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4. Marketing Plan

Introduction

This chapter presents the marketing plan for Screen2Green. It outlines how the product will be introduced to the market based on insights from the market analysis. A SWOT analysis is conducted to identify strengths, weaknesses, opportunities, and threats, forming the foundation for the overall strategy. The chapter further includes strategic objectives, segmentation and targeting, positioning, and the marketing mix. In addition, branding, budgeting, and control measures are addressed to support effective implementation.

Business Idea Formulation

Before developing a product for the market, it is essential to identify a meaningful customer problem and determine whether an existing gap in the market can be addressed in a new or improved way. In the case of Screen2Green, the starting point was not to create an entirely new category of product, but rather to improve and expand on an existing idea in a more tangible and impactful form. The team was particularly inspired by productivity applications that use virtual plants or forests as a reward mechanism for focused work.

The business idea emerged from observations made in the team's own daily environment, both in academic settings and in personal life. A common issue identified was the difficulty many people experience in staying focused while studying or working. The growing presence of smartphones and digital platforms has made distractions more constant and harder to avoid. Social media applications are specifically designed to capture attention through notifications, visual stimuli, likes, and other forms of instant feedback. These mechanisms reinforce habitual use and make it difficult for users to reduce screen time or change behavior, even when they are aware of the negative consequences **[1][2]**.

At the same time, the team also identified another common characteristic among many students and young adults: they often live in apartments, shared housing, or student rooms with limited access to gardens or other green environments. This means that, although many people could benefit from the calming and motivating effects of caring for a plant, they may not have the opportunity, time, or confidence to grow something themselves. Research has shown that interaction with plants can contribute positively to emotional well-being and can support feelings of calmness, purpose, and connectedness **[3][4][5]**.

Based on these observations, the team formulated a differentiated market solution. Instead of only rewarding focus with a virtual plant inside an app, Screen2Green extends this concept into the physical world by allowing the user to grow a real basil plant. The solution combines a mobile application with a pot system that links the user's digital behavior to the condition of the plant. Through focus sessions and screen-time monitoring, the application helps reduce distractions and encourages more conscious smartphone usage. The Smart Pot then translates this behavior into physical plant care by adjusting the watering conditions according to the user's performance.

This creates a feedback mechanism that is more tangible and emotionally engaging than purely digital alternatives. The user is not only encouraged to focus through app-based features, but also experiences the consequences of their habits through the visible health and growth of a living plant.

In addition, the system offers practical value, as the user can grow basil that may later be harvested and used in cooking. The scent and presence of basil may also contribute to a calmer indoor environment. Altogether, the solution aims to support productivity, reduce stress, encourage responsibility, and make healthier digital habits more meaningful in everyday life.

Business Model

The Business Model Canvas (BMC) (Figure 1) provides a structured overview of how the project could create, deliver, and capture value. In this project, the canvas is used to explore the broader potential of the concept beyond the current prototype. It is important to emphasize that the canvas represents a conceptual and future focused perspective. While the project primarily focuses on developing and testing a prototype, the elements in the BMC illustrate how the solution could be scaled and implemented as a viable business in a real-world context.

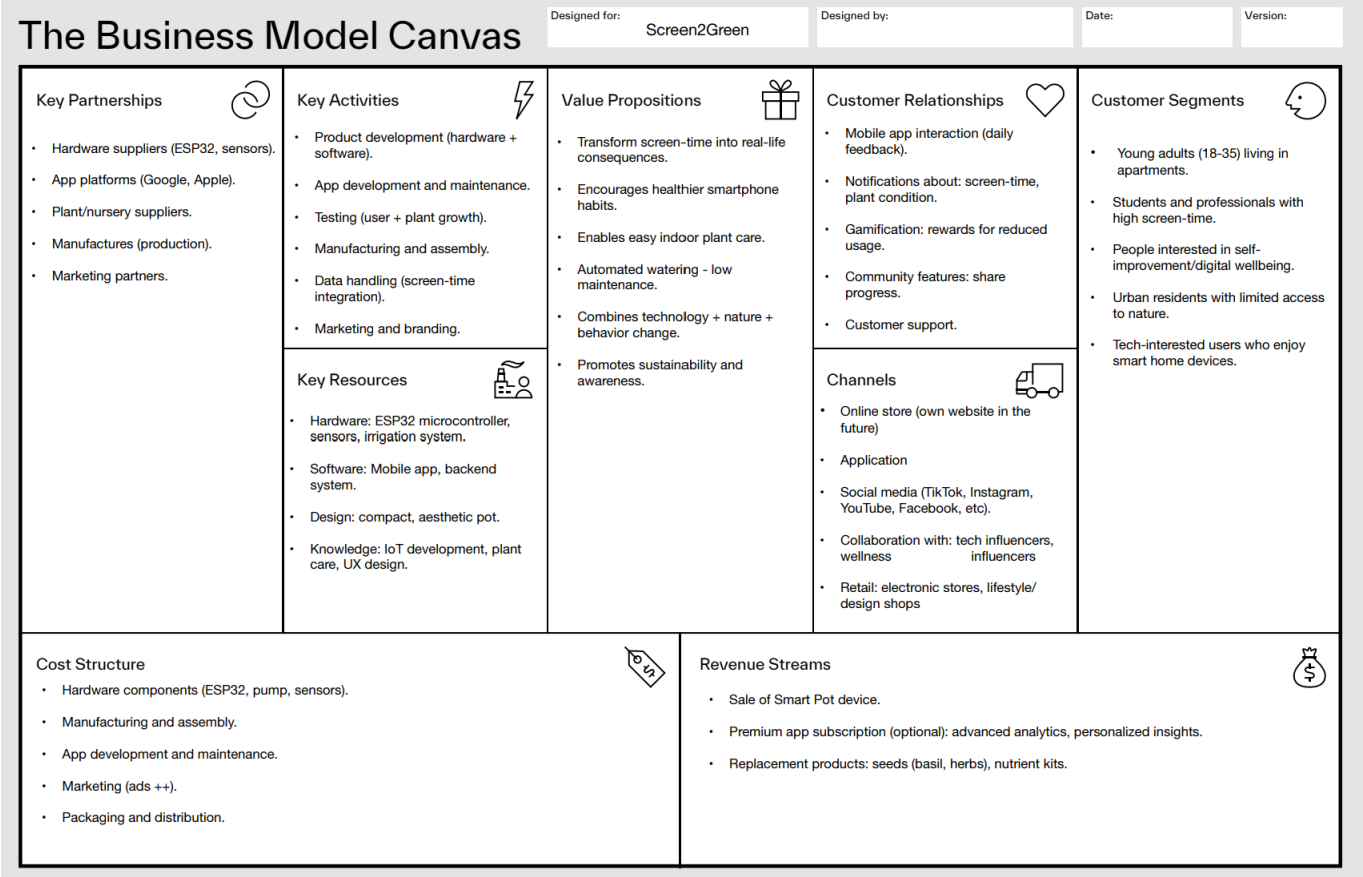

Figure 1: Business Model Canvas of Screen2Green

Activities, resources, and value proposition

The key activities describe the core processes necessary to develop and deliver the solution. In this project, these primarily involve product development, system integration, and testing of both hardware and software components. While the current work focuses on prototyping and validation, activities such as manufacturing and marketing represent important future steps for scaling and commercialization. These activities are supported by key resources, which form the foundation of the system. This includes both physical components, such as microcontrollers, sensors, and irrigation systems, and intangible resources, such as knowledge in IoT development, plant care, and user experience design. Together, these resources enable both the functionality of the prototype and its potential further development. The value proposition, which defines the value created for users, is the

core of the project. The concept translates digital behavior into a physical and biological outcome by linking screen time to plant health. This creates a tangible and engaging feedback mechanism that promotes awareness of smartphone usage while simultaneously simplifying indoor plant care and supporting sustainability.

Customer relationships, channels, and customer segments

To ensure continued use, customer relationships focus on how users interact with the system over time. Through the mobile application, users receive ongoing feedback on both their behavior and the condition of the plant. Features such as notifications and gamification are intended to support engagement and encourage consistent interaction, which is essential for influencing user habits. In order to reach these users, appropriate channels are required. The solution would primarily be delivered through digital platforms such as mobile applications and social media, in addition to potential online and retail distribution. Although these channels are not implemented within the scope of the project, they illustrate how the product could be made accessible in a real-world context. This is closely linked to the defined customer segments, which include young adults, students, and individuals with high screen-time usage, as well as those interested in digital well-being and self-improvement. Focusing on these groups ensures that the solution targets users who are most likely to benefit from and engage with the concept.

Cost structure and revenue streams

From a business perspective, the cost structure outlines the expected expenses related to development, production, and distribution, including hardware components, software development, manufacturing, and marketing. Although these costs are not directly incurred in the project, they provide insight into the economic considerations associated with scaling the solution. Complementing this, the revenue streams indicate how the solution could generate income, for example through the sale of the Smart Pot device, optional premium features within the application, and complementary products such as seeds or nutrient kits. This highlights the potential for financial sustainability and supports the long-term viability of the concept. Overall, the Business Model Canvas provides a cohesive framework for understanding how the pot could evolve from a prototype into a scalable product. It connects technical development with broader business considerations, highlighting both the requirements and opportunities associated with future implementation.

Market Analysis

To understand the conditions in which Screen2Green would operate, a market analysis was conducted. This analysis helps identify the main actors, trends, and external forces that may affect the product’s success. In order to provide a structured overview, the analysis is divided into micro-analysis and macro-analysis. The micro-analysis focuses on the immediate environment surrounding the product, while the macro-analysis examines broader external forces.

Micro analysis

Micro-analysis focuses on the factors closest to the project that directly influence its ability to deliver value to customers.

Suppliers play an essential role in the development of Screen2Green. The system depends on electronic components such as microcontrollers, sensors, and water pumps, as well as structural materials for the pot itself. Access to reliable and cost-effective suppliers is therefore crucial in order to maintain product quality while ensuring that the final solution remains affordable for the target group.

The primary customer segment consists of students and young adults between the ages of 18 and 30. These users are typically exposed to high levels of screen time and are actively seeking ways to improve productivity, mental well-being, and daily habits. In addition, they are generally familiar with mobile technology and are open to adopting innovative solutions that combine digital and physical experiences.

The competitive environment can be divided into two main categories. On one side, productivity applications such as Forest provide digital tools to help users stay focused through gamification and visual feedback. On the other side, smart plant systems focus on automated plant care and indoor cultivation. However, these solutions operate independently and do not combine behavioral feedback with real plant interaction. Screen2Green therefore occupies a unique position by integrating these two approaches into a single system.

In terms of distribution, the product would primarily be offered through digital channels, including online platforms and mobile applications. E-commerce solutions would allow for wide accessibility.

Finally, several stakeholder groups influence the project. Academic supervisors and institutions provide guidance and evaluation, while potential users contribute valuable feedback during the development process. These stakeholders play an important role in shaping both the product and its future market potential.

Macro analysis

Macro analysis examines the broader external factors that influence the environment in which Screen2Green operates.

From a political and legal perspective, the product must comply with regulations related to electronic devices and data protection. Since the system involves monitoring user screen-time data, compliance with privacy frameworks such as GDPR is essential. This requires transparent data handling and informed user consent.

Economic factors also play an important role. The primary target group consists of students and young adults, who are generally price-sensitive. This means that the product must be designed with affordability in mind, while still delivering sufficient value to justify the cost.

Social and cultural trends strongly support the relevance of Screen2Green. There is an increasing awareness of mental health, digital well-being, and the negative effects of excessive screen use. At the same time, urban lifestyles often limit access to natural environments. This creates a strong demand for solutions that reconnect individuals with nature in a simple and accessible way.

Technological developments enable the realization of the product. Advances in Internet of Things (IoT), mobile applications, and sensor technology make it possible to integrate digital behavior with physical systems in real time. These technologies form the foundation of the Screen2Green concept.

Environmental factors are also relevant. There is a growing interest in sustainability and self-

sufficiency, particularly among younger generations. The ability to grow herbs at home supports environmentally friendly behavior and aligns with these values.

Finally, ethical considerations must be taken into account. Since the system is designed to influence user behavior, it is important to ensure that it encourages positive habits without creating stress or pressure. In addition, user data must be handled responsibly, with a strong focus on privacy and transparency.

Barriers to entry

Although Screen2Green presents a unique concept, several barriers to entry must be considered. One important barrier is technical complexity. The product requires successful integration between hardware, software, and behavioral logic, which may complicate development and increase production challenges.

Another barrier is market acceptance. Because the concept is relatively unconventional, some users may not immediately understand its value or may be uncertain about linking plant health to personal digital habits. The product will therefore require clear communication and strong demonstration of benefits.

Affordability is also a barrier, since the primary target group may not have a large purchasing budget. Privacy concerns may further affect adoption if users are reluctant to share screen-time data. Finally, Screen2Green must compete with simpler and often free alternatives, such as built-in smartphone features and existing productivity apps. These barriers do not eliminate the market opportunity, but they do require careful strategic planning.

SWOT Analysis

A SWOT analysis was conducted to evaluate the internal strengths and weaknesses of the concept, as well as the external opportunities and threats that may influence its success. Figure 2 …

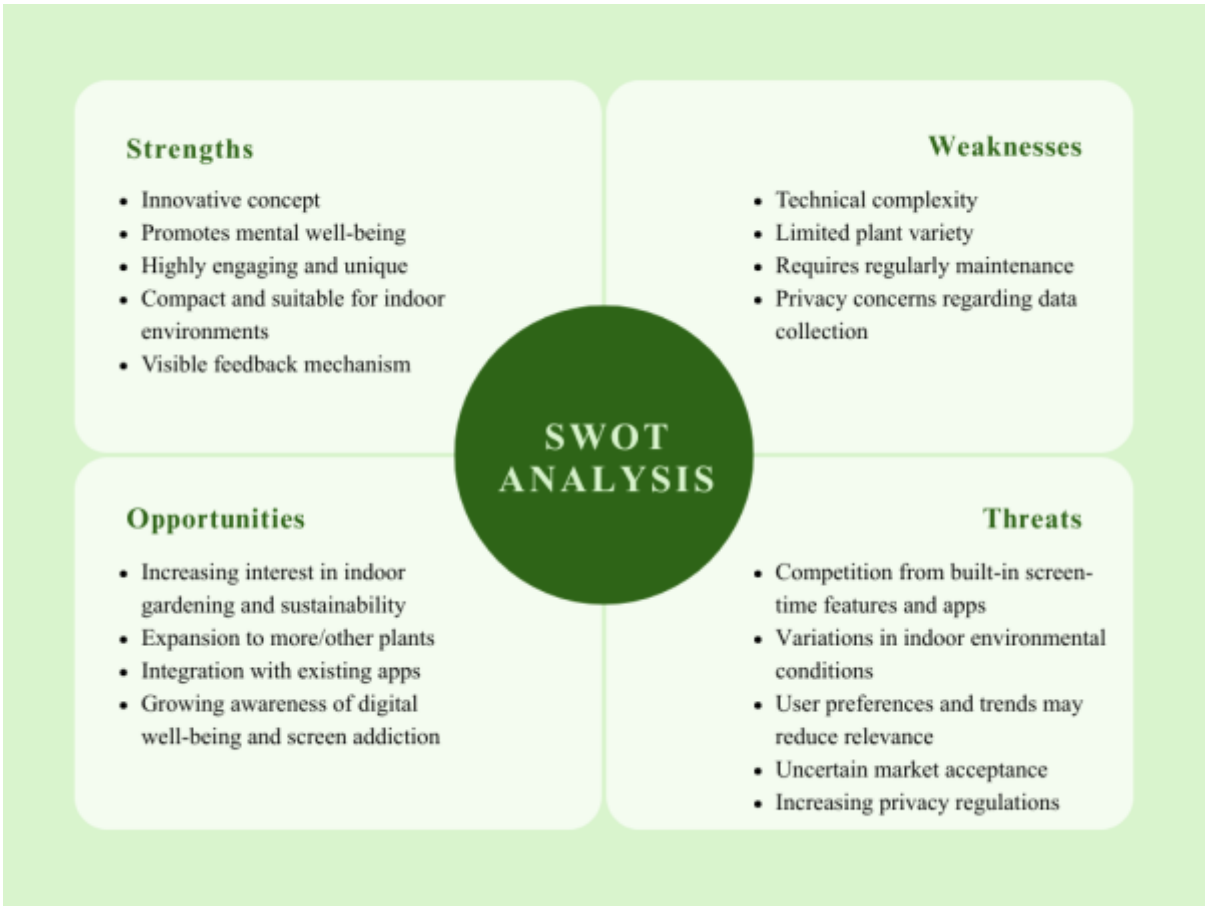

Figure 2: SWOT analysis

Strengths

The concept demonstrates several key strengths. Firstly, it is based on an innnovative concept that combines IoT technology, behavioral psychology, and indoor gardening. This combined approach makes the product both unique and relevant in today's digital society. Secondly, the system promotes mental well-being by encouraging reduced screen-time monitoring tools, as it introduces a more interactive and meaningful user experience. The compact design also makes it suitable for indoor environments such as apartments. Finally, the system provides a visible feedback mechanism, where the health of the plant reflects the user's smartphone usage, making otherwise invisible digital habits more apparent.

Weaknesses

Despite its strengths, there are has several limitations. One key weakness is the system's technical complexity, as it requires integration between hardware components, sensors, and a mobile application. The current focus on a limited plant variety, such as basil, may also reduce its appeal to a broader audience. Additionally, the system requires regular maintenance, including refilling water and ensuring proper functionality, which may be perceived as inconvenient for some users. Lastly, privacy concerns may arise due to the need to monitor smartphone usage data.

Opportunities

There are several external opportunities that could support the development and adoption of the

concept. There is a growing interest in indoor gardening and sustainable living, which aligns well with the product’s purpose. At the same time, awareness of digital well-being and screen addiction is increasing, creating a demand for innovative solutions in this area. The system also has the potential to expand to other types of plants, increasing its market appeal. Furthermore, integration with existing applications could enhance usability and functionality. These trends provide a strong foundation for further development and potential commercialization.

Threats

The product also faces external threats that could impact its success. One major challenge is competition from existing built-in screen-time features and mobile applications, which may be perceived as simpler or more convenient alternatives. Additionally, environmental factors such as light, temperature, and humidity may affect plant health independently of user behavior, potentially reducing the reliability of the feedback system. User preferences and trends may also change over time, which could reduce long-term relevance of the concept. Furthermore, there is uncertainty regarding user adoption and market acceptance, as the product ma be perceived as unconventional. Finally, increasing privacy regulations may create additional challenges when handling user data.

Strategy

An effective marketing strategy is necessary to connect Screen2Green with its intended users and to establish a clear direction for future market entry. This strategy is based on the results of the market analysis and is intended to guide the project in terms of value delivery, audience focus, and competitive differentiation.

Strategic Objectives

The primary strategic objective of Screen2Green is to introduce an innovative product that supports healthier digital habits while also promoting mental well-being and engagement with nature. In order to achieve this overall objective, the strategy can be divided into three main dimensions: economic objectives, customer-oriented objectives, and product-oriented objectives.

The economic objectives focus on long-term feasibility and financial sustainability. Screen2Green aims to establish a business concept that could generate revenue through product sales and, in a later phase, potentially through premium app features or complementary items such as seed kits and nutrient products. Another economic objective is to maintain cost efficiency by using accessible components and avoiding unnecessary complexity. This is especially important because the target market is relatively price-sensitive.

Customer-oriented objectives focus on attracting, satisfying, and retaining users. One objective is to achieve early adoption among students and young adults, particularly those who are already familiar with productivity applications and interested in self-improvement. Another objective is to ensure that the system delivers a clear, intuitive, and meaningful user experience so that users understand the relationship between their behavior and the plant feedback. In the longer term, the strategy also aims to build engagement and encourage repeated interaction through the app and the ongoing care of the plant.

Product-oriented objectives relate to innovation, functionality, and user value. Screen2Green aims to maintain a distinctive position by continuing to develop the concept as a hybrid between productivity technology and indoor gardening. Another objective is to ensure that the system remains simple enough for non-technical users while still offering enough functionality to feel innovative and useful. Finally, product development should remain open to future improvements, such as additional plant options, better app integration, or more refined feedback systems.

Segmentation and Targeting

To effectively reach the right audience, Screen2Green can be segmented according to demographic, behavioral, and psychographic criteria.

From a demographic perspective, the product primarily targets young adults, especially students and early-career individuals. These groups are particularly relevant because they often spend long hours studying or working with digital devices and are more likely to adopt app-connected lifestyle products.

From a behavioral perspective, the target audience includes individuals who experience high screen-time usage, struggle with distraction, or actively seek methods to improve concentration and time management. These users are likely to see value in a product that makes digital habits more visible and encourages better routines.

From a psychographic perspective, Screen2Green appeals to users who value self-improvement, well-being, sustainability, and personal responsibility. It is especially suited for those who appreciate calm, nature-inspired aesthetics and are drawn to products that provide not only utility but also emotional meaning.

Based on these segmentation factors, Screen2Green adopts a focused targeting strategy centered on students, young adults, and urban users interested in digital well-being and indoor lifestyle solutions. These users are most likely to understand the problem the product addresses and to engage with its combination of technology and plant care.

Positioning

Positioning defines how Screen2Green should be perceived in the minds of users relative to competing products. The aim is to create a clear and distinctive place in the market by emphasizing the product’s unique combination of productivity support, digital well-being, and physical plant interaction.

Screen2Green is positioned as an innovative and emotionally engaging smart lifestyle product. Unlike traditional productivity applications, which provide only digital rewards, Screen2Green translates user behavior into visible real-world outcomes through the growth and condition of a living plant. Unlike smart plant systems, which focus only on automation and cultivation, Screen2Green adds a behavioral and motivational dimension. This gives the product a unique position between digital self-regulation and indoor well-being.

Marketing-Mix

The marketing mix provides a framework for translating strategy into practical market actions. For

Screen2Green, the four main components are Product, Price, Place, and Promotion.

Product

The core product is a pot system combined with a mobile application. The physical product allows users to grow basil in a compact indoor setting, while the app monitors screen-time behavior and helps structure focus sessions. The unique feature of the product is the connection between the user's digital habits and the health of the plant. This transforms productivity and self-regulation into a more visible and meaningful experience. In addition to its practical use, the product also offers symbolic and emotional value by bringing nature, responsibility, and calmness into the user's daily environment

Price

Screen2Green would most likely follow a value-based pricing strategy. The product should remain affordable enough for students and young adults while still reflecting the innovation and multifunctionality of the system. Because the target audience is price-sensitive, a premium strategy may not be appropriate in the early stage. Instead, pricing should communicate accessibility, practicality, and added value. In a future commercial model, revenue could be supported further through optional premium app features or complementary consumables.

Place

The most appropriate distribution channels for Screen2Green are digital and direct-to-consumer platforms. These may include a dedicated website, e-commerce channels, and mobile app stores. Such channels are well suited to the habits of the target group and allow broad accessibility without requiring extensive physical retail infrastructure. In a pilot phase, universities and student environments may serve as useful distribution and testing channels, since they offer direct access to the core target segment.

Promotion

Promotion should focus on communicating the uniqueness of the concept and the emotional as well as practical value of the solution. Social media would likely be the primary communication channel, as it is highly relevant for the target audience. Promotional content should demonstrate the product visually, showing how focus habits affect the plant and how the system fits into student or urban lifestyles. Collaborations with content creators in the areas of productivity, wellness, or lifestyle could help generate trust and visibility.

Brand

Branding is important because Screen2Green is not only a functional product, but also an experience-based concept that relies on emotional resonance and user identification. The brand should therefore communicate calmness, growth, balance, and self-improvement.

The name Screen2Green clearly reflects the central idea of the concept. “Screen” represents digital habits, smartphone use, and the challenge of excessive screen time, while “Green” represents nature, plants, health, and renewal. Together, the name communicates a transformation from digital overload to healthier and more natural habits. This makes the name both descriptive and memorable.

The visual identity aligns with the same meaning. Green tones are particularly suitable because they are associated with calmness, growth, nature, and health. A minimalistic design style also supports the product’s focus on clarity, balance, and reduced distraction. The logo reinforces this identity by having a plant-related symbolism in a simple and recognizable form.

Marketing Programmmes

Several marketing programmes could support the introduction of Screen2Green and help build early adoption.

Programmes

A university pilot programme would be particularly suitable as an initial entry strategy. Since students are one of the primary target groups, testing the product in university environments would allow the team to observe real usage patterns, gather user feedback, and refine both the physical system and app experience. It would also support brand awareness among a relevant audience.

Social media campaigns would also play an important role. These campaigns should focus on visually demonstrating the concept, explaining how the product works, and highlighting benefits related to productivity, calmness, and plant growth. Because the product has a strong visual and symbolic dimension, it is well suited to content-based promotion on digital platforms.

A product launch campaign could be used in a later stage to introduce the concept more broadly. This could include a short promotional video, limited introductory offers, or bundles that combine the device with seeds or app access. The purpose would be to create attention and encourage first-time adoption.

Finally, influencer collaborations could help communicate the concept in a relatable way. Creators focused on student life, productivity, wellness, or interior lifestyle could demonstrate how Screen2Green fits naturally into daily routines. This type of promotion could increase both credibility and reach.

Budget

The marketing budget for Screen2Green would depend on the scale of commercialization, but in an early-stage scenario it would likely focus mainly on digital channels. Social media content creation, targeted advertisements, university campaigns, and small-scale influencer collaborations would provide relatively broad reach while remaining cost-efficient. Compared with traditional media, digital promotion is more suitable for the defined target group and allows easier measurement of engagement and performance.

Control

To ensure that the marketing strategy is implemented effectively and improved over time, a structured control method is necessary. One suitable approach is the PDCA cycle: Plan, Do, Check, and Act.

In the planning phase, Screen2Green would define clear marketing objectives and performance indicators. These could include awareness levels, user interest, pilot participation, app downloads, or engagement with promotional content.

In the implementation phase, the selected marketing activities would be carried out, such as social media campaigns, pilot programmes, and promotional collaborations.

In the checking phase, the team would evaluate performance by comparing actual results with the defined objectives. This could involve analyzing participation rates, user feedback or online engagement.

Finally, in the acting phase, improvements would be made based on the findings. This may include adjusting communication, refining the target group focus or improving the app experience. By applying this cycle, the marketing strategy can remain flexible and responsive to both user feedback and market developments.

Summary

This chapter presented the marketing plan for Screen2Green and showed how the concept could be positioned and introduced in a future market context. The analysis demonstrated that the product addresses a relevant and growing challenge related to digital distraction, productivity, and mental well-being. At the same time, it responds to increasing interest in indoor living, sustainability, and meaningful user experiences.

Based on the market and economic analysis, the team decided to develop a smart indoor plant-growing system aimed primarily at students and young adults with high screen-time usage and an interest in self-improvement and digital well-being. This decision is supported by the lack of existing products that combine productivity support with real plant interaction. Consequently, the proposed solution includes features such as screen-time integration, focus sessions, plant-based feedback, app communication, and a compact indoor design. These features were selected not only for technical reasons, but also because they respond directly to user needs and market opportunities.

The findings of this chapter provide a strategic foundation for the project and justify the market relevance of the concept. They also show that long-term success depends not only on functionality and innovation, but also on responsible design and sustainable implementation. For this reason, the following chapter focuses on eco-efficiency measures for sustainability and examines how Screen2Green can reduce environmental impact while maintaining value and performance.

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