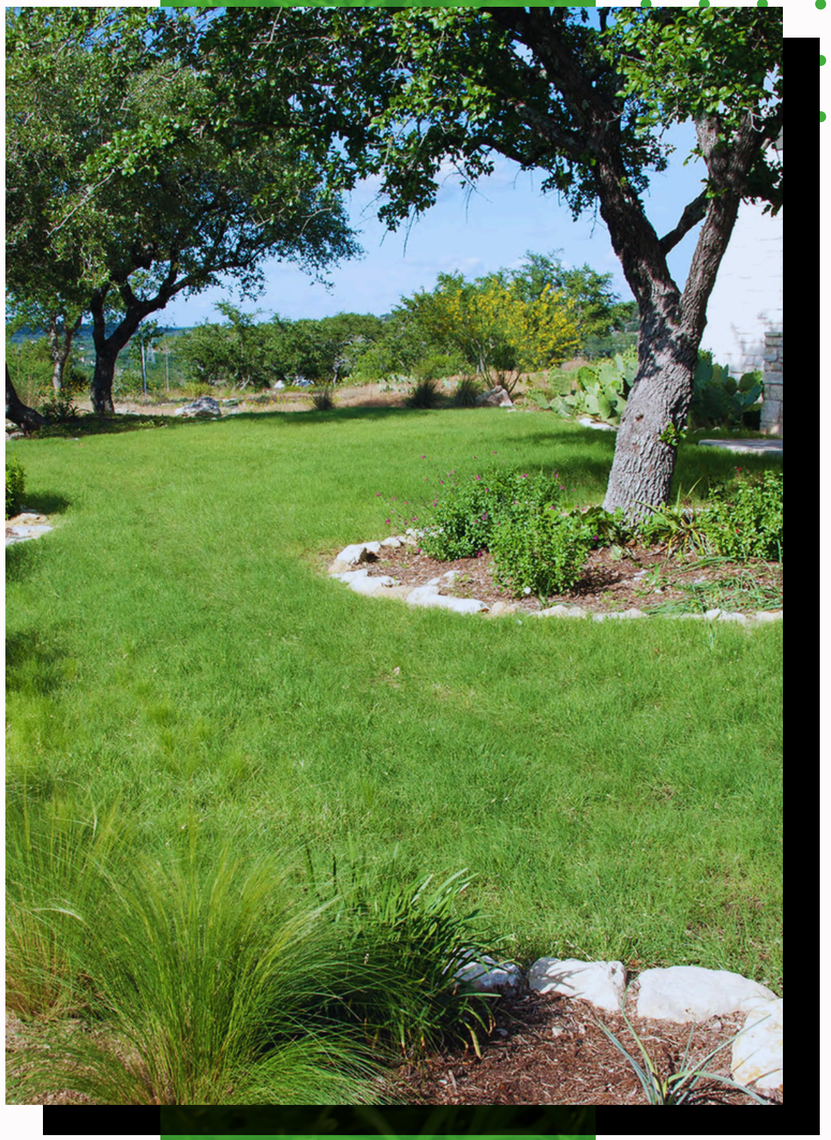
NATIVESCAPE

GRASS COMPANY

SEEDING TOMORROW'S LAWNS TODAY



INNOVATION PLAN (EIP)

Diya Balagopal
Chief Executive Officer

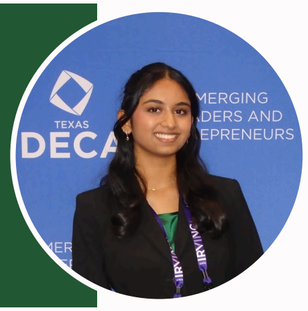


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TABLE OF CONTENTS

I.	Overview	4
II.	Problem	5
III.	Customer Segments	7
IV.	Unique Value Proposition	11
V.	Solution	12
VI.	Conclusion	18
VII.	Bibliography	19
VIII.	Appendix	20

I. OVERVIEW

ABOUT NATIVESCAPE

A lawn that finally works with the environment—
not against it.

NativeScape provides climate-tailored native grass seed blends that reduce water usage by 90%, eliminate chemical inputs, and requires minimal mowing.

CUSTOMER SEGMENTATION

Primary

Public Parks & City Facilities

Secondary

Homeowners

Tertiary

Commercial Developers

BUSINESS MODEL

- B2C (homeowners)
- B2B (public parks, city facilities, commercial developers)

UNIQUE VALUE PROPOSITION

Revolutionary Native Grass Seed Mix

II. PROBLEM

9 BILLION

gallons of water used **every day** in US for lawn irrigation

100M+

pounds of fertilizers & pesticides are applied to lawns annually

60%

of urban water supplies are consumed by lawns

II. PROBLEM

KENTUCKY BLUEGRASS

ZOYSIA GRASS

ST. AUGUSTINE GRASS

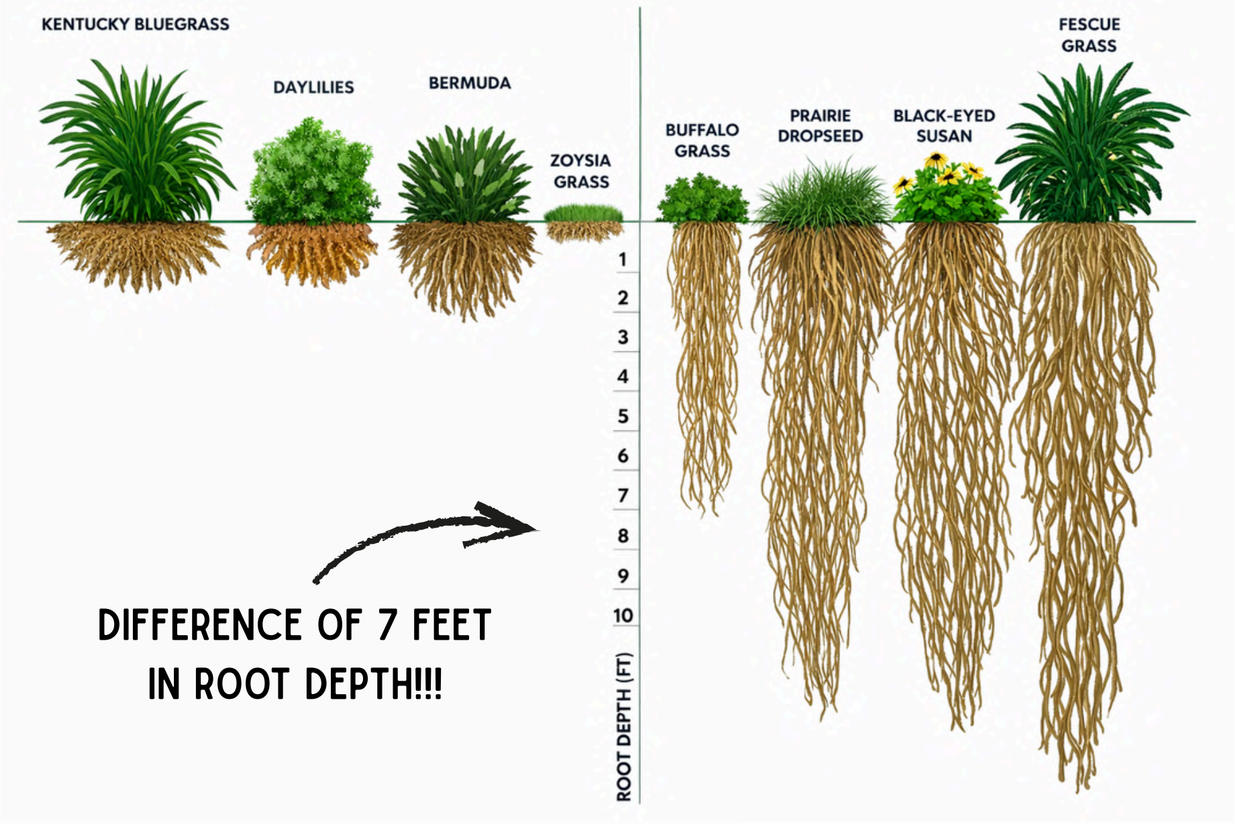
BERMUDA GRASS

- Traditional American lawns use **non-native grasses** that come from Mediterranean and Asian regions with completely **different climates and soils**. They were never meant for Texas heat or U.S. drought conditions.

- Shallow roots drive up water use, costs, chemicals, and maintenance, making these lawns **fundamentally unsustainable**.

NON-NATIVE

US NATIVE



III. CUSTOMER SEGMENTS

PRIMARY MARKET - PUBLIC PARKS & CITY FACILITIES

Market Size

- 50+ parks in Frisco, TX
- 410+ parks in the Dallas-Fort Worth Metroplex
- Thousands of acres of athletic fields, medians, trails, and public buildings

Why Cities Are a Strong Market

- Cities spend millions annually on irrigation → 80% water reduction = **huge savings**
- NativeScape grass reduces mowing labor hours
- **Eliminates chemical pesticides** → aligns with sustainability mandates
- Heat-resilient grass **reduces dead patches** during Texas summers
- Cities receive public praise for sustainability initiatives
- Perfect for medians, roadside greens, and low-activity areas

III. CUSTOMER SEGMENTS

SECONDARY MARKET - SUBURBAN HOMEOWNERS

Market Size

- 82,000 homes in Frisco, TX
- 400,000+ homes in Collin & Denton counties
- 72% of homeowners surveyed in PCR prefer native, low-maintenance landscapes (2024)

Why Homeowners Are a Strong Fit

- High water bills → strong incentive to switch
- **Desire for low-maintenance lawns** (less mowing, less weeding, fewer chemical use)
- Native blends stay greener during heat and drought, so lawns look healthier, **increasing curb appeal & property value**
- Increasing awareness of drought issues & environmental impact

III. CUSTOMER SEGMENTS

TERTIARY MARKET - REAL ESTATE AND COMMERCIAL DEVELOPERS

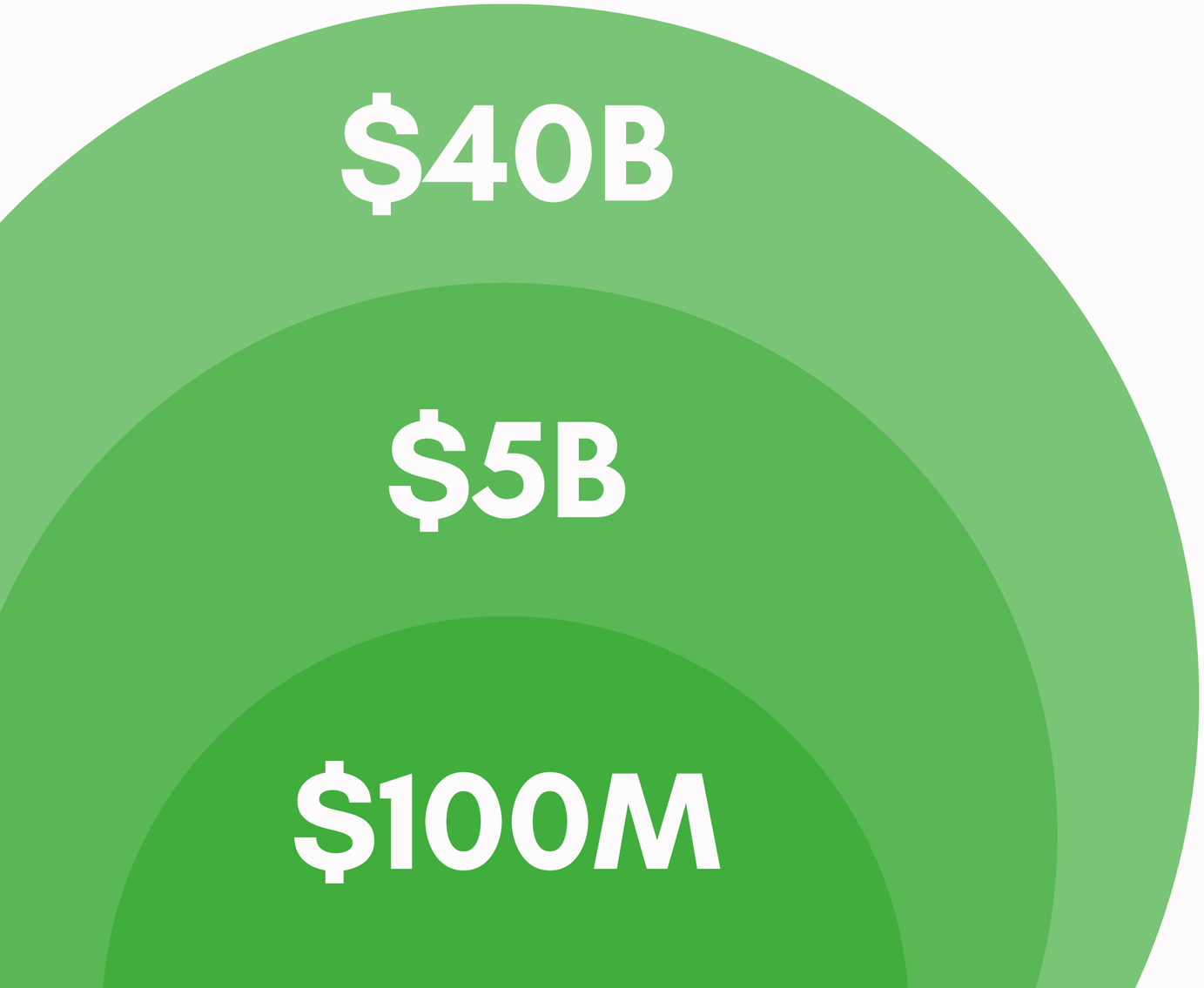
Market Size

- DFW real-estate market initiated ≈ 1,393 new commercial projects in a single quarter
- Developers are committing 30-45 acres of green space in major Frisco developments, signals significant landscaping demand

Why Developers Are a Strong Fit

- **Reduces long-term landscaping** and maintenance costs for developers and property managers
- Enhances property value and market appeal with sustainable, visually appealing landscaping
- Supports “green community” initiatives, **attracting environmentally conscious buyers and tenants**
- Aligns with city and HOA sustainability guidelines, easing permit or community approval processes
- Differentiates developments within a competitive real estate market
- **Versatile & scalable** across multiple properties

MARKET SIZE



Total Addressable Market
The entire lawn care market in the United States

Serviceable Available Market
Texas residential and commercial lawns

Serviceable Obtainable Market
DFW public parks, facilities, homeowners

IV. UNIQUE VALUE PROPOSITION

NATIVESCAPE GRASS CO.

SAVES WATER

NativeScape uses 90% less water than conventional lawns, reducing utility bills and environmental impact

LOW MOWING MAINTENANCE

This grass only needs to be mowed 4 times per year, saving labor hours and making lawn maintenance more efficient.

ECO-FRIENDLY

Thrives without fertilizers or pesticides and reduces fuel use from lawn mowers, promoting a healthy, safe lawn for your family and pets.

SAVES MONEY

NativeScape grass saves up to $2,500 annually per homeowner and tens of thousands of dollars annually for parks and commercial developments.

NATURALLY ADAPTED

Grows strong in local soil and climate conditions, staying resilient through heat, drought, and seasonal changes.

V. SOLUTION

BUFFALOGRASS - 65%

- Slow-Growing & Low Maintenance
- Drought-Resistant
- Weed Suppression
- Soft Texture

BLUE GRAMA - 13%

- Quick Germination
- Drought-Resistant
- Attractive Appearance
- Erosion Control

CURLY MESQUITE - 22%

- Soil Binder
- Drought-Resistant
- Durable

MARKETING PLAN

01

Social Media

NextDoor, Instagram, Facebook

02

City & State Policy Advocacy

03

Targeted Ads

04

Sustainability Events

RISKS

Slow Seed Adoption

Native grass seed takes time to establish, which may discourage some customers

HOA Refusal

Some HOAs prohibit grasses outside their guidelines, even if residents are interested

Competition from Larger Companies

Big lawn or seed companies might try to enter the native grass market

MITIGATION

Grass Sod

Developing the **first-ever native polyculture sod** for faster results and curb appeal

Tour of Plots

Partner with cities like Frisco to host native grass demos for HOAs and advocate for awareness and code updates

Patent or Partnership

Secure a patent or form strategic partnerships to **protect innovation and scale early**

BUSINESS GOALS

2027 - Spring
- Retail Establishment (Home Depot)
- Sod Sales

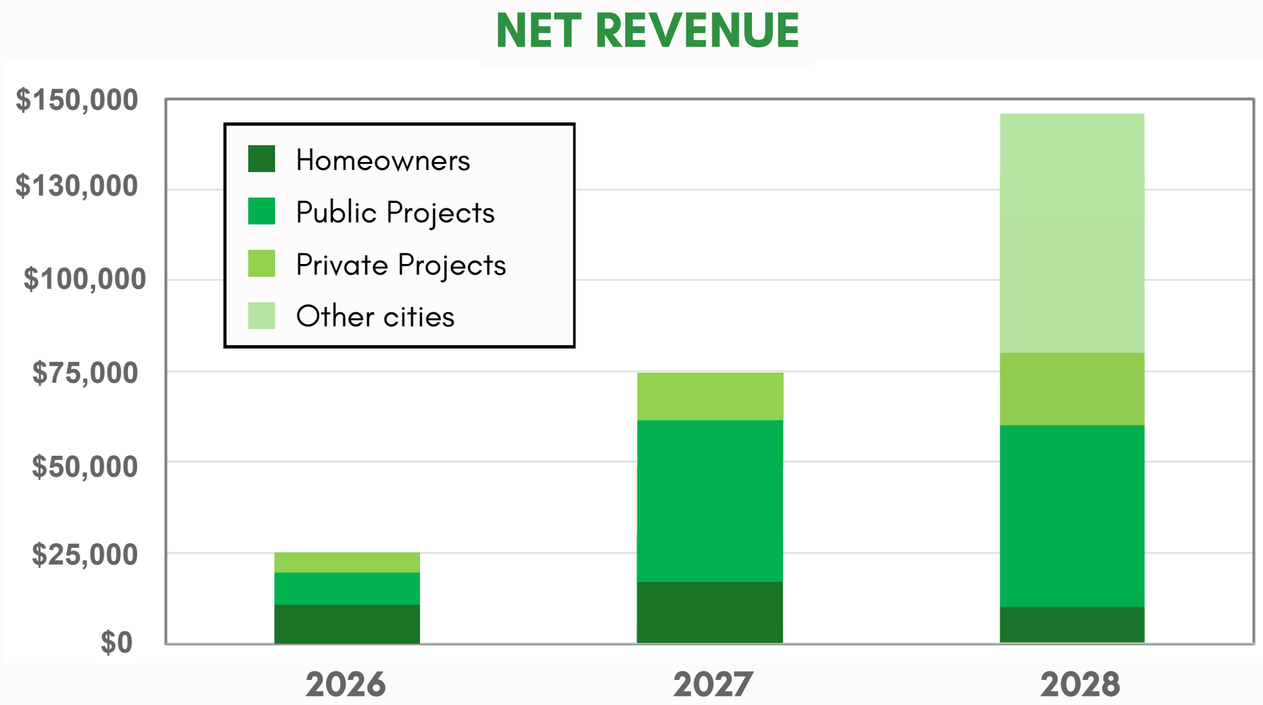
2026 - Fall
- Partnership with landscaping companies

2026 - Spring
- Commercial Project (Hall Group Office Area)
- Sod development testing

2025 - Fall
- Dallas Public Works Dept. Landscaping
- Homeowner sales

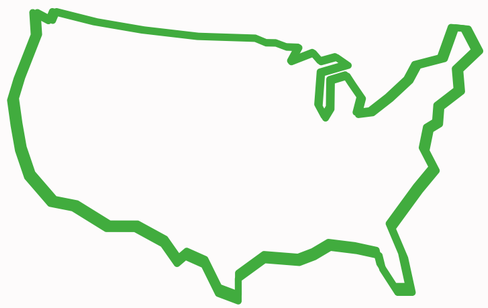
FINANCIALS

Definition of One Unit	1 pound of grass
Selling Price Per Unit	$35
Cost of Supplies for one unit *	$17
Total COGS+	$21
Gross Profit Per Unit	**$14**



+*including cost of packaging*
**sourced from Wildseed Farms and Turner Farms*

OUR HUGE IMPACT



Could save billions of gallons of water nationally

Could prevent mass pollution by lawnmowers and lawn chemicals

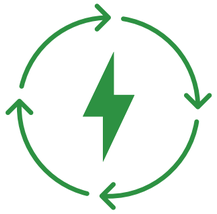
Cities, companies, and homeowners could could save thousands of dollars

VI. CONCLUSION

NativeScape addresses a clear and growing problem: water waste, chemical dependence, and high-maintenance lawns.

Our climate-tailored native grass blends offer a proven, low-maintenance solution that benefits homeowners, cities, and developers alike.

Key Takeaways



Reduces Maintenance

Eco-Friendly & Sustainable

Serves Multiple Markets

Strong Growth Potential

VII. BIBLIOGRAPHY

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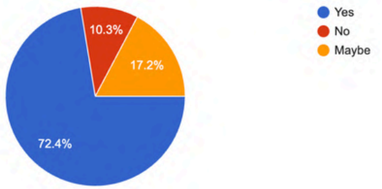
VIII. APPENDIX

Survey for Native Grasses

Did you know that every year, over 8 billion gallons of water are wasted in the United States alone due to traditional lawn care practices? That's where your input can make a difference. I'm conducting a research project on how much people would be willing to change their lawn care habits to help combat this issue. By participating in this survey, you'll be providing valuable insights that can contribute to finding more eco-friendly solutions for our community's landscaping needs. Let's work together to conserve water and preserve our planet for future generations!

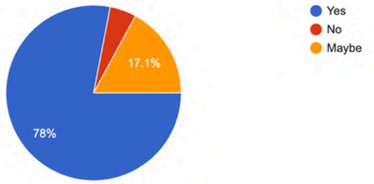
Are you open to the idea of replacing your current grass with native grasses? Copy chart

341 responses



Are you interested in NativeScape Grass Seeds? Copy chart

41 responses

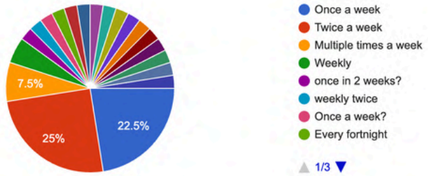


Germination Metrics by Species

Treatment	Emergence Capacity	Mean Emergence Time (days)
Control	24%	16.94
Fescue	54%	11.73
Buffalograss	92%	14.9
Blue Grama	88%	10.01
Curly Mesquite	74%	12
Switchgrass	65%	11.04

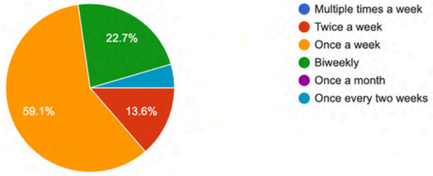
How often does your lawn get watered? Copy chart

40 responses



How often does your lawn get mowed? Copy chart

22 responses



Statistical Analysis

To assess the impact of Buffalograss crossgermination with other species, the mean emergence time (MET) and the emergence capacity (EC%) were calculated for each treatment group. The emergence capacity is the total percentage of seeds that successfully germinated within the 21 day period and is calculated as follows:

$$EC = \frac{\text{Number of seeds germinated}}{\text{Total viable seeds}} \times 100$$

The mean emergence time refers to the average time it took for seeds in each treatment group to germinate and is calculated as:

$$MET = \frac{\sum(n_i \times t_i)}{\sum n_i}$$

where n_i is the total number of seeds that germinated on day t_i, t_i is the specific day of germination and $\sum n_i$ is the total number of seeds that germinated. Measuring MET is important because it can be crucial in restoration projects where rapid seedling germination is needed.

ANOVA Results for Germination Rate Comparison

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	78.45	4	19.61	**9.21**	**0.003**
Within Groups	124.00	45	2.76		
Total	202.45	49			