

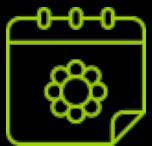


FLORAL IMAGE

Designer Flowers *Refreshed Monthly*

Floral Image offers a premium, maintenance-free way to elevate business spaces.

We deliver designer flowers and refresh them monthly—no watering, no spoilage, no daily effort for businesses. It's a simple service that creates consistent revenue and lasting impressions.



Premium monthly service



Fresh new look for businesses every month



Lasting impressions





Why It Matters

Businesses want welcoming spaces without taking time away from the workday, mess, or waste.

We replace unpredictable décor tasks with a reliable standard: an elevated look, refreshed on schedule, with predictable monthly billing.



Time back



Consistent quality



Predictable spend

Market Opportunity

Businesses already budget billions for flowers and décor
—and they want predictable, low-effort solutions.

\$2.6B

▲ AU floriculture sales
in 2023.

\$35.6B

▲ Global cut flowers
(2024)

\$5.1B

▲ Office décor
(2022)

\$53.9B

▲ Projected
by 2032

▲ A recurring, route-based service
captures existing spend with better
consistency and less waste.

[USDA \(2023\) Grand View Research](#)

- Existing budgets, not new spend
- Recurring spend → recurring revenue
- Predictable, maintenance-free service

Global Footprint & Market Proof

A proven service model operating across multiple countries and cities.

Successful strategy, straightforward sales pitch, and route cadence create consistency at scale and confidence for new owners.



Proven service model



Operational consistency



Confidence to scale



Sales Overview

We place and service designer flowers on a monthly subscription. Offer customers a free trial, convert to monthly agreement, and enjoy routine refreshes. We provide the product and own the install, upkeep, and swap cadence.

01 .

Free Trial



02 .

Convert to Monthly



03 .

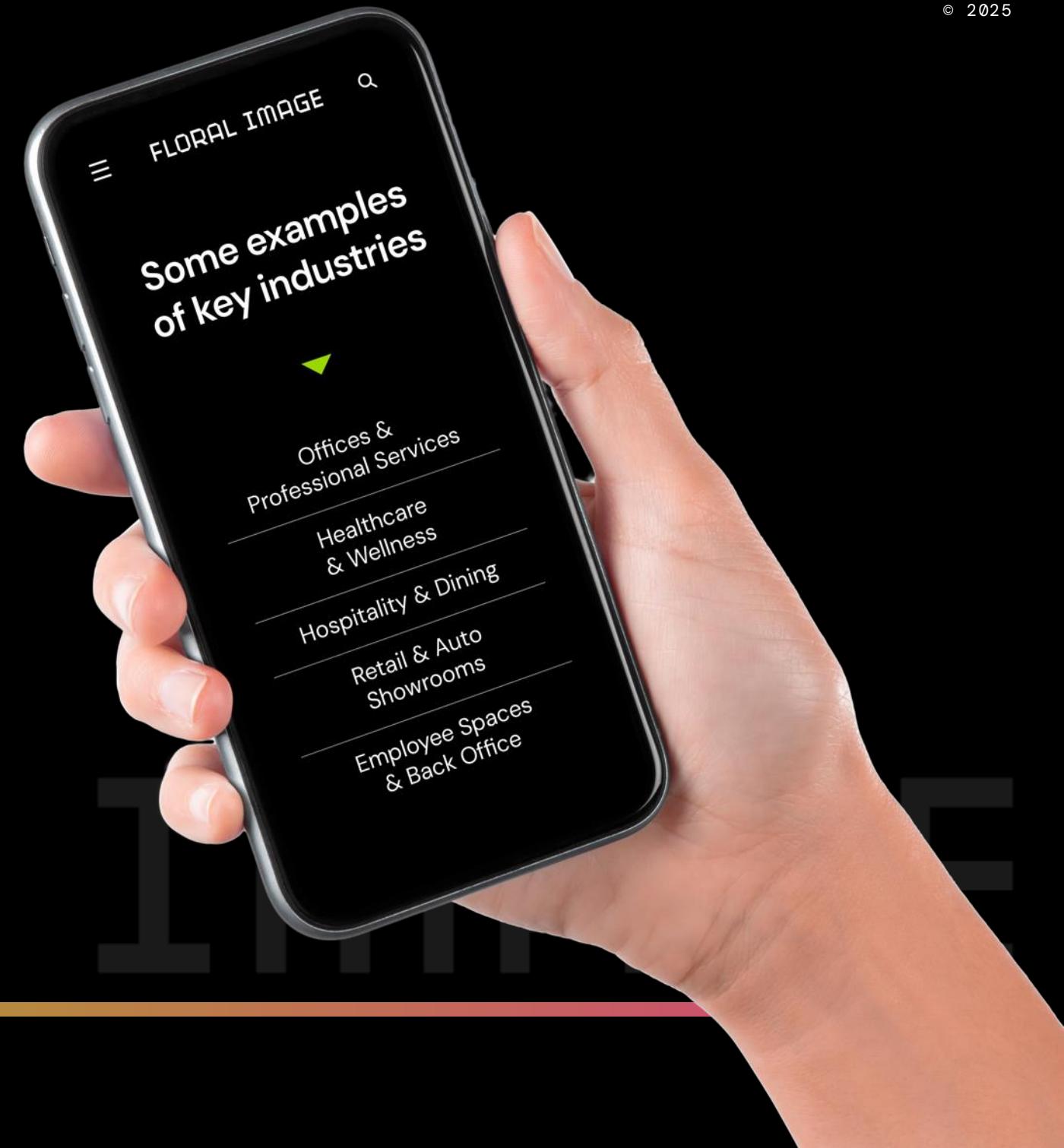
Refresh Schedule



Every Door. Every Floor.

Broad Customer Base — Every Business With a Space.
If a space hosts customers or staff, we fit.

Floral Image serves any business that wants a polished, maintenance-free look—lobbies, reception, waiting rooms, showrooms, dining areas, and employee spaces. From single-site locals to multi-site brands, the addressable base spans virtually every customer-facing category.



The Business Model

Simple. Repeatable.

Lead → free trial → monthly subscription → route service → retain/expand.
Repeat the rhythm weekly, monthly, and quarterly to build dense, efficient routes and protect quality.

01 .

Free Trial



02 .

Convert Easily



03 .

Route, Refresh, Repeat





Key Drivers

Revenue:

Monthly subscriptions per placement.

Scalability:

Route density, standardized products, tight service times.

Low Overhead:

Vehicle, storage, inventory, local marketing.
Break-even depends on density and discipline.



Subscription
revenue



Efficiency
margin



Density
matters

Who It's NOT For

This model rewards in-person outreach and a route rhythm. It's not a fit if you want to stay behind a screen, avoid face-to-face selling, or resist a structured field schedule.

- ▲ Prefers remote only work
- ▲ Avoids in-person outreach
- ▲ Dislikes structured routines
- ▲ Won't protect selling time

Who It IS For

Owner-operators who like B2B outreach and reliable field work. Must have a desire to be a part of your local business network. Organized, coachable, and systems-minded. Sales or hospitality helps; design appreciation is a plus.

- ▲ B2B friendly
- ▲ Route consistency
- ▲ Hands-on



Weekly Cadence

Prospect and place trials early week. Clustered refreshes mid-week. Close with pipeline review, invoicing, and prep. Protect selling blocks; keep vans stocked; standardize admin.

Typical hours are 8am - 4pm.



Prospect
early



Cluster
refreshes



Close,
invoice, prep



Sales Journey

P.L.A.N.T. → G.R.O.W. → S.U.N.



P.L.A.N.T.

Secure trials.



G.R.O.W.

Convert to Monthly accounts.



S.U.N.

Retain and expand through on-time refreshes and simple add-ons.

Short, purposeful touches keep the pipeline moving.



Territories & Growth Potential

Exclusive territories are defined using objective criteria. Start with one territory sized for early route development. Expansion depends on performance and availability.



Exclusive area



Objective criteria



Expansion by performance



Training

Pre-launch training in an established market.

Launch week in-market training, five days of hands-on training in your territory. Begin the **100 Free Trial Strategy**, using planned conversion windows and structured follow-ups.

- Five days in your territory
- Jumpstart 100 trials on hire
- Book conversion appointments

Tech Stack & Tools

Required & Included in Tech Fee: Outlook and Slack for communication. Leadbeam for prospecting and routing. Salesforce for CRM. Xero for accounting. Recommended/trusted vendors for: VoIP, bookkeeping, insurance, payroll and other providers.

- Prospect, track, route
- Invoice and reconcile
- Communicate clearly



Ongoing Support & Community

- Monthly Garden Party: Monthly Franchisee Meeting
- First 90 Days after onboarding: Work with Business Coach to Establish Franchisee Foundation
- Ongoing: Regular sales calls and business support calls.
- Peer learning.
- Active feedback loops to HQ, improve tools, training, and standards as the network grows.

Discovery Roadmap



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