

FLORACRACY

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ABOUT FLORACRACY

Do something big: that is the motto driving everything Floracracy does. And there's nothing bigger for us than helping people get the flowers that are right for their big moments. After all, we give flowers at the biggest moments in life, and our flowers should be big too.

Our mission is to bring together flowers and people. We do that by offering unprecedented choice and customization through our technology platform, Floracracy Studio. It is the world's best way to get the right flowers for whatever big moment you need them.

Five years in the making, Floracracy Studio makes designing with flowers fast, easy and fun, even for users that know nothing about flowers. Our patent pending method guides users

through the design experience and lets Floracracy guarantee that they will get the style they want for their big moment.

But we don't stop there. We've looked at every aspect of the flower experience, from boxing, to delivery, to increasing rewards in our Design House Rewards box, to make every step of the process a delight for our customers.

And for every arrangement sold, we give flowers to someone in need. Research has shown flowers have the ability to heal and bring people together. From Chicago to Haiti, we partner with groups bringing that power to those who need it.

That's how bringing flowers and people together gets big.

Learn more at www.floracracy.com.

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MEET THE FOUNDER

Sarah-Eva

Founder & Chief Executive Officer



Sarah-Eva never thought she'd be in the world of flowers. She went to the University of St. Andrews in Scotland to study terrorism and conflict prevention. Authoring her own peacebuilding theory garnered her high honors and short listed her for the Gates Cambridge Scholarship. And then the real dream came true when she was accepted to two PhD programs at Cambridge.

But Sarah-Eva got cold feet. She didn't enroll in either program.

For having missed one opportunity of a lifetime, she resolved, should she be lucky enough to find another, never to let fear stop her. In 2011, Sarah-Eva ran head-first into the strange world of flowers—a \$105 billion global industry of self-contradiction. On one hand, research showed flowers had the power to solve disputes, bring people together, calm, persuade, and even heal—they were peacebuilders. On the other hand, the floral industry was rife with consumer dissatisfaction based on poor customer service and antiquated technology. She became obsessed with this opportunity to reunite flowers with the people who had given up on them, to share with them the healing and personal role flowers had played in her own life.

There was only one problem. Sarah-Eva lacked programming skills, industry contacts, or even basic knowledge of flowers or design. In fact, to be honest, you could say there were many problems.

But this time, Sarah-Eva decided she would not to be deterred by her limitations. She spent six years relentlessly identifying what the industry needed, conducting research and building and testing prototypes. She gave herself a crash course in floral botany by creating a database of flower characteristics organized based on how consumers want flowers. To develop early prototypes, she cut deals trading marketing, sales, and relationship building skills with developers in San Diego who coded various web-based prototypes and solutions.

Most importantly, Sarah-Eva relentlessly used her passion to bring flowers and people together to build relationships with talented professionals who could help Floracracy get where it needed to go. When it ultimately became clear that her vision, and what the industry needed, was bigger than what she could do herself, she parlayed that passion into what may have been the first investment round in a female-owned online flower company.

Under her leadership, the company was accepted into Chicago Innovation's Women Mentoring Co-op in 2017, was highlighted at Chicago Innovation's Celebrating Women in Innovation event in 2018, has received the support of individuals such as the former CTO of FTD and is inspiring people wherever it can to believe in their own ability to do their something big.

Do
Something
Big.
