

Our Story

PictureThis was born from a child's curiosity. One day, a mother and daughter were walking in the park when the child spotted a flower. "Mommy, what's this flower?" she asked.

This simple question sparked an idea: What if we could identify plants just by taking a photo? Inspired by this child's curiosity and a desire to help more people learn about the plants, trees, insects and world around them, we created PictureThis. Seven years later, the app has over 100 million users who have collectively identified over one billion plants!

How We Evolved

Following the launch of PictureThis, many users quickly fell in love with the Photo Identification feature. We quickly realized that our users not only wanted to identify plants, but were also interested in learning how to care for them. With this in mind, we built a team of over 80 experts to add plant disease diagnosis and intelligent care suggestions to PictureThis. This transformed our app from a simple identification tool into an invaluable plant care companion with a wide range of uses.

Over the past seven years, PictureThis has undergone rapid growth and development by leveraging the latest AI models. By continuously optimizing our algorithms, expanding our plant database, and enhancing our user experience, the app has gained widespread recognition and love from users around the globe.

Our Mission

Our mission is to become the botanist in everyone's pocket, helping people everywhere build a better connection with nature.

By combining technology and expertise and leveraging the latest advancements in AI and machine learning, we aim to provide comprehensive plant identification and care solutions to users worldwide.

Our Team

From botanical experts to engineers and designers, we collaborate cross-functionally to help you get closer to nature and learn more about the diverse beauty this world has to offer.

Our Drive

Our goal is to make PictureThis an essential app for every plant lover, allowing more people to experience the joy of interacting with nature. Whether you are in your home garden or hiking in the great outdoors, we hope PictureThis will become your go-to companion, helping you discover new ways to explore and appreciate the world.

nders of nature. We work tirelessly to enhance the app experience through continual improvements and new features.

Our Impact

We are proud to have earned the appreciation of many users.

Garden enthusiasts use PictureThis to learn plant care techniques and improve their gardening skills, becoming true “green thumbs.” Outdoor adventurers use the app to identify plants they encounter while traveling or on hikes, gaining valuable natural knowledge. Families with children and pets use PictureThis to identify and avoid toxic plants, helping ensure a safer environment for their loved ones. Additionally, our users also use PictureThis to easily learn about the local flora and fauna of new areas they’re visiting or have just moved to.

To date, PictureThis has identified more than one billion plants and diagnosed millions of plant issues—and these numbers continue to grow each day as we help more users worldwide connect with nature.

Note: The stories are based on real user reviews from the App Store / Google Play