



# ROOTS DOWN

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**Every year, Americans spend \$120B on landscaping services.**

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DOWN**

# **And what do we get for \$120B?**

- **Atmospheric carbon**
- **Flooding issues**
- **Soil erosion**
- **Polluted waterways**
- **Low-paying jobs**
- **Increased rates of asthma**
- **Noise pollution**
- **An alarming rate of biodiversity loss**
- **A lot of barely-used lawns**

**Landscaping is one of the most dangerous, wasteful, and environmentally-destructive industries in the US.**

**The industry needs to change.**

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**Roots Down *is* the change.**



***We build educational tools that teach landscapers and their clients how to adopt more environmentally-friendly ways of designing and maintaining landscapes.***



# How we do it.

## For Landscapers

*Nested certifications in design, install, and maintenance offered through community colleges and tech schools.*



**Our educational content**

## For their clients

*Free and Premium courses on a variety of eco-literacy topics delivered through the Roots Down app.*

# **Current landscaping market.**

- **660K landscaping companies**
- **1.5M landscaping workers**
- **Less than 3% are ecological landscapers**
- **Over 40M eco-conscious US homeowners**
- **No currently accepted certification for ecological landscaping**





# The competition.

|  | Roots Down | Thrivelot | ReScape | Wild Ones |
|--|------------|-----------|---------|-----------|
| Landscaper training and certification  | ✓          |           | ✓       |           |
| Eco-landscaping specific   | ✓          | ✓         | ✓       | ✓         |
| Educational toolkits for commercial, institutional, and government landscaping clients | ✓          |           | ✓       |           |
| Engages homeowners   | ✓          | ✓         |         | ✓         |
| For profit   | ✓          | ✓         |         |           |

# How we win.

## **Engaging landscapers where they are.**

*Our certification pathway gives landscapers achievable steps to adopting more environmentally-friendly processes.*

## **A brand that sticks out.**

*Our award-winning brand stands out in the climate-action community for its color, humor, and energy. This is part of our strategy to attract property owners by making landscaping fun and engaging.*

## **Powerful partners.**

*Our strong relationship with DeKalb County ensures that we have a large sandbox to test ideas, products, and strategies at scale.*

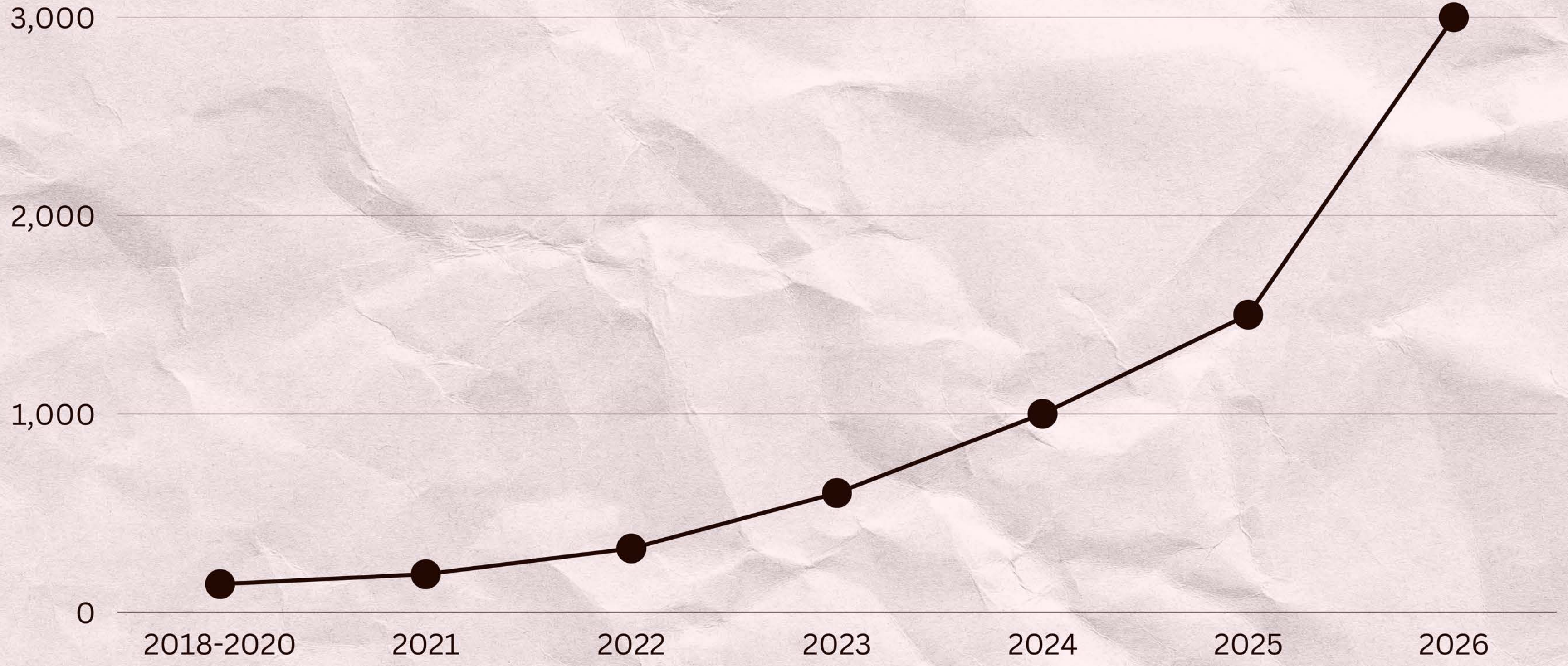


# Traction.

- ***Closed multi-year educational consulting contracts with DeKalb County, the 2nd largest county in Georgia, and secured official commitment to transition the county's entire library portfolio to ecological landscaping.***
- ***Launched Level 1 maintenance certification in partnership with Georgia Piedmont Technical College.***
- ***Over 130K square feet converted at 10 pilot sites in DeKalb County.***
- ***Raised over \$105K in outside funding.***

# Revenue projections.

(in thousands)



# **What's the money for?**

## **Launch additional certifications**

*By the end of 2023 we will complete and launch all 9 certifications on our development pathway. In order to do this, we will need to hire key personnel in adult education and landscape architecture.*

## **Drive landscaper certification sales**

*We will hire sales staff to grow our landscaper certification sales.*

## **Grow content library**

*Develop more micro-courses and toolkits for different verticals.*



# **By the end of 2023 we will have...**

- **100 certified landscapers**
- **Consulting contracts with at least 4 DeKalb County Commissioners**
- **1000+ users on the Roots Down app**
- **Landscaper certification pathway completed**
- **\$1M in lifetime revenue**

# Our founding team.

**Jamie Rosenthal**  
*Chief Executive Officer*

Jamie is an experienced permaculture and urban agriculture professional with over 20 years designing, installing, and maintaining food forests and pollinator habitat. He holds several permaculture design certificates, and is a noted public speaker and expert on permaculture design.



# Our founding team.

**Tres Crow**  
*President*

Tres is an experienced sales and marketing professional, specializing in helping new brands find their unique voice. Architect of the Roots Down brand, he's deeply committed to the power of brand to communicate value.





# Our founding team.

**Kim Morrison**

*Lead Investor/Advisor*

Kim is a serial entrepreneur who has worked in the real estate development field for almost eighteen years. Starting in semi-industrial development and expanding to residential development in 2016 following her passion for efficiently designed spaces and communities. She is the Founder of the MicroLife Institute.





before



after

before



after



before



Food.  
Earth.  
People.



after

**ROOTS  
DOWN**

Come join the

# Fruitful Communities

Movement





# ROOTS DOWN

## CONTACT

**Tres Crow**

*President*

**(734) 649-7298**

**[tres@rootsdownnga.com](mailto:tres@rootsdownnga.com)**

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