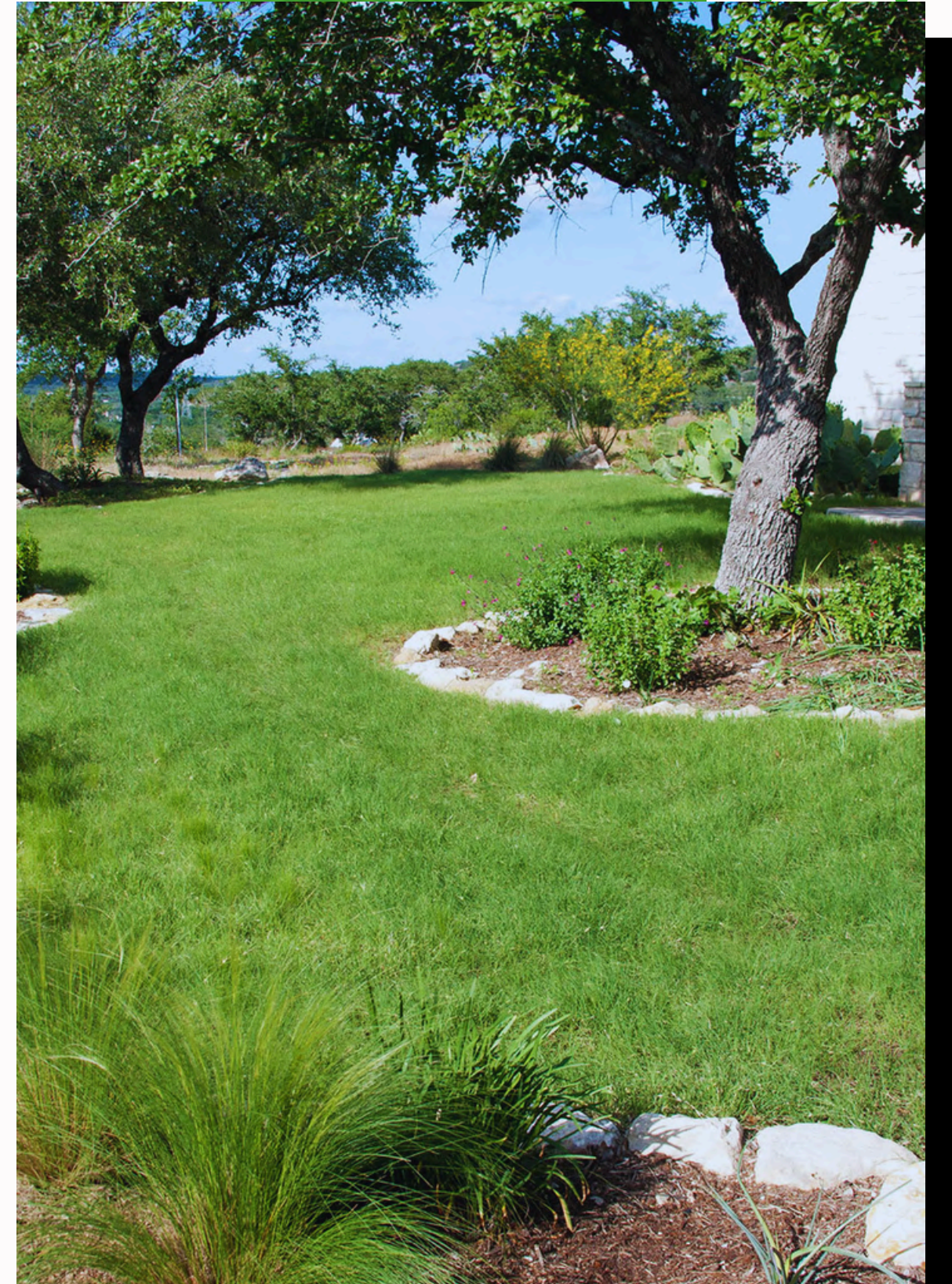




**NATIVESCAPE**

**GRASS COMPANY**

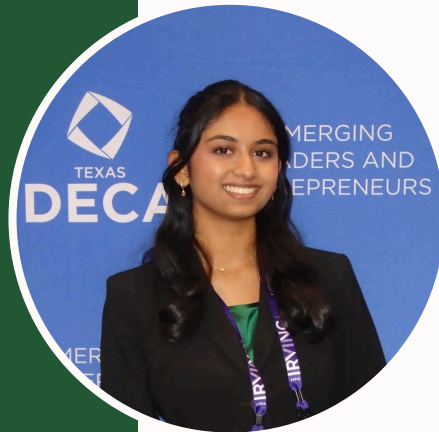
**SEEDING TOMORROW'S LAWNS TODAY**



# INNOVATION PLAN (EIP)



**Diya Balagopal**  
Chief Executive Officer



**Niharika Anand**  
Chief Marketing Officer



**Shifa Haq**  
Chief Financial Officer



**RICK REEDY HIGH SCHOOL**  
**3003 STONEBROOK PKWY**  
**FRISCO, TX 75034**  
**APRIL 26, 2026**

# 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

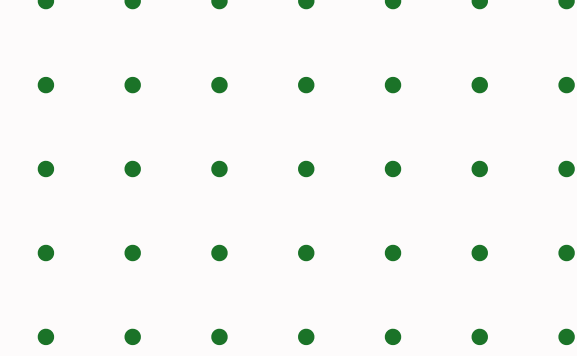
## BUSINESS MODEL

- 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

