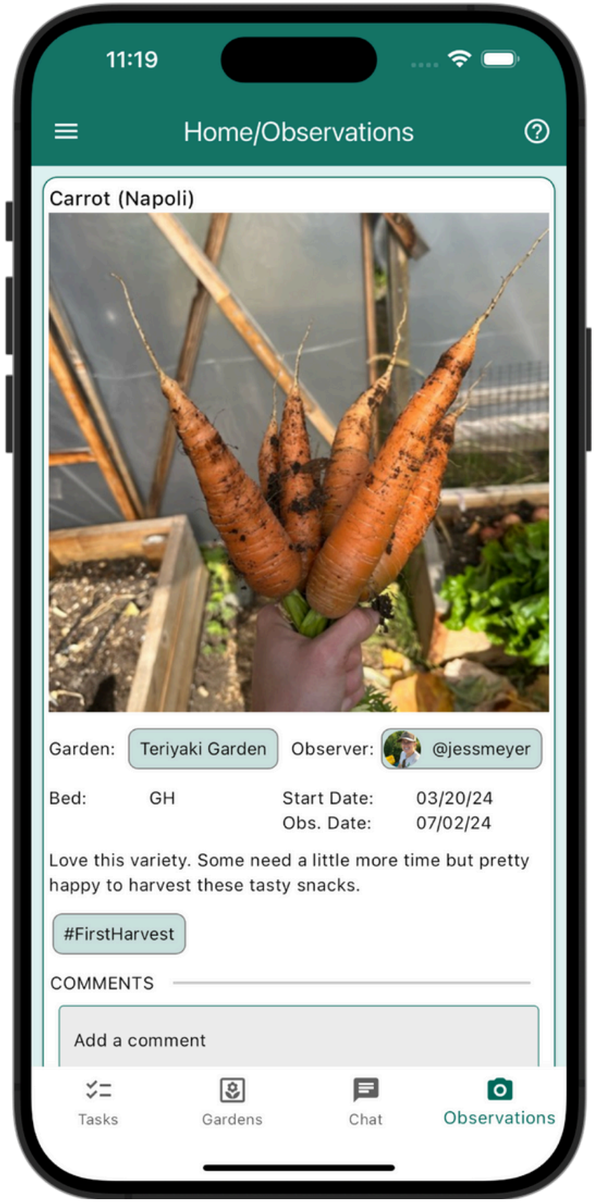
**Improving community food resiliency, one garden at a time.**

# Meet Geo Garden Club

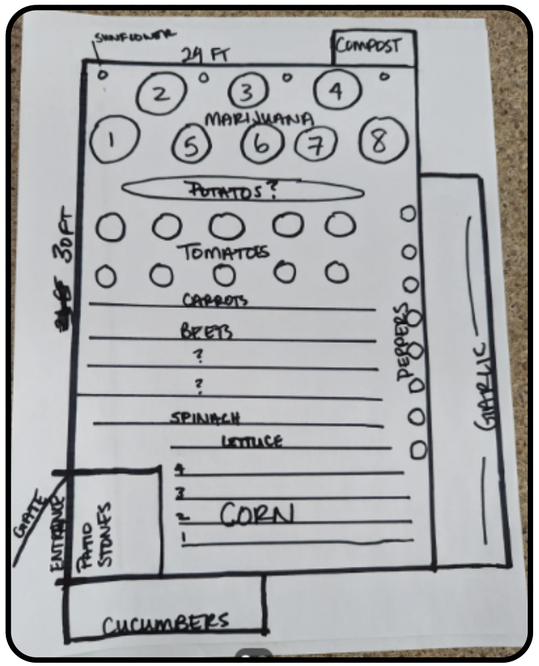
**Not just a garden planner!**

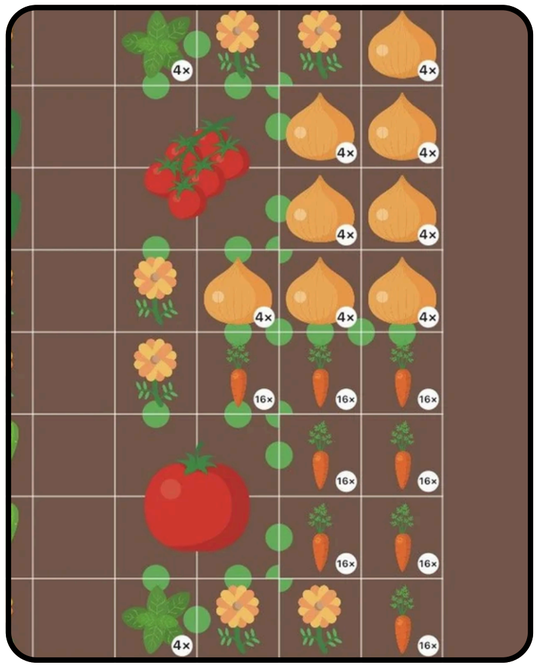
**Localized data organized in regional “chapters”**

**Sharing of information, surplus harvests, seeds, and resources**



# Existing Alternatives




| April (last 4/20) | Early May | Late May | Early Jun | Late June | Early July | Late July |
|---|---|---|---|---|---|---|
| | | | | | | |
| | TP zuchinni | | | | | |
| | | | | | | |
| | | | | | | |
| | | | Harvest brocollini, arugula 6/1 | | | |
| ttuce | | | | | | |
| | | | DS Corn 6/3 | | | |
| /beets/car /16 ession) | | | Harvest chard 6/1 | | | |
| | | DS bush beans, cucumbers 5/21 | DS cucumbers? | | | |
| | | 5/21 eight stalks | | | | |
| | Prep bed | TP tomatoes | | | | |
| | Prep bed | TP ground cherry | | | | |
| | | | | | | |
| | | | TP squash | | | |
| | | | TP squash | | | |
| | | | TP squash | | | |
| | | | | | | DS lettuce? |

**Pen/paper** **Layout** **Spreadsheet** **Online groups**

***my actual past plans**

# 2024 Beta Test Results

20 Gardeners
23 Gardens

97 Crops
321 Varieties
376 Plantings

AI chatbot in development

# Beta Test User Feedback

**“I like being able to see what others have planted and when they planted it.”**

**“I think it's reduced my frantic chaos planning that tends to happen.”**

**“I'm paying more attention to outcomes and dates... I'm realizing that I need to learn how to adapt to this cooler, shorter season.”**

# Market Segmentation

| | Gardening | | Farming | |
|---|---|---|---|---|
| | **Recreational** | **Serious** | **Urban Ag.** | **Industrial Ag.** |
| **Org. size** | 1-3 | 1-12+ | 3-12+ | 12-100+ |
| **Profits** | Not possible | Not required, possible | Required at small scale | Required at large scale |
| **Technology Opportunities** | -Intro tutorials<br>-Buying guides<br>-Landscape view | -Local meta-garden<br>-Collaborative mgmt.<br>-Observations<br>-Notifications | -Expense recording<br>-Certifications<br>-Inventory mgmt.<br>-Sales<br>-Payroll and HR | -All UA tech<br>-Corporate governance<br>-Legal compliance<br>-Investment/loan mgmt. |

# Market Analysis

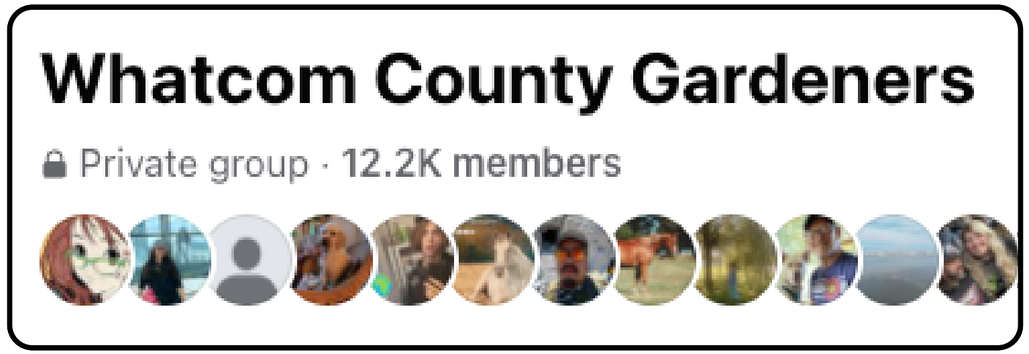
**42 million US households grow fruits or vegetables (2021)**

**YOY spending increasing trend**

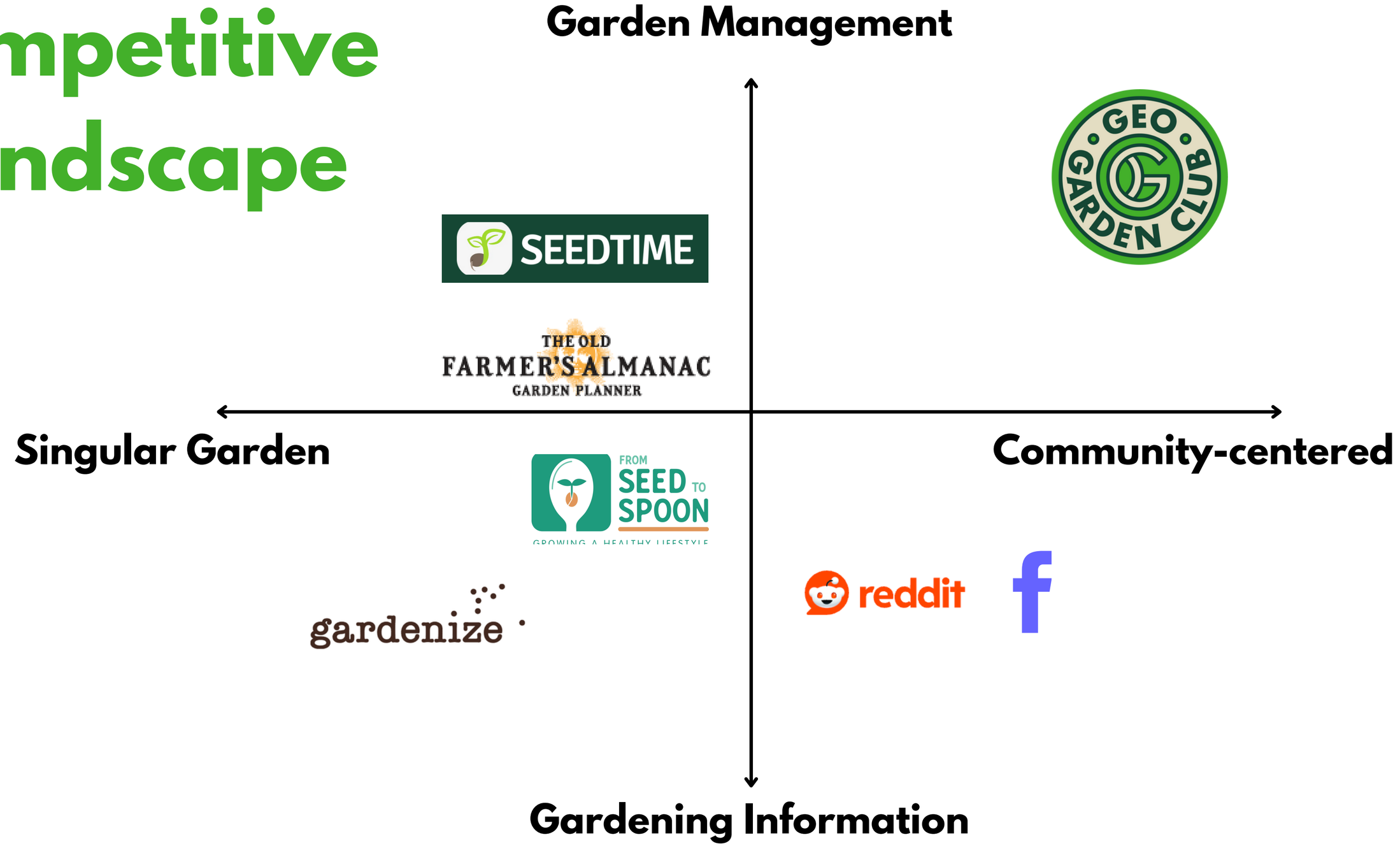
- **food growing products**

**International markets**

- **Japanese interest**



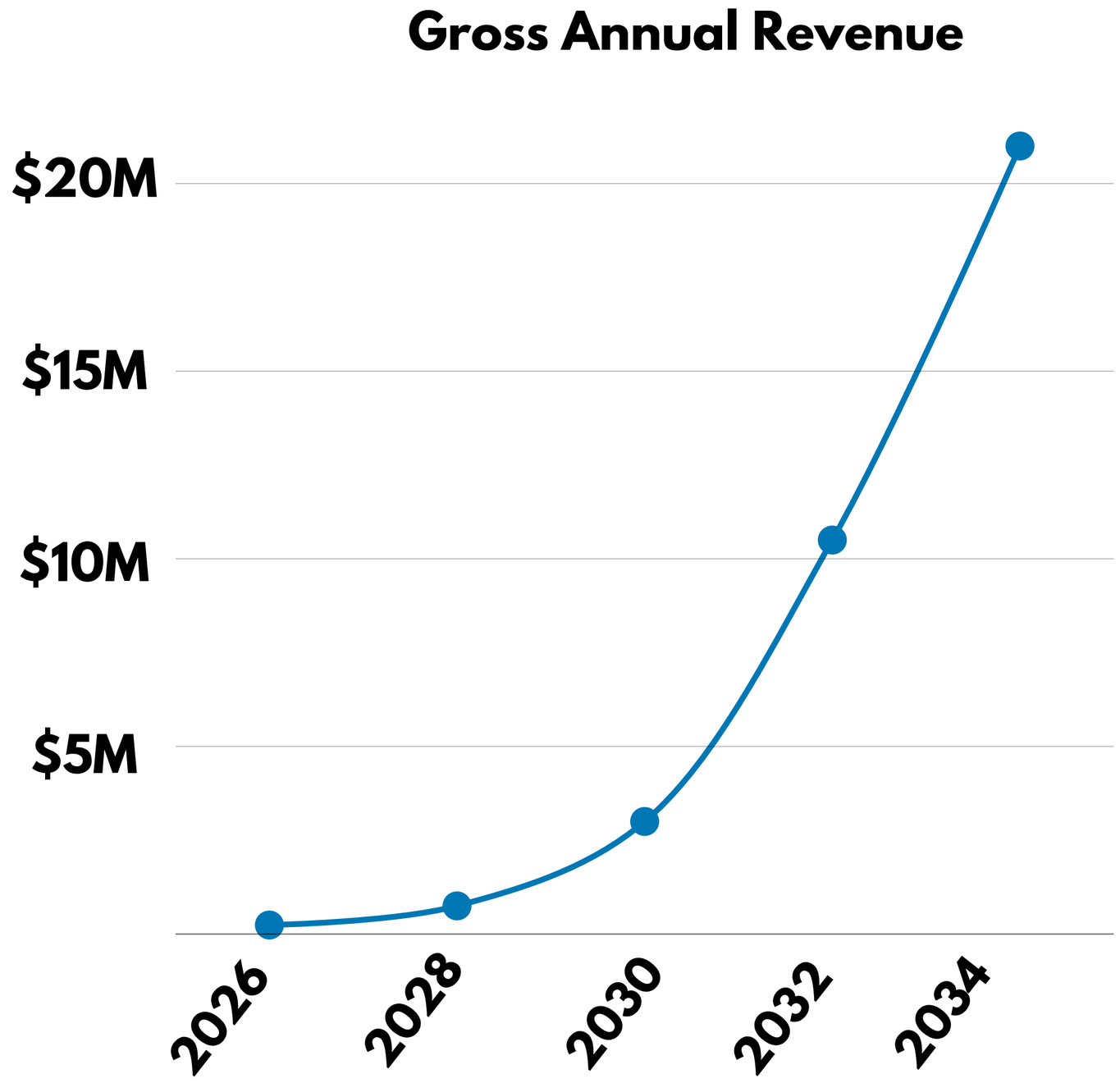
# Competitive Landscape



# Financial Projections

**Subscriptions (monthly/annual)**

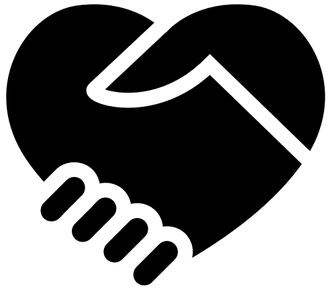
**Climate science funding**



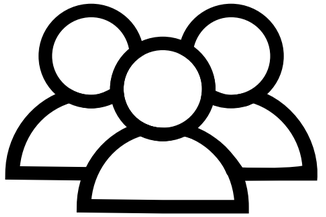
# Go To Market Plan

**Targeted advertising**

**Digital marketing**



**Community partnerships**



**Referral promotions**

# The Team

## Jenna Deane

**Program Director**
**Sustainable Connections**
**Bellingham, WA**
**-strategy and marketing**

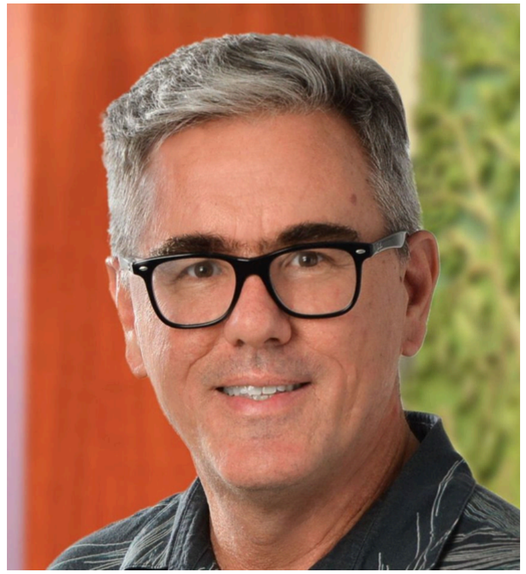
## Philip Johnson, Ph.D.

**Professor of Computer Science (Emeritus)**
**University of Hawaii**
**-software development**

## Cam Moore, Ph.D.

**Assistant Professor of Computer Science**
**University of Hawaii**
**-software development**

## Joe Dane, J.D.

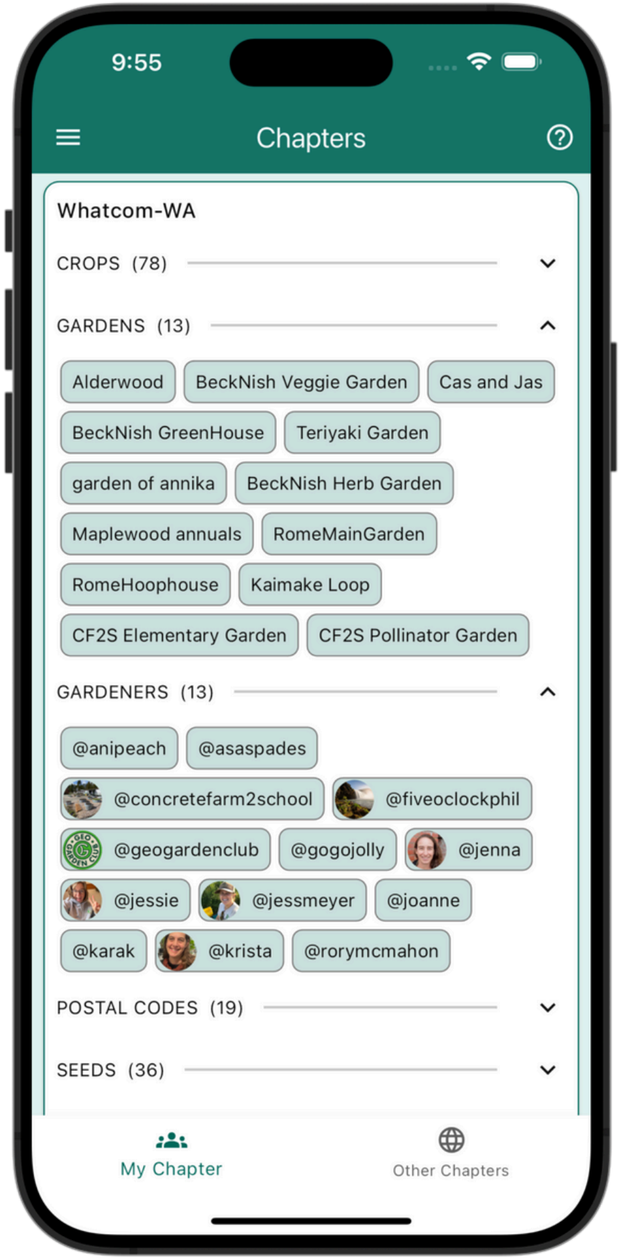


**Partner, Goodsill, Anderson, Quinn, & Stifel**
**Honolulu, HI**
**-legal**

# Our Vision

**An essential local inventory and network**

- **food**
- **seeds**
- **local planting data**
- **food growing resources**



# Jenna Deane

**Founder**
**(808) 342-5661**
**geogardenclub@gmail.com**
**https://geogardenclub.com**

# Appendix

# Lean Canvas Business Plan

## Problem
1. Hard to collect and manage garden data.
2. Hard to share local gardening insights.
3. Hard to coordinate garden planning and management within local community
4. Food insecurity

## Existing Alternatives
1. Spreadsheets and notebooks
2. Layout based garden planners provided by seed companies
3. Facebook and Reddit groups

## Solution
1. Mobile app for garden data collection and management
2. Access to local community data in user's chapter

## Key Metrics
1. Paid subscriptions
2. Lbs food produced
3. # gardens
4. # gardeners

## Unique Value Proposition
1. Personal and community planning, outcome, and harvest data.
2. Localized garden insights.
3. Increased food production and decreased food waste

Examples:
1. Identifying varieties of peas that grow well in your area..
2. Copying plantings from another garden.
3. Marking seeds available to other chapter members.

## Unfair Advantage
Product "lock-in" by:
1. Personal database of gardening data.
2. Access to garden data produced by other local gardeners
3. Not for seed company marketing

## Channels
1. Social Media
2. Farmer's markets
3. Master Gardeners
4. Garden Clubs
5. Viral/Word of mouth

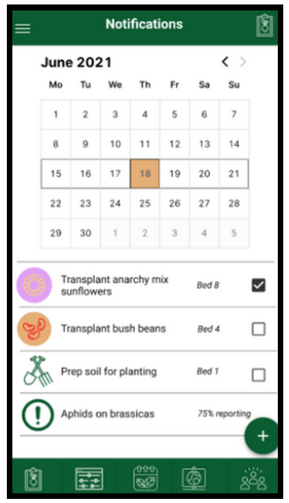
## Customer Segments
1. Home gardeners
2. Community/school gardeners
3. Master Gardeners
4. Local food pantries

## Early Adopters
21 Whatcom County gardeners

## Cost Structure
1. Product development (programming, hosting, etc.)
2. Staff salaries
3. Customer acquisition (free trials, merch)

## Revenue Streams
1. Subscription fees ($5/user/month)
2. Climate science funding

# Milestones

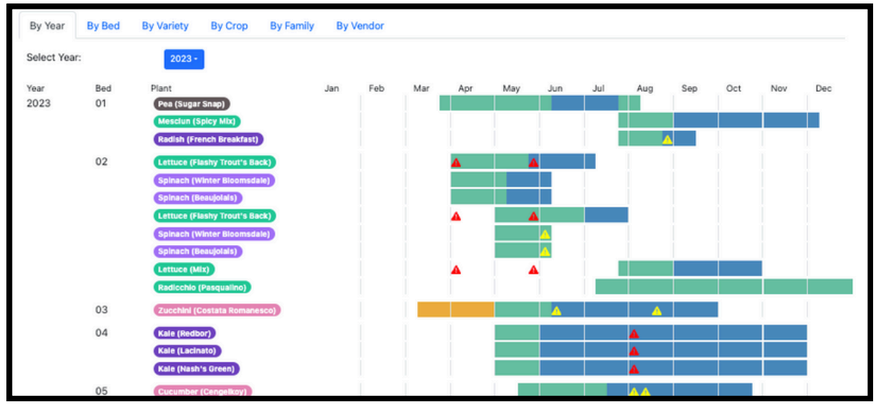



**Ideation**

**2021**

**Mockup development**

**2022**




**Mockup evaluation**
**Customer discovery**

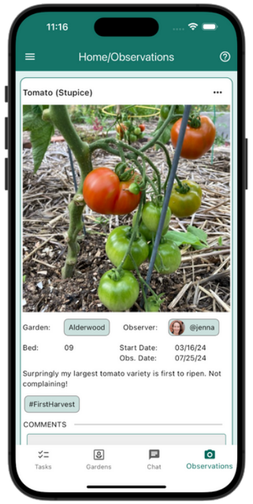
**2023**

**Release 1.0 (MVP)**
**Technology evaluation**

**2024**

**Release 2.0**
**Marketing Evaluation**

**2025**




**First public release, subscription-based**

**2026**

# Financial Projections Data

| Year | Total Chapters | Total Users | Gross Annual Revenue |
|---|---|---|---|
| 2025 | 2 | 500 | $125K |
| 2026 | 8 | 4K | $240K |
| 2028 | 25 | 12.5K | 750K |
| 2030 | 100 | 50K | 3M |
| 2032 | 350 | 175K | 10.5M |
| 2034 | 700 | 350K | 21M |