

Online Design & Farm-to-Landscape Delivery For Your Next Garden Project



servescape.com Atlanta GA

[B2C](#) [Marketplace](#) [Technology](#) [Agriculture & Agtech](#)

LEAD INVESTOR



Nick Cutsumpas CEO and Founder of Farmer Nick

I'm investing in ServeScape because they are revolutionizing the plant supply chain and empowering consumers to take control of their landscape decisions. As a professional landscape designer, sourcing the right plants is always one of the most time-consuming parts of my job, and there is little transparency or reliability throughout the process. ServeScape would be invaluable in my areas of work (New York and Los Angeles) and I can't wait to watch them grow

Invested \$1,500 this round

Highlights

- 1 Modernizing & Digitizing the Landscape Procurement Process for a \$100 Billion Industry
- 2 10% M/M growth since launch. 187% Y/Y. +\$1m TMM, +\$1.8m Total GMV
- 3 Largest Marketplace For Plants, Designers & Professional Installers
- 4 Partnership with Ace Hardware with Other Distribution Partnerships to Come
- 5 Designs & Plants Seen On Netflix & HGTV
- 6 Techstars Atlanta '21 Graduate
- 7 Techstars Atlanta '21 Graduate

Our Team



Mario Cambardella CEO & Founder

Techstars Atlanta '21. 40 under 40 by Georgia Trend, Univ. of Georgia, Atlanta Biz Chronicle. City & Nation's first Director of Urban Agriculture. 3X Founder. Keynote speaker. Ecosystem connector. Empathetic leader. Deliverer of Plant Joy!

ServeScape was born out of the frustrations of an antiquated industry still in the phone-age of "Let me check on that," waiting on call backs, and fax machines. From its origins, ServeScape is designed to modernize and systematize the plant procurement and delivery process.



Katie Chatham Scott Supply Chain Director



University of Georgia, BSES in Environmental Chemistry. 5+ years of experience in produce distribution, 7+ years experience in agriculture. Passion for data, analytics, and supporting local growers.



Brian Barbu Lead Tech Developer

Kennesaw State University, BS in Computer Science. Technical Problem Solver & Innovator. In the E-Commerce space for 5+ Years. Helped create the vision of ServeScape with Mario Cambardella.



Cole Shiflett Horticulturist / Farm Relations

Georgia Certified Plant Professional. Deliverer of Plant Joy.

Pitch



INSPIRATION TO INSTALLATION FOR YOUR DREAM LANDSCAPE

1. EXPERIENCED LOCAL LANDSCAPE DESIGNERS
2. LARGEST SELECTION OF LOCALLY-GROWN PLANTS DELIVERED
3. QUALITY LOCAL CONTRACTORS SPECIFICALLY VETTED FOR YOUR PROJECT



200 DESIGNS PRODUCED

2400 PLANT ORDERS DELIVERED

AVERAGE ORDER	CUSTOMER RATE	SINCE APRIL 2020
\$405	25%	\$1M



WHY SERVESCAPE?

CHALLENGES IN THE HORTICULTURAL PURCHASING & GROWING MARKET



1. SPACE
You want an ornamental but you have an ailing. You're limited to what you can fit in the back of your car or trunk. And it's a hassle.

2. TIME
Not knowing the pricing, availability & inventory info makes a trip to the garden store.

3. SELECTION
You're limited to what's available when you go to the garden store. And the garden store is limited to what can fit on the shelf. And you have little time to go where it was grown.

4. SERVICE & EDUCATION
You're stuck with what the sales associate knows about the plants you want to purchase. They may know not have any practical experience.

1. SPACE
Big box retailers and big horticultural retailers are everywhere. It depends on horticultural farmers.

2. CAPACITY
Growers have over specialized into niche seasonal markets. Lack of limited access to capital for expansion.

3. CAPABILITY
Adapted inventory systems. Growers need technological tool adaptation.

4. OPPORTUNITY
Very few channels for sale for horticultural growers. Need to find more ways to commerce add a new opportunity.



WHY NOW?



WHY NOW?



E-COMMERCE ACCEPTANCE
Covid-19 introduced many to buying plants online for the first time.



DIGITAL TOOLS ACCESSIBILITY
Enhanced inventory management, reduced overhead & higher margins.

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GAP IN MARKET
Not one competitor is offering comprehensive catalog (over 1000 options; groundcover to trees) + inventory transparency.



OUTDOOR ENHANCEMENTS
Covid has nudged many to relook at expanding the living areas to the front and back yard.



DOING UNNECESSARY RETAIL IN THE AGE OF COVID-19
Customers are limiting in-person interaction & spending more time enhancing outdoor spaces.

MARKET SIZE



MARKET SIZE



National

\$13.8 billion
for horticulture industry
aka "Live Plants" in the
United States (2019)



Georgia

\$1 billion
in "Live Plants" (2020)

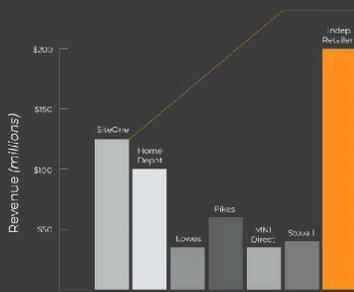


Digital

- US E-Commerce Grows **44% in 2020**
- Amazon posts \$2 billion in 2018
- Monrovia sees doubling of online sales 2016 to 2017
- Double-digit growth last 5 years for online-only garden center

COMPETITION

COMPETITION'S REVENUE



NATIONAL LEADER SITEONE AS OF 10-5-2021
CONSIDERABLE LAG IN E-COM OFFERING



**IN CONTRAST, SERVESCAPE IS ATLANTA'S PREMIERE
ONLINE MARKETPLACE FOR LIVE PLANTS:**
4K SKU + REAL-TIME INVENTORY + REAL-TIME WEIGHTED
PRICING + MEMBERSHIP PRICING ENABLED + DELIVERY
WITHIN 5 BUSINESS DAYS

\$650 MILLION PER YEAR IN METRO ATLANTA

BUSINESS MODEL

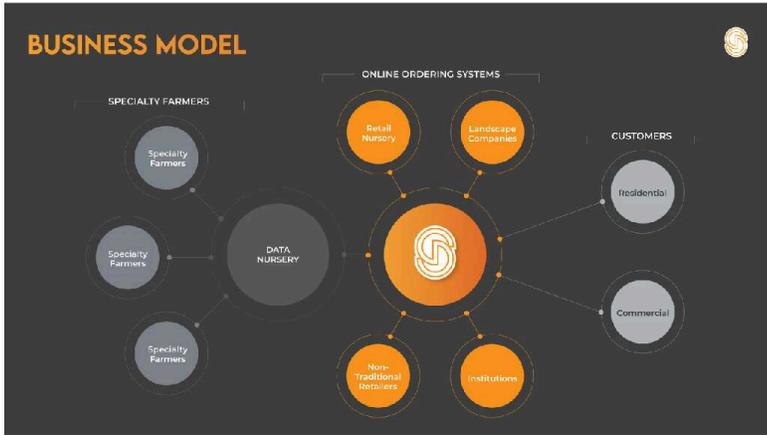
B2B/C PRODUCT & SERVICES



TREES | SHRUBS | GRASSES
PERENNIALS | ANNUALS



MULCH | SOILS | COMPOST
FERTILIZERS



THE TEAM

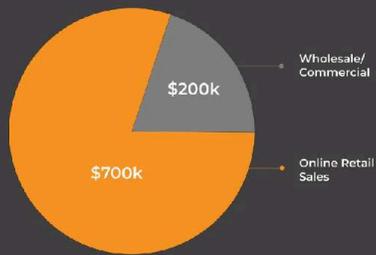


FINANCIALS

4/2020 - 10/2021 REVENUE (1ST YEAR)



Gross margins on retail: 52% | Gross margins on commercial: 21%
 250k+ web sessions | 5% added to cart | .7% conversion



5-YEAR PROJECTIONS



Forward looking projections cannot be guaranteed.

24-MONTH FUNDING



Infrastructure

- Add 5,000 SKUs
- Inventory Mgmt
- Additional transportation vehicles

Marketing

- New market activation
- SEO / Conversation enhancement



Team Leadership

- Three full-time directors for E-commerce, Marketing, and Design
- General manager positions for Athens, Macon, and Marietta



OCT 2021

SERVESCAPE

ONLINE MARKETPLACE FOR:
 LANDSCAPE DESIGN & PLANT DELIVERY

SERVE  SCAPE

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