

FLORACRACY

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ABOUT FLORACRACY

Floracracy was born out of our deeply held belief that flowers should be personal, whether you define that as a certain style or a certain meaningful message.

Think about it: We give flowers at the biggest moments in our lives. From weddings to anniversaries to celebrating graduations to saving marriages, we turn to flowers to say what we don't know how to say. Humans have been doing this since we began. This language is older and more natural to us than the spoken or written word.

And we spend lots of money for the privilege of sharing this communication with others who are far away.

At Floracracy, we believe that every time our industry sends out a pre-made arrangement that doesn't look like the picture online, or that doesn't resonate with the person's style or tell a story that feels meaningful, it's betrayed the job that's to be done by the floral industry: to create experiences that resonate with the emotional tone and style the customer desires.

We do not believe that because the floral supply chain is hard, we're therefore excused from giving people what they pay for. Nor do we feel that because it is seen as an art, customers don't know what they want.

To the contrary, we believe first and foremost that every person has a unique floral style and a unique connection with certain flowers in their story. It is the mission of Floracracy to create floral experiences that resonate with the lives and styles that both bind people and make us unique.

Rather than selling pre-made arrangements, customers who come to Floracracy.com participate in a highly collaborative experience, where we help them create a unique arrangement that's either in a particular style or tells a particular story. We process the order ourselves and send it out in one of only two boxes that allows for 360 degrees of flowers.

That's just the start with this box. It's packed with special notes, trinkets, and some surprises that will only be announced at the time of launch.

For every arrangement sold, we plant a flowering fruit tree in Haiti. And we actively donate flowers to domestic violence shelters.

XOXO
Team Floracracy

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A NOTE FROM OUR FOUNDER



I went to graduate school to study International Relations, thinking I would spend my life tracking terrorists or working on a peace-building mission. Honestly, I still feel like I am.

I believe in empowering people to live their own stories. And like most of the great stories, what makes one tick is the kinetic energy between people experiencing something big in their lives. I've been obsessed with these kinds of moments since I can remember.

When I was a little girl, I loved creating stories for friends and my sisters. I am not talking a short joke while in the car to Chuck E. Cheese's. I'm talking holing up in an attic for three days in full 1860s costumes, where the Confederates would ransack our houses and we'd nurse the sick and someone usually died. Women were warriors in my stories. Men were good. And the best of humanity always, eventually (after lots of tears), won. These would go on for days sometimes (the benefit of being homeschooled). I was good at creating experiences for other people. I was good at creating worlds where people could laugh and dream and cry.

The real world? I had little interest in it. If you asked me what I wanted to be when I grew up, I'm pretty sure I would have said

Anne of Green Gables. And I would have said it with a straight face. Seriously, I ran my own school as her in my basement one winter.

Life has changed a lot. I live with two kids under five, a husband, and a mother-in-law. The laundry alone won't let me escape the real world for very long, but I am incredibly lucky in what I get to do in this real world: think about how I can help people connect with their fantasies, their dreams, their best selves.

I believe that everyone wants to move the people they love to something big: tears of joy, the light in our faces that says, "I've been seen," a silence that's steady and peaceful because it's actually full of complete gratitude. It's just hard to do when we're inundated with ideas, deadlines, and, truthfully, lots of cheap and meaningless flowers.

Flowers are the most ancient way we tell our stories and connect with others at the biggest moments in our lives, and they are also scientifically shown to help us be bigger versions of ourselves. We call a friend more. We heal faster. We're not as lonely or depressed.

You see why I feel like life has come full circle? It's not a coincidence that the first person I ever met who really got this was the first and only florist in 20 years in Mogadishu, Somalia, a man who was killed by terrorists for bringing flowers into the country. In the real world, flowers are the greatest defense against the instruments of fear and isolation that keep us from the peace we all desperately want.

When I'm not thinking about flowers, I'm speaking to groups of women about leading an integrated life (you won't hear me talk about work-life balance) and effective mentoring: mentorship motivated by aspiration and vision versus fear, and why the latter probably won't lead you in the direction you really desire.

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FOR IMMEDIATE RELEASE

CHICAGO-BASED FLOWER SERVICE SEEKS PRODUCT TESTERS FOR A NEW TYPE OF FLORAL EXPERIENCE

1871 WiSTEM Member Floracracy to Select 15 Participants for Product Test

CHICAGO (December 17, 2018) – Chicago area-based flower service and 1871 WiSTEM startup [Floracracy](http://Floracracy.com) announced today it seeks Chicagoans to product test its new software, Floracracy Studio. Floracracy will conduct thirty-minute test sessions at 1871 on December 19, 22, and 29. A total of 15 participants will be included, brought in on a rolling basis through the application deadline, December 22. Participants will have an opportunity to test Floracracy Studio, Floracracy’s patent-pending online software platform that allows people to participate in the designing of floral pieces (instead of having to buy pre-made arrangements online). Testers’ feedback on Floracracy Studio and delivery options will shape the future of online flower experiences.

As thank yous, testers will receive a \$20 Amazon gift card and chocolates from the same exclusive chocolatier who makes chocolates for Jaguar. Additionally, everyone who applies for the product test will receive automatic access to Floracracy’s 2019 national beta test and bonus merit points in Floracracy’s design rewards program.

No design experience or flower knowledge is necessary. Floracracy is looking for testers who purchase flowers for romantic situations, holidays, parties, or home decor. Additionally, Floracracy encourages individuals who are looking to propose over the holidays to apply; however, individuals seeking simple pre-made arrangements are unlikely to be selected for the beta test.

“Flowers are about human connection,” says Floracracy CEO Sarah-Eva Marchese, “and we’re looking for people who want that connection. We give flowers at the biggest moments in life, yet today, flowers are considered an impersonal gift — something people buy when they feel



like they have to or don't know what else to give. We are here to change that. We aren't just delivering flowers, we are delivering experiences that build human connection."

Product test applications are open now until December 22 at floracracy.com.

About Floracracy

Floracracy is out to build human connection through amazing experiences. In a society where flowers are [viewed more and more as an impersonal gift](#), Floracracy aims to use innovative technology and unparalleled service to power personal connections wherever needed. In pursuit of that objective, Floracracy is proud to plant flowering fruit trees for every arrangement sold, so that each gift lives on for decades, providing food, income, reforestation, and beauty to others.

Learn more at www.floracracy.com.

Human Connection Flowers
