



Executive Summary

Company Overview: Geo Garden Club enhances community food resiliency by simplifying food growing and sharing for gardeners, reducing costs, and decreasing dependence on external sources. Our dynamic platform serves as a hub for exchanging food, seeds, planting data, and gardening insights, fostering collaboration and increasing sustainability within local communities.

Pain: The cost of food has risen 25% since 2020. Global supply chains are fragile and easily disrupted, creating a serious need for accessible, sustainable food sources. Many people lack the knowledge, tools, or community connections to start and maintain a productive garden. Inefficient gardening is costly and wasteful. Current garden management options are analog, single-season, and don't provide access to local insights.

Solution: Geo Garden Club is a hyperlocal database built from user-contributed gardening plans, observations, and shared resources. It lowers the barrier to entry for beginning gardeners and helps experienced gardeners be more effective by providing tools to support all skill levels. It's community-centered design ensures that gardeners are getting information relevant to where they live.

Company Name: Geo Garden Club, LLC
Address: 3030 Alderwood Ave. Bellingham, WA
Phone: +1 (808) 342-5661
Website: <https://geogardenclub.com>
Email: info@geogardenclub.com
Year founded: 2022
No. of employees: 4

Total seeking: \$30,000 - 125,000

Total raised to date: \$500

Use of funds:

- Marketing: Digital ad campaign, SEO optimization, trade shows and event collateral
- Consultants: architecture and UX review

Revenue: \$0

Cash Flow Positive: 2026

Highlights:

- MVP release in 2024 with 20 users
- Top audience choice at 2024 Bellingham Angel Investors Startup Pitch Competition

Team:

- Jenna Deane, Founder
- Philip Johnson, Chief Software Developer
- Cam Moore, Software Developer
- Joe Dane, Legal

IP/Defensibility: Geo Garden Club is an LLC incorporated in Hawaii with a single partner (Jenna Deane) owning all assets.

The defensibility of our product lies in our domain expertise in organic garden management, garden education, and software development.

Business Model: B2C SaaS with monthly, annual, and lifetime subscriptions.

Milestones:

2021: Ideation

2022: Mockup development

2023: Mockup evaluation and customer discovery

2024: MVP release/closed beta test (Whatcom Chapter)

2025: Version 2.0 release to App Store (Whatcom and Skagit Chapters)





2026: First paid subscriptions (5-8 chapters)

Exit Strategy: Our primary strategy is to position Geo Garden Club for acquisition by a larger company in the tech sustainability sector within 5-10 years. Alternatively, we would offer Founder Buyout if Geo Garden Club has achieved business profits to pay investors for their equity.

Competitive Advantage: Geo Garden Club is both a garden manager and community builder tool. Unlike competitor offerings from Seedtime and Old Farmers Almanac, it creates a library of local gardening data crowdsourced from chapter gardeners. Unlike Reddit and other social media groups, it provides data-informed insights to common gardening questions. Product lock-in by:

- Personal database of gardening data
- Access other garden data produced by other local gardeners
- Not for seed company marketing

Competitive Landscape:

				
Local insights	✓			✓
Access control	✓			
Resource sharing	✓			
Multiyear planning	✓		✓	
Seed saving support	✓			

Target Customers: Geo Garden Club targets two distinct groups “serious” gardeners and those interested in accessing surplus harvest.

- Serious gardeners are individuals passionate about growing food and aren’t interested in profit.
- Non-gardener users may value local food, looking for ways to connect to their community, or food insecure.

Market size: Home food production has roots in every culture. In the U.S., about 35% of households engage in vegetable gardening, equating to about 42 million households. Market trends show spending on gardening has increased significantly, with Millennials and Gen Z driving interest as part of a sustainable lifestyle.

The market size is significantly larger when including those seeking surplus harvests. Community members who are not interested in gardening, but desire fresh foods represent an additional market segment.

Expansion into international markets is anticipated in 2030 (Japan, Europe) or earlier (Canada).

Financial Projections:

	2026	2027	2028	2029	2030
Revenue	240K	750K	750K	3M	10.5M
Expenses	150K	175K	275K	500K	750K
Net Revenue	90K	575K	475K	4.5M	9.75M