

Green City Growers



FOUNDED: 2008

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Green City Growers (GCG) transforms unused space into thriving urban farms, providing clients with immediate access to nutritious food, while revitalizing city landscapes and inspiring self-sufficiency.

GCG has carved out a space in the \$13.5 billion organic fruit and vegetable market by addressing the increasing demand for immediate access to fresh, nutritious food. Quality organic produce is expensive and difficult for the average family to procure. By bringing the farm to the consumer, GCG increases access to produce and fosters a stronger connection between people and the food they eat.

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With Green City Growers' help, my children now know where their food comes from.

Quentin, Wellesley, MA

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Green City Growers' customers include urban and suburban homeowners, corporate wellness programs, schools, eldercare and healthcare facilities, and restaurant/food service providers. Income is generated from production and installation of physical gardens (raised beds, cold frames, and rooftop farms) that convert into maintenance services. Consulting and educational programming, sponsorships, and the sale of supplementary products provide additional sources of revenue.

GCG envisions a world where lawns, rooftops, and vacant lots become common and productive places to grow food, and people from all walks of life have access to a network of sustainable farms, fueling personal and environmental health.

INVESTMENT OPPORTUNITY

Green City Growers is seeking \$300,000 to grow in the Boston area and expand to additional northeastern cities. Funds will be used to build on our successful commercial business, fuel marketing campaigns, and scout and establish branches in targeted northeastern markets. We will also reduce cost of goods sold while raising the quality of our services through research and development, as well as equipment purchases.

Selected investors will be added to our advisory board and provided with garden installations and services.

GCG is profitable and anticipates sufficient cash flow to provide an attractive rate of return to investors.

LEADERSHIP & GOVERNANCE

CEO and co-founder Jessie Banhazl is a Smith College graduate and credits her experience in TV production for preparing her for the complexities of building a successful business in a recession. An experienced senior management team is led by COO Scott Lamer and VP of Marketing & Sales Lyndsay Rose. The horticultural expertise of a team of eight experienced farmers/educators adds to the quality of services provided.

Advisory Board

- Jody Adams *Rialto/Trade*
- Kathy Cromwell *TA Associates*
- Robert Costello *Costello & Landrigan*
- Janet Cathcart *JWC Consulting*



KEY INVESTORS, CUSTOMERS, AND PARTNERS

- WHOLE FOODS
(17,000 SQ. FT. ROOFTOP FARM)
- HARVARD PILGRIM HEALTH CARE
- CITY OF SOMERVILLE
- AMERICAN HEART ASSOCIATION
- MASSACHUSETTS MEDICAL SOCIETY
- SEAPORT HOTEL AND
WORLD TRADE CENTER
- MASSACHUSETTS GROWTH
CAPITAL CORPORATION

Company History

Green City Growers began in 2008 when founder Jessie Banhazl was inspired by a few ambitious farmers who had started businesses installing and maintaining vegetable gardens for homeowners on the West Coast. Since then, GCG has installed over 400 raised beds and worked with hundreds of homeowners, businesses, schools, and restaurants in eastern Massachusetts. The company formally partners with Recover Green Roofs, a Somerville-based green roofing business, to install GCG vegetable farms on rooftops, and is slated to maintain the largest rooftop farm in New England for a national supermarket chain in the summer of 2013.

Green City Growers is currently the only business of its kind and scale in the Northeast. It is also the only urban farming business with a successful track record and experience in adapting to issues unique to urban and suburban areas. Experience, a scalable, recurring-revenue business model, and targeted educational programs continue to differentiate GCG and add critical value.

Financial Sustainability

To date, GCG has grown 50 percent per year via word of mouth, local and national press, and tabling at events and food markets. Additional exposure comes from major partnerships like Harvard Pilgrim Health Care and Whole Foods Market. Upwards of 90 percent of customers are retained annually via extended contracts and exceptional customer service, yielding significant recurring revenue. The company reached profitability in 2012 by executing its plan to cut product costs, increase client retention, and keep expenses level.

Green City Growers is primed to grow dramatically over the next few years. For the past four years, time, care, and funding have gone into properly developing the company and setting in place an infrastructure geared towards high growth and profitability. GCG focuses on customers in a 50-mile radius around cities with over 200,000 in population. With localized advertising and targeted outreach campaigns, GCG conservatively estimates that it can capture at least two additional markets in the next two years and up to fifteen markets within five years. Managing costs and securing intellectual property will enhance profitability as the company grows and maintains its position at the forefront of the urban farming industry.

FINANCIALS	2012	2013	2014	2015
REVENUE	252K	450K	900K	1,800K
EXPENSES	225K	400K	781K	1,455K
NET PROFIT	27K	50K	119K	345K