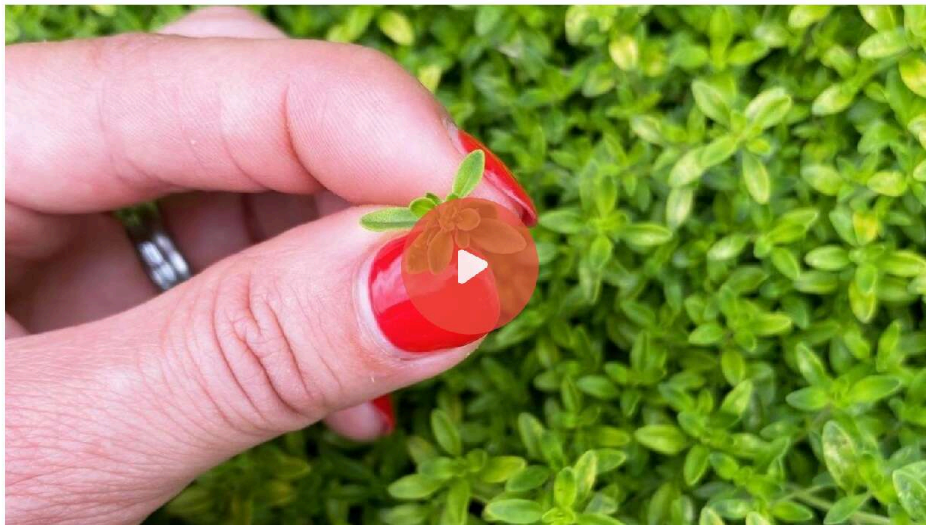


Online Design & Farm-to-Landscape Delivery For Your Next Garden Project



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 🚀
- 6 🚀 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



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.



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)

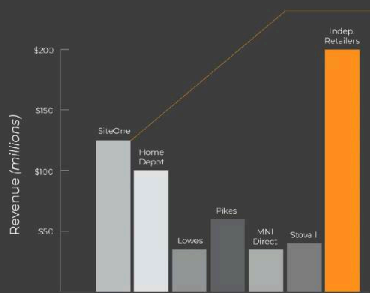


Digital

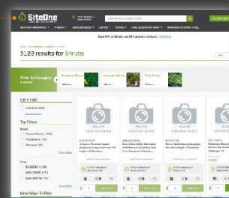
- US E-Commerce Grows **44% in 2020**
- Amazon posts \$2 billion in 2018
- Monrovia sees doubling of online sales 2016 to 2017
- Double-digit growth last 5 years for online-only garden center

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

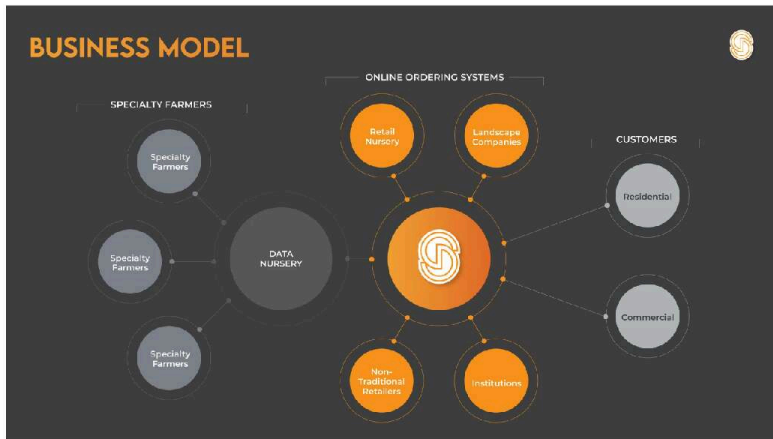
B2B/C PRODUCT & SERVICES



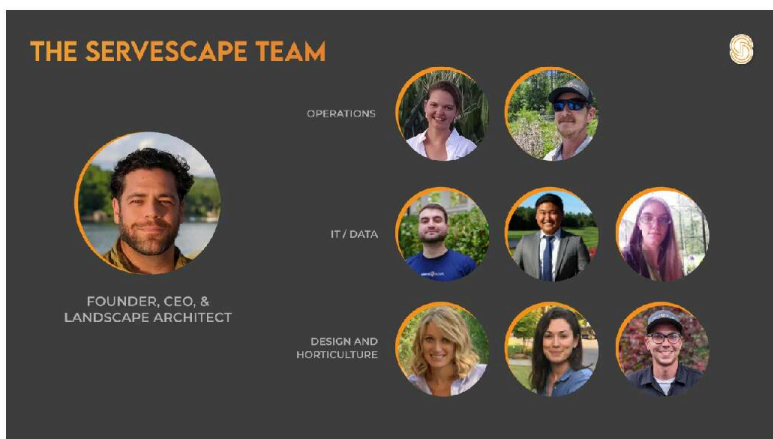
TREES | SHRUBS | GRASSES
PERENNIALS | ANNUALS



MULCH | SOILS | COMPOST
FERTILIZERS



THE TEAM

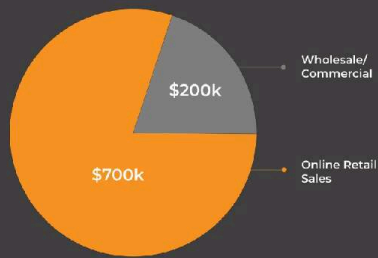


FINANCIALS

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

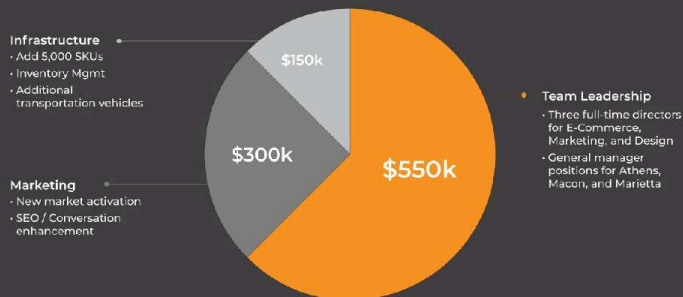


5-YEAR PROJECTIONS



Forward looking projections cannot be guaranteed.

24-MONTH FUNDING



SERVE  SCAPE

OCT 2021

SERVESCAPE

ONLINE MARKETPLACE FOR:
 LANDSCAPE DESIGN & PLANT DELIVERY



MARIO CAMBARDELLA

MARIO@SERVESCAPE.COM | 706-461-0029

Downloads

[servescape long 1080p 3 .mp4](#)