



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."





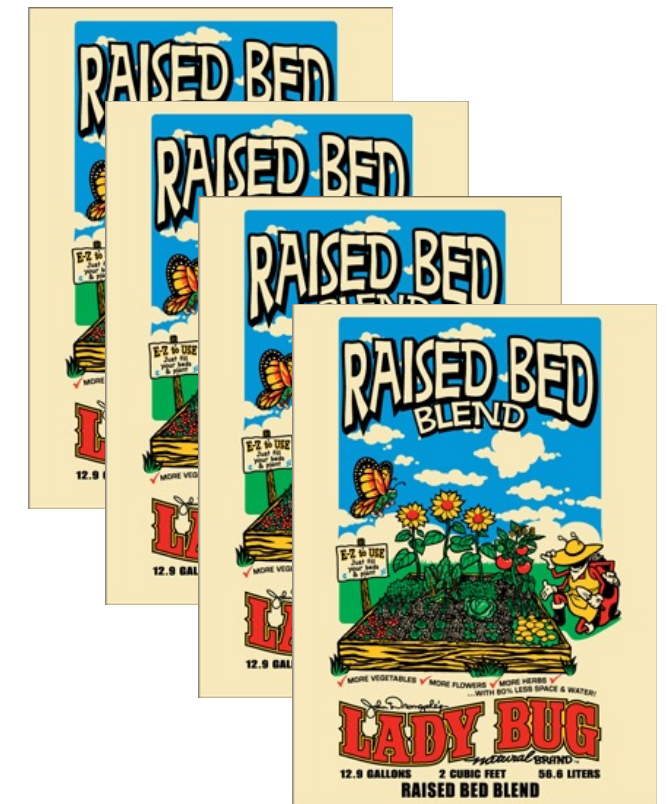
Gardenly makes it easy for everyone to grow food at home by delivering soil, compost, plants, and seeds to their door.



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



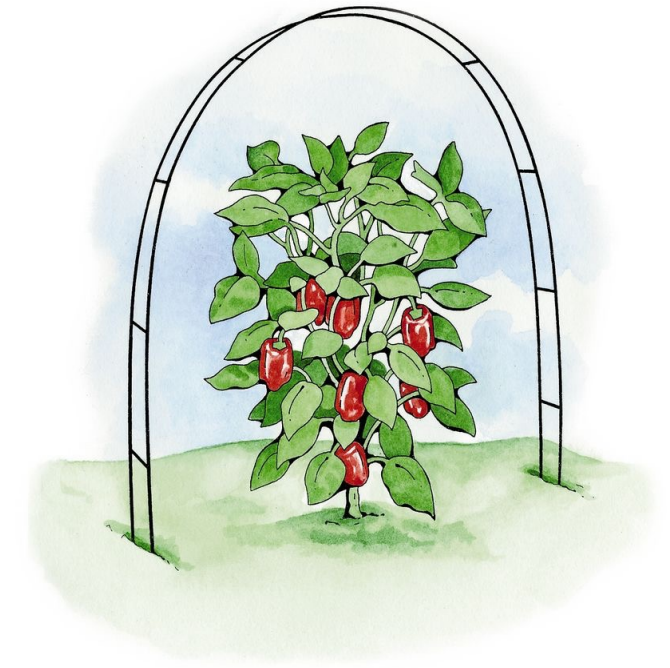


The Gardenly App delivers:

- 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



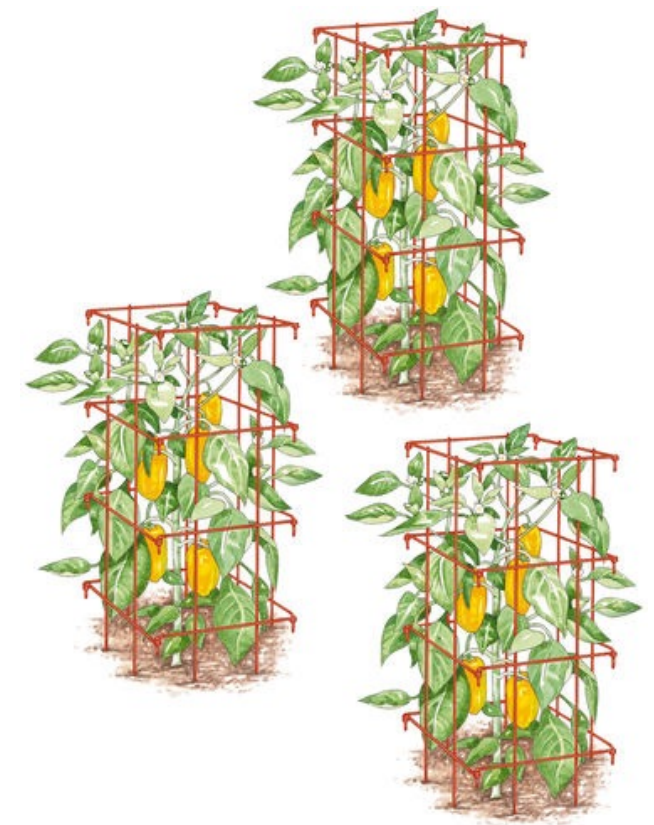
12 Veggie Starts



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 woman

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.

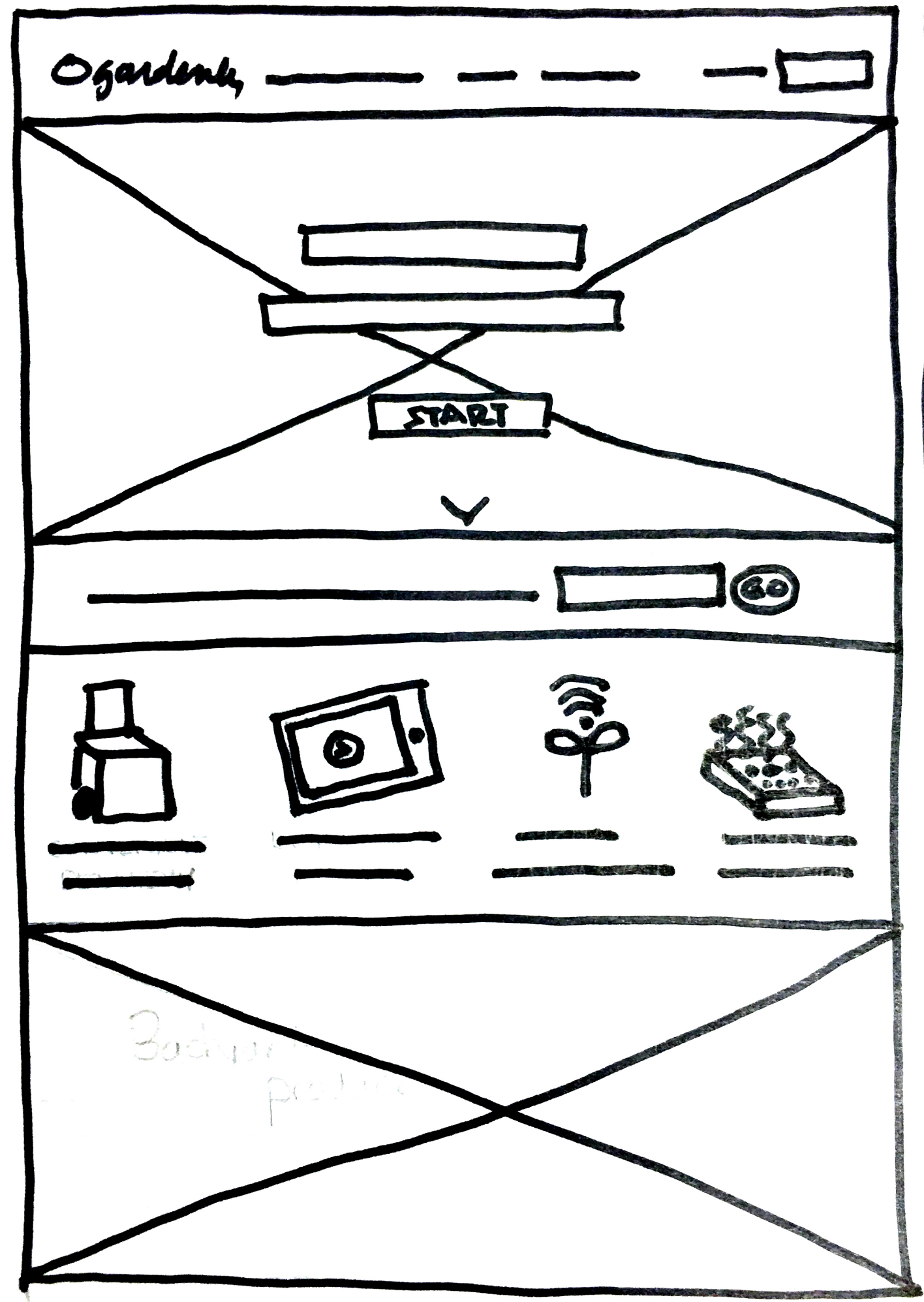
## EXPERIMENT

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.

**Ogardening**

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\_\_\_\_\_

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NAME EMAIL GO

**Ogardening**

**Thank you!**

**Next steps**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

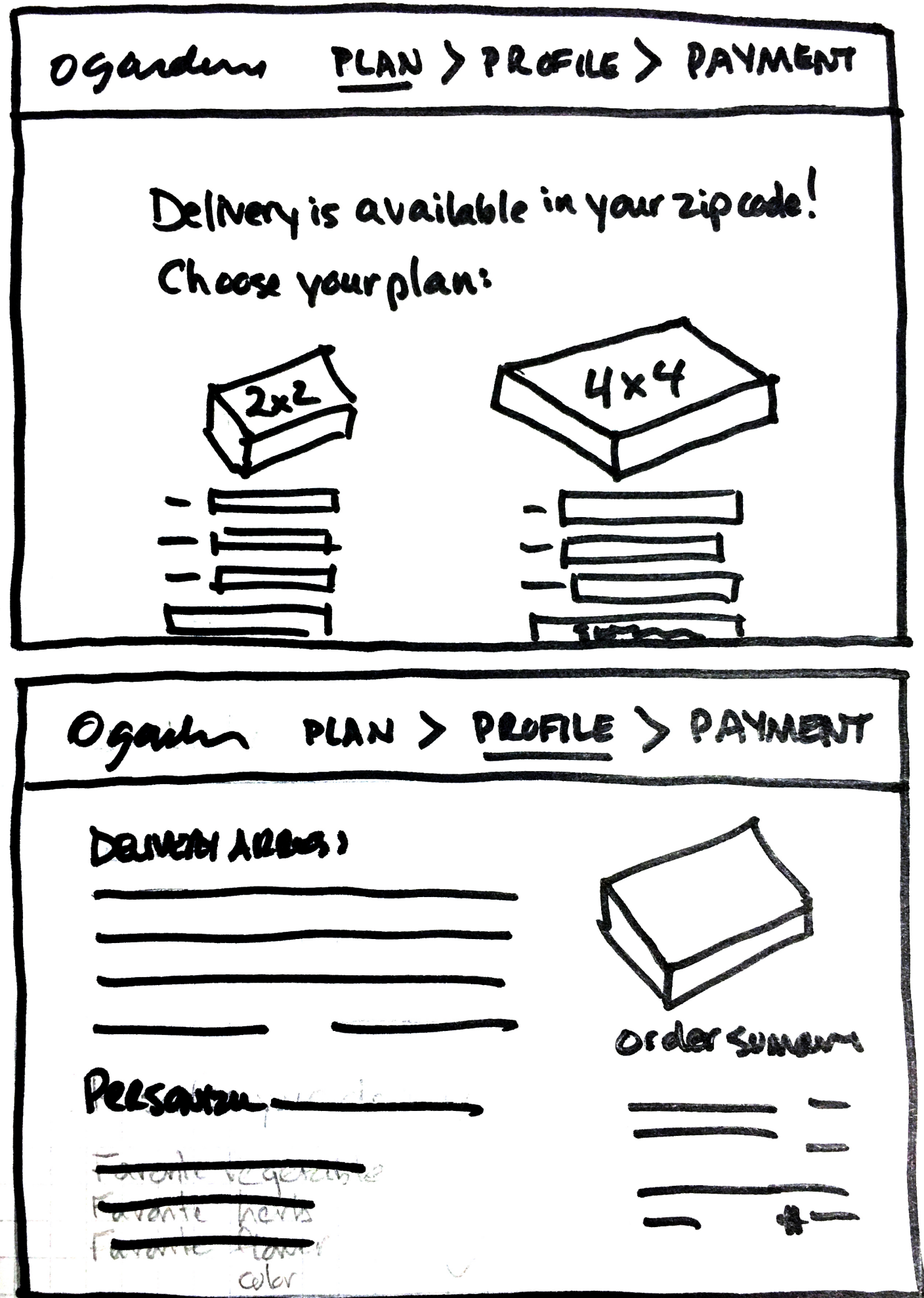


# WIREFRAMES

## 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

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

## ACTIVATION

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

## RETENTION

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

## REFERRAL

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

## REVENUE



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