



# Public Collection Portal

OUTLINE OF PRODUCT STRATEGY

CONFIDENTIAL

2022-10-11

## Background

You will find that most botanic gardens have *Education* and *Knowledge Sharing* as a key part of their mission. With Hortis, we have a great opportunity to facilitate this pursuit by offering a public collection portal that uses the garden's plant collection as its backbone.

A *Collection Portal* is a public facing website that allows users to find information about which plants are in the garden, where they are located, what they look like and learn any other related facts.

We see great potential to create engagement with visitors in botanical gardens using digital tools and plant collection data. The *Collection Portal* we outline in this document can be considered an initial step in this direction. However, for this first version, the scope should be kept modest to ensure a quick turnaround and short time to market. More advanced capabilities with an increased focus on visitor experience, such as storytelling, tours, augmented reality, citizen science, plant sales, gamification, etc., can be considered later.

Further down the line, there may also be scope for a *Research Collection Portal*, which focuses on the needs of the scientific community.

# Product Outline

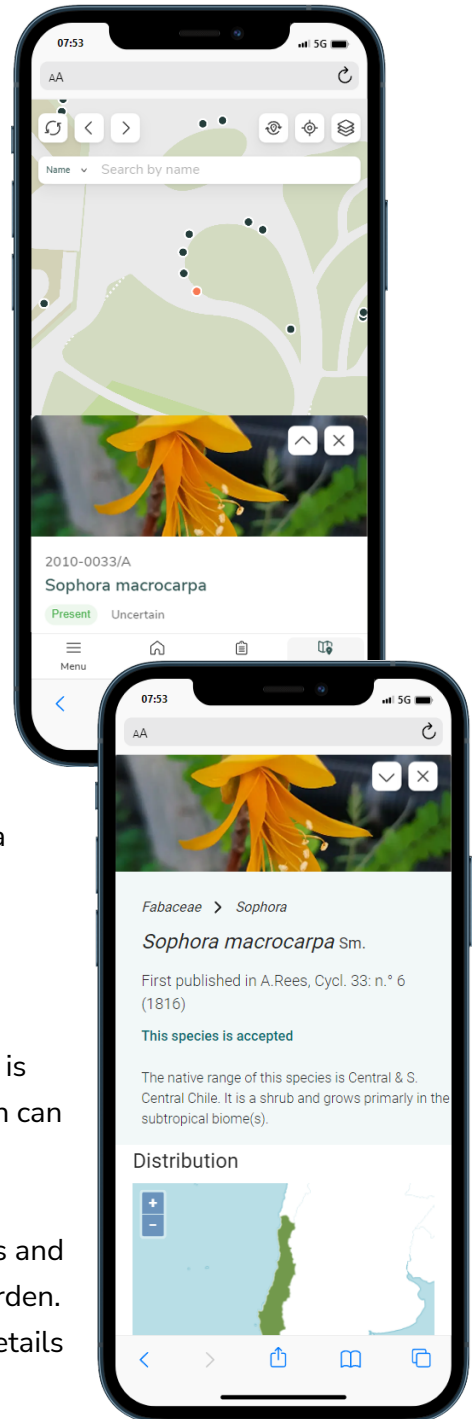
Using the already existing Hortis technology stack, the product could offer two insights into the collection, either via searchable lists or via the garden map. Access to the “portal” will be open to the public and can initially be made available via hortis.com, but later, can also be offered as a premium brandable “white label” product that is integrated with the garden’s own website.

The portal will provide access to that part of the collection that the garden would like to share with the public (Excluding nursery, etc). When a user requests more information about a specific plant, basic name information is displayed to reveal more metadata. Taxonomic metadata can be extracted from different sources:

- Over time, Hortis will build up its own shared taxonomy, which will be limited to start with.
- We will seek to partner with Kew to include metadata from [World Flora Online](#), which is already under discussion.
- Wikipedia is another potential source.

The key point is that individual gardens can focus on their inventory and do not have to capture factual information that is already available elsewhere. With this approach, each garden can offer a rich portal without too much effort.

Further down the line, gardens will be able to include species and accession information relevant to the context of their own garden. This can be details such as historic context, ethnobotanical details related to the area, etc.



# Pricing Strategy and Expected Uptake

From our experience working with IrisBG, a similar product known as “Garden Explorer” was purchased by around 40% of the customers. The price point for this product was roughly 60% of additional investment on top of the plant collection software.

Our strategy will be to offer a more refined product with a cost effective option and a premium offering. Whether this is packaged as a separate product or as an offering within a tiered pricing in Hortis, is yet to be decided.

From our market data, we forecast a 50% uptake of the “Collection Portal”, which additional offering can increase the subscription fee by 50% for those who sign up. If 50% signs up at a 50% higher subscription, the average subscription spend will increase by 25%.

Our projection is that the average subscription will be around 1.500 USD. This will then increase to about 1.800 USD.