

seedsheet

We make gardening *ridiculously easy*

We're on a mission to become the ultimate backyard brand, to empower everyone to grow their own food, and convert their backyard into *their own personal supermarket.*

SHARK TANK FORTUNE Better Homes and Gardens POPULAR SCIENCE

We're on a mission to become the ultimate backyard brand, to empower everyone to grow their own food, and convert their backyard into their own personal supermarket.

Gardening is our passion, and what could be more fulfilling than helping people grow their own food?

Gardening doesn't have to be difficult, we make it easy!

Gardening made *ridiculously easy*



Pick Your Plants

Design your perfect garden or choose curated kits from over 80 Organic and Non-GMO plants



Grow

Just place your Seedsheet on top of soil. No planting required! Weed-blocking fabric keeps weeds away organically



Enjoy!

Eat with confidence, knowing you've grown the freshest, healthiest, organic food possible!



**Utility Patent Awarded
July, 2021.**

Highlights

- 💰 Has already generated \$5M in revenue, with \$2M in the last 12 months
- 🗨️ Started a bidding war on Shark Tank!
- 📺 As seen on Good Morning America, Fortune, Forbes, and Fast Company
- 📈 The \$55B gardening market is exploding, even beyond the pandemic
- 🏆 Millennials make up 29% of gardener demographics and are growing rapidly
- 👨🏠 78% of U.S. Households gardened in 2021 and 17M people started gardening for the first time
- 👤 Seedsheet already has more than 50,000 enthusiastic customers

Message from Cam MacKugler, Founder

When I was growing up, I spent my summers working for my grandfather. As a kid it would be odd jobs around his house and garden, and in high school I was splitting firewood from the land he bought, and building houses on that land to eventually sell to his new neighbors. The man was an entrepreneurial legend, the embodiment of stoicism, and the tenacity and drive that he imparted on me as a kid still burns in me today.

In high school I pursued cross country ski racing, an obscure sport for most of the country, but a ubiquitous part of winter in Vermont. Due in no small part to the unending hours spent splitting firewood, I became a national champion, 7-time All-American, was recruited to a Division-I college, and raced for the US Ski Team... I split a LOT of firewood...

In college I fell in love with sustainable architecture, similarly inherited from my time spent building houses for my grandfather. I minored in Environmental Studies, and after graduating, I worked for an architecture firm focusing on sustainable design. I drafted blueprints of growing roofs, and vegetated walls, and incorporated plants into nearly every building.

One summer I house-sat for a co-worker, and because it was Vermont, the house was actually a fully functioning 80-acre dairy farm, replete with cows, chickens, and a majestic garden. I'd spend my days drafting blueprints, and my evenings harvesting dinner from the backyard. One night, as I picked kale for a salad, I noticed the meticulous rows of plants, and I had my epiphany: 'Why aren't there blueprints for plants!?'

I sketched the first iteration of Seedsheet in my co-worker's farmhouse with his kids' crayons. It combined architectural CAD precision with my grandfather's method of transplanting seedlings into holes cut in an old rug. Six months, and several prototypes later, I launched our first Kickstarter campaign. Another six months later we were on Home Depot shelves. Shortly after that we did a deal on Shark Tank, sold out on QVC and Good Morning America, and have been growing ever since.

It hasn't been an easy road, but ever since I was a young kid swinging axes, hammers, and ski poles, I've learned that perseverance and drive can really make anything attainable. Seedsheet has evolved and grown, through national television exposure, Covid-spurred demand, Covid-obliterated supply chains, and through each opportunity and challenge we've come out the other side stronger and smarter.

Thank you for your interest and support in SeedSheets, it means the world to us.

- Cam