digidirt

Rent.
Learn.
Connect.

Gardening made easy through community.

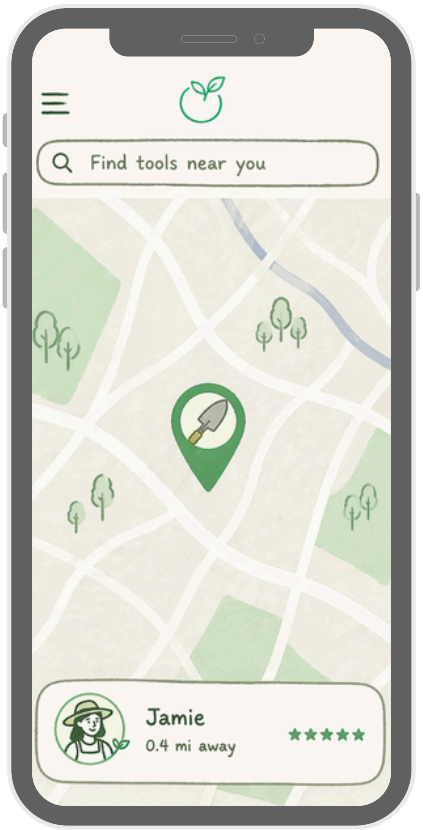
InnovateHERS 2026 • Business Plan

BUSINESS NAME & CONCEPT

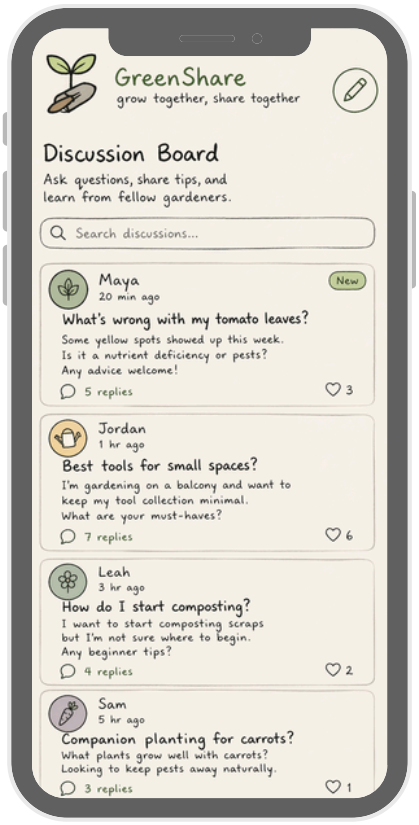
Digidirt is a mobile app that makes gardening accessible. Users can rent gardening tools, learn about tools and plants, and connect through mutual passion. Digidirt provides a community for people to experience the joy of gardening by working together to beautify spaces in an affordable and environmentally friendly way that is open to both beginner and experienced garderners.

SERVICE DESCRIPTION

Digidirt has a tool rental service where users can rent gardening tools from the inventory and from other verified users who list their personal tools for rent. The app provides detailed instructions from experts on the application of tools and their proper maintenance. An online, well regulated, community discussion board allows users to connect and grow with people across the globe and even form local gardening communities.







TARGET MARKET

- Eco-Conscious & Sustainable Gardeners
- Novice & Casual Gardeners
- Urban/Small-Space Dwellers
- Budget-Conscious & Resource-Sharers
- Community-Oriented Individuals

VALUE PROPOSITION

- Affordability
- Accessibility & Learning
- Community Interaction
- Sustainability

FINANCIAL PLAN

Startup Cost Item	Est. Cost
E-commerce	$1,300
App MVP	$4,000
Initial inventory	$6,800
Marketing	$1,000
Misc / legal	$800
TOTAL	$14,400

Metric	Year 1 Projection
Users (avg.)	100
Average Tool Price	$48/per day
Monthly revenue	$4,800
Annual revenue	$57,600
Gross Profit	$43,200
Gross Margin	75%

Funding sources: $7,400 personal savings · $4,000 crowdfunding · $2,000 small business grant · $1,000 loan

IMPLEMENTATION PLAN

Phase	Timeline	Key Milestones
1 — Foundation	Months 1–2	Register LLC · finalize supplier contracts
2 — Build	Months 3–4	Website live · app MVP beta · pilot w/ 20 rented tools locally
3 — Launch	Month 5	Public launch · social media campaign · first 50 users
4 — Scale	Months 6–12	Introduce promo codes · reach 100 active subscribers

SOCIAL IMPACT

- Community - People can connect with others with mutual interest in their local community,
- Encourages Gardening - Renting, instead of buying is an affordable entry point into gardening
- Mental Wellness - Gardening and spending my outdoors improves health and reduces stress levels