

# UrbiGo Story



A fledgling company “UrbiGo”, founded by Anja and Aleksandar Varnicic, Predrag Gajic and Milan Trajkovic in 2017, have decided to make urban gardening fun and accessible to everybody by creating smart and connected mini indoor garden. Having witnessed the challenges of an intensive urbanization and overpopulation in cities that led to a gradual shrinkage of green areas, these young people wanted to find a solution for a new generation that is raised in “concrete jungle” and in an environment which is increasingly polluted. Mini garden combined with engaging and gamified app for garden control and learning, is an ideal choice for growing herbs or miniature

vegetables throughout the year, in tiny places and without previous knowledge.

Anja, an environmental engineer is the only lady in this team of four innovators, explained how they had a strong motive since there was a product missing from the market, the one designed to all urban residents who do not have enough space, time or knowledge to become owners of their own piece of greenery and to grow their own fresh ingredients.

UrbiGo presented the connected smart garden concept at major international start-up competitions in Europe, among which is the most prominent their participation at the renowned SLUSH competition in Helsinki where they came to the global attention. UrbiGo was also presented at fairs and conferences, and the team is accepted to last batch in Startup Yards, one of the best seed accelerators in Europe. Team UrbiGo is multidisciplinary and every member is the expert in its field, from hardware and software engineering

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to biology and architecture, gathering their skills and knowledge under the same vision - making greener everyday life for urban people.

There is no need to have prior knowledge nor any kind of skills in order to grow plants in UrbiGo since the application guides the user through the process of cultivation starting from the moment of planting seeds to the forming a mature plant and notifies him when something needs to be done. Team confirmed that many people will find this "gadget" to be quite entertaining, because on one hand, it's about growing your own healthy ingredients on a healthy way, and on the other, all is done through a certain form of a game.

At this moment, UrbiGo has over 500 people, companies and families on the waitlist which is growing everyday, who want to make living spaces greener and to learn how to live sustainably.