



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**



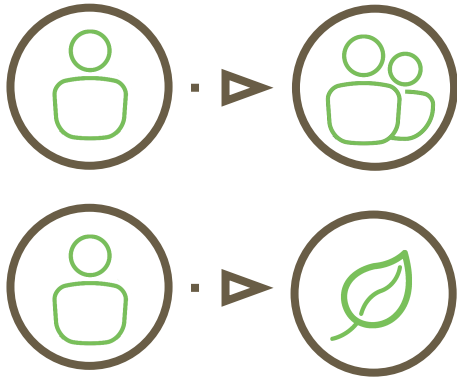
**Garden
Hosts**



Our Mission



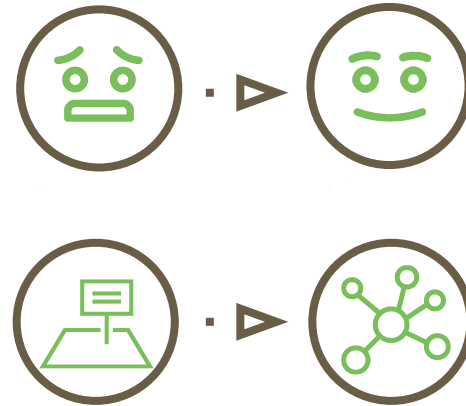
Connects



Grows



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.



How It Works



Pairing Questionnaire



**Aspirational
Gardeners**



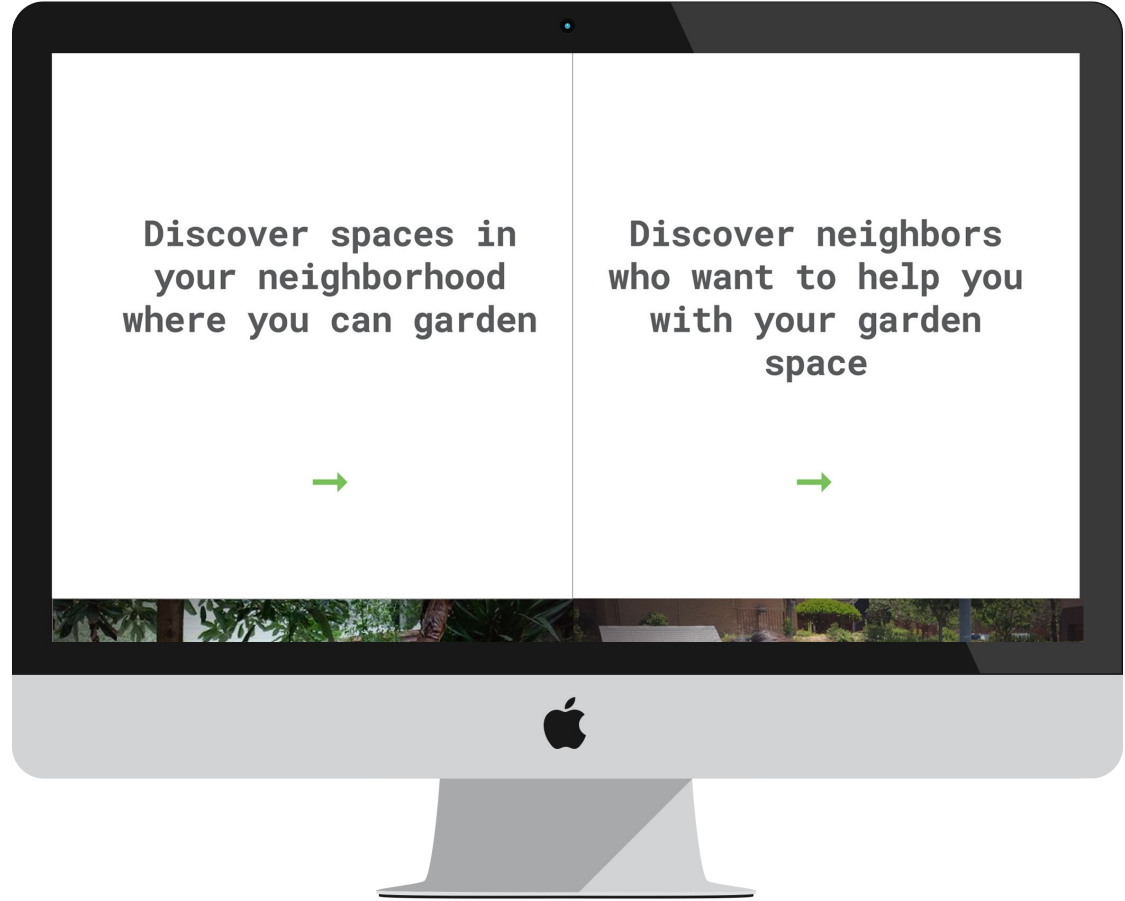
**Garden
Hosts**



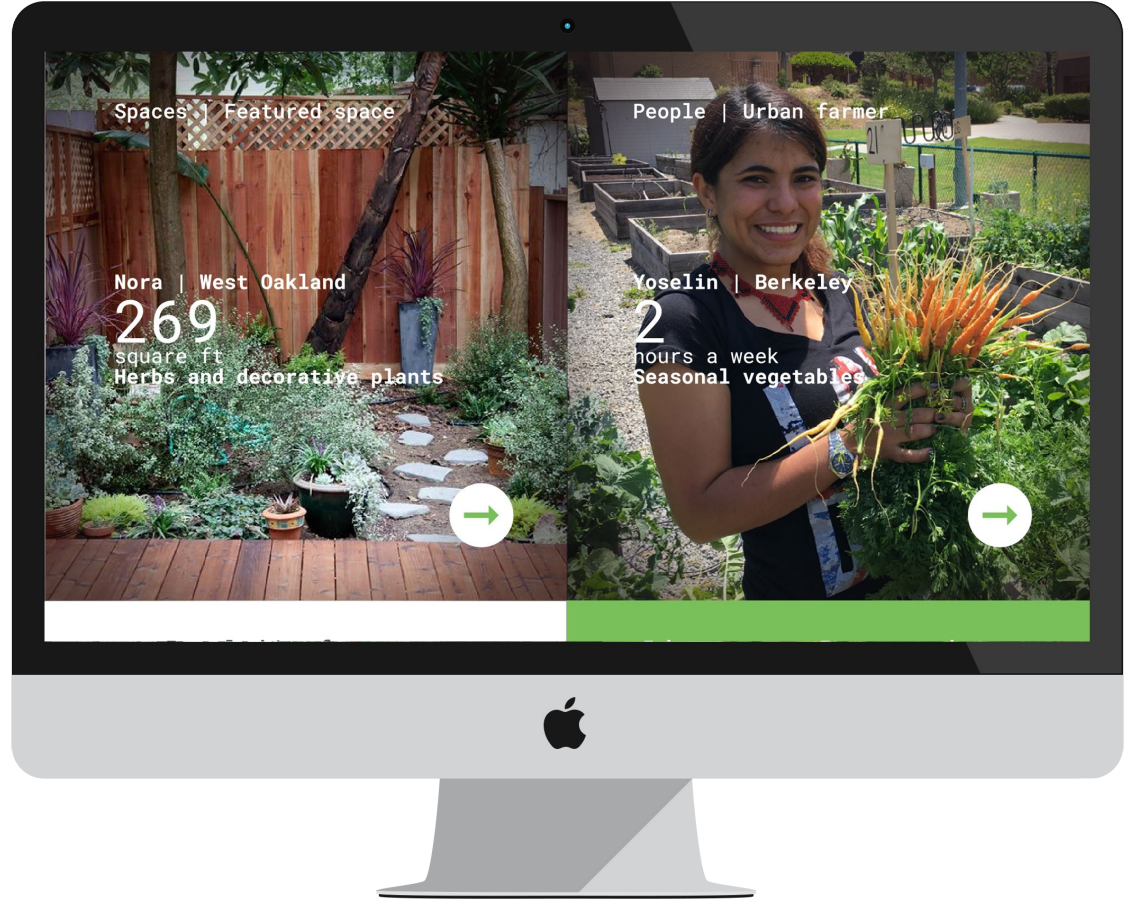
How It Works



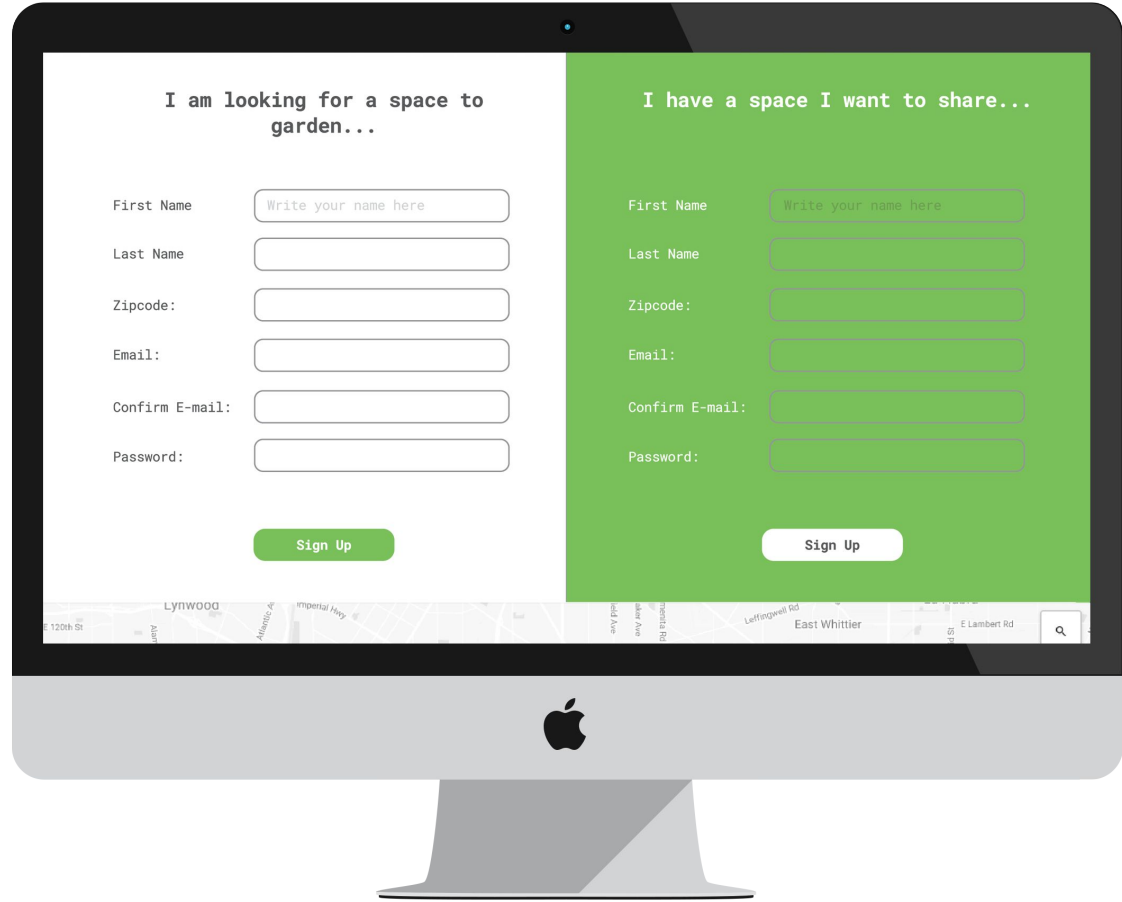
How It Works



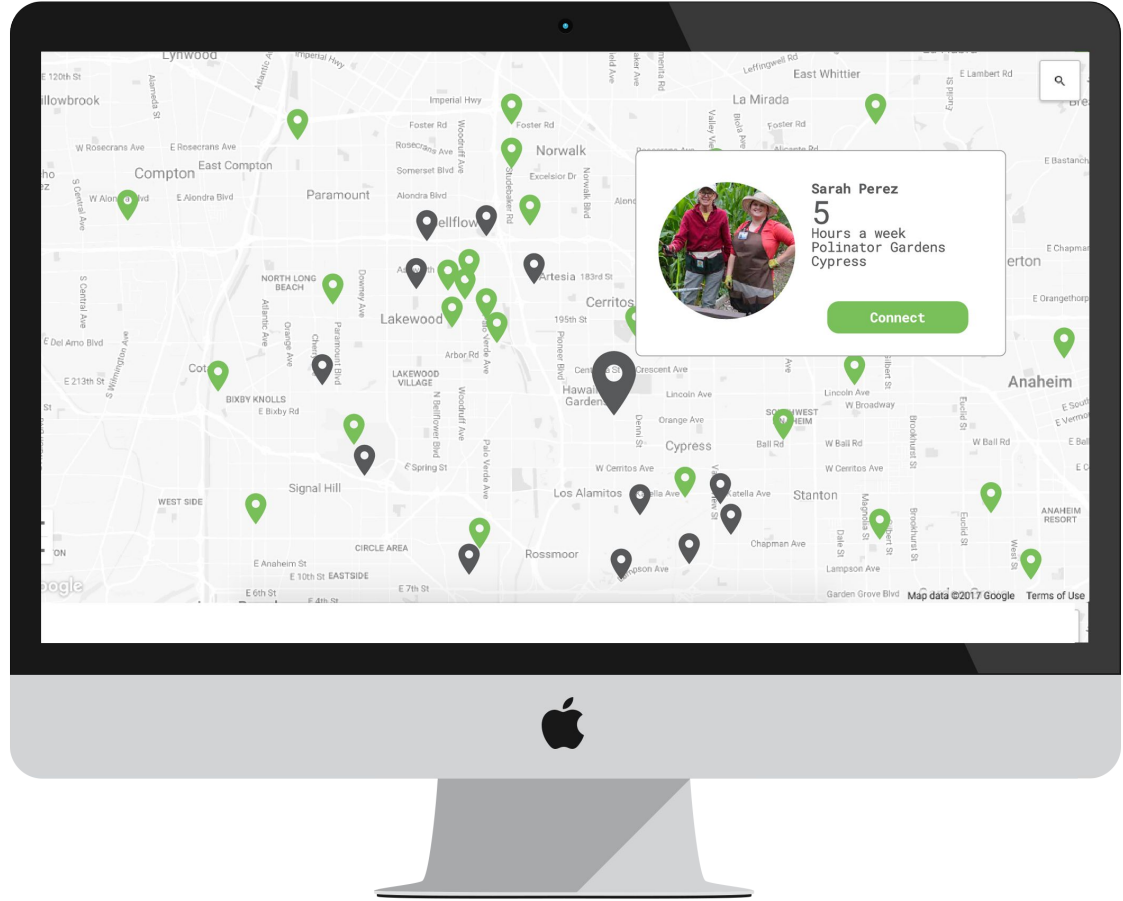
How It Works



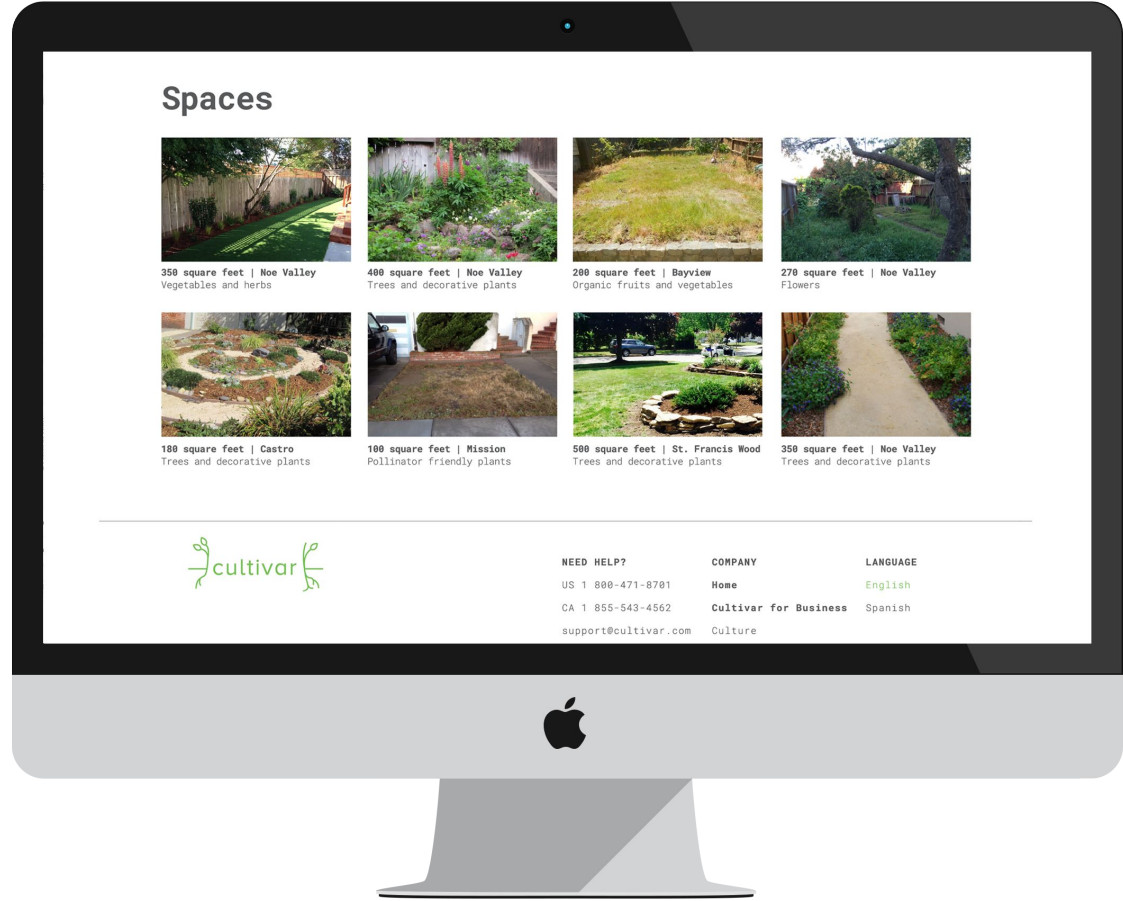
How It Works



How It Works



How It Works



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?



Our Process



Secondary Research



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

Primary Research

8
*Apartment
Dwellers*

5
*Single Family
home owners*

2
*Condo
dwellers*

1
*Landscape
architect*

2
*Community
Gardens
Org*

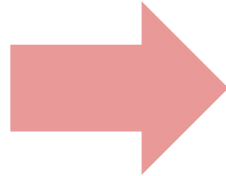
1
*Pollinator
Habitat
Orgs*



Insights

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

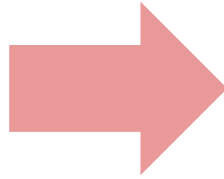
“I was so frustrated with not having any space to garden that I actually purchased about .4 acre of land in another county.”



**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**

  Invite **10** 

-  Home
-  Inbox
-  Neighbors
-  Map
-  Events Calendar
-  Recommendations

LOCAL

- Duboce Triangle
- Local Agencies

CATEGORIES



- Classifieds
- Crime & Safety
- Documents
- Free items
- General**
- Lost & Found
- Pet Directory
- Recommendations

GROUPS

- Browse all 8 groups

© Nextdoor 2017
[About](#) [Blog](#) [Guidelines](#) [Help](#) [Jobs](#)

Post in General

 **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



Please get in touch!

-Frank



Shared with Duboce Triangle + 14 nearby neighborhoods in General

REPLY · 18 

★ Lynn, Shannon, Joanna, and 18 others thanked you

 **Laure Donteville** from Lower Haight/Hayes · 5d ago 
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!
You thanked Laure

 **Mike Kurokawa** from Duboce Triangle · 5d ago 



Prototype - Validation

← Cultivate Garden Sharing Questionnaire ☆ All changes saved in Drive

SEND

QUESTIONS RESPONSES 6

⋮

What is your primary interest in Cultivate? *

- I am looking for space to grow a garden.
- ⋮ I have garden space to share.
- I have time, resources, or knowledge that I would like to contribute to Cultivate.
- Other...


After section 1 Go to section 2 (let's see if we ca...d you some space!) ▾

Section 2 of 5 × ⋮

let's see if we can find you some space!

Description (optional)

⊕
Tt
🖼️
▶️
≡





Social Impact

Theory of Change



**Problem we
are trying to
solve**

Key audience

Entry point

**Steps for
change**

**Wider
benefits**

**Goals for
long-term
change**

Expected Outcomes



Measurable



**Not
Measurable**



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



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

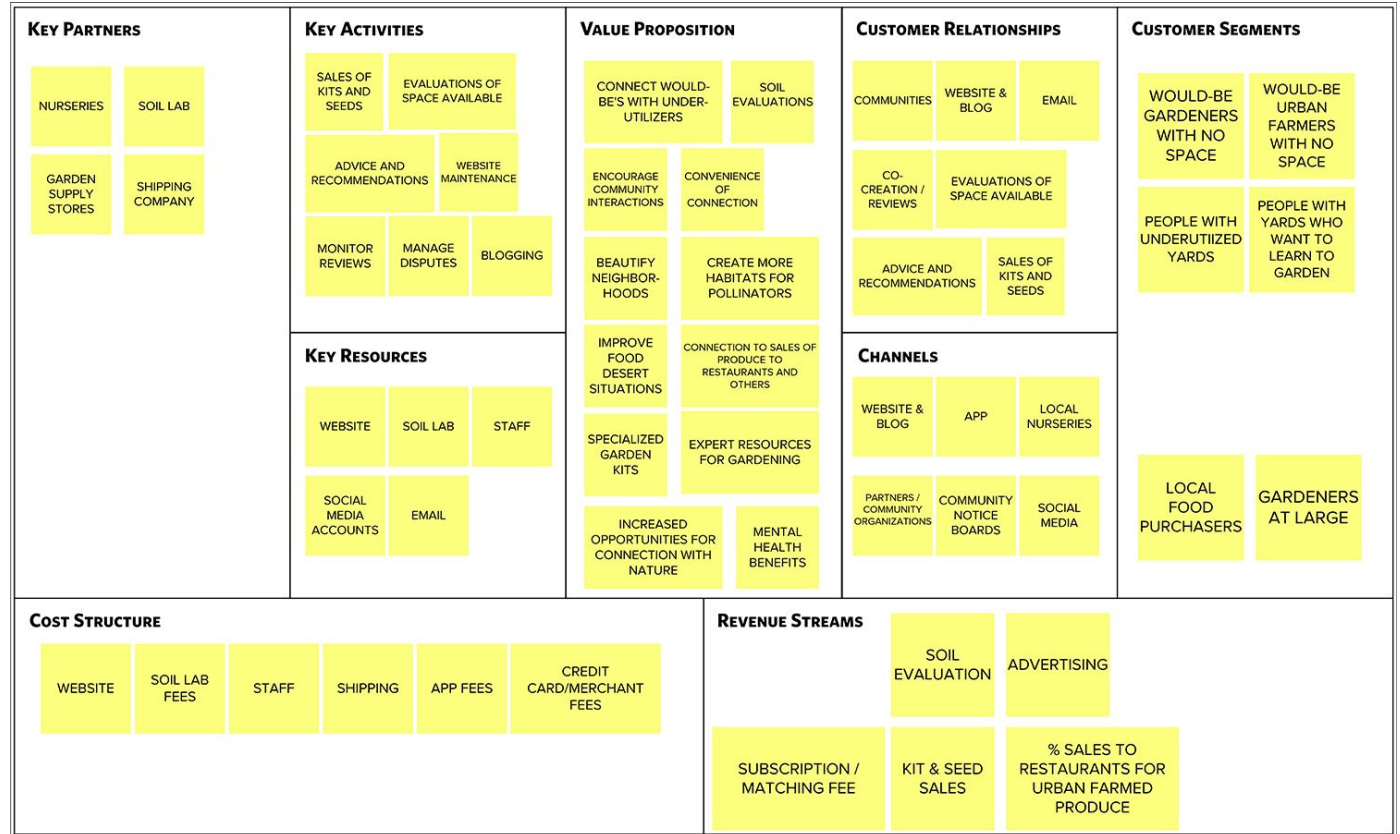


- Access to space
- Knowledge
- Support for gardeners

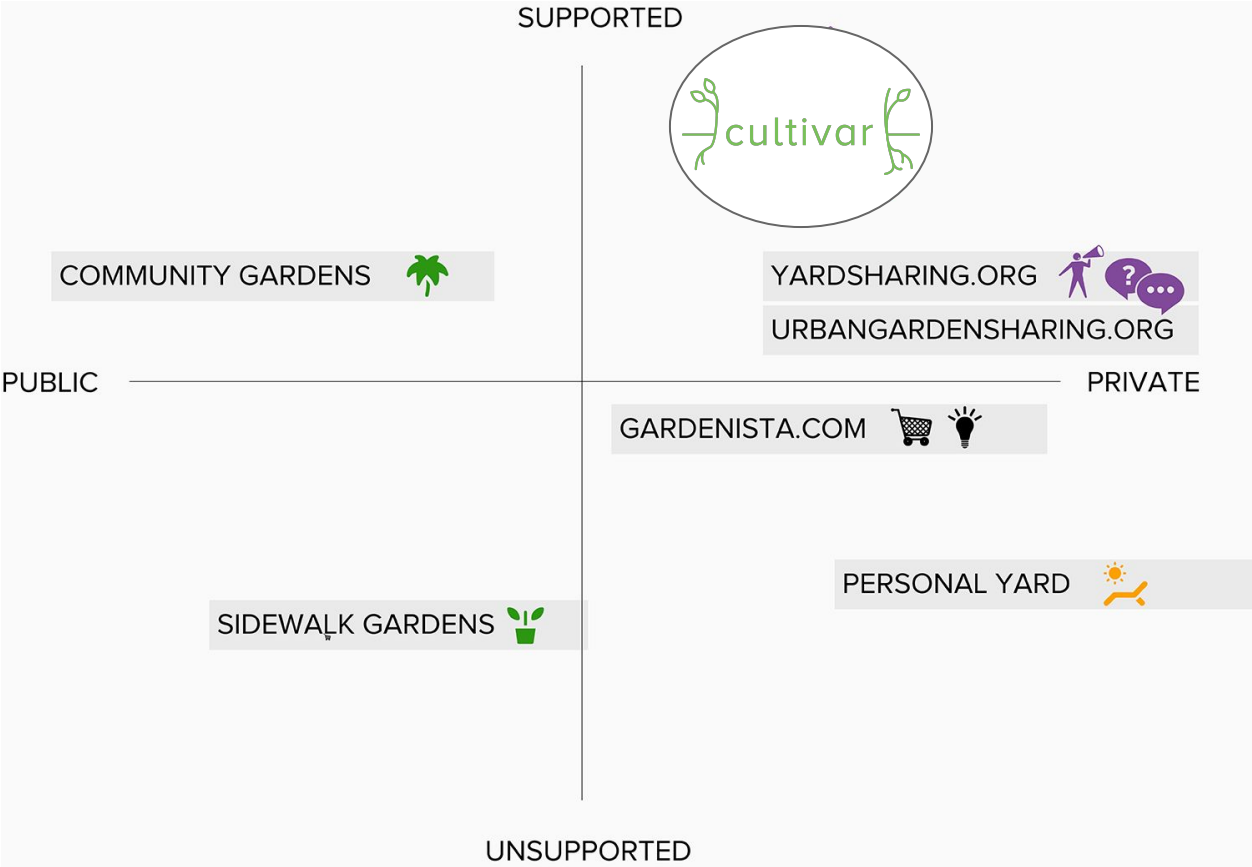


- Access to gardeners
- Support in creating their desired garden
- Opportunities to make money

Business Model



Competitive Analysis



Next Steps



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



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.



cultivar

Thanks!