

A World Covered in Ecological Units

An Evokation by

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Forward from the Head Instigator

I believe that everyone should have access to the sort of information they need to grow plants. I believe that the knowledge should be simple and straight-forward. I believe that it should be easy to implement and easy to copy. I believe that you, black thumb and all, should be able to put a seed into the ground and it will grow all by itself because that's what plants DO. They want to grow.

I believe that you should have access to fresh, inexpensive and healthy food. I believe that there are too many wasted, disregarded and underutilized spaces in our environment. I think we can do so much better than we are doing right now. I want to help you take over your food situation. I want to help you take over your outdoor spaces. I want to help you take pride in your environment. I want you to say, "I grew that." I want the produce bin in your fridge to be so overflowing with vegetables that you make friends with your neighbors in order to give it away.

I want you to be able to walk down your street and pick a fully ripe apple from a tree lining your street and have a quick snack. I want you to listen to the birds nesting in the native bushes along a driveway, which feed them better than you can. I want you to be able to find a wooded area that would have been turned into a farm to feed you; and spend an afternoon in the shade, listening to crickets; and at night watching the lightning bugs switch on and off, on and off.

I believe that even you can grow something. And what's more, I think you need to grow something in order to feel connected to your world, your life and yourself.

Our mission is to help cover every bare square inch of soil in the human built landscape over the entire world, in site-specific, area-developed, community-supported, inexpensive plantings. Whether they are garden, food forest, native, flower or landscape plantings in pattern and design, they need to ensure food for the hungry. They also need to provide natural remedies, contribute to clean air and balanced soil, preserve the earth for the future, help curb carbon dioxide in the atmosphere, replace dwindling species, repair degraded ecosystems and protect the wild areas that are remaining.

Ursula R. Kochanowsky,

Head Instigator and Head Gardener

Eco Logical Unit

Executive Summary

Founding

Eco Logical Unit was founded on March 24th, 2010 by Ursula R. Kochanowsky and R. Gabrielle Reed. We are a volunteer organization based in Tallahassee, Florida operating out of donated space to develop a website. This will function as an information distribution center, gardeners' network, and repository of area-specific and ecologically sound information. It will cover topics such as the selection of plants for a designated space, preparation of ground for planting, and care of plants during the growing season, to assure sound protection of the soil. It will redistribute the information, plants, and seeds in a form that is easy to use by a novice. A network of gardeners will test and maintain gardens, and provide expert advice to novices when problems arise. Users of our website will also be able to design a garden layout and gain access to others' specialty-use designed spaces.

Preservation and Dissemination of Plant Knowledge

We have a copy of the USDA Database in SQL with 75600 Plant entries, a Domain name, several of the website forms finished as well as a good start on the website design and actual tomcat framework.

We aim to change how planting information is stored, recorded and produced. 'Green revolution agriculture' has almost completely destroyed food paths, locally developed seed varieties and food ways as well as local agricultural designs. That, coupled with the fact that now farmers have to earn a degree in order to manage their food production systems, means that food production has been taken out of the hands of the unschooled individual, leading to starvation and a cycle of endless dependence on handouts.

We will help to preserve local planting patterns; the species and varieties used, as well as care instructions and redistribute them in an open platform. It is vital that any person in the world can pick up seeds and plants and know they will produce something that will thrive in their bioregion.

As the climate changes and areas undergo massive stresses and fluctuation, we will need an information system to redistribute planting information quickly, based on what the planting sites are doing, to assure food stability.

Increasing the Food Supply

Typical gardening Individuals do not grow just one type of plant, they grow upwards of 30 and they do not need to grow as much as a person doing subsistence agriculture. They need to grow enough to take the edge off the disruptions to food distribution systems.

They need to grow enough to assure a diverse local ecological mix to survive climate change.

Designing Ecologically Sound Gardens

Basically, the collection of planting patterns has never been undertaken before. The idea that you can plant in patterns and that plants do grow in patterns and are more resistant to environmental change when they are grown in patterns, is something only realized in the 1970's. The permaculturists failed to make a difference, because after they taught an individual how to plant in these patterns, the individual was only capable of designing after they'd spent years studying, and then only for their biological regions. Unfortunately, they would keep that information until after they'd been paid for consulting.

But these patterns already exist and can be built upon for future agro-ecological complexity. They exist in all parts of the world: from a 300-year-old food forest to the Amazon food jungles; from your aunt's back yard garden to a xeriscaped lawn in Arizona. They need to be coded and preserved and redistributed. By creating a simple platform to collect, code them and share them with anyone, you spread what already works for a given area, without needing to do a whole lot of research or spend years studying, because you're building upon the work that others have already done.

Implementing Ecologically Sound Gardens

Before then, the explorers of the natural world thought that plants could be separated out of context and ecology and still grow well. They can indeed be grown, it's simply that those plants need more time, energy and input in order to be kept alive outside of their bioregions.

Current agricultural practices are moving towards agro-ecological, and I expect as time moves on, more complexity of ecology will be added.

What an expert gardener network, ecologically sound garden plans and easy to use novice tools can do

So it's simple. Design a website that uses the current plant databases of the world, make it easy for anyone to add a plant into a pattern, determine the ecological benefits of that pattern, and then publish the pattern. Design the website so that the patterns are easy to search, based on the plants in that pattern's needs and geological location, as a whole unit. Because the databases have this information already, it's a matter of tying two ends together. Add a feedback mechanism to filter out bad patterns. Provide master gardeners and other authorities with showcase space, product space, and leverage their knowledge to rate those patterns for their areas; then plug that pattern into a growing land site which fills those needs.

A novice gardener is daunted by what is out there. All that any individual really needs to know, is what type of garden they want, and the characteristics of the planting site - the answers to 6 questions. From this they can get complex patterns that work for their area with instructions. And best yet, an individual with experience could tailor those parts of the patterns that they do not want, and create their own new patterns.

One step up from that is creating diverse self-supporting ecologies. This can be done easily if you code the rules into what can be selected on the website, and use the patterns or "units" as the base. This is the concept behind guilds.

Seed sharing and Plant Redistribution

But this website, once it is built, can do more. It can let anyone within a given biological region know where they can see these patterns in action. The people who publish patterns can use the website to let people know they have plants to sell for those patterns, to anyone who comes by.

Further, the website can act as a massive seed redistribution platform. Based on the amounts of seed a pattern might need, costs can be reduced for implementation. If it is more economical, however, people in the same biological regions can buy seed from the pattern coders.

A Staff with Proven Potential to Succeed

- Our website developer has 10 years' experience of database website integration for IBM.
- Our gardener has been exploring and using web planting information for over 14 years.
- Our creative director has been involved with computer information systems for 5 years.
- Our manufacturing director has over 20 years experience.

If we can't figure out how to accomplish this, we invite anyone in the world to Join our efforts. The world needs this. Help us!

Future Plans

- First develop the website for the United States using the USDA Database, Bug/Plant interaction database for the UK
- Research ecological factors that need to be present and add attributes to the existing database like nutrient contributors, insect and bird attractors for examples.
- Prepare Non profit status on state and Federal levels
- Start in Tallahassee, Contact and Create accounts for Local Gardeners, Farmers, Nursery Employees, Landscape Design Firms, IFAS, Master Gardeners, Garden Non-profits
- Do outreach for Tallahassee Residents
- After a testing and evaluation period, launch a massive grassroots initiative to capture the attention of people who already have growing information, "Have you seen my Garden?"
- Develop website and applets to be useable by cell phone
- Contact and work with local gardening groups to spread plantings into all areas of urban landscapes in other cities and towns
- Find and utilize other world plant databases
- Then develop website to be useable by other continents and bioregions of the world while preventing piracy and ecological plundering
- Franchise the creation of tabs to local area providers of seed and plants in the developing world
- Liaison with NPOs on the ground to spread plants and plantings in culturally appropriate patterns in public and community tended spaces

Market Analysis

Industry Description and Outlook:

Primary Industry is information redistribution. Secondary Industry is seed sales.

If I wanted to pay \$3,800, I could get a study from <http://www.freedoniagroup.com/Seeds.html>.

Here's a USDA short extract on seed market size in the United States: <http://www.ers.usda.gov/publications/aib786/aib786g.pdf>.

Major consumer groups are individuals, gardening groups, farmers, governmental organization, schools.

Target market:

Individuals in the US not affiliated with gardening groups, who buy full packets of seed each year.

Target market lacks specific, applicable, easily implemented information. They also pay full price for seed which they will not plant.

According to the National Gardening Association, there are 90 million households in the US with a yard and garden. Approximately 35 million are conventional gardeners, while 5 million are organic gardeners. The remaining are a mix of hybrid and other types of gardeners.

Gardeners get the itch to plant during winter and do major planning and seed buying then. Summer and fall is slow.

Here's a year-long study of one family's expenditures in terms of seeds, fertilizer, water usage, time spent weeding, tending, harvesting, the amount of food harvested, and the cost equivalent of food bought from the store. <http://www.getrichslowly.org/blog/2008/01/06/year-long-grs-project-how-much-does-a-garden-really-save/>. About \$318.43 is what they spent for a year on their garden. They spent \$27.30 for seeds, however they had several seed packets left over from the year before. The seeds lose the ability to germinate in subsequent years.

Market share:

Gardening has a market share of 10 to 20% according to this quick search:
<http://forums.gardenweb.com/forums/load/tomato/msg0216052025643.html>.

So let's say people that had trouble gardening and dropped gardening, are between 5% and 10% of the total US population, meaning between 15 million and 30 million.

Of all beginners - 80% buy something they think is easy, and 20% will research and construct something complicated. We would gain market share by providing something that takes the guess work out of early planting issues, such as planting depth, number of seeds and spacing fewer seeds, but in a selected configuration, in a targeted fashion, making it much easier and cheaper than buying the number of full packages of seeds for full price, with its resulting confusion and waste.

Pricing and gross margin targets:

The majority of the products will be a plan that comes in complete packages of labeled plant tabs for a particular zone for a particular purpose, with the added benefit of being an ecologically sound mix. The Labor for the production of each of the tabs is 20 cents. Seed costs for each tab are between fractions of a cent to 7 cents. By selling tabs at 40 cents a-piece, 4 seeds per tab, the gross return will be 13 cents per tab. By setting up a recycling location for surplus seeds from small growers, and by buying in bulk, seed prices per tab will drop.

We would also offer the opportunity for gardeners in their areas to "patron" a unit for which we do not have seed in stock, to purchase seed at full price per package, with 5 units worth of tabs to be sent to the patron and the remainder of seed to be made available for the price of the unit.

Further, for 20 cents per email, we would allow local Plant nurseries to direct market-sell to people who request price information of live plants for a specific unit. For 35 cents per email, plant nurseries could list plant availability for units or guilds they did not create with 20 cents going to site maintenance and 15 cents going to the original creator of the unit or guild each time a person requests 'where to purchase' plant information.

Methods to reach target audience:

- Infiltrate local plant nurseries with a chance to market to their areas, and by marketing to their areas, they market us.
- The EcoLogicalUnit.com website would be the main method.
- Google AdSense would also be used.
- Direct contact with gardening non-profits, providing partnerships, wiki space and member pages.
- Links in major web gardening sites.
- We could do a Television spot if we ever got big enough - be on the "Morning Show"; use workshops to use your product - through Nurseries, Home Depot, Lowes, etc.
- Go on talk shows, volunteer for NPR telethons and sponsor a gardening show.
- Have a representative table at Garden shows and Farmer's markets

Purchasing cycle of potential customers:

They need fresh seed every year for optimal germination. They need just enough seed to grow a good personal supply of produce. They need to not lose track of such small amounts of seed.

Trends and potential changes to target market as well as secondary markets:

Because this is such a wide open market, I expect within a very short period of time, we will have competitors. Our biggest offering will be the ability for people to design their own gardens and these will be infinite in variety. So unless someone else designs a better site and finds a better way to market to our base, then we will have dominance.

Secondary markets include farmers, non profits, gardening groups, governmental organizations involved with green spaces, philanthropists.

Market tests:

Time of year is also critical.

Potential customers contacted, information on demonstrations given, how important it is to satisfy target markets needs, and the target market's desire to purchase products or services at various prices...

Lead times:

For garden patrons, because we don't have the seed, 1 month.

For those purchasing units in stock, 4 days.

Volume purchases, 1 month.

Competitive Analysis:

The <http://www.heirloom-organics.com/> site already sells seed in garden packages. These packages however are still full amounts of seed and the packages are still \$30 and up. They also are limited in the varieties of seed packages they offer.

They, however, have capitalization in seed which we do not.

Besides that, there are no other key competitors.

I expect that major seed companies, after a time, will use our site to do market research in creating generic seed units for specific locations. However they will have to do the hard work of reaching markets individually, whereas visitors to our site will have the chance to purchase immediately.

We will have to create consumer awareness.

We will have to keep our standards high.

We will have to develop the financial resources.

We will need to find key personnel.

We will need funding. It will take time to set up the business. Customer resistance might be a problem. There are no existing patents or trademarks.

Regulatory Restrictions:

We cannot ship plants across state lines. We cannot ship seeds across international borders. We will need to keep seed sanitation a priority, to prevent deadly virus and bacteria transmission to all parts of the US.

Company Description

Eco Logical Unit is an environmentally aware company with active social networking, education, information technology and sales components.

This business will succeed because there is a very large untapped market for area-specific gardening information and the resources to implement inexpensively.

We plan to satisfy our target market's needs by providing users with access to pattern planting plans known as units, which have already been created and tested by other users. Our target market is anyone who thinks they have a black thumb, and has a few square feet of growing area nearby.

Our website will be our connection to these people.

Organization and Management

Organizational Structure:

Ursula- Head instigator

Gabrielle- Secondary Instigator and Chief Mischief Maker

Jason- Code Monkey and all around great guy

Daniel- Layout Man

Sam- Breaker of websites, destroyer of worlds

Romas- The man with the plan

Gene- Real world expert and general nay-sayer

J- Name changed to protect the innocent

Amy- Accountant extraordinaire

Nick- Wiki Wizard

Wintermute- Go between

Ownership Information:

[http://en.wikipedia.org/wiki/501\(c\)](http://en.wikipedia.org/wiki/501(c))

This section should also include the legal structure of your business along with the subsequent ownership information it relates to.

- Names of owners: Ursula R Kochanowsky
- Percentage ownership: All the way
- Extent of involvement with the company: Its hurting her Health
- Forms of ownership : Do non profits have forms of ownership?

Management Profiles

- **Name: Ursula**
- Position: Coordinator- organizer- redefiner- chief worrier
- Primary responsibilities and authority: Making sure everyone has what they need to work
- Education: Bachelors Degree, Studio Art, FSU

- Unique experience and skills: Sales, Gardener, Uncertified Permaculture designer, Artist
 - Prior employment: Education specialist, Photography Sales Associate, Office Manager, Executive Assistant, Book Keeper
 - Special skills: Analytic mind, Perceptive, Discerning
 - Community involvement: 7 years volunteer experience
 - Number of years with company: 1.5 months working on this
 - Compensation basis and levels: Do it because you love it, i'm not getting paid
-
- **Name: Gabrielle**
 - Position: Always learning and picking apart why things work
 - Primary responsibilities and authority: Fill holes
 - Education: Currently working on a PHD in computer Sciences from FSU
 - Unique experience and skills: Gardener, always optimistic
 - Prior employment: worked on start up team for tech business, education specialist, IT Help desk, Radiation Physicist, Fire, Health and Safety Inspector
 - Special skills: Getting things done that have not be done before
 - Past track record: Sterling
 - Community involvement: Women in Science 6 years, educational programs 15 year volunteer experience
 - Number of years with company: 1.5 Months
 - Compensation basis and levels: Doing it for the time to spend with her daughter
-
- **Name: Jason**
 - Position: Making dreams come true
 - Primary responsibilities and authority: Overseeing physical coding of website
 - Education: Bachelors Computer Science from FSU
 - Unique experience and skills: 10 Years consultant for IBM
 - Prior employment: HomeDepot, 5 other internet startups when those took off before the bubble burst
 - Special skills: building working web application
 - Past track record: you would not believe it if I told you
 - Number of years with company: 1 Month
 - Compensation basis and levels : A happy, fulfilled, optimistic girlfriend
-
- **Name: Daniel**
 - Position: Java Applet development
 - Primary responsibilities and authority: Make the layout tool for the website
 - Unique experience and skills: Long time programmer
 - Special skills: Being willing to work with a complete stranger
 - Past track record: A pleasure to work with
 - Community involvement: Evoke Network
 - Number of years with company: 1 Month
 - Compensation basis and levels: Wants to change the world
-
- **Name: Sam**

- Position: Website testing
 - Primary responsibilities and authority: Make sure the code is sound
 - Education: Bachelor Computer Science for FSU
 - Unique experience and skills: Polymath, Poly-coder, Hacker
 - Prior employment: Math/physics/computer science Tutor, Book Keeper
 - Special skills: Boundless Understanding
 - Number of years with company: 1 week
 - Compensation basis and levels: Doing it to see a friend succeed
-
- **Name: Romas**
 - Position: Project organization and oversight
 - Primary responsibilities and authority: Whatever he feels like doing
 - Education: Engineering Degree from Champagne-Urbana
 - Unique experience and skills: Endlessly Patient
 - Prior employment: road engineering for Champagne-Urbana, Computer software engineering,
 - Special skills: Project management
 - Past track record: Successful completion of lots of projects!
 - Community involvement: SCA, 5 years volunteer
 - Number of years with company: 1.5 Months
 - Compensation basis and levels: Seeing excited people
-
- **Name: Gene**
 - Position: Ideas bouncer
 - Primary responsibilities and authority: To pick apart and see how to make it actually work and provide feedback
 - Education: 1 Class short of a Masters in Math and Physics from FSU
 - Unique experience and Skills: Business Starting and Management, Computer Engineering, Software Engineering
 - Prior employment: Created NRT now Telegent, ISC and Solution Sciences, Inc, Contractor for the State of Florida
 - Special skills: Reality Check
 - Past track record: Not one to skimp on the realism
 - Community involvement: Past President of Tallahassee Astronomical Society, community outreach
 - Number of years with company: 1.5 Months
 - Compensation basis and levels: Wants a successful daughter
-
- **Name: J**
 - Position: Name removed to protect the innocent
 - Primary responsibilities and authority: To look for a good lawyer for Non-profits
 - Education: Currently working on Law Degree at FSU
 - Unique experience and skills: Legal Aid and Confidant
 - Prior employment: Law offices
 - Special skills: Contact Juggling, juggling and reading
 - Past track record: every one drops the ball a few times

- Community involvement: Part of Tallahassee Gaming Group
 - Number of years with company: 1 week
 - Compensation basis and levels: Someone to do archery with
-
- **Name: Amy I'm going to refrain from filling this out until I get her on board**
 - Position (include brief position description along with primary duties)
 - Primary responsibilities and authority
 - Education
 - Unique experience and skills
 - Prior employment
 - Special skills
 - Past track record
 - Industry recognition
 - Community involvement
 - Number of years with company
 - Compensation basis and levels (make sure these are reasonable - not too high or too low)
-
- **Name: Wintermute**
 - Position: the communicator
 - Primary responsibilities and authority: to keep conversation open between nick and this project
 - Education: Graphics design at Boston College of Arts and Design
 - Unique experience and skills: Empathy, Delegating
 - Special skills: Patience
 - Community involvement: Evoke Network
 - Number of years with company: 1.8 Months
 - Compensation basis and levels: Wants to change the world
-
- **Name: Nick Heyming**
 - Position: Keep Gratitude Gardens alive
 - Primary responsibilities and authority: Create the base that can enter information into site
 - Unique experience and skills: non-profit running, inspire people, be excited
 - Prior employment: Growcology
 - Special skills: Endless energy
 - Past track record: One of the highest ranked players in the game
 - Community involvement: Evoke Network
 - Number of years with company: 1.8 Months
 - Compensation basis and levels: Wants to change the world

Board of Directors' Qualifications

The major benefit of an unpaid advisory board is that it can provide expertise that your company cannot otherwise afford. A list of well-known, successful business owners/managers can go a long way toward enhancing your company's credibility and perception of management expertise.

If you have a board of directors, be sure to gather the following information when developing the outline for your business plan:

- Names
- Positions on the board
- Extent of involvement with company
- Background
- Historical and future contribution to the company's success

I Propose Jancy Ter Louw

Past President of Tallahassee garden club, Leadership position in SCA Sceneshaw and Baroness,

Catering and health entrepreneur, Volunteer Tallahassee museum.

Marketing and Sales Management

Overall market Strategy:

Market penetration: Infiltrate local plant nurseries with a chance to market to their areas and by marketing to their areas, they market us.

Google adsense

Direct contact to gardening non-profits, provide partnerships, wiki space and member pages.

Links in major web gardening sites.

We could do a tv spot if we ever got big enough - be on the "Morning Show", use workshops to use your product- through Nurseries, Home depot, lowes etc.

Go on talk shows be on the "Morning Show", and volunteer for NPR telethons and sponsor a gardening show.

Have a representative table at Garden shows, Farmer's markets and Fairs

Brochures, fliers

Have you seen my garden? :

Growth strategy:

Get the website into working function.

Apply for Grants and Funding to get off the ground. Earn enough to pay people a fair wage for their labor.

Take donations of seed and negotiate for lower seed prices.

Allow people to become "patrons" of units for their areas. By buying a unit as if it were full price to buy each seed packet, they will enable up to 62 people to buy it for 15 dollars each while increasing the number of species we offer by 13!

Franchise strategy: In other parts of the world, contract out tab making for their local ecologies and set them up as local unit distributors. This will get around shipping seeds across international borders. This will drop tab price. In certain parts of the world

MISSING!!!



Have you seen my Garden?!

I want to grow something but theres a lack of good Information for my area!

Please go to www.ecologicalunit.net and post pictures, layouts, species, cultivars and where you bought stuff to help me find my Garden!

Sincerely,
A Future Local Gardener

www.EcologicalUnit.Net
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we want to lower this so a unit is 3 dollars or less. We use inexpensive labor to increase food supply.

Horizontal strategy: Work with gardening groups, give them the printed sheets and let them apply seed for units for their areas. Then we can just sell bulk seeds and printed materials at printing, handling and redistribution costs.

Horizontal Strategy: For those people who have plants they wish to sell for Units/Guilds they create, they can use us as a marketing strategy.

- E-mail reference for those interested: .20 cents
- A nursery can also tag an existing guild/unit they've created as they carry the items

Horizontal Strategy: Allow Plant Nurseries to price out the cost for plants for units or guilds someone else has created and pay the creator for their design.

- E-mail reference cost: 35 cents (20 for site, 15 for creator)

When a nursery creates a guild, they can state "we have all these things!" We don't list "who" it is, though. Just "these items are available as live plants" shows up on the guild or unit profile page.

When someone selects on "I'm interested in buying plants, not seeds" we e-mail the individual nursery with the person's e-mail information so they can do a direct marketing/price. For this, we charge a nominal fee.

When site users register, we state we do not sell it to any outside parties. The only time the information is transmitted is when they specifically click on the link asking for information on buying live plants.

A nursery, upon signing up, must agree not to use the information for any purpose than specifically posted. Namely, "here's what the items cost here". Not doing so could lead to prosecution. No reselling. They can do a monthly newsletter but the person must be able to unsubscribe.

We'd only bill/send out once a number has reached 5 dollars.

Vertical Strategy: If a certain number of people in any given location repeatedly buy units, we can donate free units to other people who'd like to garden but can't afford even 15. Or people who'd like to guerilla garden or people who want to take over green spaces.

Channels of distribution:

The mail

The website

Sales Strategy:

Have one person on hand to handle customer relations. More if it gets big enough. One person to handle cold calling and seeking contacts.

The website will sell for us. We just have to let people know its there.

List of Tallahassee Nurseries to contact:

- **Gramling's Inc** 1010 South Adams Street, Tallahassee, FL 32301-2399(850) 222-4812
- **Purple Martin Nurseries** www.purplemartinnurseries.com 1554 Crawfordville Hwy, Crawfordville, FL 32327 (850) 926-8335
- **Native Nurseries** <http://arguelles.tripod.com/1661> Centerville Road, Tallahassee, FL 32308-4754(850) 386-8882
- **Tallahassee Nurseries** <http://www.tallahasseenurseries.com/2911> Thomasville Road, Tallahassee, FL -(850) 385-8190
- **Just Fruits and Exotics** <http://www.justfruitsandexotics.com/> PHONE: 1-850-926-5644. FAX: 1-850-926-9885. EMAIL: Justfruits@hotmail.com. **Just Fruits and Exotics** 30 St. Frances Street Crawfordville, Florida 32327

List of Tallahassee Landscaping Firms:

- **Dickerson Landscaping & Patios** dickersonlandscaping.com 2062 Thomasville Road Tallahassee, FL 32308 (850) 422-3001
- **Suzanne Diambra Landscaping** 1614 South Monroe Street Tallahassee, FL 32301-5524 (850) 222-8866
- **Stack Landscape** stacklandscape.com 1904 Hideaway Court Tallahassee, FL 32303(850) 509-1641
- **Bartlett Tree Experts** bartlett.com 3723 Peddie Drive Tallahassee, FL 32303-1103(850) 575-1777
- **Showcase Lawn & Landscaping** 1949 Celtic Road Tallahassee, FL 32317-1463(850) 251-4454
- **Hammond Design Group, LLC - Architects** hdg-architects.com 317 East Park Avenue Tallahassee, FL 32301 (850) 222-2092

List of Tallahassee Garden Spreaders:

- **Damayan** <http://www.damayan.org/> PO Box 38401 Tallahassee, FL 32315-8401 (850) 383-6556

Government Resources:

- **Leon County Extension** <http://leon.ifas.ufl.edu/> - 615 Paul Russell Road, Tallahassee, FL 32301-7060 Phone: (850) 606 - 5200

Outreach areas:

- www.downtownmarket.com/ An outdoor downtown market every sat from march to November 9 to 2
- **The Growers' Market - Lake Ella** <http://www.localharvest.org/farmers-markets/M16808> 229 Lake Ella Drive. Behind the Black Dog Cafe. Tallahassee, FL 32303
- **Market Square Shopping Center** (an open air outdoor market) 1415 Timberlane Road, Tallahassee, FL -(800) 874-4170
- **Tallahassee Flea Market** <http://www.fleamouse.com/florida/tallahassee/5353> Capital Circle Southwest, Tallahassee, FL 32305-7804(850) 877-3811
- **The Man in Overalls** <http://www.facebook.com/pages/Tallahassee-FL/Man-in-Overalls/131274843838>

Online Gardening resources:

- <http://davesgarden.com/>
- <http://attra.ncat.org/>
- <http://hortiplex.gardenweb.com/plants/>
- <http://www.gardenweb.com/>
- <http://www.ifas.ufl.edu/>

Service or Product line

Problems this site and unit sales is intended to remedy:

Difficulty Starting

1. Gardening looks complex and overwhelming, there's so much you need to know!
2. How can we hook up people who know things with people who want to learn?
3. Why do I have to design my garden from scratch?

Difficulty Planning

4. What's the best way to design a garden?
5. There has to be a better, faster, cheaper more precise way of measuring location values for sun, soil, water then putting a bucket out to catch rainwater, spending a day watching the sun every few hours, and mixing dirt with water to separate out soil components.
6. Why is it so hard to find out where specific cultivars of plants grow best?

Difficulty Implementing

7. Why are there so many seeds in a packet? I want to plant them all then i'm forced to spend hours thinning when they get too big. I feel bad when I don't use all the seed because next year they don't grow as well.
8. Why is it so expensive to try out lots of different varieties and see what grows best on its own?
9. How can we make ecology easy to understand, easy to copy, easy to modify, easy to implement and easy to take care of so that you don't need a whole lot of training and you don't feel overwhelmed?
10. How can we reduce the sense of failure when things don't grow so people keep trying? "Black thumb"
11. How can we make units part of garden in a box, hydroponics in a box, permaculture in a box while maintaining seed vitality, genetic seed heritage and location specificity?
see <http://www.superstructgame.org/SuperstructView/234>

Difficulty in Locating Information

12. Why is it so hard to discover plant specific information?

13. Why can't I use a computer to sort and sift through mounds of data to find possible matches for location specific plants rather than having to know charts of facts or locations where there are charts of facts?

14. Why are permaculturalists so closed about a technique and the specific location information, that they are trained how to sort through and organize, that could revolutionize the world and which they won't share without being paid for consulting?

You cannot separate content from the form that was used to collect it. Lets make a smarter form. After that, lets demonstrate a better way.

Our services will be the solution to these problems with gardening which everyone who has tried to grow plants has suffered through.

Ecological Unit
Translating Plantings into Patterns for more Plantings

Email: Password: ☒ Stay signed in

[Projects Near You](#) / [Profiles](#) / [Search](#) / [Design](#) [What is this?](#)

I have of Space for this.
The Space gets of Sunlight a Day.
I am going to plant: ☒ A Tree ☐ A Bush ☐ A Plant
[Look up your Hardiness Zone!](#)
Enter your zipcode:
I live in USDA hardiness zone
The Space has Soil Fertility.
The Soil is Most of the time.
I have per week to tend the Space.
Make me Ecological!

[Tag a Plant](#)
[Tag a Unit](#)
[Tag a Guild](#)
[Tag a Special Unit](#)

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Site Functionality

The site has two intended audiences, those that just want simple guidance for their location and those that want to put together units/gardens/foodforests/urbanfarms for their locations.

People who want simple guidance:

Overview: Go to site, answer questions, gets specific results, refine by desire and buy some seed for exactly what you want for a fraction of the price.

Search: The first page will set you up with 6 questions and a choice. What do you want to plant, either a tree, bush or plant. How many sq feet are you planting? How good is your soil? How much water does your site get? How many hours of sun does it get every day? Whats your zip code? How much time do you want to spend maintaining your plants?

After that, units, guilds and special units which meet criteria will be displayed. Including guilds based around miniaturized trees, units that attract birds and USDA zone specific groups.

An advanced search will help you narrow options down further by species and other criteria.

Users who do not know these values will be directed to purchase <http://www.amazon.com/Luster-Leaf-1818-Rapitest-Tester/dp/B000RUI9QK> with the option of selling them back at a reduced rate once they discover the values of the area they've chosen to plant. Test kits could then be mailed out at a reduced rate. As well users will be directed to alternate sites that will teach them how to measure each of the 3 main garden inputs and where to get into contact with their nearest gardening groups for help if they don't want to do it themselves.

The people putting together ecologies:

Overview:

Tag a plant. Go to site, Log in, Search the database for plants, add either how much mulch they produce or how long it takes to maintain them a week. Publish.

Make a unit. Search the database for plants, click a button to add them to a unit, describe your unit whether it is a garden a landscaping or a farm, make a layout, add a picture, publish the unit.

Make a guild, search, tag units that are pre-screened to meet basic ecological criteria for your center, describe, make a layout, add a picture, publish.

Make a special unit, search for anything from a plant to a guild, add multiple guilds together with plants and units, describe, make a layout, add a picture, publish.

Search the site for inspiration, make it simple(search by one attribute), make it complex(search by multiple attribute), find something similar and alter it, trade out plants with plants with similar attributes, describe, make a layout, publish.

Everything you publish will be linkable and attributed to you so that you can brag about it.

Plants: People will be able to tag plants with information on how much mulch they produce, how much time each plant takes on a weekly basis to maintain. If they don't know, they can just put in what they do know. Plant tags can be edited later, their information updated.

Units: Units are defined as any collection of plants. As a preference each plant in a unit should correlate very closely in terms of sun, soil, water, time to tend and USDA zone. The information on each plant in the unit will calculate whether this specific unit is a nitrogen fixer unit, nutrient accumulator, beneficial insect attractor, mulch producer, bird supporting. This info will be tagged to the unit and searchable. But this is the fun part, a person can put together a unit based on whatever they imagine. I think I want to try putting together a natural toilet paper unit (a collection of plants with broad soft leaves). Units have the purposes of their users in mind. People who create units will have those units tagged into their profiles so they can be searched by tighter location. Any person would be able to design a layout for each unit. And extra description information can be added.

Guilds: These are defined as being built with units but they differ in that the units are put together to support the guild center. A guild center is defined as either a tree, bush or specific plant. These have ecological needs in terms of mulch, insect predators,

nitrogen, nutrients and mulch. People will put together guilds with guidance of rules of thumb. For instance, nitrogen fixers should be 1/4th of the total plants. Another rule of thumb, don't plant sun needing units under a tree. These will also be tagged into the creators profiles. To make adoption easier for the lay person, any person can design any layout for a guild. Extra description information can be added.

Special Units: These break all the rules. Instead of building with just certain types of components, a person making a special unit would be able to put together multiple guilds, units and plants without following a pattern. These would also have a layout grid tool.

Profile Pages:

Overview: Available by search. All you need to know plus the ability to rate, comment, redesign layout and add pictures.

Person: Has all the regular info a profile page does. List of created units, special units and guilds. Eventually i'd like to add the functionality that a person profile would be able to sell plants for any units or guilds they've made. Thus a person in a region would be able to buy local plants from a local source for a local ecology.

Plant: Has its name, description and function, how many units it belongs to, what its mulch, nitrogen fixing, nutrient accumulation and other attributes are as well as a comment box.

Unit: Has a list of plants and the numbers of each type in a unit, its averaged numbers for USDA, soil, water, sun, time and area. The creator, their contact, any layout plans created, special care instructions and a description. It would show how many plant assemblages of this unit are available and how many and where people are growing it. It would also have an inexpensive unit seed package associated that people could buy. And a button to make a different version of this unit or design another layout. And a rating box and favorite box.

Guild: Has a list of associated units and plants and their total amounts, its averaged numbers for USDA, soil, sun, water, time and area. Creator, contact, Layout plan, its center plant, description, special care. Tells how many people are growing it

where and how many of these are for sale. Might have an inexpensive seed package associated with it Buttons to make another version based off this and design another layout. Then rate boxes, fav, and comment box.

Special Unit: Has a list of all units, plants and guilds. Only searchable by USDA zone, creator and time to maintain. A layout and description.

Detailed description of product or service (from customer perspective):

The site will provide access to already made, easily customizable planting designs based on the planting site and not the imaginations that people have.

And because it's worked once, it will work again. And if it doesn't work, then people can contact the gardeners who grew them in the first place and they can figure out why.

And before they plant, they can see the unit and how its supposed to look and work.

Teaching good plant choosing habits

Teaching good plant care habits

Teaching the use of the website

Teaching the use of the Tabs

Information repository and distribution

Social network of gardeners using Tabs/Growing units

Individual tabs, tab groups based on application.

Group tab plans for specialized applications.



Information about products Lifecycle:

Planting information has been around for as long as people have grown food. Planting pattern information is completely new and only came about because so many people have felt like they've lost connection to their surroundings and the control that goes along with it.

Tabs will need to be cycled out every year to two years. Excess tabs can be donated to gardening spreaders. This is also a completely new technology.

Research and Development Activities:

Find a soy based printing ink.

Find a loosely woven fabric tape that will lose stickiness when touched with water.

Funding Request

In this section, you will request the amount of funding you will need to start or expand your business. If necessary, you can include different funding scenarios, such as a best and worst case scenarios, but remember that later, in the financial section, you must be able to back up these requests and scenarios with corresponding financial statements.

The First \$1,000:

\$324 would go to a full year of Godaddy.com Virtual Server Hosting

\$200 would go to file for NonProfit status

\$90 would go to file Non Profit status in FL

\$386 would go to purchaseing 140 Packets of seed at \$2.75 each to create the first 2200 tabs with volunteer labor for a return of about 900 which would be rolled back into seed

The Next \$5,000:

At this point we would be able to pay to keep 1 person on full time staff.

Financials

Here is a 4 scenarios cost sheet for tabs. As you can see, after over 100 units are sold each month, then the website is supported.

At 500 units a month in sales we begin to be self supporting as a business.

At 1000 units a month we reach a happy place where we can start giving away seeds and units.

And 5000 units a month was put in to demonstrate a beyond wildest dreams scenario because it always pays to be prepared.

<http://spreadsheets.google.com/ccc?key=0AsG2p92na4s0dEdhWWczcEFNLXltT2VJSjNicTBSdmc&hl=en>

This sheet is how labor, seed cost and all combine to create tabs.

<http://spreadsheets.google.com/ccc?key=0AsG2p92na4s0dHQ5OTN2eWkxRFVvY2RUYnRVSnFQRHc&hl=en>

And this sheet is how bulk seed buying equals more gardens while allowing enough room for labor. Every year novice gardeners may spend \$86.00 to plant 1 garden with a variety of 22 species. Shared in small groups 28 gardens may be planted using the same seeds costing 3.00 each garden. Bulk purchase and sharing at 13 times the initial cost allows for an average of 6675 gardens at 17 cents each.

<http://spreadsheets.google.com/ccc?key=0AsG2p92na4s0dEdLS1N2Wi0zczBuWHBIU2I0bWVMV0E&hl=en>

Here is a cost projection for 2010 using a non-profit guideline. It is interesting to note, that by June 30 we anticipate the contributions of our volunteer staff and loan of operation space has amounted to over 28 thousand Dollars.

<http://spreadsheets.google.com/ccc?key=0Akx9ULLq0EPmdE5feWNIZ0p6VXZtYWRjaGkwMlVkWkE&hl=en>

Here is a cost projection for 2011 using a non-profit guideline.

<http://spreadsheets.google.com/ccc?key=0Akx9ULLq0EPmdHBmRIh1S2lFbmY4SUhUb1JmV25yWUE&hl=en>

These financials are for Tab seed sales only. They do not include Ad revenue from the website nor do they include sales made in referring people who want to buy plants to local plant nurseries. They also do not include any donations made nor grants applied for nor if people patron garden units. All of these financials assume no outside help beyond 1,000. Before 100 units a month level is reached, all work and space will be donated and all profit will go back into growing seed money.