



*A new kind of garden club for new,
at-home food gardeners.*





SOME NUMBERS TO START YOU OFF

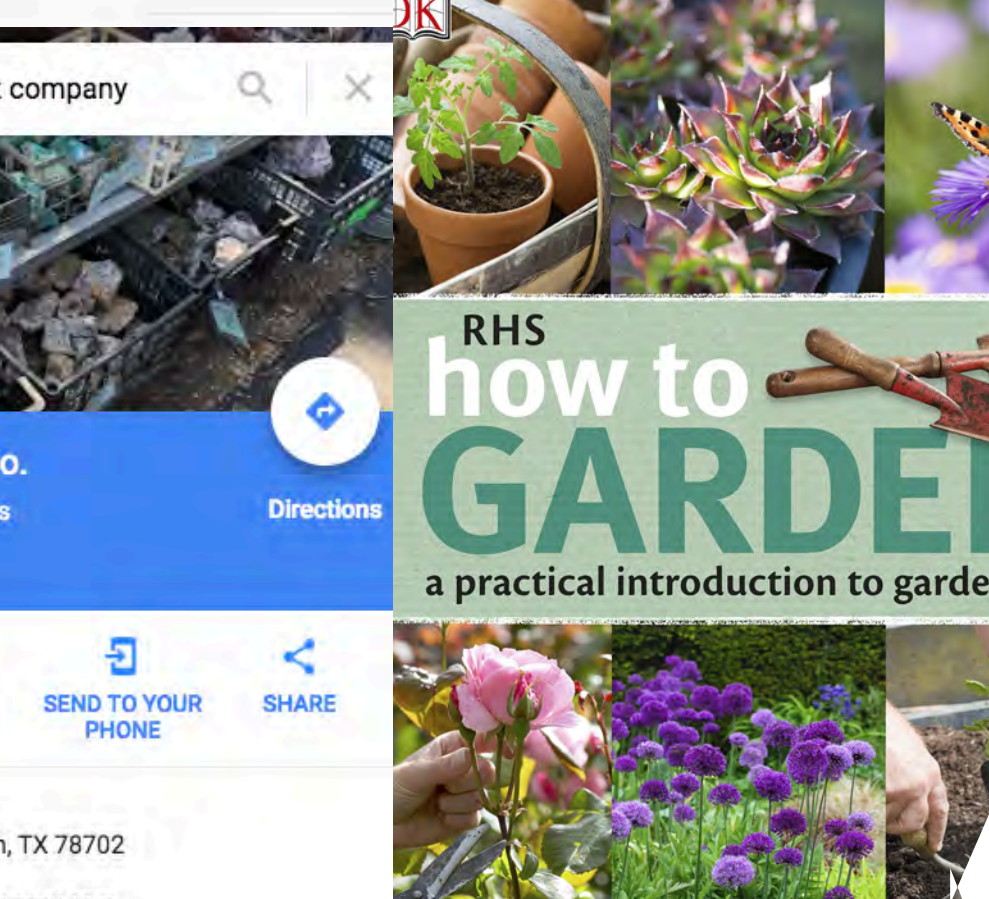
So, we know a lot of people want to grow their own food – especially millennials.

As a **\$48B industry**, Lawn and Garden has experienced 64% growth in the last six years, with **80% of gardeners between the ages of 18 and 34**. In an age where millennials are killing industries – they're keeping this industry alive.

Though, we can't say the same for their plants.

1.. National Gardening Association, Gallup and Harris Interactive



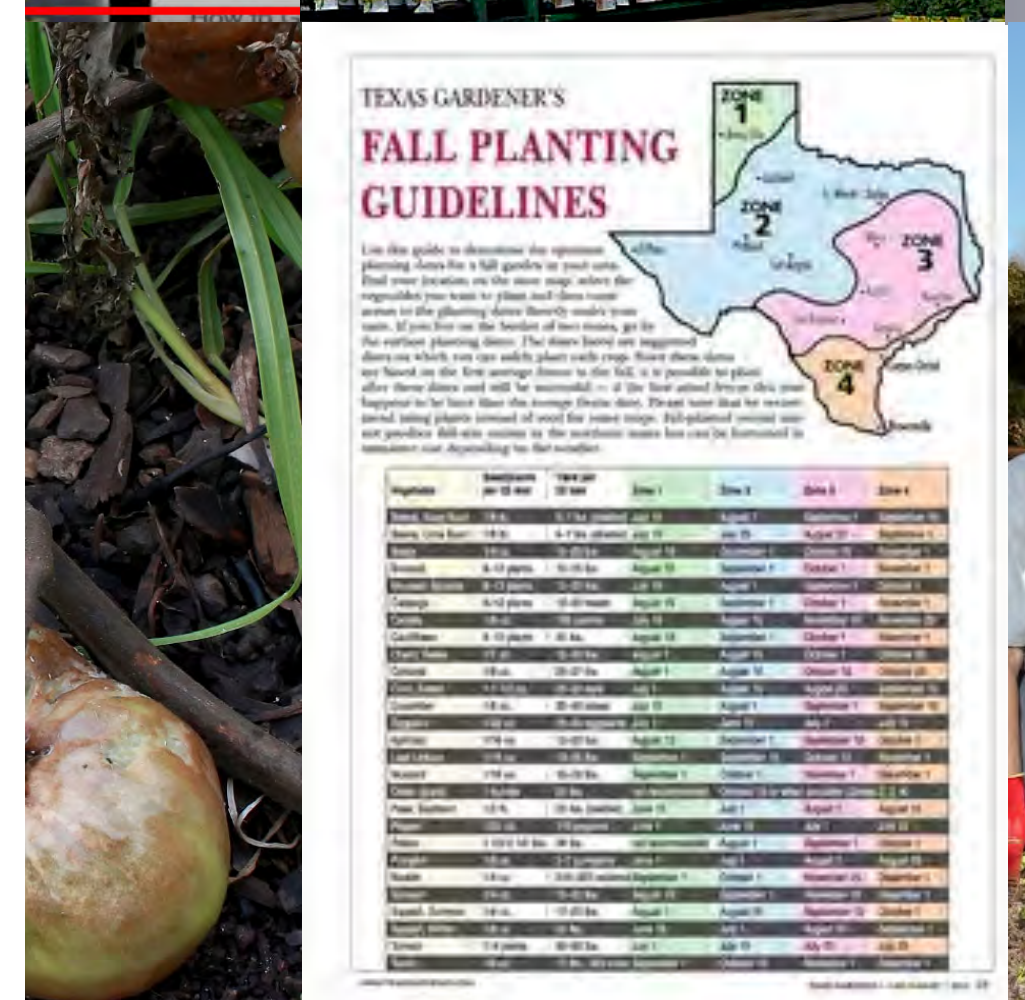
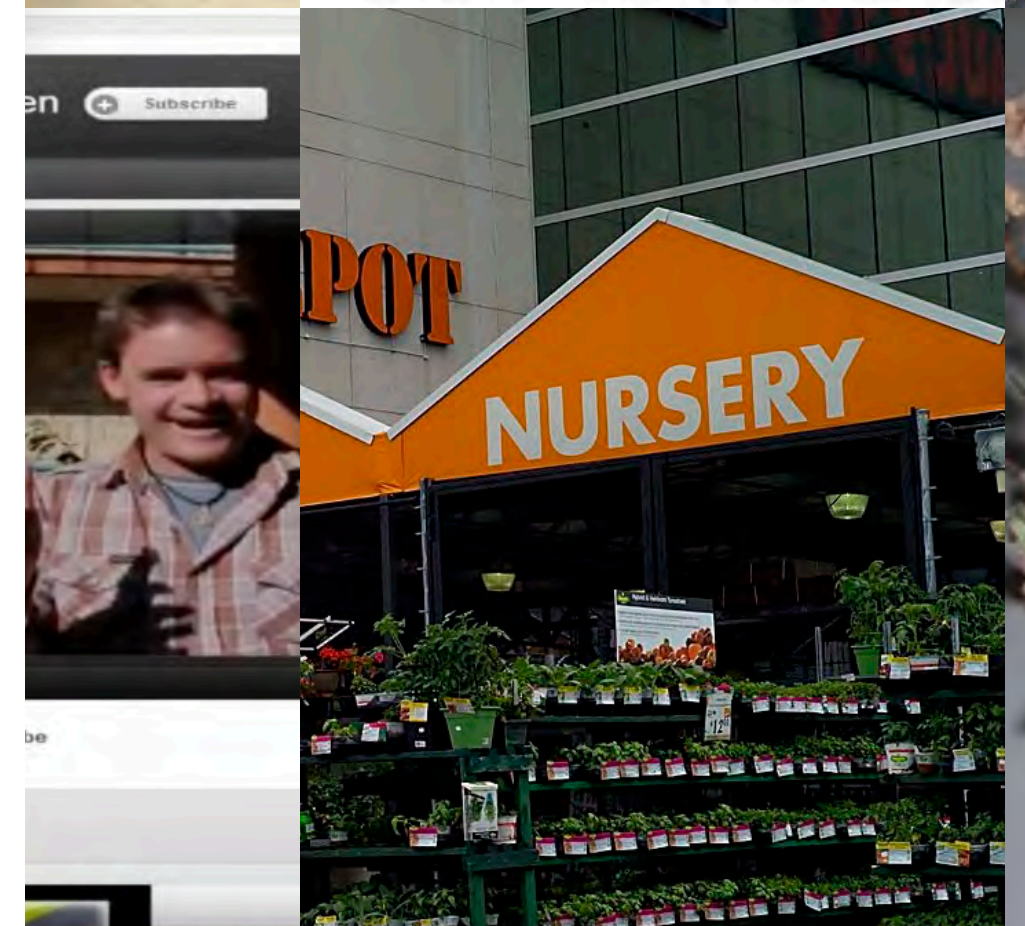
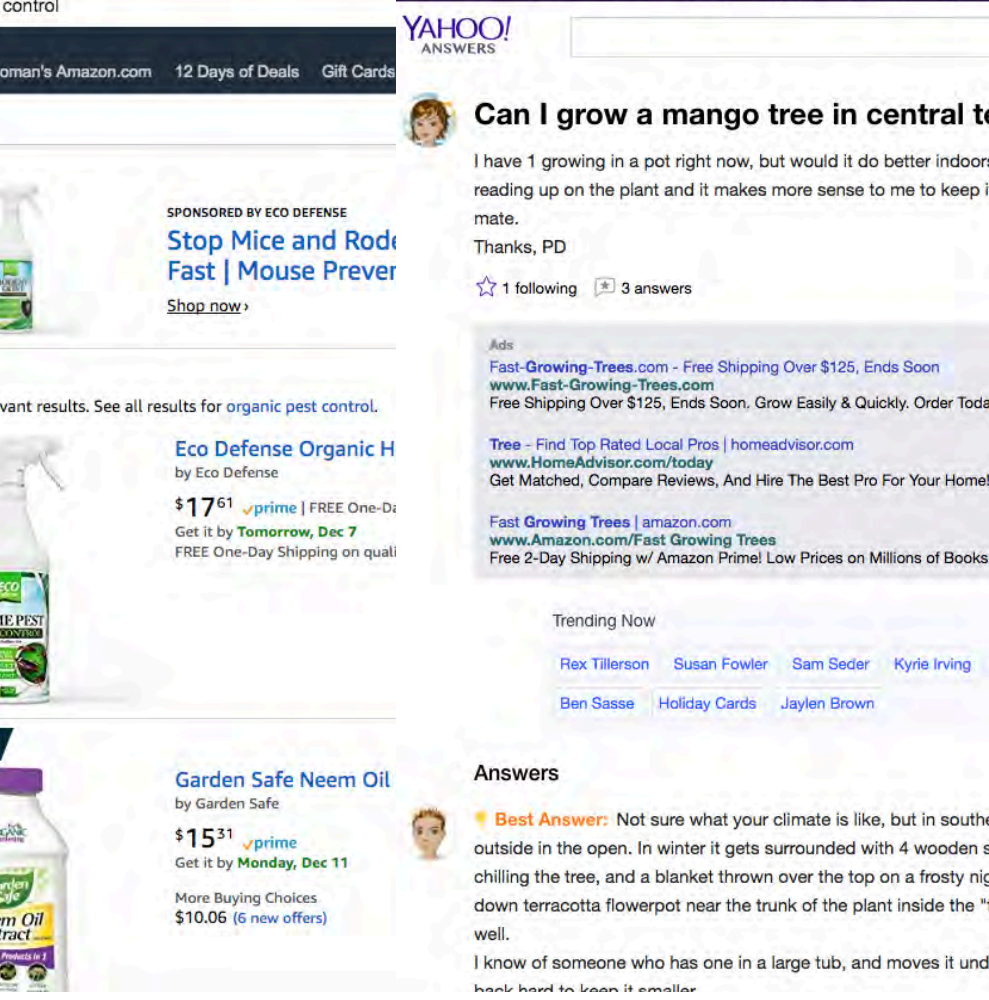


THE PROBLEM

Buuuut we also know the experience kinda sucks, and the industry is archaic.

For something we've done for 20,000 years, it's kinda weirdly difficult to do. The experience: google for hours, go into a garden center, ask strangers (often untrained) questions, get printouts, become overwhelmed by choice, go home with **zero support** – there's no “garden club” for millennials – then all your plants die. People blame it on themselves. **They fall out of the market.** That's a loss.

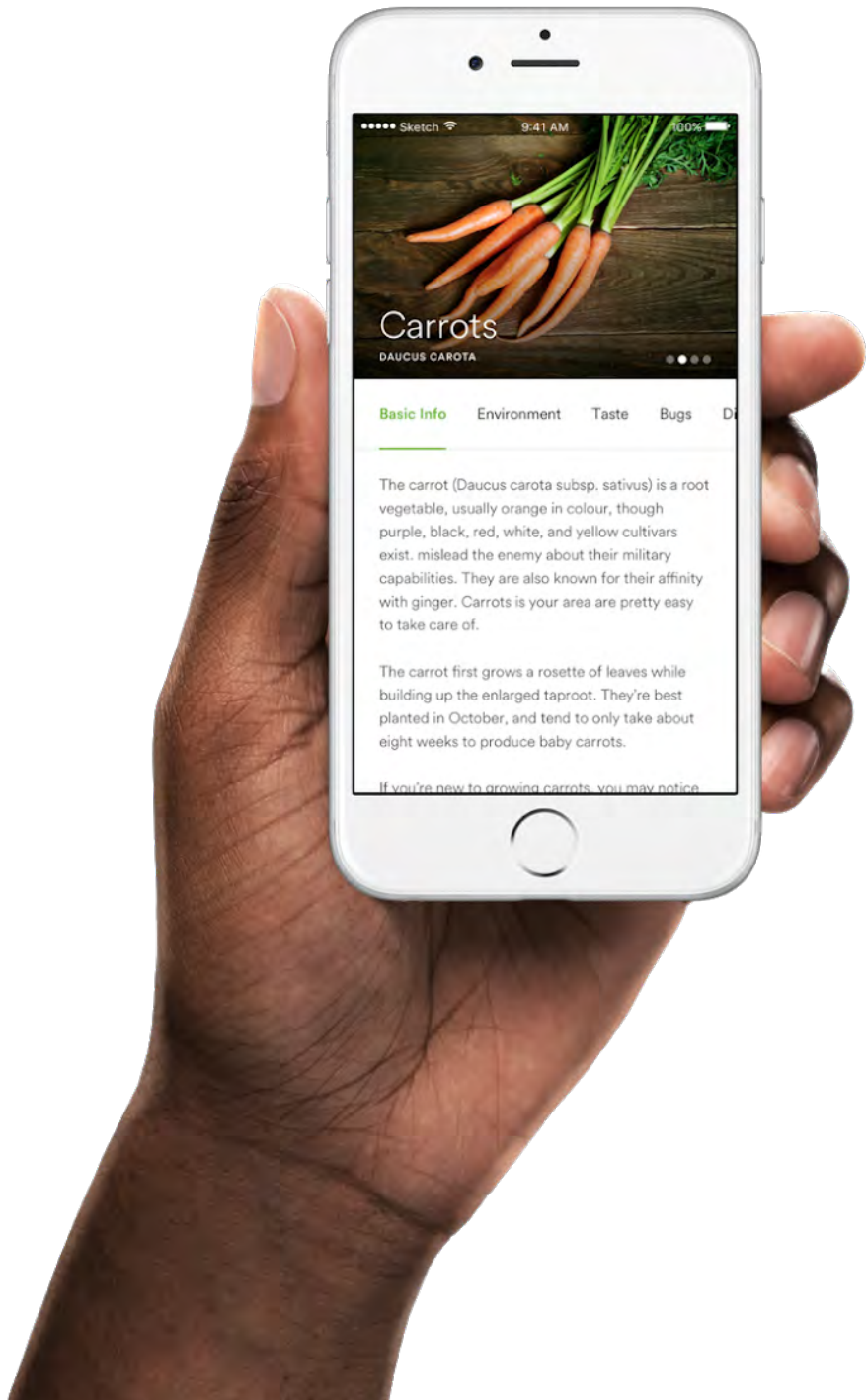
On the industry side, it's one of the few spaces still reliant on brick and mortar foot traffic and good weather. Garden centers are closing due to urban development, and they can't really nail this whole “millennial” thing. Our guess is they don't say “lit” enough.





So, we built Gardenio: a new kind of garden club.

Gardenio offers memberships sending you everything you need to start growing organic food in small, outdoor spaces with an app to help you as you grow. We create lifelong gardeners.



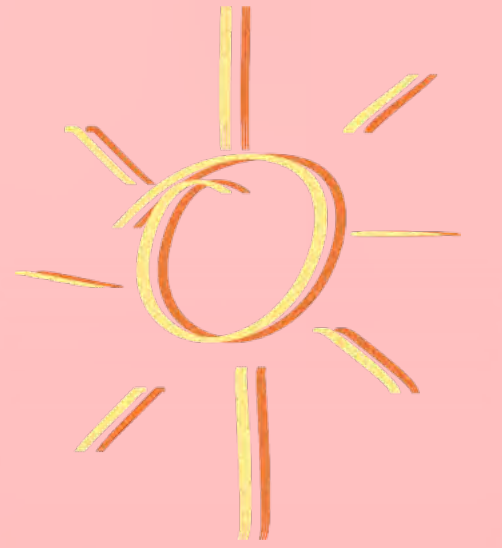
SOLUTION

We send a growbox with all the right stuff

We make it impossible to make the wrong first decisions.

Everything you need to start growing your own organic food in small outdoor spaces – the right size and type of container (it's actually made out of rice hulls!), the right live organic plant for your area – not seeds, live plants – the right soil for what you're growing, and a few smart extras.

It's like if **Blue Apron** and **Brandless** started a garden together.



SOLUTION

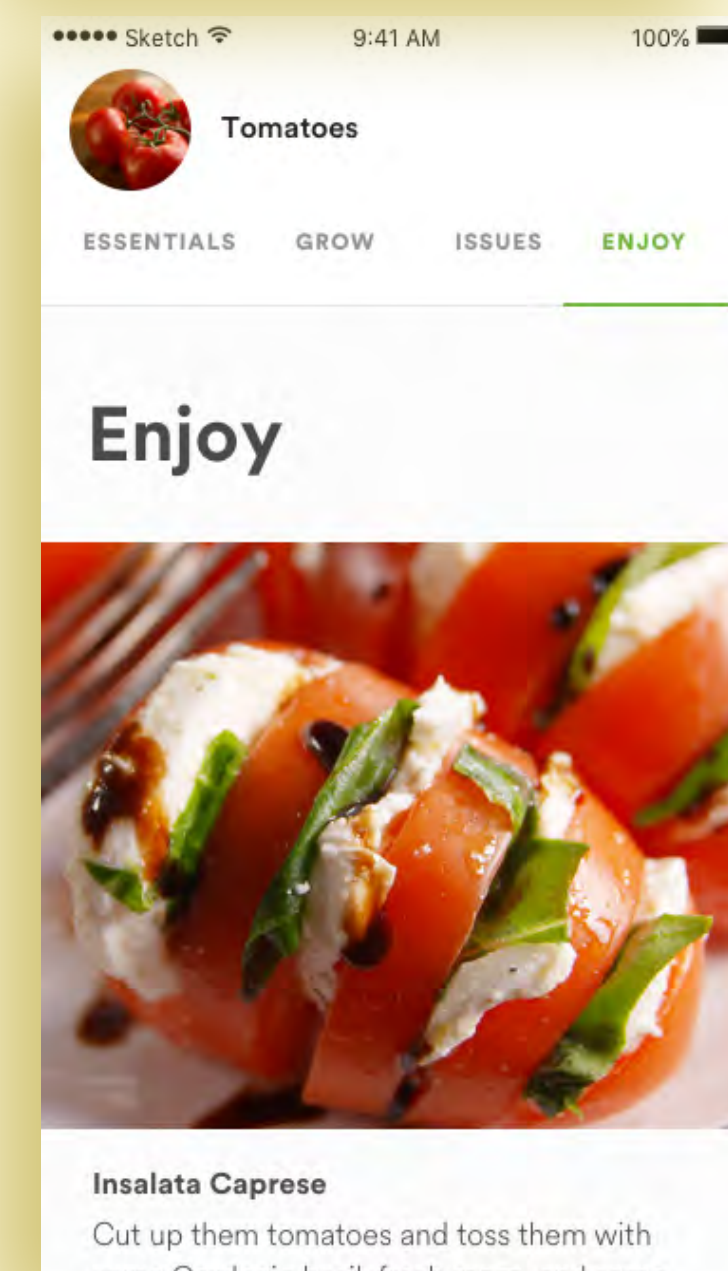
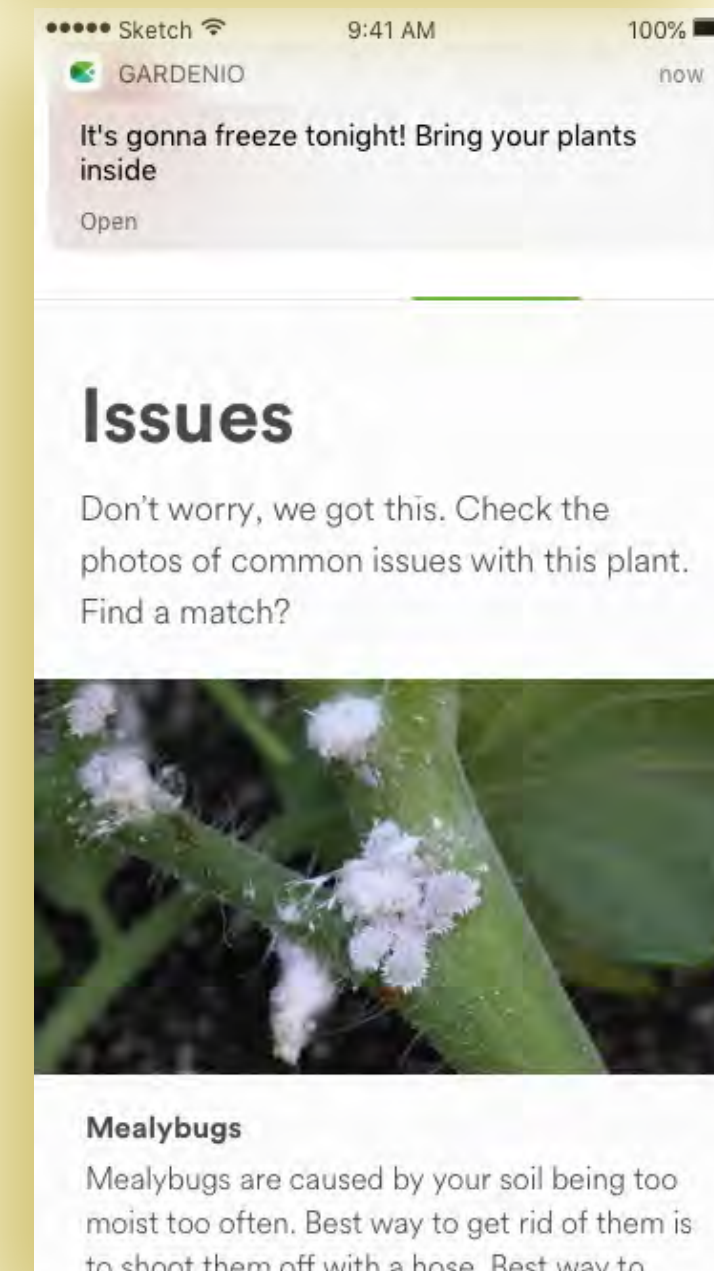
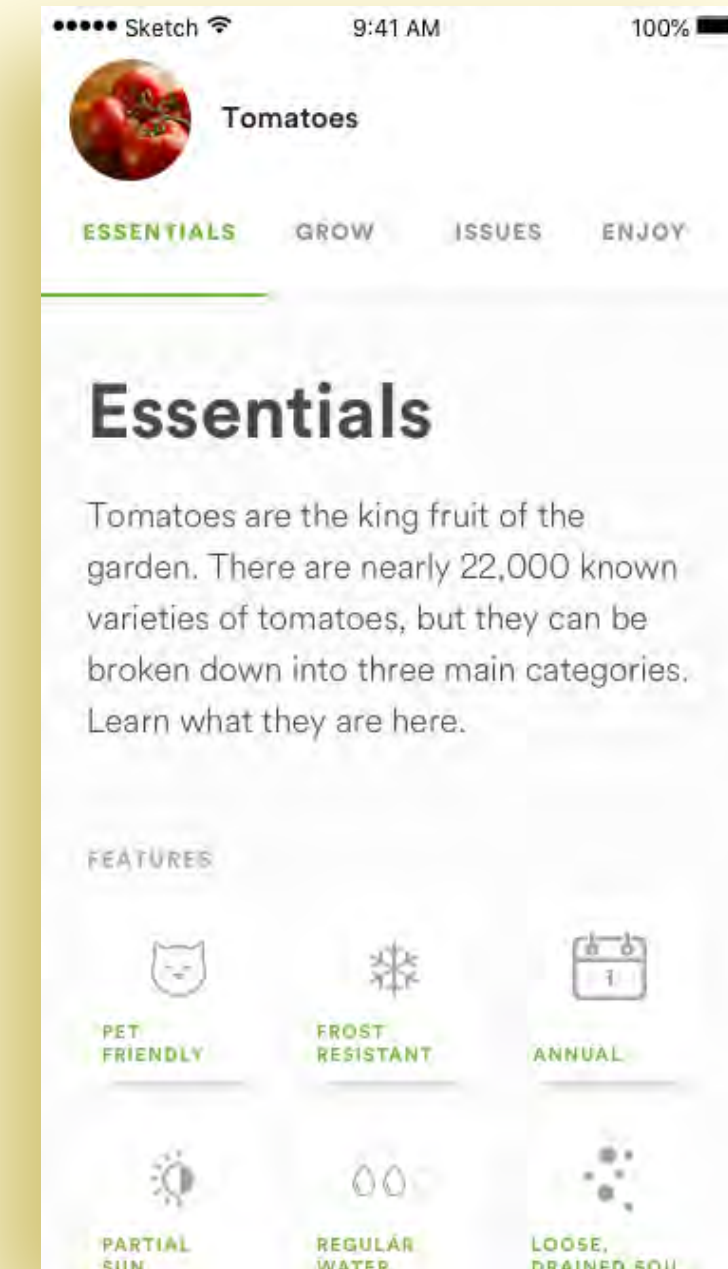
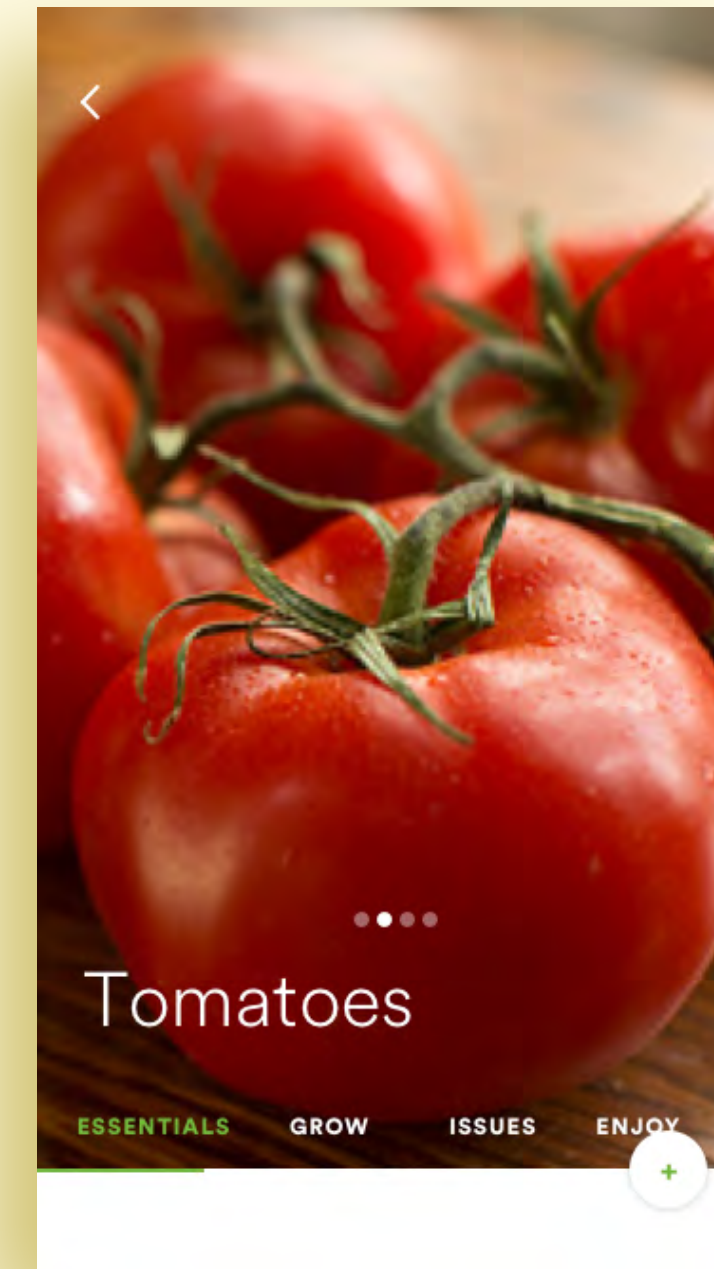
And our app helps you as you grow

Organizing the world's best localized garden information, supplies, and people to create lifelong gardeners.

We'll tell you things like “Hey, this is your basil, water me!”, “It's gonna freeze! Bring your plants in!”, or “your area is experiencing a rise in squash vine borers – here's what to do.”

Our tech will help you identify and address issues in the garden, serve you what you need when you need it, and connect you to your local community of other growers for celebration and support on and offline.

When people have the information they need, can access the right stuff easily, and have friends they're growing with, they'll not only be more successful but will keep growing again and again.



With three membership levels to meet your style.

Gold *\$25/mo**

Premium app + seasonal membership where we send you stuff.

- A new growbox every season
- Plant food auto-sent as you need it
- Infinite Lives* – ask us about this

**Billed seasonally*

Rose *\$10/mo*

Monthly recurring access to **Premium app**.

- Watering and weather alerts
- Tools to diagnose and address issues
- Unlimited community access

Green *Free*

Access the app for forever and a day.

- All your garden info in one place

Individual growboxes (\$30 single, \$60 trio), supplies, and materials will also be available on our shop.



OPPORTUNITY

As mentioned, this is a wave you probably want to ride, and get ahead of

We're seeing 62% growth since 2012, 31% since 2016, with no signs of slowing. The Edible slice is 3.6B, with 80% of new gardeners age 18-34, the fastest growing market. They spend their garden budget mostly on edible – with trends toward, you guessed it, container gardening.

For comparison, Indoor gardening has grown 50% in the last three years, and is only a 1.7B industry, due in part to brands like The Sill and Bloomscape, DTC houseplant delivery startups.

This is the right market. *This is the right moment.*

Source: "Trends, by The Hustle: Online Plant Sales are Set to Bloom, 2019"

LAWN AND GARDEN MARKET SIZE

48B

2018

DIY EDIBLE GARDENING SHARE

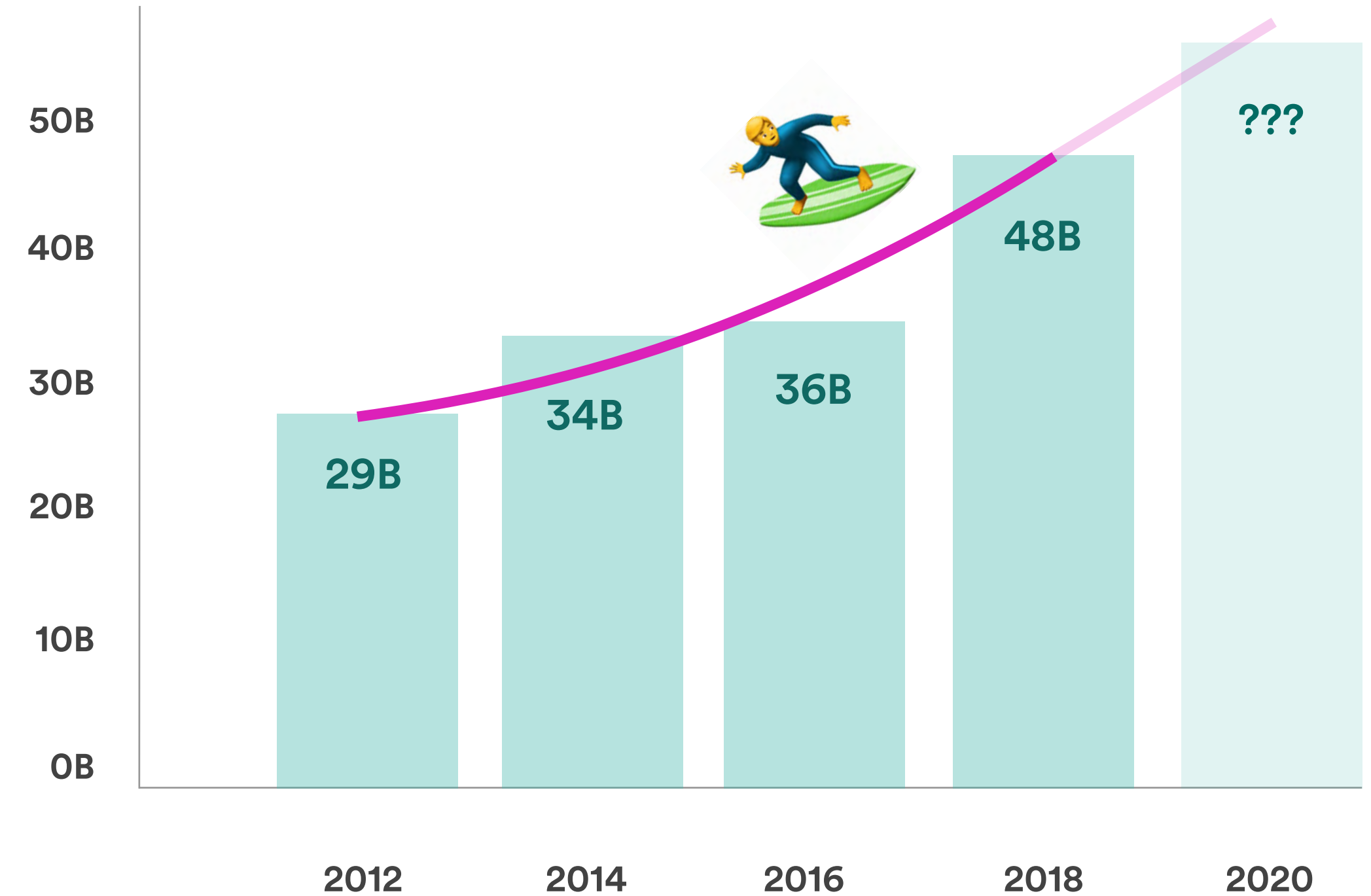
3.6B

2016

MILLENNIAL % NEW GARDENERS

80%

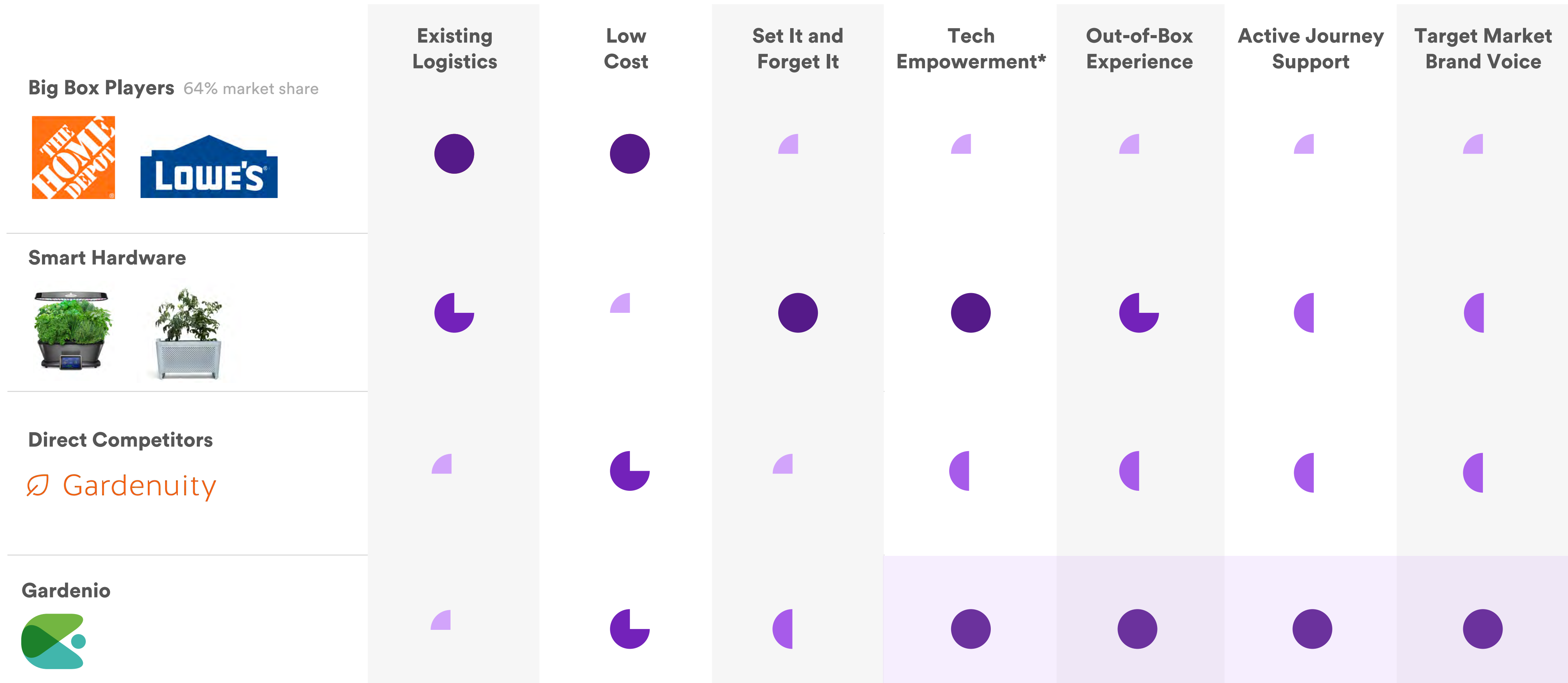
2016



1. National Gardening Association, Gallup and Harris Interactive



Because there's a gap in the market.



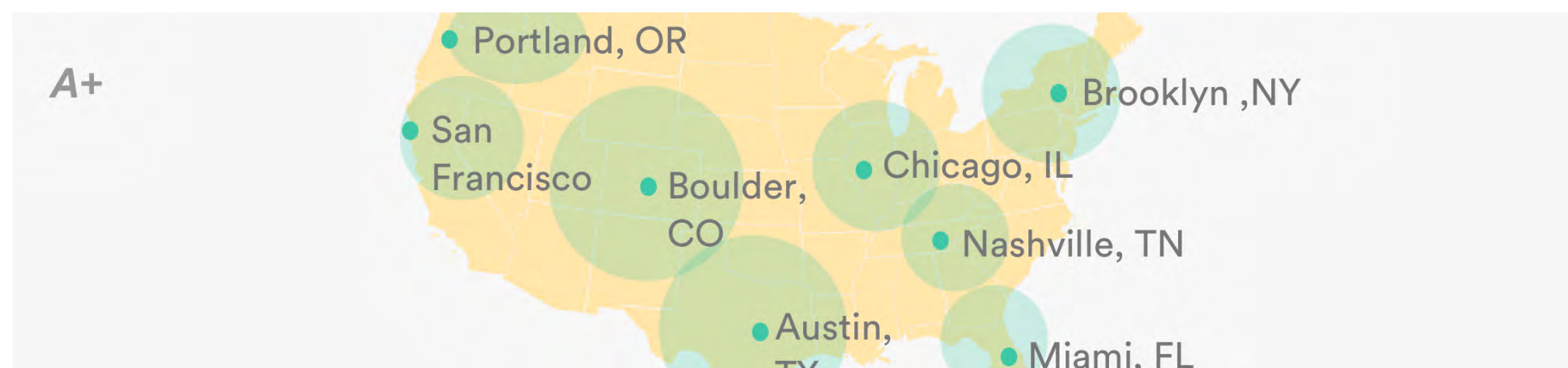
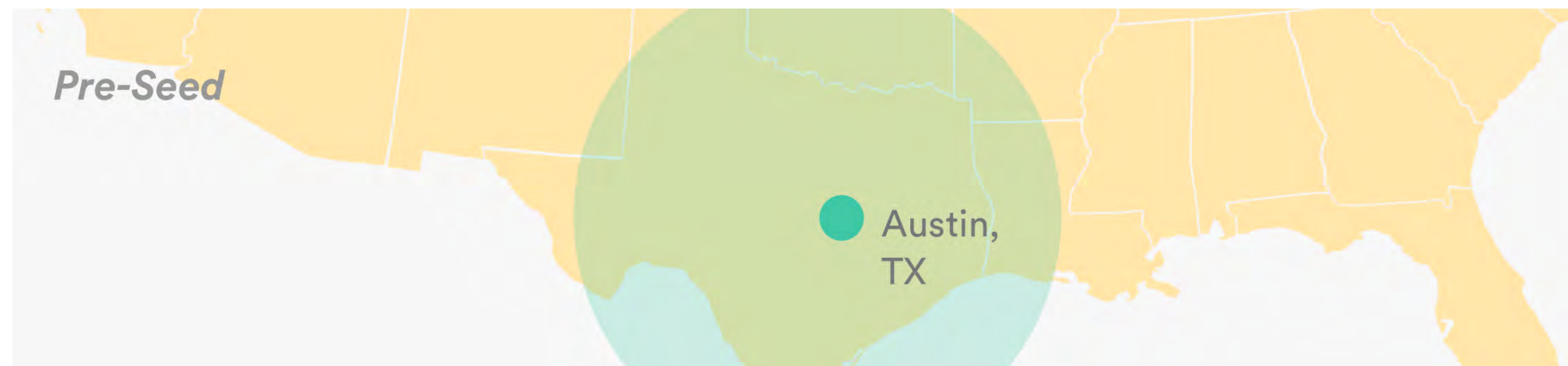
*Smart Hardware makes plants gadgets; we want to be the tech **behind** you, not between you and the plant.



THE PLAN

We know how this scales

Businesses like this scale through fulfillment centers – we partner with organic producers at first then own production so we can control inventory, creating a more reliable national supply chain of edible plants.



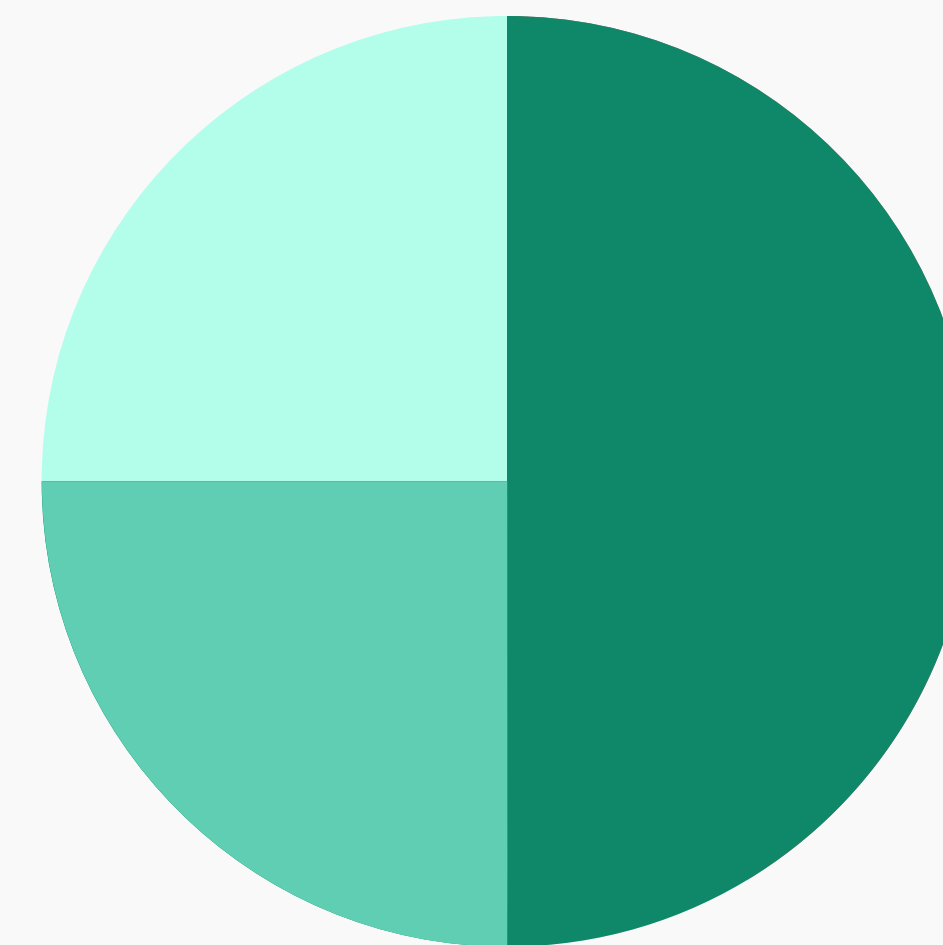
Strategy informed by advisors from Plated, Blue Apron, Cece's Veggie Co

And how to tactically reach our audience

25-34 URBAN METRO AREAS, COOKING INTEREST, CREATIVE VIBE

Invest heavily in search and video content, leverage speed of learning with early paid social investment to find product-market fit, mixed channel middle.

Pre-Seed Budgeting



Series A+ Budgeting



PAID

CONTENT/SEO

EMAIL/FIELD/PR/EVENT/DIRECT



TEAM

And we've got the team to do it.



ROMAN GONZALEZ
Founder and CEO
Brand, Growth, Product

Brown University grad, lifelong builder of orgs. Ten years Video Production, Digital Marketing, Experience Design. Marketing Director of exited startup (Toopher), Head of Product Design at startup (Beeyond), Startup Consultant, Obama '12 Community Organizer, backyard storyteller, de facto plant philosopher.



CHELSEA SHAW
Head of Software
Engineering

Milwaukee Institute of Art and Design art school grad, Full Stack REACT developer, former founder of "SXSW Free Shit Guide" app, rock climber, very into sustainability and preventing climate-induced extinction.



MADISON MATHEUS
Operations and
Logistics

Google policy team operations, American University degree with focus in nutrition, sustainable agriculture researcher and planner, former farmhand at Green Gate urban farm, all about ayurvedic living.



DILLON ZWICK
Fractional CFO
and Advisor

Lean Six Sigma Black Belt. Active advisor producing Finance deliverables, fractional CFO. Analyst at Meadowlark advisors, working in turnaround management for billion dollar companies. Proud plant dad and sous-vide aficionado.

ADVISED BY



Expert in product and operations



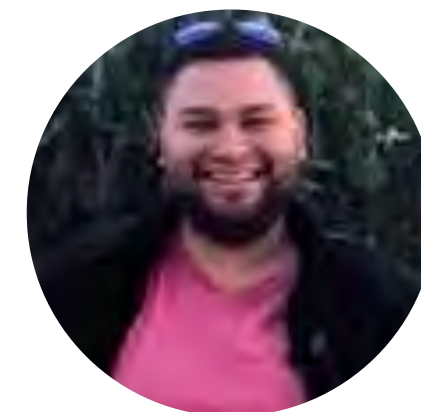
Expert in shipping perishable goods



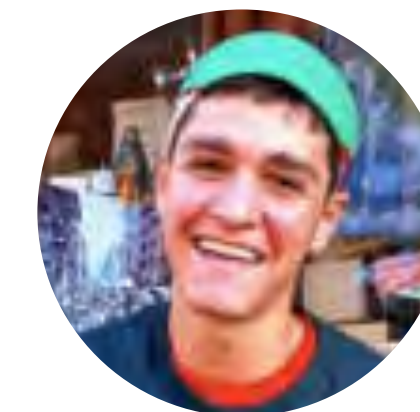
Experts in horticulture



Expert in design for learning, brand



Expert in plant mgmt, production floor operations



Expert in D2C acquisition, influencer marketing



Expert in digital e-comm strategy, marketing



Expert in horticulture, soil science



TRACTION

We've validated we can execute, people dig our vision, and want to see more.

With less than 10k in self-funding and only one full time person, we've been able to build brand identity and packaging, run two beta box programs, design, test, and release our beta app, address key plant and soil shipping barriers, form supply chain relationships, assemble a world-class team, get recognition, and build an expert-vetted strategy. We're currently building Spring 2020 waitlist signups.

TRACTION – AWARDS AND RECOGNITION

- Accelerators: Divinc, TarmacTX with 3M
- 2019 Startups to Watch, BuiltInAustin
- 2019 Mosaic Diversity Awards Startup Finalist
- 2018 AustinInno “50 on Fire” Founder
- 2019 NaturallyAustin Top 6 Most Exciting CPG Brand

TRACTION – ORDERS AND INTEREST

BETA TEST PROGRAMS

2

2018/2019

PLANTS ORDERED/ DELIVERED

>100

2019

ORGANIC WAITLIST SIGNUPS

>700

2019

94% of the 87 we surveyed said they are interested or very interested in an app that brings all of their gardening information together in one place.

TRACTION – POSITIVE CUSTOMER FEEDBACK

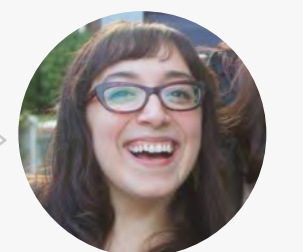


“Your care guides say that I need to feed my tomato plant. Can I just buy that from you? I don't have time to get it myself.”

Ruby Ku, Tech Educator

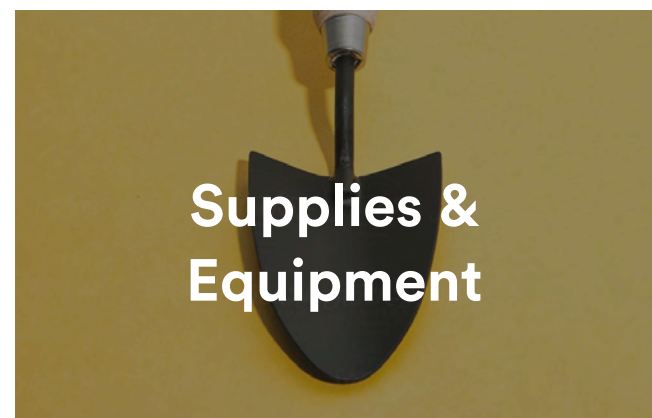
“This is the best smelling box I've ever gotten. I bought this as a gift for [a friend] but I think I'm keeping it.”

Monica Moreno, Sommolier



We've got a big vision to own the entire growing space

The operational infrastructure we're developing and community we're building provide clear, revenue-rich paths to expansion and constant innovation.



Sell more related supplies in-context – trowels, canning supplies, patio decoration, compost bins, rain barrels, etc.



Expand to other plant categories: more fruits-veggies-spices, ornamental, indoor, houseplants, cannabis, etc.



Reinvent retail garden experience, similar to Casper, Warby strategy. Apple store <> brewery <> garden center.

And sober paths to exit, with precedent elsewhere

Plated acquired by Albertson's for 300M, Blue Apron IPO, countless other DTC successes, GardenWeb acquired by Houzz.



1. The Big Box Buyout

Acquisition by Home Depot, Lowe's seek to corner the the millennial gardening market. Or, acquisition by Whole Food as their elevated retail garden experience.



2. The Direct-to-consumer Adjacent Path

Blue Apron, Plated, other mealkit company sees opportunity to expand offering to their base: young folks interested in more eco-friendly subscription boxes and cooking.



3. Digital Buyout Path

Houzz, which acquired GardenWeb in 2019, or Wayfair, seeks to own all digital community garden properties and integrate their operational infrastructure to scale further.





So, won't you grow with Gardenio?

With Gardenio, you don't have to grow it alone.

Roman Gonzalez
Founder and CEO
rg@growgardenio.com

