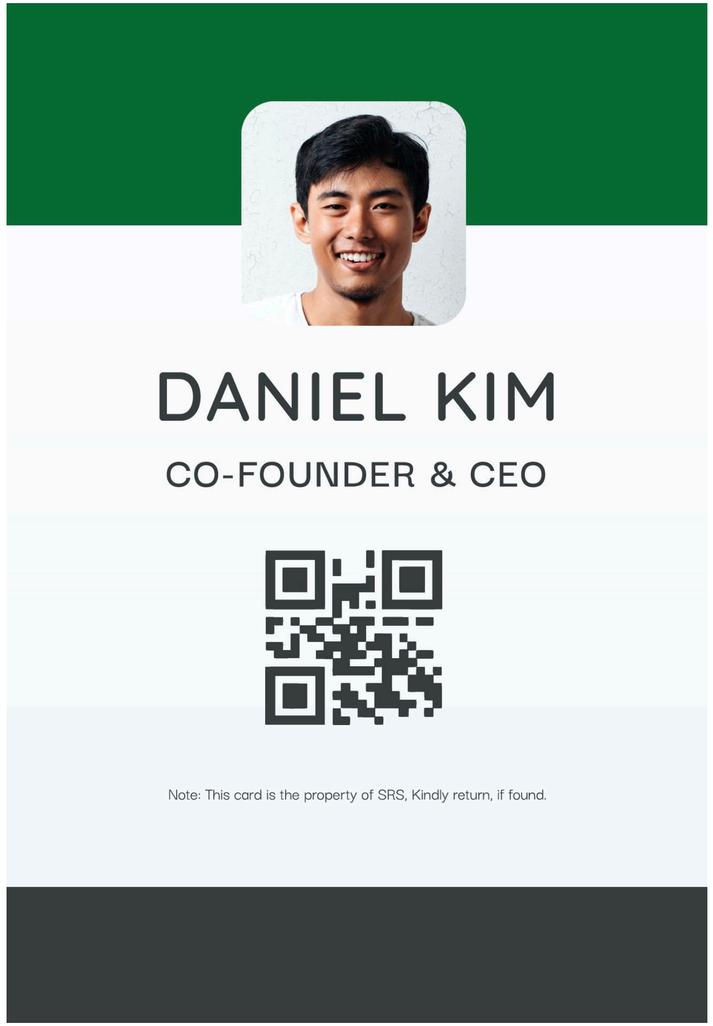


Stationery
-Letterhead & Envelope

SMARTROOT
SYSTEMS

ADDRESS

SMARTROOT SYSTEMS, INC.
124 WYTHE AVENUE, 3RD FLOOR
BROOKLYN, NY 11249

CONTACT

(718) 555-0456
SMARTROOTSYSTEMS.COM

Date: April 16, 2025

To: Jordan Lee
Company/Organization: GreenSpace Collective
Subject: Partnership Opportunity with SmartRoot Systems

DearJordan Lee,
We hope this message finds you well.
At SmartRoot Systems, our mission is to make sustainable food production accessible to everyone—regardless of location, space, or experience. As a Brooklyn-based tech-agriculture company, we specialize in smart indoor hydroponic systems designed for modern urban living.
Through a combination of advanced hydroponic kits, intuitive app-based plant care, and community-driven learning spaces, we're empowering city dwellers to grow fresh produce right from their homes, schools, and neighborhoods.
We are reaching out to explore potential opportunities for collaboration. Whether it be co-hosted workshops, pop-up installations, or aligned sustainability initiatives, we believe that working together can have a greater impact on promoting greener, healthier communities.

Here's a quick overview of what we offer:

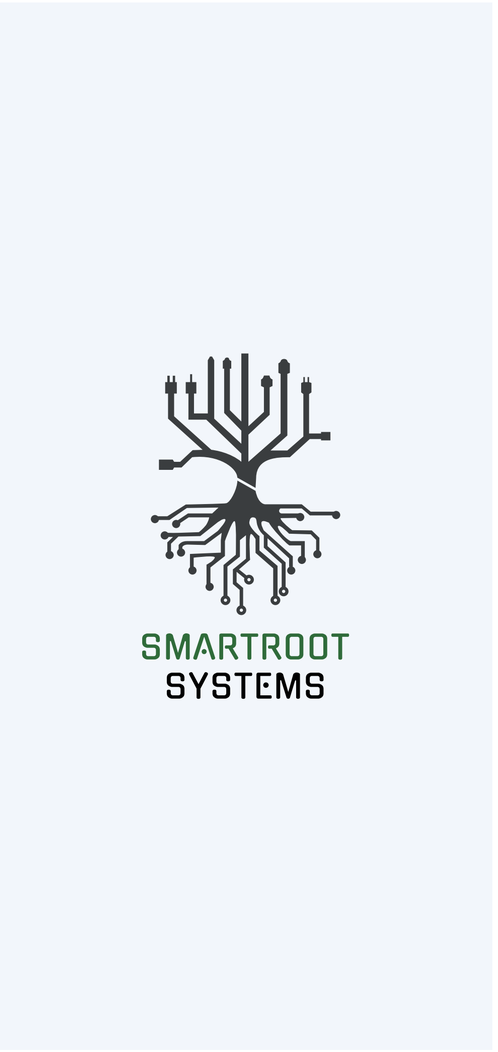
- Smart Hydroponic Kits with LED grow lighting and real-time plant care monitoring
- A mobile app that provides customized guidance for every plant
- Workshops & educational programs online and in-person
- Community co-gardening spaces in Brooklyn and seasonal pop-ups in Los Angeles, Chicago, and Seattle

If our mission aligns with yours, we would love to set up a time to talk further. Thank you for your time and consideration.

Warm regards,

Maria Lopez
Co-Founder & Chief Agricultural Officer
SmartRoot Systems, Inc.
maria.lopez@smartrootsystems.com
(718) 555-0456

Pop-Up Locations
Los Angeles, CA | Chicago, IL | Seattle, WA



SMARTROOT
SYSTEMS

Packaging - SmartRoot Starter Kit Box

Packaging - SmartRoot Starter Kit Box

Instruction Guide Booklet

Instruction Booklet: Step-by-Step to Smart Growing

SMARTROOT
SYSTEMS

Grow Fresh. Live Smart.

Hydroponic Gardening
Made Simple

Instruction Guide

Your Step-by-Step Guide to Setting Up,
Growing, and Enjoying Fresh Plants.

Begin Your Journey to Fresh, Healthy Plants!

Need Help?

No growth?
Add more water and check if the light is on.

Yellow leaves?
Try adjusting light or nutrients in the app.

Easy Care Tips

- Room temp: 65–75°F (18–24°C)
- No direct sun: LED light is enough
- Water check: Once a week is good!

We Keep It Green

- Uses 90% less water
- Made from recycled, plastic-free materials

Scan to Learn More
or Download the App

Made with Recycled Materials | Plastic-Free | 100% Compostable Ink

Instruction Guide Booklet - Inside Spreads

QUICK START GUIDE

SET UP

1. Prepare the Hydroponic Unit

- Place the unit on a flat surface in a well-lit area.
- Fill the base with water up to the marked line.
- Insert the seed pods into the designated slots.

2. Activate the LED Light System

- Plug in the power adapter and turn on the LED light.
- The light will automatically adjust based on the plant's needs.

PLANT & MONITOR

PLANT

3. Watch Your Seeds Grow

- Place the lid on the unit to keep it secure.
- In 2-3 days, you'll begin to see tiny roots developing and seedlings emerging from the pods.
- Keep an eye on the growth, but be patient—nature takes time!

4. Ensure Proper Light and Water

- The LED light will run for 16 hours each day, automatically turning off after that.
- Check the water level every 3-4 days, adding more water if necessary.

MONITOR

5. Sync the App

- Download the SmartRoot app and create your account.
- Use the app to monitor water levels, plant health, and nutrient needs.

6. Track Growth

- The app will send reminders for water changes and nutrient refills.
- You can also adjust the light settings if desired.

HARVEST & MAINTENANCE

HARVEST

7. Ready to Harvest

- In just 4 weeks, your plants will be ready to enjoy!
- Gently remove the pods from the unit, and use scissors or shears to cut the leaves.
- Harvest the leaves as needed, allowing new growth to continue.

8. Enjoy Fresh, Home-Grown Veggies and Herbs

- Enjoy your crops in salads, sandwiches, or smoothies! Fresh, home-grown produce at your fingertips.

MAINTAINING YOUR SMARTROOT SYSTEM

9. Nutrient Refill

- After the first month, replenish the system with a new nutrient pack.
- Follow the instructions in the app for nutrient mixing and replenishment.

10. Cleaning the System

- Every 2-3 months, clean the unit with mild soap and warm water to keep it functioning properly.

Brand Overview Brochure - Front Page

Our Philosophy

SmartRoot Systems was created to give urban dwellers access to fresh, homegrown produce—no backyard required.

- ☑ Less waste
- ☑ No soil or mess
- ☑ 90% less water
- ☑ Smart tech & beautiful design

SMARTROOT SYSTEMS

Let's build a greener city —together.

Contact Us

124 Wythe Avenue, 3rd Floor,
Brooklyn, NY 11249
contact@smartrootsystems.com
(718) 555-0194
smartrootsystems.com

Socials

[Instagram] · [Twitter] · [Facebook] @smartrootsystems

Scan to Shop or Sign Up!

SMARTROOT SYSTEMS

Grow Fresh. Live Smart.

Pop-ups in Los Angeles · Chicago · Seattle

HQ: Brooklyn, NY

smartrootsystems.com

(718) 555-0194

Brand Overview Brochure - Back Page

Welcome to SmartRoot Systems

Founded in 2022 in Brooklyn, NY. SmartRoot brings together tech innovation and sustainable farming to help people grow food at home—effortlessly.
"Everyone deserves healthy, chemical-free produce—right where they live."
We're here to make that possible.

What We Offer

Hydroponic Kits

Grow leafy greens, herbs & veggies indoors, year-round.

Smart App

Get plant care alerts, progress tracking, and harvest tips.

Workshops

Learn the future of farming —online or in-person.

Community Spaces

Join us at our Brooklyn co-gardening hub or visit pop-ups in LA, Chicago, & Seattle!

Meet the Team

Daniel Kim, Co-Founder & CEO
daniel.kim@smartrootsystems.com

Maria Lopez, Chief Agricultural Officer
maria.lopez@smartrootsystems.com

Ava Chen, Head of Product Design
ava.chen@smartrootsystems.com

Who's Growing with SRS?

Alex (NYC): Tech pro growing greens after work
Jamie (Chicago): Parent teaching kids about food
Sophia (LA): Yoga teacher blending daily smoothies

Advertising Campaign

SMARTROOT
SYSTEMS

Start growing smart today
smartrootsystems.com

SmartRoot Systems (SRS) | Tech-Driven Urban Farming

Grow Smart, Right at Home.

SMARTROOT
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Enjoy fresh herbs and vegetables all year round.

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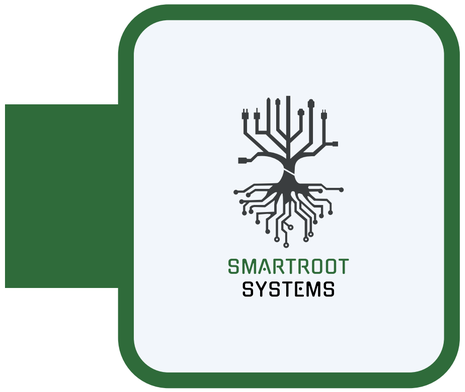
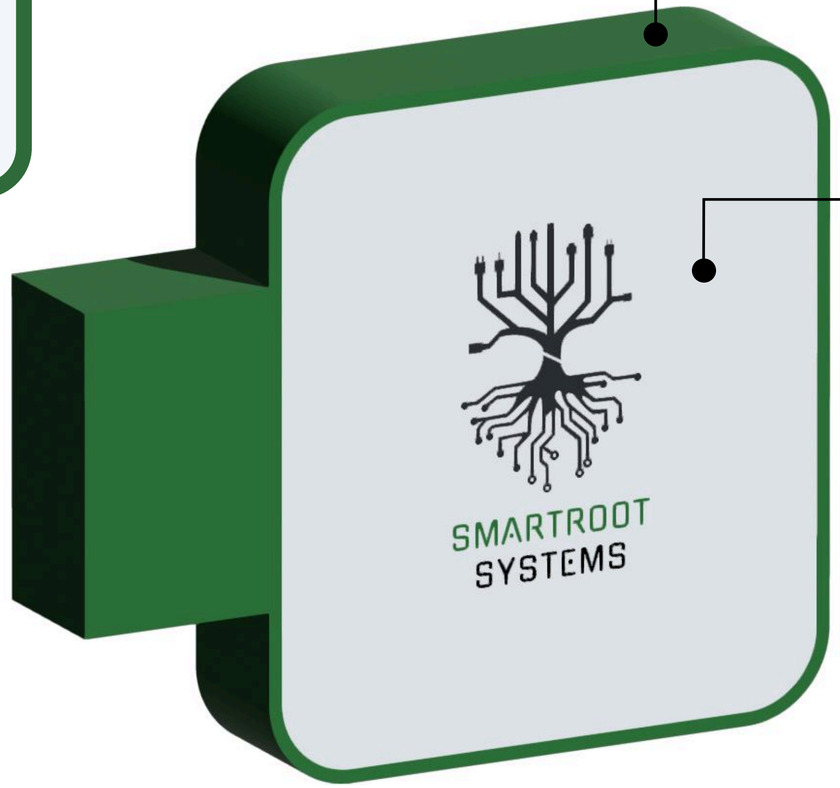
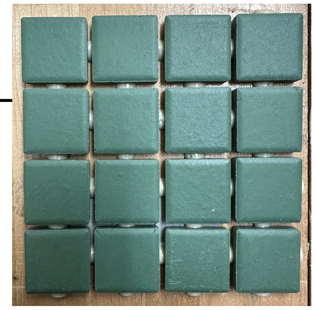
SmartRoot Systems (SRS) | Tech-Driven Urban Farming

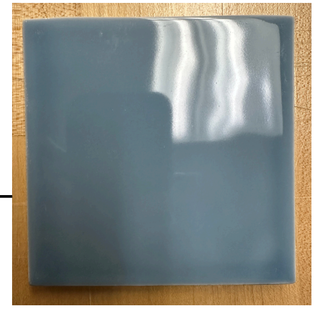
Spatial - Signage







Frame Material:
Matte-finish green stone – adds a natural, grounded texture with visual weight

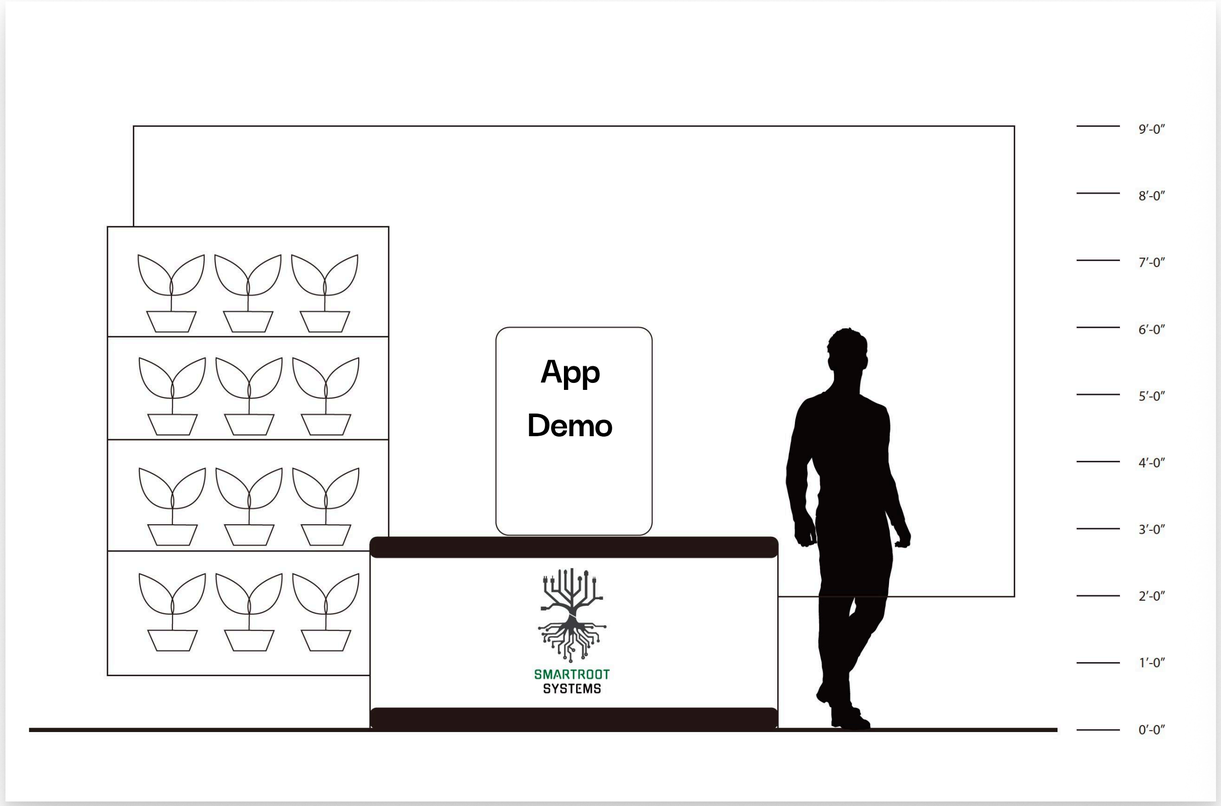


Inner Panel:
Glossy light-blue marble – clean, smooth surface to highlight the logo

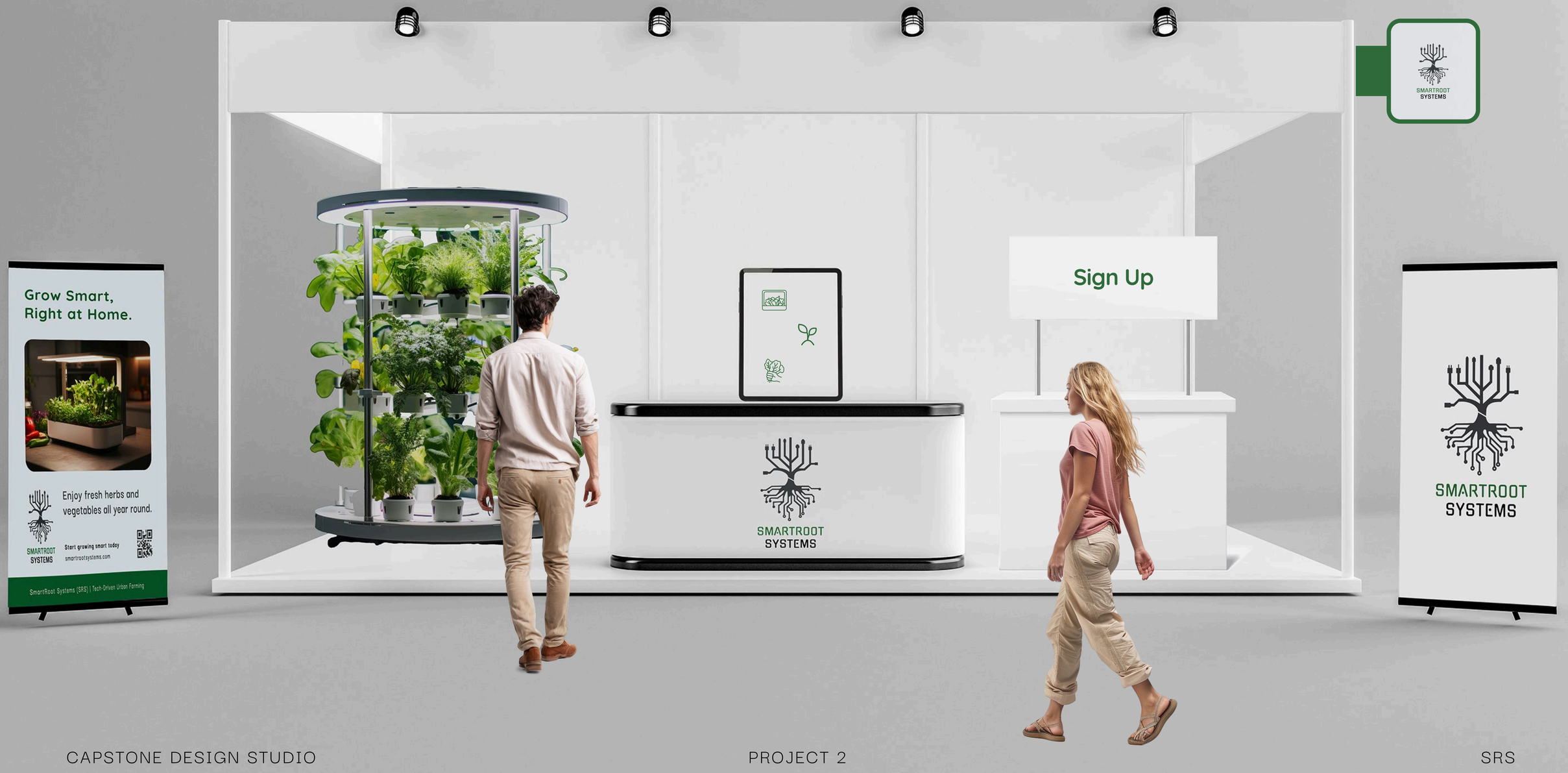
- **Contrast:** The mix of matte and glossy textures enhances visual clarity and gives a modern yet organic feel
- **Purpose:** Balances warmth and professionalism, reflecting SmartRoot's fusion of nature and technology

Spatial - SmartRoot Systems Pop-Up Experience

FRONT



SIDE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Mockups

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Hydroponic Gardening
Made Simple

Instruction Guide

Your Step-by-Step Guide to Setting Up, Growing, and Enjoying Fresh Plants.

Begin Your Journey to Fresh, Healthy Plants!

PLANT & MONITOR

PLANT

3. Watch Your Seeds Grow
- Place the lid on the unit to keep it secure.
- In 2-3 days, you'll begin to see tiny roots developing and seedlings emerging from the pods.
- Keep an eye on the growth, but be patient—nature takes time!

4. Ensure Proper Light and Water
- The LED light will run for 16 hours each day, automatically turning off after that.
- Check the water level every 3-4 days, adding more water if necessary.

MONITOR

5. Sync the App
- Download the SmartRoot app and create your account.
- Use the app to monitor water levels, plant health, and nutrient needs.

6. Track Growth
- The app will send reminders for water changes and nutrient refills.
- You can also adjust the light settings if desired.

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Video

https://go.screenpal.com/watch/cTho67nQSzz

Thank you !

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