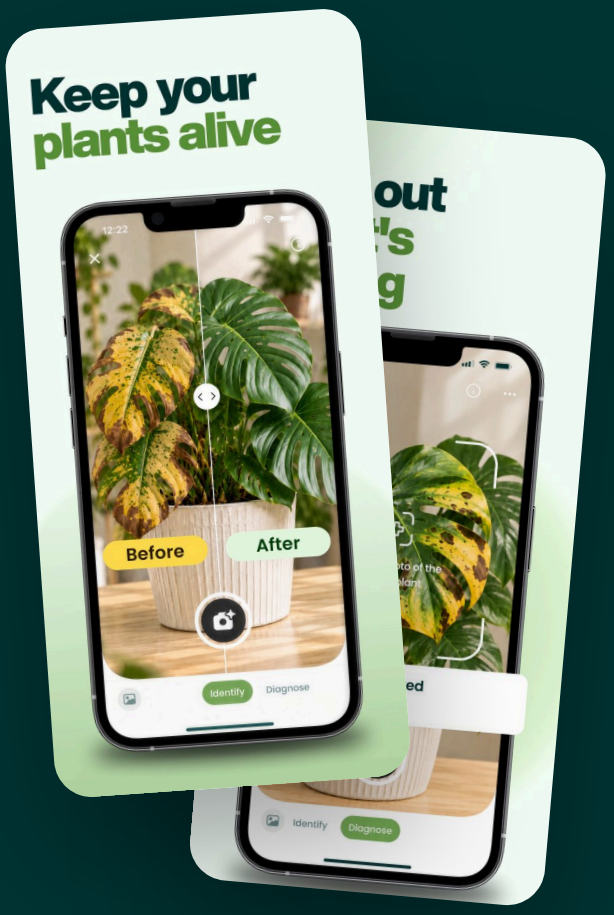
Plantalya

PRESS KIT

Diagnose a sick plant, then *save it*, day by day.

Plantalya is an iOS and Android app that identifies plants, diagnoses a sick plant from a photo, then nurses it back to health with a day-by-day rescue plan.



Writers and journalists: 3 months of Premium on us

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www.plantalya-app.com

Version 1 · 2026-10-12

AT A GLANCE

App **Plantalya**	Category **Plant care: identification, diagnosis, care reminders**	Platforms **iPhone (App Store) and Android (Google Play)**
Interface **33 languages**	Pricing **Free to download, optional Premium subscription**	Publisher **GotenLab OÜ, Tallinn (Estonia)**
Founder **Allan**	Website **www.plantalya-app.com**	Press contact **contact@plantalya-app.com**

TAGLINE

Diagnose a sick plant, then save it, day by day.

SHORT PITCH · ONE SENTENCE

Plantalya is an iOS and Android app that identifies plants, diagnoses a sick plant from a photo, then nurses it back to health with a day-by-day rescue plan.

LONG PITCH · ONE PARAGRAPH

Most plant apps stop at the diagnosis: they put a name on the problem, then leave you on your own. Plantalya goes further. From one to three photos and a few optional questions, it ranks the possible causes from most to least likely, shows the sign it spotted, and offers a ten-second check when it hesitates. It then starts a rescue plan built for that plant's exact problem: one short care step a day to tick off, a control photo compared with day one, reminders that pause or adjust during the treatment, and a before-and-after review at the end of the plan. Plantalya also identifies plants, schedules care reminders for each one, gets your plants ready before a holiday and brings together practical tools: a light meter, a watering dose calculator and a pot size calculator. The app is available on iOS and Android in 33 languages, and is published by GotenLab OÜ, an Estonian company founded by Allan.

Who is behind *Plantalya*



Allan
Founder · Plantalya

Plantalya was founded by **Allan**, who leads the project. The app and the website plantalya-app.com are published by GotenLab OÜ, a company registered in Estonia. Allan is available for interviews and live demos of the app.

PUBLISHER
GOTENLAB OÜ

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FOUNDER
Allan

WHAT MAKES PLANTALYA DIFFERENT

Most plant apps stop at the diagnosis. *Plantalya sees the rescue through.*

Knowing that a plant is overwatered is not enough: you still need to know what to do, in what order, and whether it is working. Plantalya turns every diagnosis into a rescue plan built for that plant's exact problem, and stays with it until the final review.

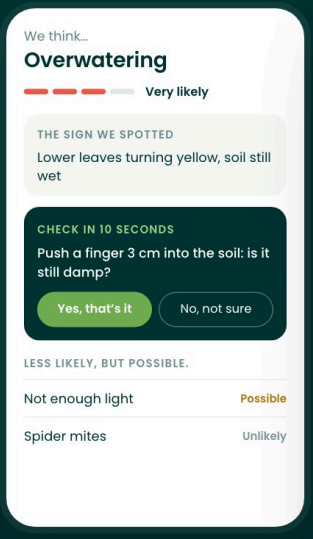
01



One photo

A photo of the damaged area is enough. Two more, a close-up and the underside of a leaf, make the analysis even sharper. A few optional questions add context: watering, light, pests.

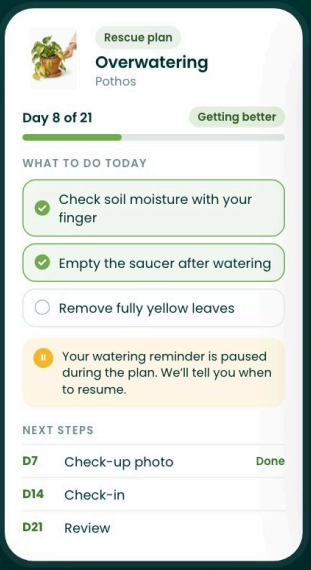
02



A diagnosis that shows its reasoning

Possible causes are ranked from most to least likely, with the sign spotted on the photos. When it hesitates, a single clue settles it: one question or one more photo.

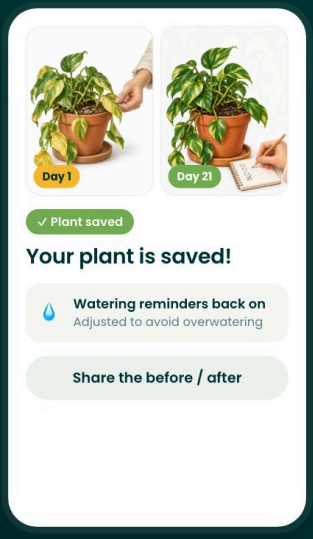
03



A tailor-made rescue plan

One care step a day to tick off, a control photo compared with day one, and reminders that adapt: watering stays paused for as long as the plant needs. If things do not improve, the plan changes strategy.

04



A plant saved

At the review, a final photo shows the before and after. The plant goes back to normal care, with reminders adjusted so the problem does not come back. If it needs more time, the plan can be extended by a week.

Example screens rebuilt with the app's own wording. Illustrations taken from the app.

BEYOND THE RESCUE

Everything else, *in one app*

Identify a plant from a photo

One photo is enough to recognise a plant and open its care sheet: watering, light, humidity, temperature, soil and toxicity to pets.

Reminders for every plant

Watering, misting, fertilising, rotating, repotting, leaf cleaning, pruning: each plant gets its own schedule.

Holiday mode

Before you leave, the app tells you which plants will cope on their own, suggests a simple trick for the thirsty ones, and pauses reminders until you are back.

Practical tools

A light meter that uses the phone camera, a watering and fertiliser dose calculator, the right pot size for repotting, a plant finder, and an AI botanist to answer your questions.

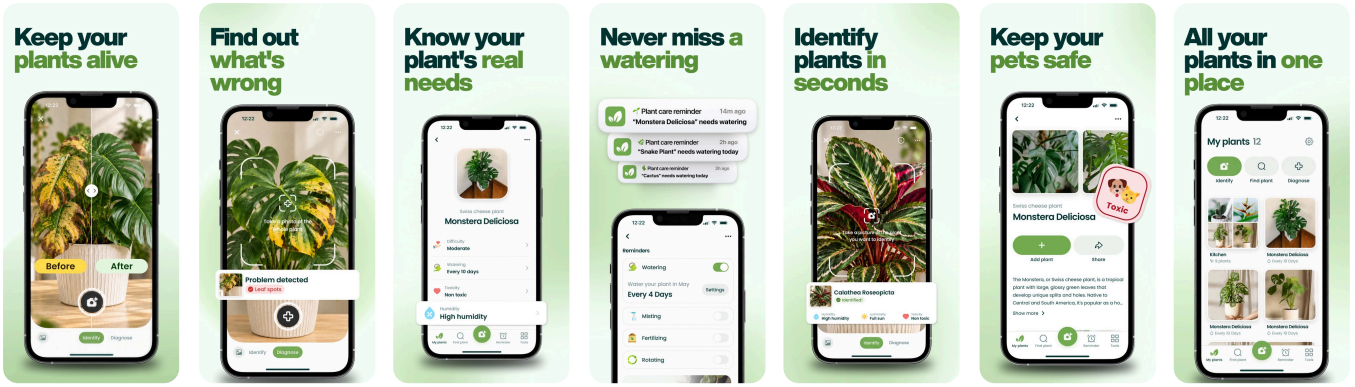
33 languages

The interface is available in 33 languages, including Arabic and Hebrew with a right-to-left layout.

iPhone and Android

Available on the App Store and Google Play.

App Store visuals



FOR WRITERS AND JOURNALISTS

3 months of Premium, *on us*, to test it

Writing about plants, gardening or apps? Email us and we will open 3 months of Premium access so you can try the diagnosis and the rescue plan on your own plants. No strings attached: an honest opinion is all we ask.

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