

Femi Corazon Emiola, Frank Gallivan, Daniel Olarte & Sam Irons



## Who We Are

#### What is Cultivar?





We are the "AirBnB" of gardens.

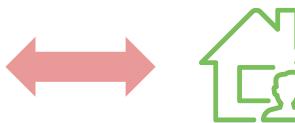
Cultivar is a network of private spaces available for gardening.



#### What is Cultivar?





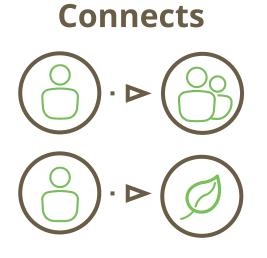


Aspirational Gardeners

Garden Hosts



#### **Our Mission**







Transforms





#### **Our Vision**

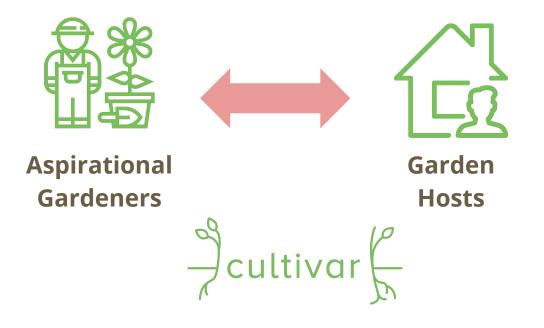
Cultivar aims to build more socially, economically, and environmentally sustainable communities for everyone.

We ensure everyone has the opportunity of environmental agency and food autonomy.



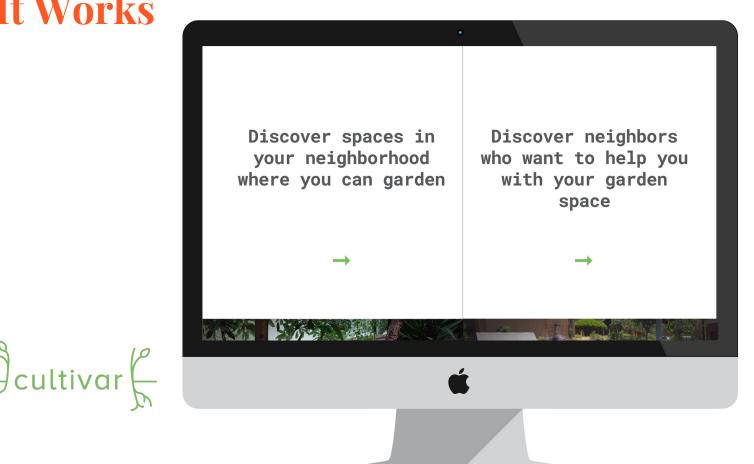


#### **Pairing Questionnaire**









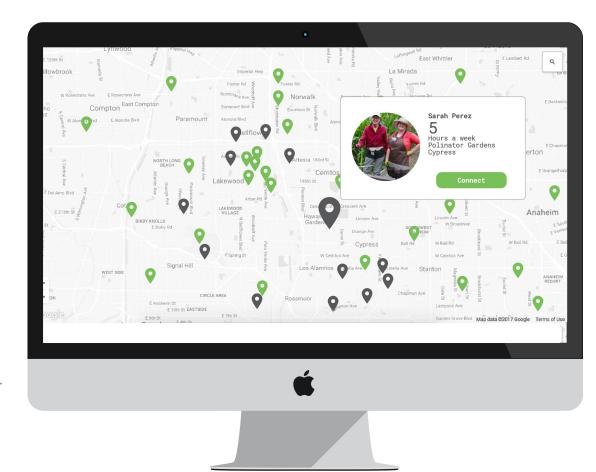


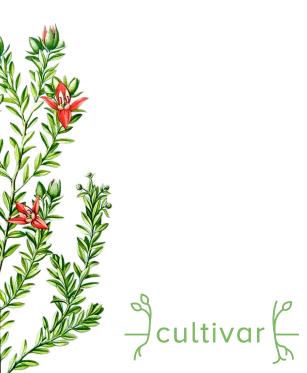




First Name	Write your name here	First Name	
Last Name		Last Name	
Zipcode:		Zipcode:	
Email:		Email:	
Confirm E-mail:		Confirm E-mail:	
Password:		Password:	
	Sign Up		Sign Up
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#### Spaces



350 square feet | Noe Valley

Vegetables and herbs





200 square feet | Bayview Organic fruits and vegetables



Flowers





Trees and decorative plants

 180 square feet | Castro
 100 sc

 Trees and decorative plants
 Pollin

**100 square feet | Mission** Pollinator friendly plants



500 square feet | St. Francis Wood Trees and decorative plants



350 square feet | Noe Valley Trees and decorative plants



 NEED HELP?
 COMPANY
 LANGUAGE

 US 1 800-471-8701
 Home
 English

 CA 1 855-543-4562
 Cultivar for Business
 Spanish

 support@cultivar.com
 Culture
 Kenter



#### **Post - Pairing**



- Gardener + Host Contract
- Structure to the paired relationships
- What to plant, how to do it, kits & seeds
- Mediate disputes





## How We Got Here

#### **Our Challenge**



How might we help cities be more socially, environmentally and economically sustainable by increasing access to - and interaction with - green space/nature for urban dwellers?



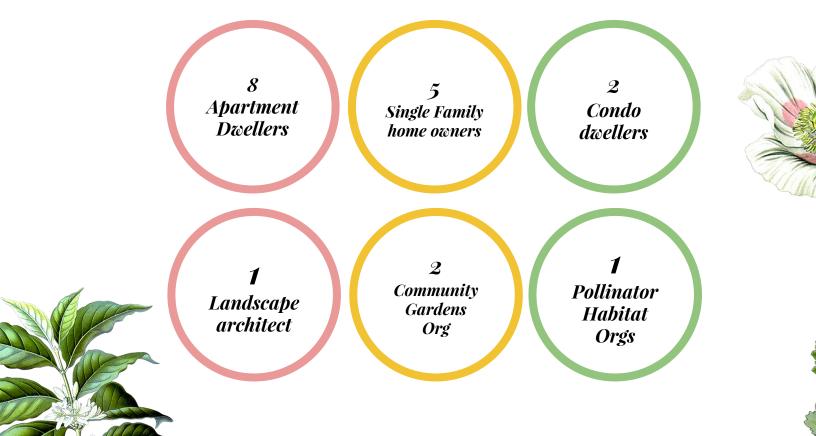


#### **Secondary Research**



- Nature Deficit Disorder
- Reduced Ability to Handle Stress
- Exponential Urban Growth

#### **Primary Research**



## Insights

"Some people have been on waiting list for our community garden more than five years."

"I was so frustrated with not having any space to garden that I actually purchased about .4 acre of land in another county." Demand for gardening space has outpaced supply.





## Insights

"Honestly, I don't go in my backyard much. It's not very nice to hang out in. I would love it if the landlord did something with it."



There is underutilized space in the private sector.



## Opportunity



Create time and space efficient ways for urban dwellers with limited knowledge of gardening to cultivate or restore a piece of natural space while creating communities.



#### **Prototype Validation**

Nextdoor	Search 🔶 🖉 Invit	e <b>10</b>
Home	Post in General	
<ul> <li>Inbox</li> <li>Neighbors</li> <li>Map</li> <li>Events Calendar</li> <li>Recommendations</li> <li>LOCAL</li> <li>LOCAL</li> <li>Duboce Triangle</li> <li>Local Agencies</li> <li>CATEGORIES</li> </ul>	AirBNB of Gardens?           Frank Gallivan from Duboce Triangle - 5d ago           Hi neighbors. I'm considering creating a community website that would act as an 'AirBNB of Gardens', matching people who want space to garden with people who have unused yard space.           I would love to hear from anyone that might be interested in using such a website. If you either:           -Would like to garden but don't have any space for it, or           -Have an underused garden space	
classifieds rrime & Safety locuments ree items	Please get in touch! -Frank Shared with Duboce Triangle + 14 nearby neighborhoods in General	
General .ost & Found	REPLY · 18 -	
Pet Directory Recommendations	★ Lynn, Shannon, Joanna, and 18 others thanked you Laure Donteville from Lower Haight/Hayes - 5d ago	~
GROUPS Browse all 8 groups	Amazing idea!!! I have been dreaming of using some space to grow food in the yard at the back of my house that is left totally unused! Thanked!	
Nextdoor 2017 bout Blog Guidelines Help Jobs	You thanked Laure Mike Kurokawa from Duboce Triangle - 5d ago	~



#### **Prototype - Validation**

$\leftarrow$ Cultivate Garden Sha	aring Questionnaire 🖿 🔂 All changes saved in Drive	Ŷ	0	\$	SEND
	QUESTIONS RESPONSES 6				
	What is your primary interest in Cultivate?		*		O Tr
	I am looking for space to grow a garden.				
	Other Other				=
	After section 1 Go to section 2 (let's see if we cad you some space!)			_	
	Section 2 of 5		X		
	let's see if we can find you some space!				
	Description (optional)				





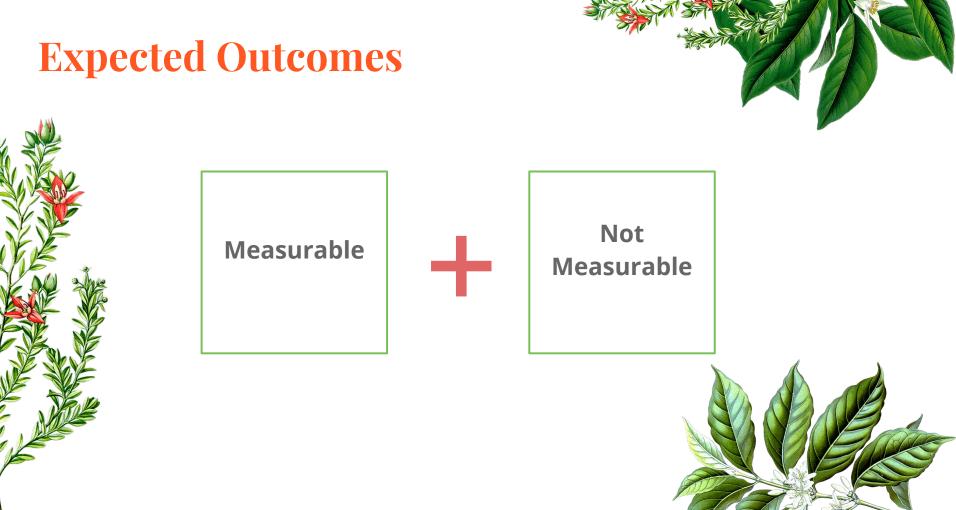
# **Social Impact**











#### **SMART Metrics**

#### **Expected Outcome**

Increase in amount of garden space made available to people seeking space to garden.

The number of people with increased exposure to nature through gardening.

Increase in time spent gardening

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#### Metric

- Number of gardens shared through Cultivar
- Number of square feet of garden space shared through Cultivar

Number of sharing relationships formed through Cultivar.

Number of hours spent gardening by Cultivar members (estimated through surveys)





# **Business Viability**





#### **Our Riskiest Assumption**



People with underutilized space are willing to to share it.

Aspiring gardeners are willing to spend money on land they do not own.



## **Value Proposition**



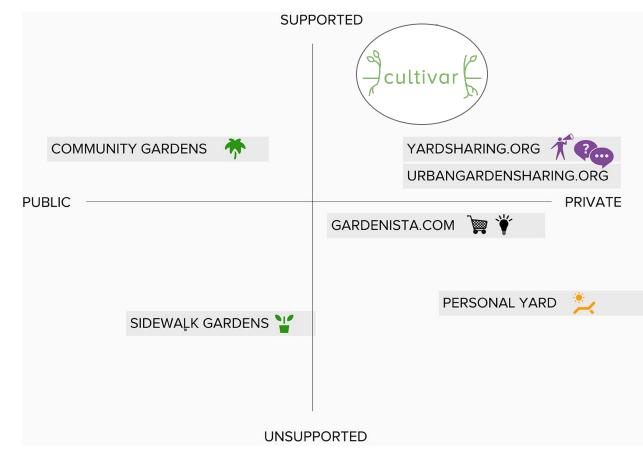


- Access to space
- Knowledge
- Support for gardeners

- Access to gardeners
- Support in creating their desired garden
- Opportunities to make money

# Business <sub>k</sub> Model

Key Partners	Key Activities	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
NURSERIES SOIL LAB	SALES OF KITS AND SEEDS EVALUATIONS OF SPACE AVAILABLE	CONNECT WOULD- BE'S WITH UNDER- UTILIZERS	COMMUNITIES WEBSITE & EMAIL BLOG EMAIL	WOULD-BE GARDENERS WITH NO
GARDEN SUPPLY STORES	ADVICE AND WEBSITE RECOMMENDATIONS	ENCOURAGE CONVENIENCE COMMUNITY OF INTERACTIONS CONNECTION	CO- CREATION / REVIEWS EVALUATIONS OF SPACE AVAILABLE	SPACE SPACE
	MONITOR MANAGE BLOGGING	BEAUTIFY CREATE MORE NEIGHBOR-HABITATS FOR HOODS POLLINATORS	ADVICE AND RECOMMENDATIONS SALES OF KITS AND SEEDS	PEOPLE WITH YARDS WHO UNDERUTIIZED WANT TO YARDS LEARN TO GARDEN
	Key Resources	IMPROVE FOOD CONNECTION TO SALES OF POODUCE TO DESERT RESTAURANTS AND SITUATIONS OTHERS	CHANNELS	
	WEBSITE SOIL LAB STAFF	SPECIALIZED GARDEN KITS FOR GARDENING	WEBSITE & APP LOCAL BLOG APP NURSERIES	
	SOCIAL MEDIA ACCOUNTS	INCREASED OPPORTUNITIES FOR CONNECTION WITH NATURE	PARTNERS/ COMMUNITY ORGANIZATIONS COMMUNITY NOTICE BOARDS SOCIAL MEDIA	LOCAL FOOD PURCHASERS
Cost Structure		REVENUE STRE	AMS	2
WEBSITE SOIL LAB STAF		CREDIT MERCHANT FEES	SOIL EVALUATION ADVERTISING	
				TS FOR RMED



Competitive Analysis

#### **Next Steps**

Explore how to manage the many variables in space and relationships.

cultivar

Our service model seeks to integrate community connection, easy access, expert advice, and convenience of location. We believe our solution will play an integral role in ensuring a environmentally, economically and socially sustainable future for cities and the people who call them home.



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Thanks!