



gardenly
DELIVERY



a curated and digitally connected food growing experience



\$64



WHAT'S THE PROBLEM?

"It's **too much trouble** to grow your own food."

"It is **difficult to know** what to expect without spending a whole lot of time doing research."

"Remembering to **water regularly**. Also, I tend to get frustrated and give up if things aren't working out."

"I get **overwhelmed** by pest management."

WHY IT'S WORTH IT

"Being outdoors and getting exercise **keeps me young.**"

"I **want to know** where my food comes from."

"**Self-sufficiency** is an important skill for my family."

"It's **gratifying** to grow my own food."

"I **enjoy watching** the birds, butterflies, and bees in my backyard."

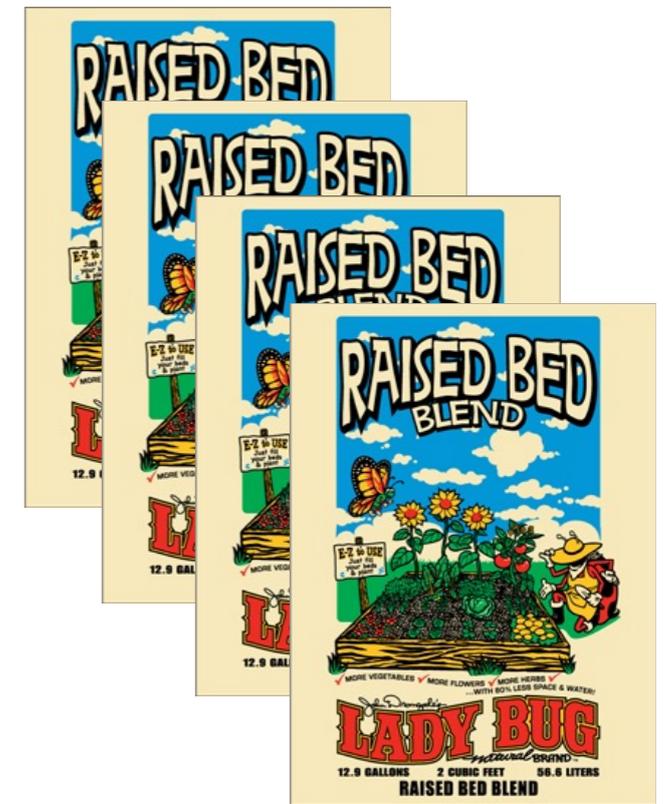


Gardenly makes it easy for everyone to grow food at home by delivering soil, compost, plants, and seeds to their door.

First
Month
\$348
RETAIL VALUE



4X4X6 with trellis \$160



8 Cubic Feet Soil \$60



18 Veggie Starts \$36



5 Seed Packets \$12



Olla \$25



PlantLink (or similar) \$50

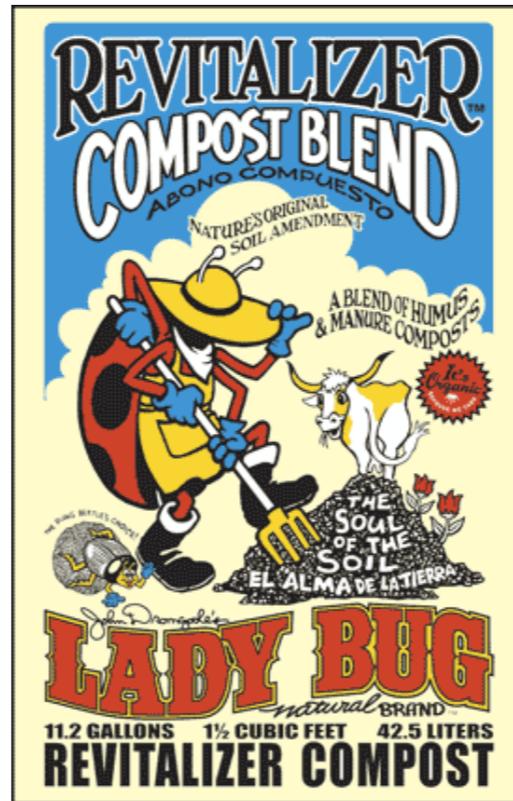


The Gardenly App delivers:

- Step-by-step instructional videos
- Important reminders
- Community

A digital sensor system monitors soil moisture levels and ensures that a healthy backyard ecosystem is established and monitored.

Monthly
Combination
of products
based on needs



Hoops with Fabric

1.5 Cubic Feet Compost



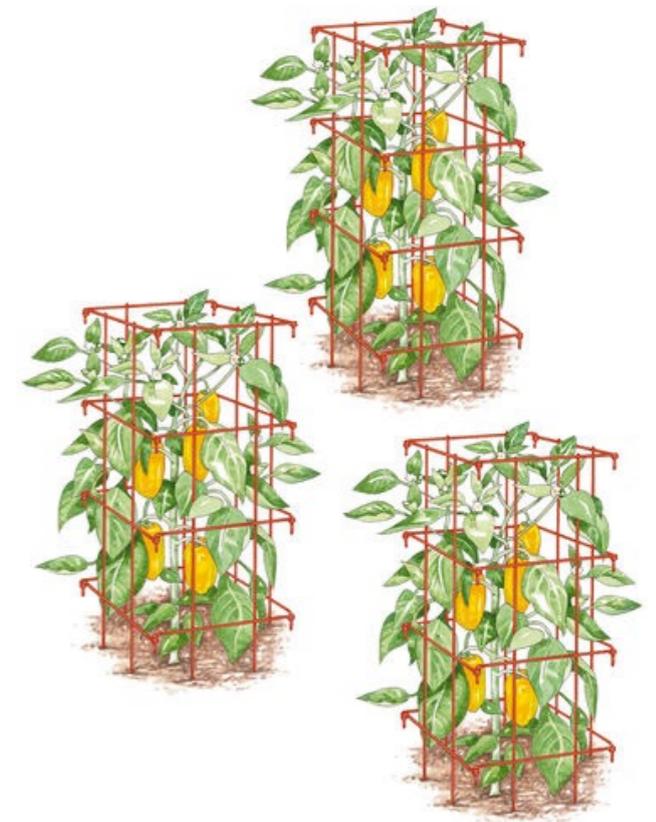
12 Veggie Starts



5 Seed Packets



Live Ladybugs



Plant Cages

MARKET ADOPTION

Delivery services are on the rise.

Blue Apron delivers 5 million meals a month

StitchFix grew to a \$300 million Company in 3 Years

BirchBox Series B round values the beauty e-commerce company at \$485 million

FACEBOOK

4 million+

garden how-to videos on YouTube

INSTAGRAM

TWITTER

meetup.com

171,006+ gardening members worldwide

FLICKR

PINTEREST

MARKET LANDSCAPE

Logro
Mushrooms
at Home
\$13 + shipping



Garden in a Jar
\$9 + shipping
limited size



Local landscape
firms that build and
maintain edible gardens
\$300-500 setup, plus
\$75-100 monthly
maintenance

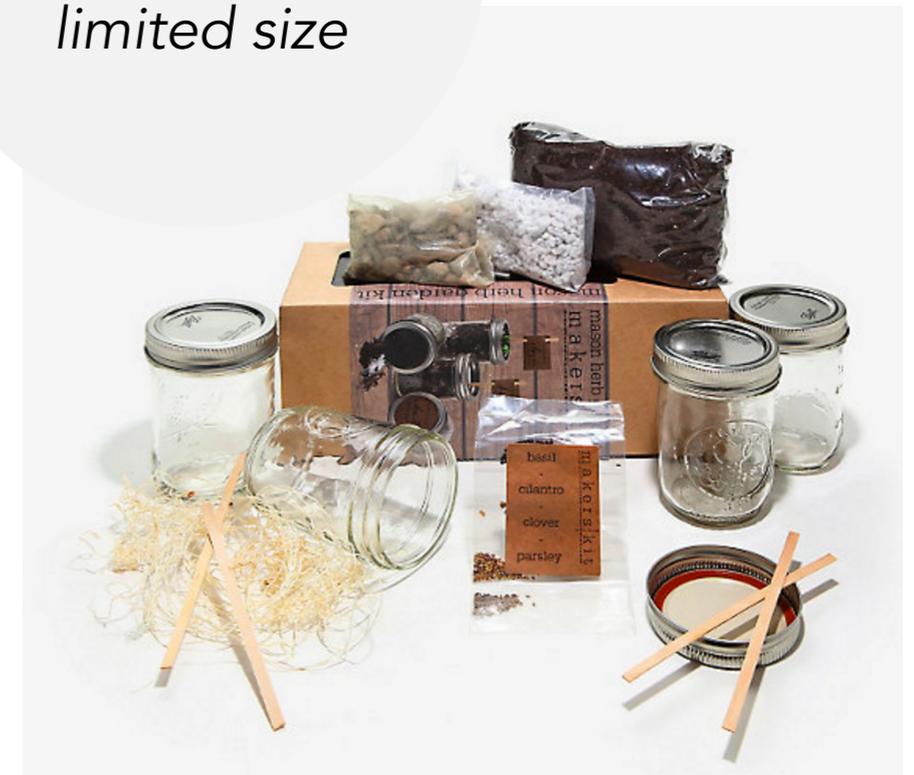
Local
Nurseries sell
items
individually

Victory 8
Fabric Raised
Garden Bed
\$54 + shipping
no soil or plants



Farm Co-ops
Delivery

Herb Kit
\$20 + shipping
limited size



THE LOCAL MARKET

26,000

homes and condos
in 78745

1,300

.5% of the 26,000
homes with
space/interest

\$85

per delivery with
1 year
subscription

\$8,500,000

1000 deliveries in
100 zip codes
per month

\$110,500

monthly revenue
for 78745



Mary

55 yo married woman

Works part-time as a
librarian

Grandma to 3

Lives in the suburbs with
a large backyard

- Volunteers at the Public Library
- Enjoys using Facebook to keep up with friends and family
- Often brings home a potted plant or some pretty chimes or garden ornaments from the store.
- Posts lots of pictures of healthy food options and being outdoors

Mary's ideal backyard has space to relax shade to read a book and a sunny spot to grow some veggies. Her parents had a garden, but she doesn't want to be overwhelmed with just taking care of a garden. It needs to be fun and light work, where she can see results.

Soil and mulch bags are heavy, so Mary usually has to wait for someone to help her get everything home from the garden store. Unfortunately, she often missed the start dates on some of her favorite veggies because of this.

"We had a garden when I was a child but no experience of my own as an adult."



Allen

32 yo man

Marketing director

Lives close-in Austin
in a 50s mid-Century
modern house

- Style is important to Allen and he prefers a tidy backyard
- Allen enjoys planting day lilies and has an impressive collection
- Eating healthy is important
- Enjoys having friends over

Allen's dream backyard has a separate space for the dogs while having a small garden in a part of the yard that is inaccessible to the dogs. There is space for a fire pit and entertaining.

His main concern is that the vegetable garden does not look run down or sloppy. There is a fresh rotation of plants and he knows how to take care of the veggies - when to harvest, water, and pest management. The garden should be an interesting focal point for the backyard.

"We tried a back yard garden one year but didn't maintain it past one season."



Jan

28 yo women

Recent college
graduation working
in Higher Education

Lives in a townhouse
with a small yard

- Jan is really busy with her new job, but is trying to grow some kale and herbs
- She likes healthy smoothies and juicing
- She knows a little about gardening
- Generally buys her veggies at the farmers market
- Her backyard also has a bird feeder

Jan recently moved to Austin and used to enjoy gardening back home in Maine during the summer. She has a few containers started, but they are suffering with the Texas heat. She wants her small backyard to be a comfortable place to relax and enjoy nature. It should feel very natural.

Jan really wants to grow some kale and carrots, along with some herbs. This will help save some money going to the farmers market every Saturday.

"I have a small box in the back and I try to keep herbs alive!"



Steve

37 yo Dad

Works as a
consultant with
flexible hours

Afternoons home
with the kids

- Steve is pretty busy with his job, but tries to slow things down in the afternoons at home with his two young children
- Has great memories of Granny's garden and likes pickling
- Enjoys being outdoors, but doesn't want gardening to be his hobby – fun and easy

Steve has two children, ages 3 and 6. Afternoons can get overwhelming, so it is nice to spend some time outdoors with the kids. He also likes to try new gardening techniques like aeroponics and straw bale gardens. Would love to try some new technology to monitor water and pests.

This needs to be easy and fun for Steve. Because of his limited schedule, they have a tight budget and can't afford to spend money on plants or projects that won't work.

"My granny used to grow and can all sorts of food. I'd say half of her food can from the 1 acre in her back yard."

STRENGTHS

- **New idea to the market**
- **Provides more than just delivery, includes learning**
- **New way of delivery to help with mobility issues**
- **Integration of tech to increase yield and support care of the garden**

WEAKNESSES

- Cost of delivery may be too high
- Modes of delivery may be unreliable
- **Cannot guarantee plant success**
- Setting realistic expectations

OPPORTUNITIES

- **Partnerships with nurseries**
- White label service for landscape designers

THREATS

- Competition with local nurseries that deliver
- Dealing with **garden pests, weather challenges**

BUSINESS MODEL

Gardenly follows a hyper-local business model guided by garden leaders per zip code. Interest is measured via email signups and new areas are added only after a predefined metric is reached.

THREE SOURCES OF REVENUE

**DELIVERY - MONTHLY
SUBSCRIPTION**

DIY PROJECT ADD-ONS

ONLINE STORE PURCHASES

MVP – Key Performance Indicator

METRIC

Convert free email signups to paid delivery subscriptions by gating delivery activation by zip code.

HYPOTHESIS

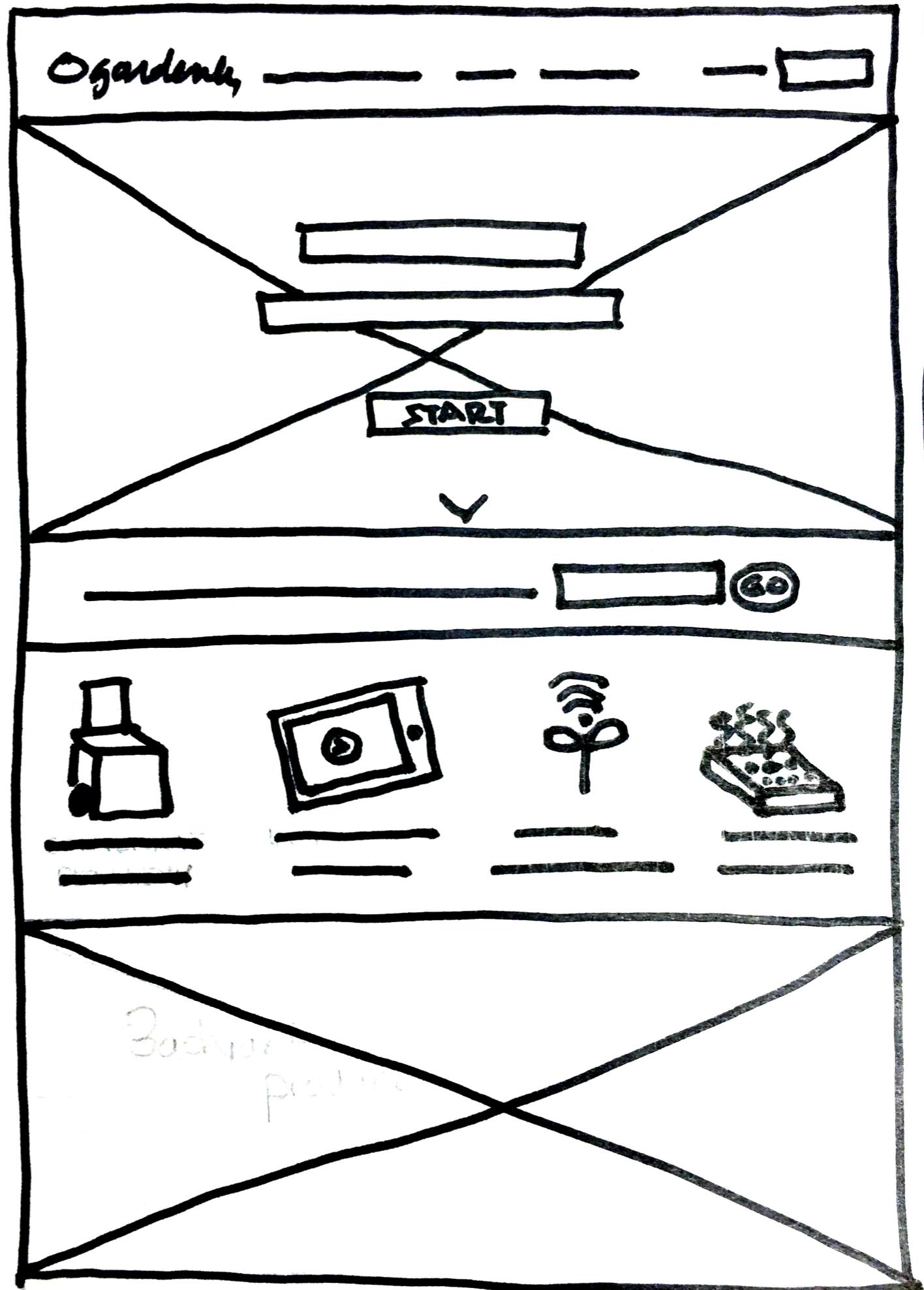
Delivery subscriptions will increase when email subscribers can see that interest in growing in their neighborhood (zip code). They will be encouraged to share socially to get others interested.

EXPERIMENT

Build an email signup page that lists the number of subscribers by zip code – include a specific number that is needed to activate the delivery service in that area.

WIREFRAMES

Home page guides user to check availability by zip code.

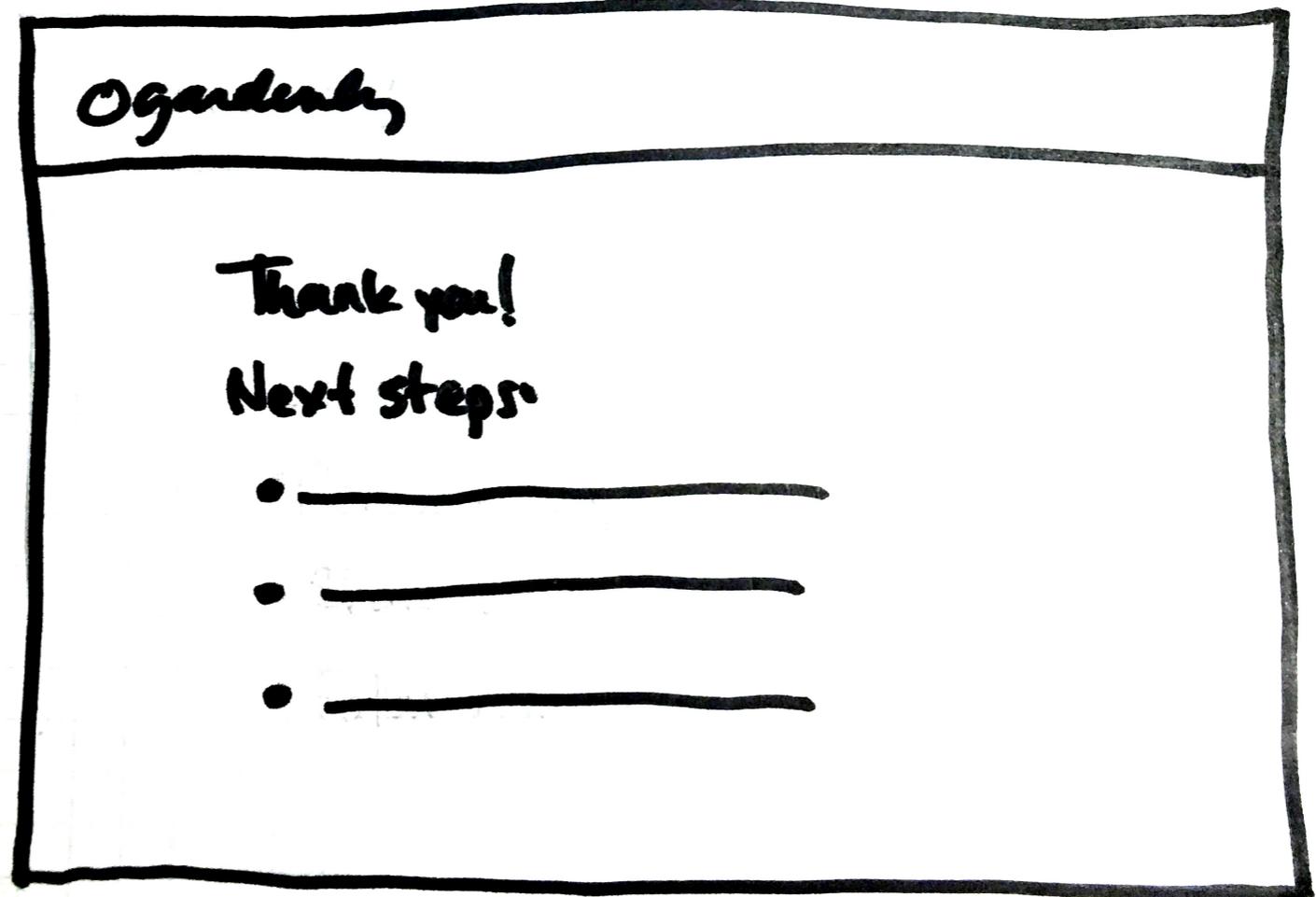
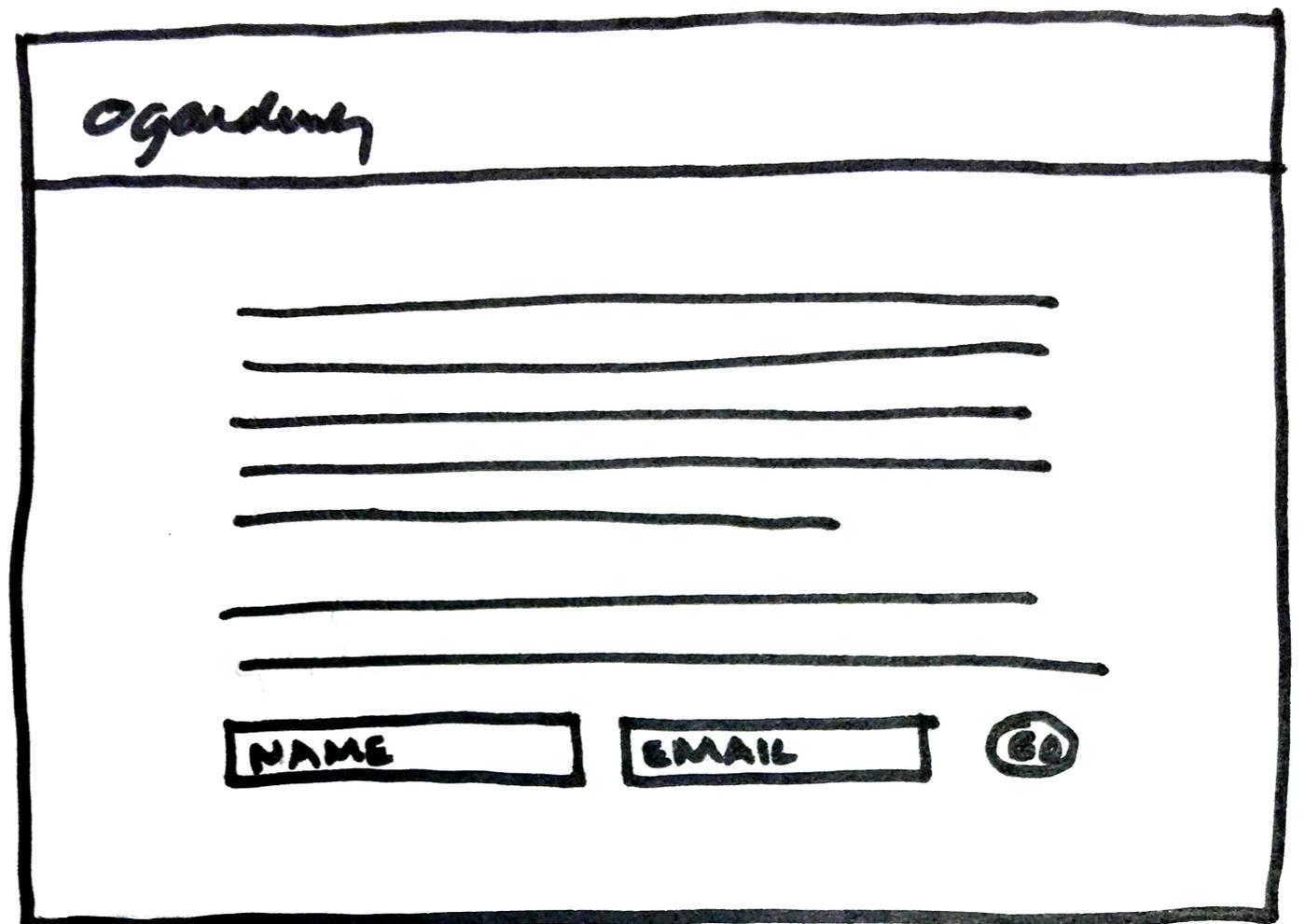


WIREFRAMES

Delivery is not available yet

The delivery zip code is not available yet and the user is guided to a page with the option to subscribe to updates.

The next screen provides next steps to personalize their profile and share with friends.

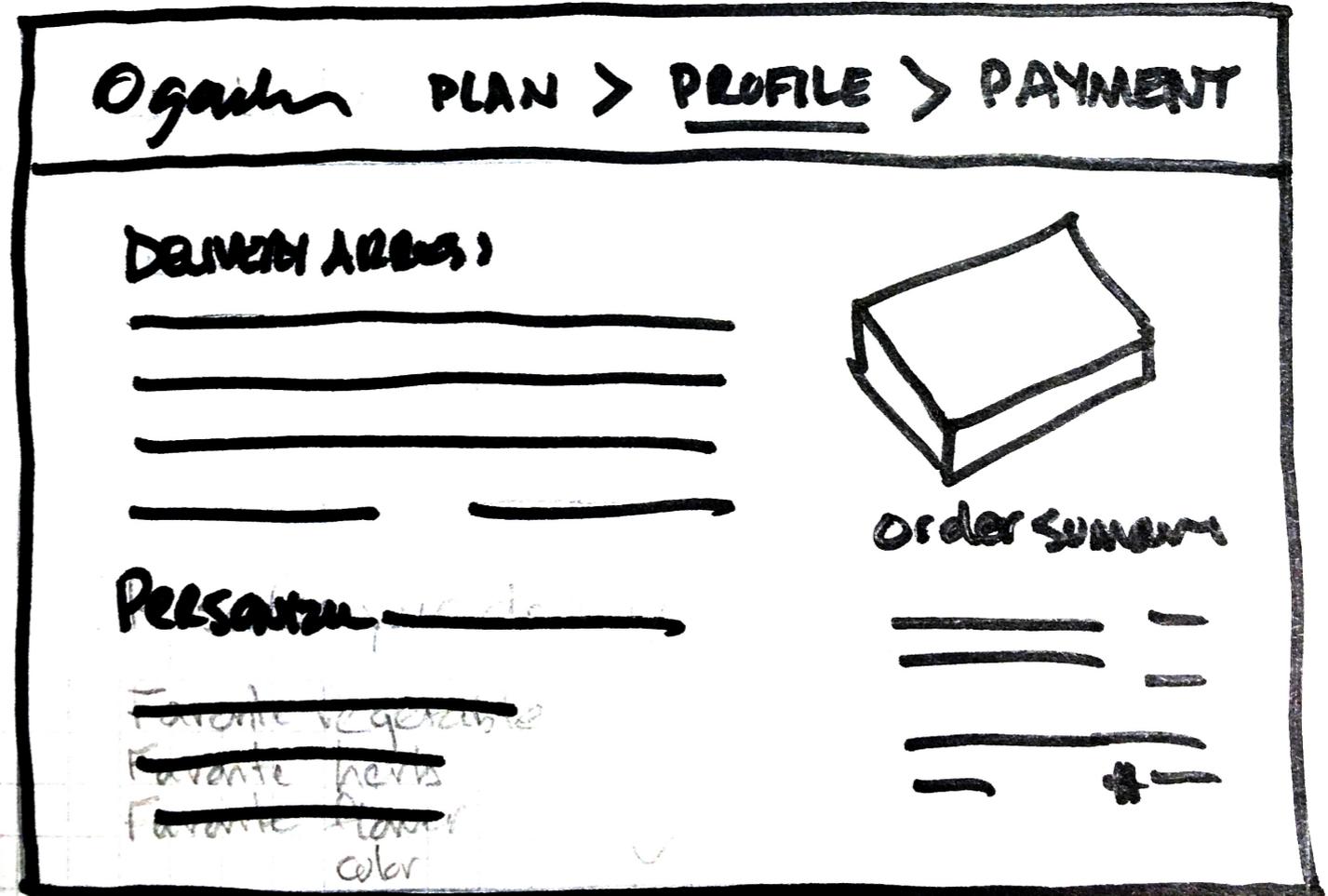
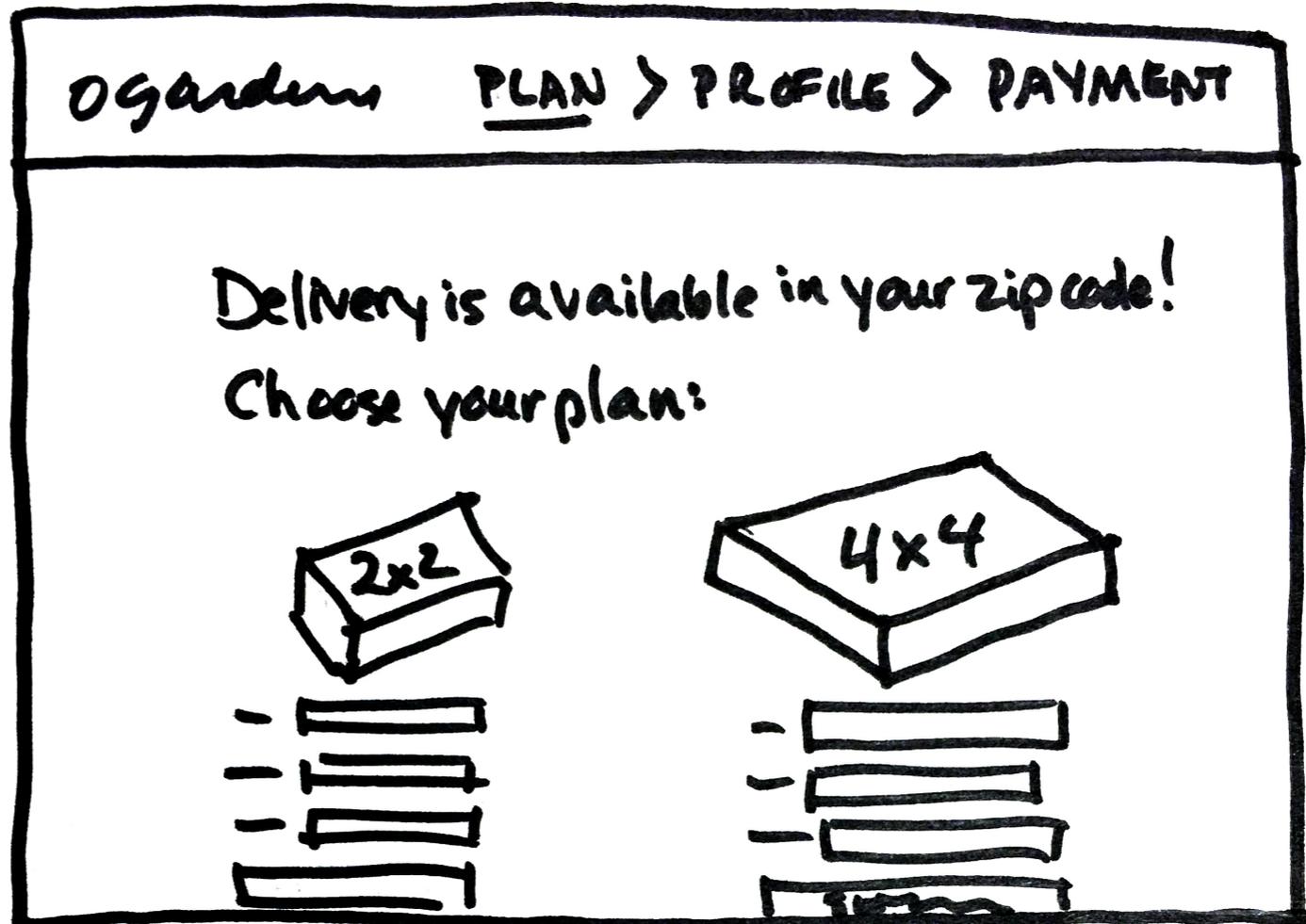


WIREFRAMES

Delivery is available!

The delivery zip code is active and the next step is to choose a plan – 2X2 garden box or 4X4 garden box.

The next screen requests delivery address and profile personalization. The order summary is visible to the right.



CUSTOMER JOURNEY

ACQUISTION

- 1 minute on page
- Visits 'how does it work'
- Clicks 'get started'
- Likes Facebook page
- Follows Social
- Shares Pins/Pinterest

ACTIVATION

- Subscribes to delivery service or email notifications for area
- Completes profile
- Downloads the mobile App
- Uploads a photo of their garden space

RETENTION

- Logs into the mobile App 1x per week
- Interacts with App
- Adds items to monthly delivery from the homestead market (shop)

REFERRAL

- Shares with friends in their zip codes
- Shares with others via social
- Affiliate opportunity to become a garden leader in their area

REVENUE

- Delivery subscription generates monthly income per user/times of delivery per month
- Up-sell through the homestead market
- Affiliate opportunities with local nurseries

| THEMES | 3MO | 6MO | 9MO | 1YR |
|--------------|--|--|---|---------------------|
| WEBSITE | MVP – Build landing page for email subscriptions | | | |
| | Website development | | | |
| | | | Launch website and forum | |
| MARKETING | Research and branding | | | |
| | | Launch social marketing campaigns and promotions | | |
| | | | Refine marketing and seek partnership opportunities | |
| APP | User research | | | |
| | | Define requirements and begin UX | App Development | App QA |
| | | | | Launch App |
| ONLINE STORE | Online store and product research/testing | | | |
| | | | Add products, test merchant services, QA | |
| | | | | Launch online store |

FINANCIAL PROJECTIONS

Expenses – Year 1

| | |
|---|-----------|
| Marketing | \$ 12,000 |
| Development/QA | \$ 60,000 |
| Commissions: (drivers, garden team leads 4 @ 30 hours/week) | \$ 86,400 |
| Infrastructure/Warehouse Rental | \$ 12,000 |
| Equipment - 2 Trucks | \$ 40,000 |
| Wholesale Costs | \$ 15,000 |