



DrawMe AGarden

Let's create the garden that looks like you

In our highly technological world ...





... People need to reconnect with Nature



Offer

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APPENDICES

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TIME



MONEY



SKILLS



IDEA

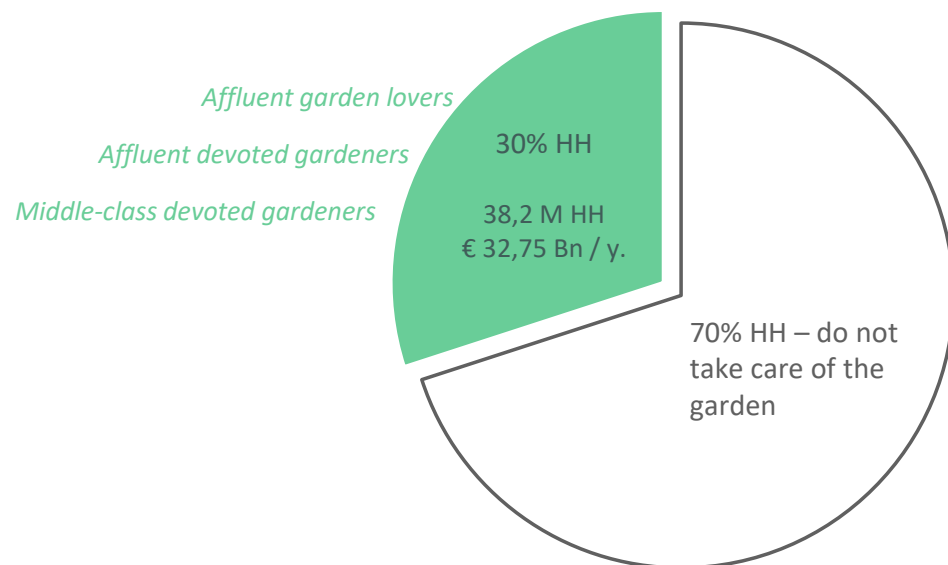


Due to the lack of an integrated solution in the market that could cover all stages of gardening:

design, plants,
planting, maintenance

Current market

Out of 127 M households (HH) with garden, 30% take care of it

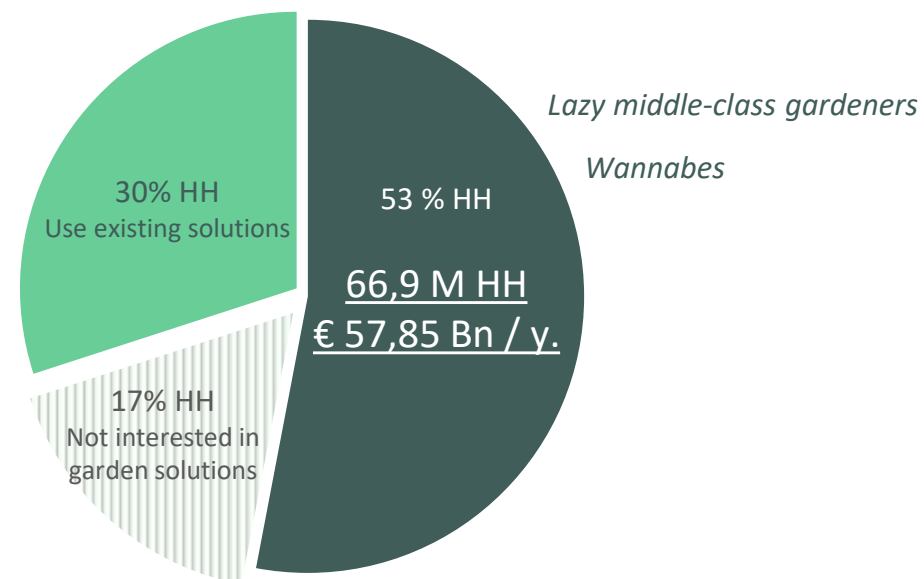


o.w. Europe main countries for Draw Me A Garden



Sources : Passport. Euromonitor International.June 2016 & 2018 | Gardening in Europe / New Home & garden; Statista.com ; Kantar 2019

Target market



Huge market potential of € 57,85 Bn

1

Inspiration & 3D design

Different garden style proposals
Geolocalising tool
Automatic drawing garden



2

Landscaper project

Full file with : Landscaper explanations planting plans, pants, details, tariffs



3

Garden kit for planting

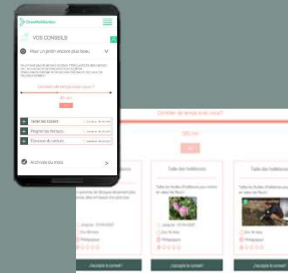
Easy DIY garden kit :
Plants, tools, template



4

Personalized tips

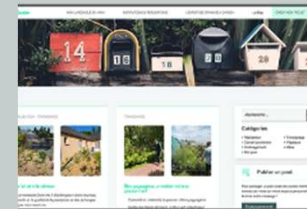
to maintain the garden
along seasons and years
Including climate and weather



5

Community

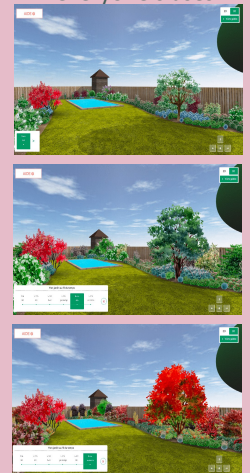
Active & geolocalised



6

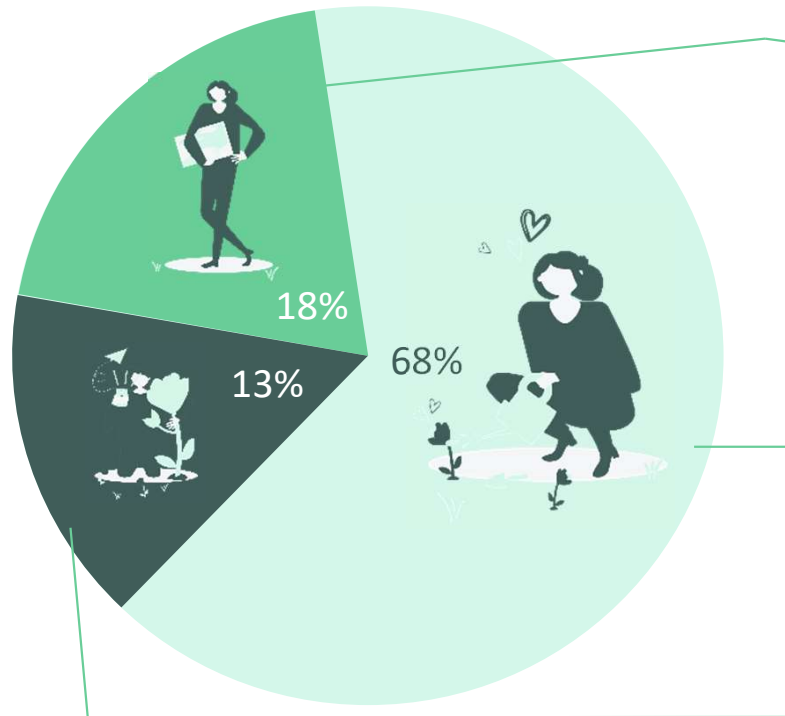
Evolution

Garden improvement
Along seasons and
everyone's uses





DrawMeAGarden Business model



Report Net Revenue (%)

Break even : 500 gardens / year
and 800 k€ revenue

1 – Landscaper project

40 € / project

100%

GROSS MARGIN
algorithms

2 - Garden Kit

Plants, tools, template
1500 € per garden

30 to
50%

GROSS MARGIN
standardization

3 - Personalized tips

8 € / month
recurrent on 3 years mini

100%

GROSS MARGIN
algorithms

4 – Evolution - Garden improvement

recurring / Not yet evaluated

DrawMeAGarden A complementary and well supported team

3 associates

*Supply-chain
Business dev*

*Landscape
Architect*

*Marketing
Communication*



EuroNext



Driving forces

Web development, marketing, sales



Advisors

22 investors from 7 countries

Didier Willery – Botanist – Ulmer

Franck Bataille – CTO - Agytis

Fabienne Camas – Communication & Strategy – Agence Babel

Frédéric Ros – AI expert – Orléans University, Prime Laboratory

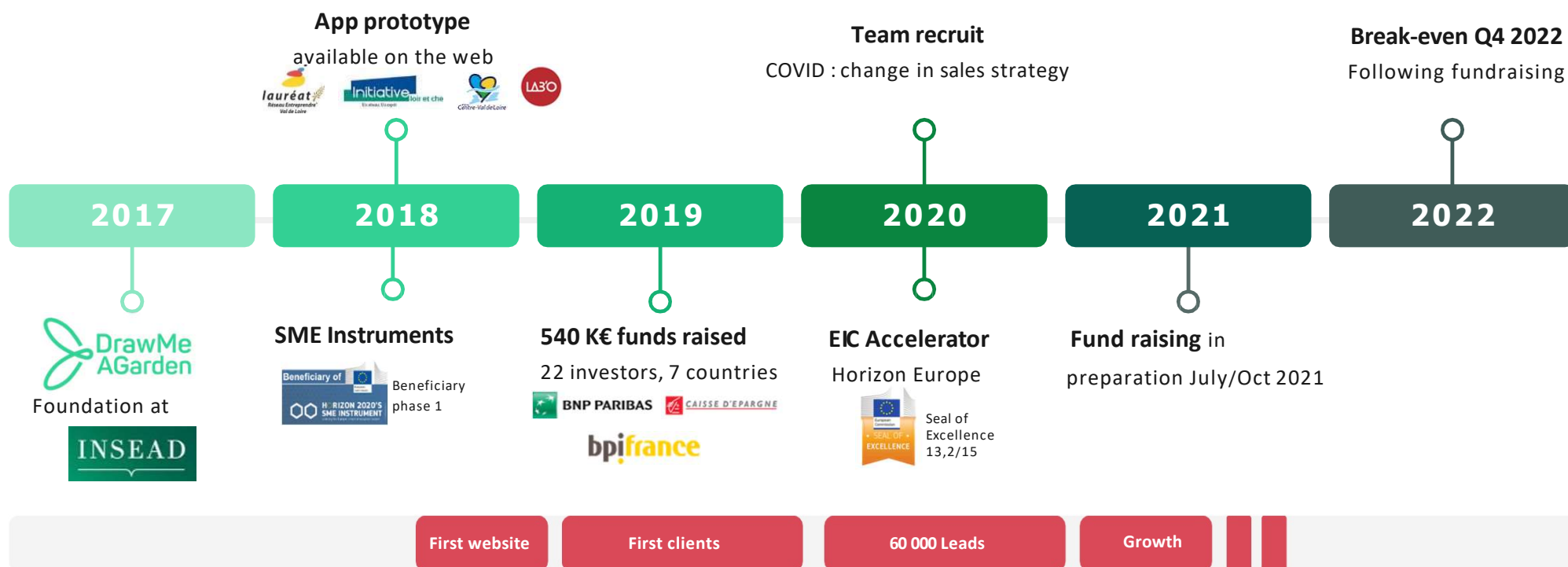
Damien Gorse – Lawyer & JC Descombes – Accounting

DrawMeAGarden Our path to growth

Raised 540 K€ in Sept 2019

European Seal of Excellence in Nov 2020

Supported by Regional, National and European entities



Corporate Social Responsibility

Environmental

- Sustainability of our offer
- Introducing local plant (« wild plant of local genetic origin »)

Social

- Diversity and power of difference from gender, education
- Impact on consumer habits

Corporate Governance

- Governance :
 - ✓ Strategy committee (1/month)
 - ✓ General meeting (1/year)
- Team involvement & development

Our values are around Nature, education, digital and French “art of living”

Our sustainable solution



Biodiversity

Increase of faunistic and floristic biodiversity within months, 100 m around
Local biodiversity increases resilience of a garden



Carbon

One garden absorbs 0,45 tC
so great impact potential for HH in Europe



Improve life quality

Living and taking care of a garden improve quality of life



Teach about garden and Nature

UN Sustainable Development Goals (SDGs)



DrawMeAGarden

Great customer experience, from design to enjoying the garden



3D project



*Before planting
April 2019*



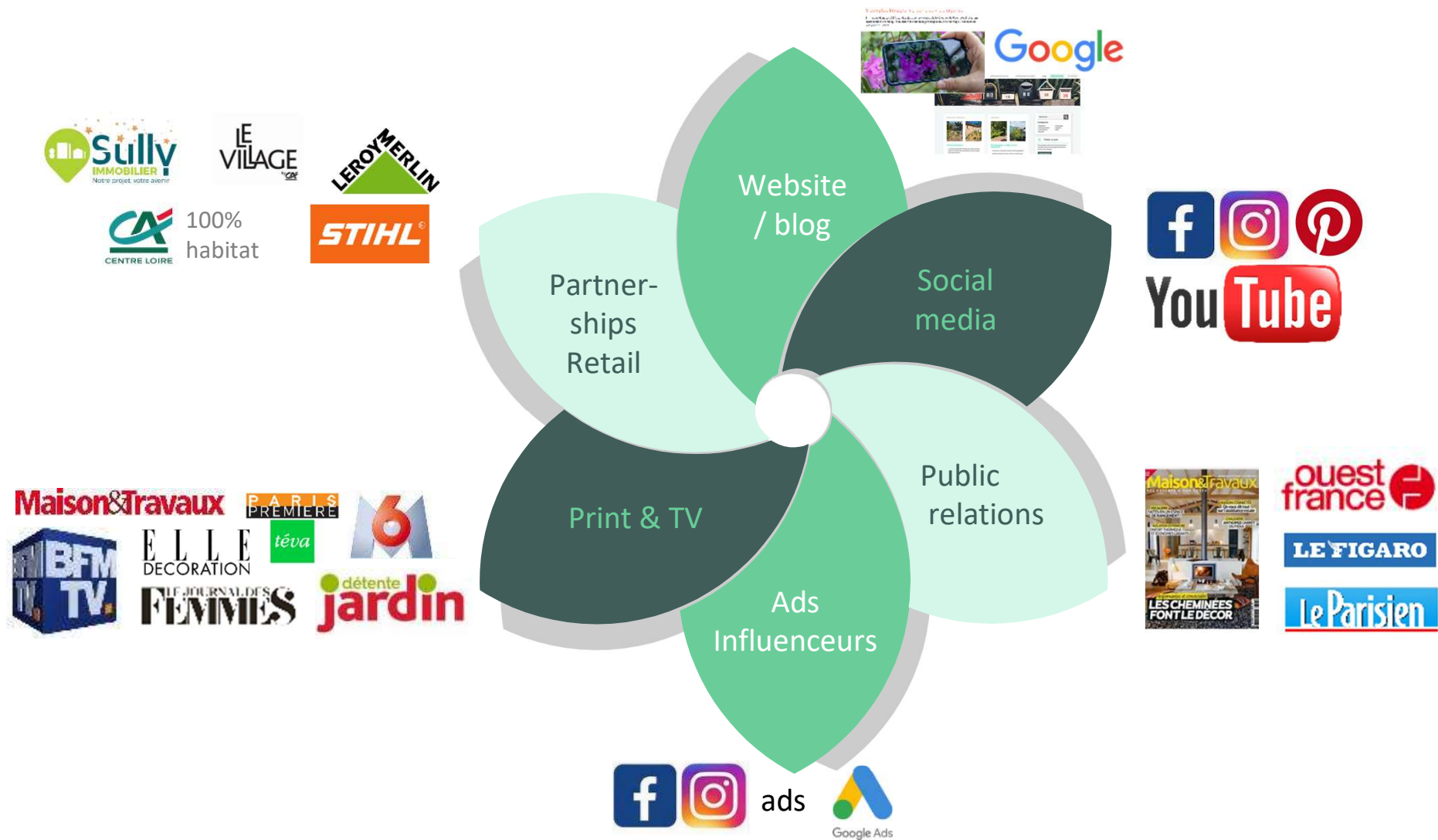
*Just after planting
May 2019*



*3 months later
Sept 2019*

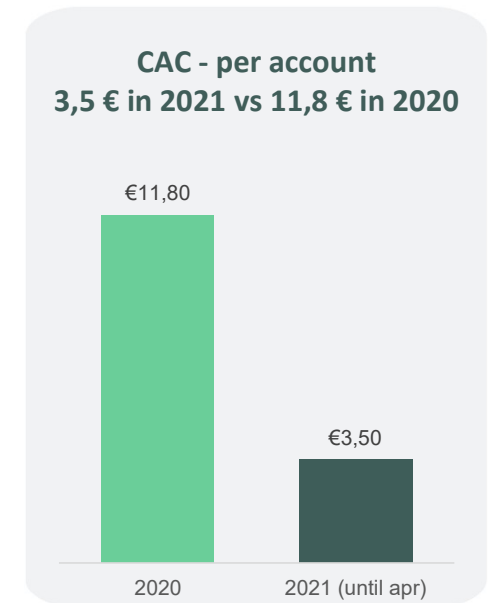
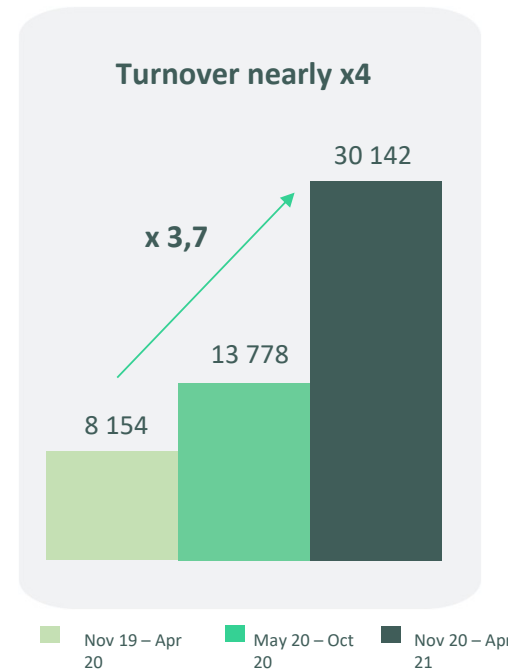
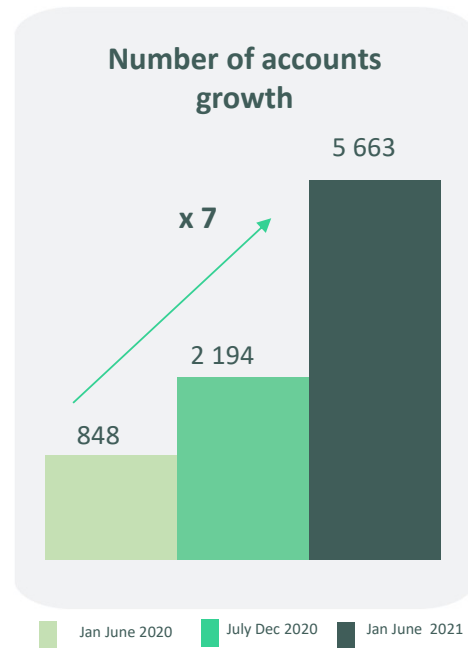
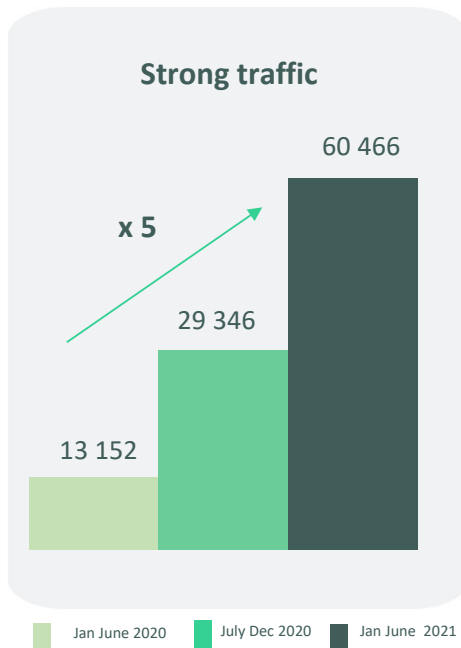
« **It's just a snap**, just put [the plants] in the right place. **It transformed our garden**. It's magnificent, we are really very happy. We had guests, they were impressed, they even told us they wanted the same. »

DrawMeAGarden 360° plan to drive business



130k+ leads & happy customers

- Digital platform operational, geolocalisation tool and 3D with great user experience
- Customer experience celebrated through their feedbacks and verbatims
- Efficient CRM tool internally developped
- Beginning of an organization



CAPITAL INCREASE

Long term (already secured with our banks)

500 k€

300 k€

3 years investment & needs
splitted in 2 fundraisings (EIC, growth & value)

2,3 M€

N
E
E
D
S

Investment (R&D, Algorithms, VR, UX)

610 k€

Marketing (team & ads)

728 k€

Sales (team, concept store)

375 k€

Supply (industrialization, delivering orga)

597 k€

Looking investors with:

- B2C benchmark & best practices
- Gardening, DIY and housekeeping knowhow
- Knowledge in internationalisation (BNL, Germany, Italy, US)

We're raising! Join us!



Contact:

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Reconnect with Nature...

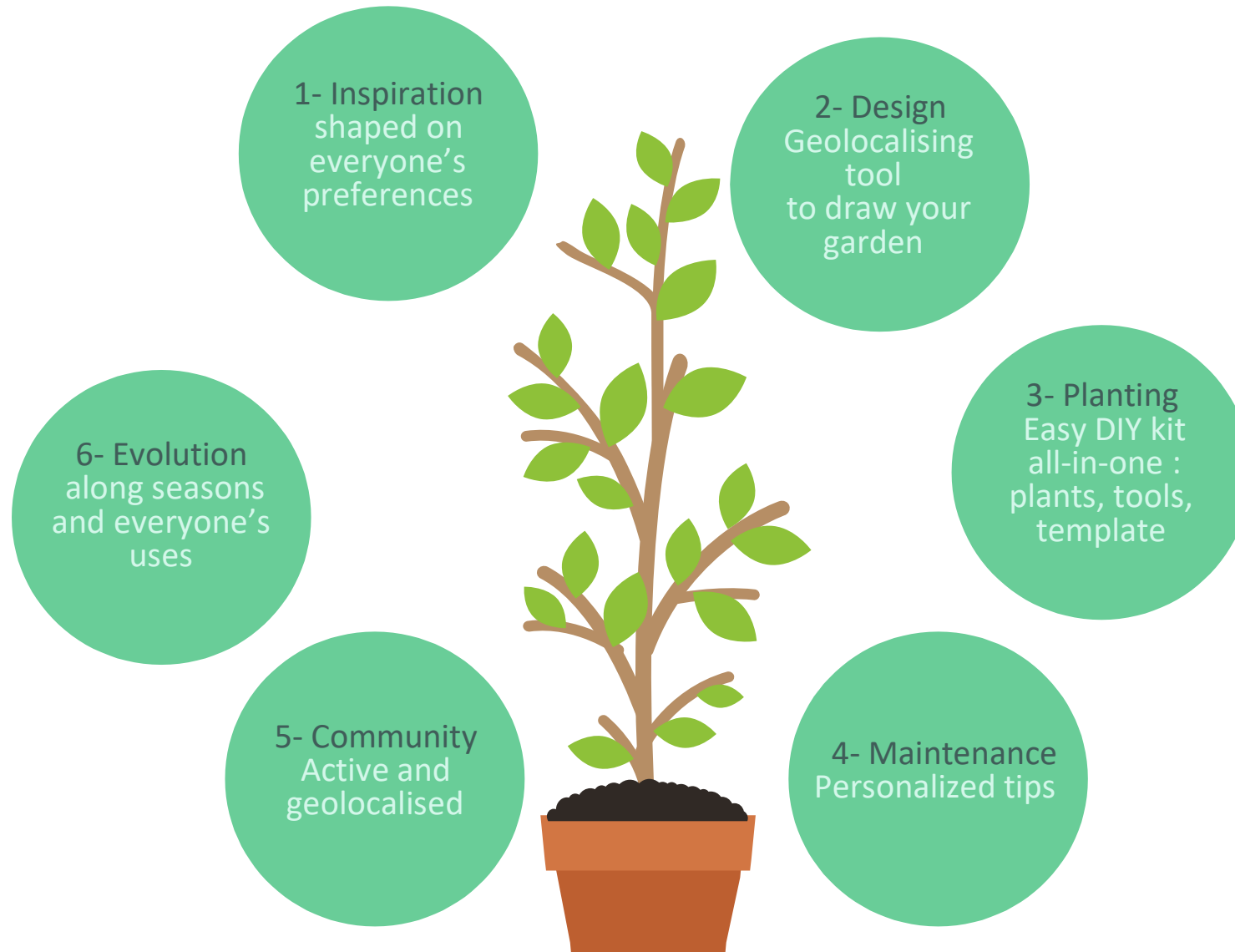


DrawMe AGarden

APPENDICES



DrawMeAGarden Let's create the garden that looks like you

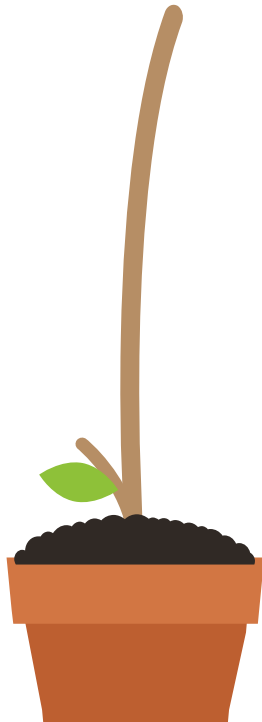




DrawMeAGarden Let's create the garden that looks like you

Inspiration

shaped on
everyone's
preference



French style



English garden



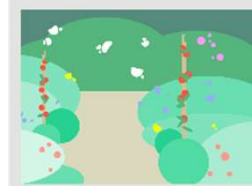
Free Nature



Mediterranean



Nourishing



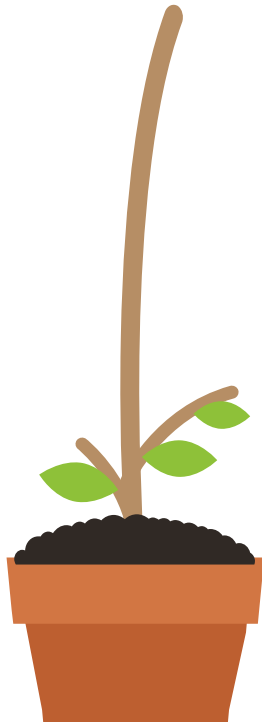
Zen garden



DrawMeAGarden Let's create the garden that looks like you

You **Design** with optimized range of plants
You **Simulate** 3D and Augmented Reality

1- Inspiration
shaped on
everyone's
preferences



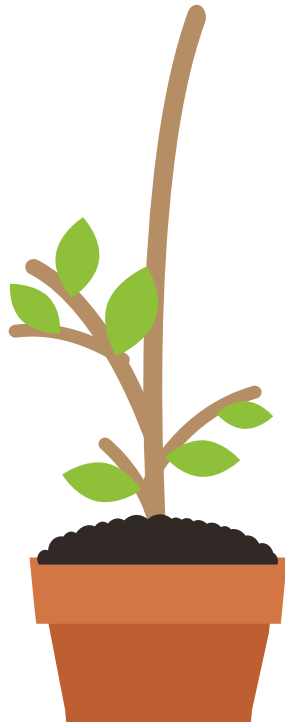
Design

Geolocalising tool to
draw your garden



You Plant
KIT : plants,
tools,
template

1- Inspiration
shaped on
everyone's
preferences



2- Design
Geolocalising
tool
to draw your
garden



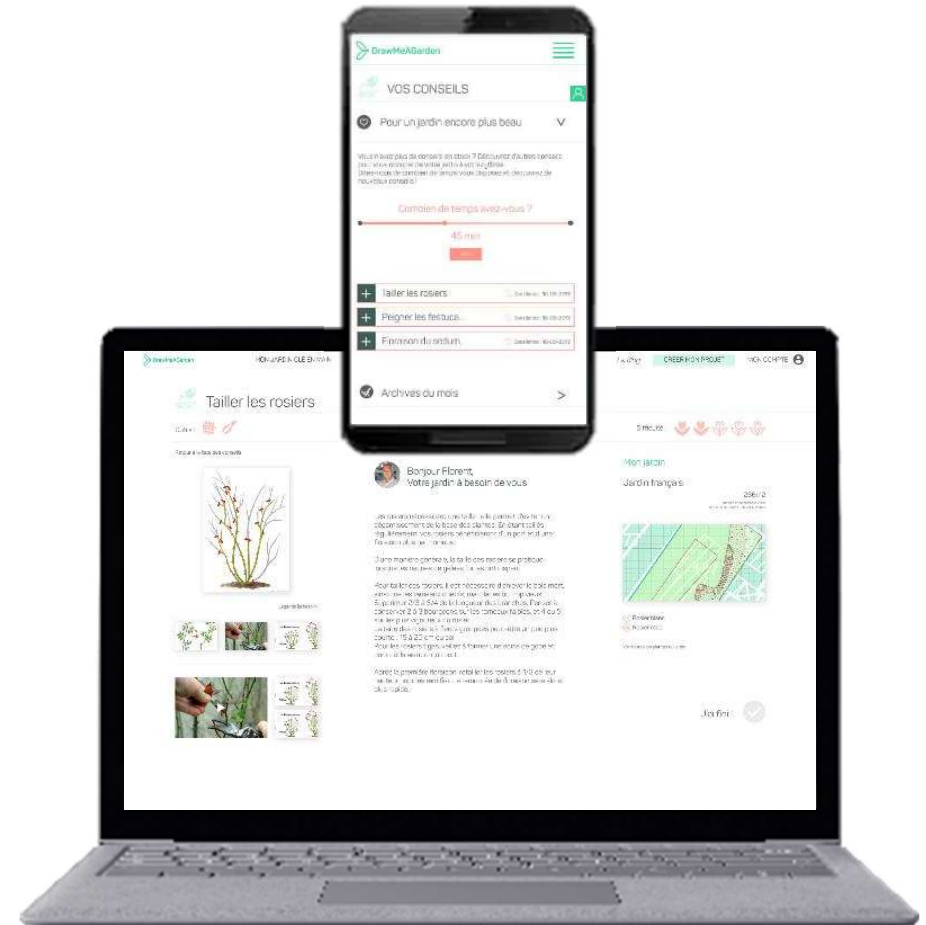
3- Planting
Easy DIY kit
all-in-one :
plants, tools,
template

1- Inspiration
shaped on
everyone's
preferences



Maintenance
Personalized tips

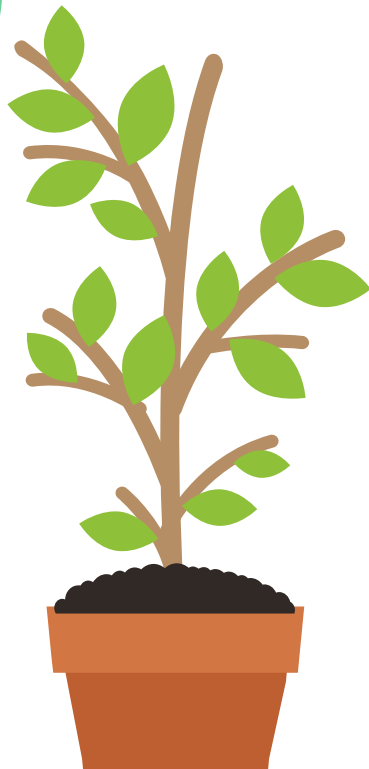
2- Design
Geolocalising
tool
to draw your
garden



You Share
An active and
geolocalised
community

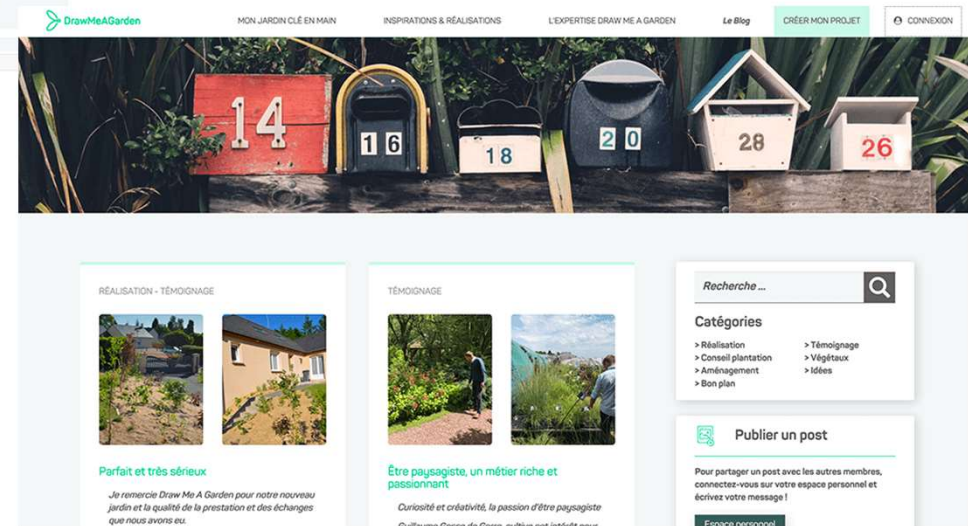
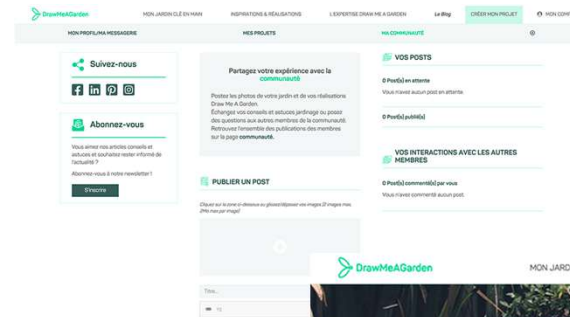
3- Planting
Easy DIY kit
all-in-one :
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1- Inspiration
shaped on
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4- Maintenance
Personalized tips

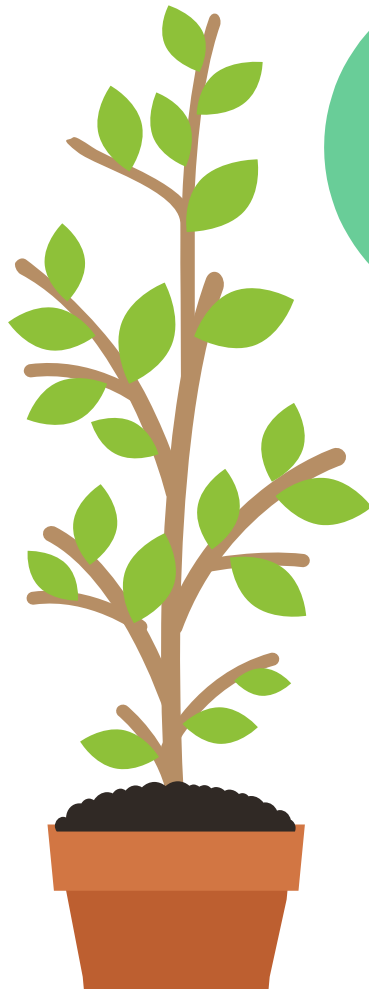
2- Design
Geolocalising
tool
to draw your
garden



5- Community
Active and
geolocalised

3- Planting
Easy DIY kit
all-in-one :
plants, tools,
template

1- Inspiration
shaped on
everyone's
preferences



Evolution

Along seasons
and everyone's
uses

4- Maintenance
Personalized tips

2- Design
Geolocalising
tool
to draw your
garden



DrawMeAGarden Solved pain points



Time



Money



Skills



Ideas

End-to-end
Solution



DrawMeAGarden



COM
PET
ITION

Pay-for-it



Do-It-
Yourself



Hypermarkets



DrawMeAGarden Solved pain points: how?



Time



Money



Skills



Ideas

End-to-end
Solution



DrawMeAGarden



Easy to plant

2 days
2 people

Didactic

Planting process :
Scaffold size 1:1
Tools, guidebook, tips
& advices

Not expensive

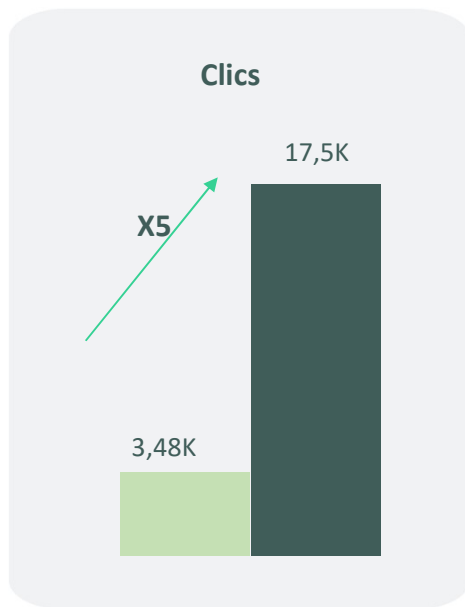
Since 800 €

Inspired by our experts

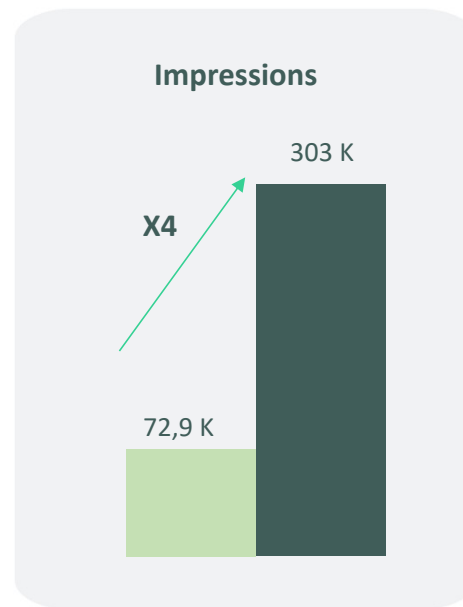
Range of plants
3D design (thks to algos)

(e.g.) 250 m²
200 plants

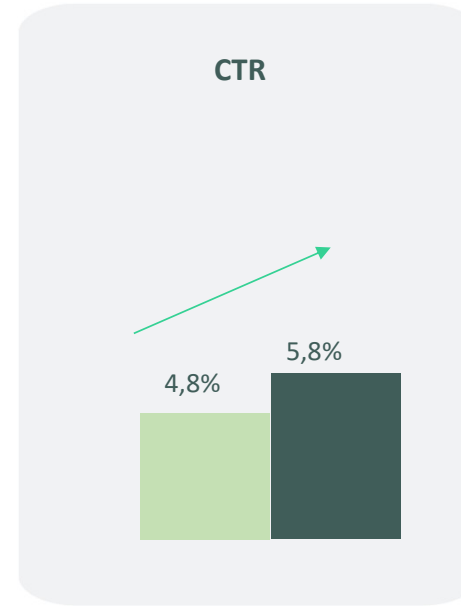
- Our SEO strategy becomes efficient as of February 2021 thanks to site structure clean up, strategic keywords identified, relevant content for these keywords (1 blog article per week)
- Our average position reached 19,5 vs 33,5 over JD2020



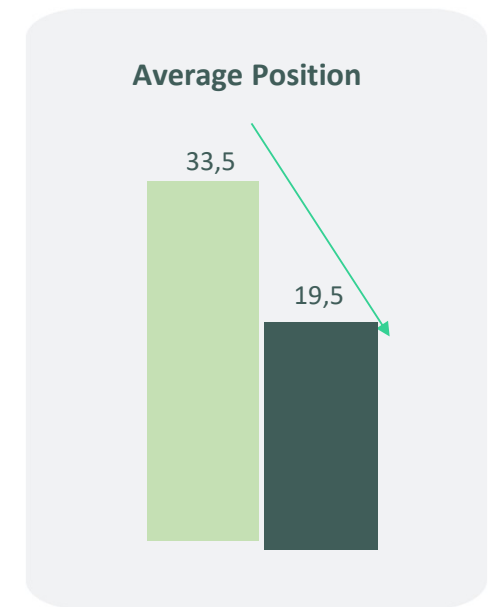
July Dec 2020 Jan June 2021



July Dec 2020 Jan June 2021



July Dec 2020 Jan June 2021



July Dec 2020 Jan June 2021