



gomaterials

Media Kit

ABOUT

About GoMaterials

Why We Do

After owning a landscape construction business for over 10 years, **GoMaterials'** co-founder, Marc Elliott, understood that procurement in the landscape industry was a real problem. He had experienced first-hand the headaches related to poor quality materials arriving on job sites, last minute order changes, product availability shortages and late deliveries. **GoMaterials** was founded to help resolve these supply chain challenges faced by the landscaping industry.

What We Do

GoMaterials is a hassle-free B2B marketplace for landscape materials. Landscape contractors use **GoMaterials** to source wholesale plants and trees from hundreds of verified wholesale nurseries across the US and Canada.

The end-to-end service helps landscaping businesses with all aspects of procurement such as search, price comparison, quality assurance and logistics organization. Landscaping businesses can easily access the service without any upfront costs or membership fees.

Today, **GoMaterials** is used to source millions of dollars in annual landscape material volume and is operational in Canada and the USA.

At A Glance



YEAR FOUNDED

2016



WHAT WE DO

**Hassle-free B2B Marketplace
for Landscape Materials**



WHO WE SERVE

**Landscaping Businesses
& Growers**



OPERATIONS

**Canadian provinces of
Quebec and Ontario and USA
Eastern seaboard and South**

Why Landscaping, Why Now?

Why Landscaping?

Landscaping is a \$100B industry on the verge of disruption. Dominated by family-owned enterprises, the market for landscaping materials is extremely fragmented with very little price transparency.

As of now, procurement processes are chaotic, ad hoc, and lead to thousands of wasted hours for landscaping businesses. Additionally, the slower pace of technological adoption has heightened the need for tech-based innovation in the industry's supply chain.

GoMaterials is uniquely positioned to solve these challenges and to revolutionize sourcing for landscaping companies.

Why Now?

Today, many landscaping businesses still depend on personal networks and references from peers for procurement. Plant and tree sourcing is extremely labour intensive and lacks technological innovation. While emails, phone calls and RFQ's have worked historically, the current procurement infrastructure is not equipped to handle the future needs of the industry.

Factors such as global sustainability objectives, rising housing starts and consumer trends will continue to cause a phenomenal surge in the demand for landscaping services. On the flip side, wholesale nursery businesses are already unable to keep up with the demand. Not only are fewer young people joining the wholesale nursery business every year, but natural disasters and unexpected phenomenon's such as Covid-19 are contributing to plant shortages.

With less people entering the job market for both demand and supply-side jobs, the industry desperately needs supply-chain innovation.

Our Founders



Marc Elliott | COO | 

Marc Elliott is the co-founder and COO of **GoMaterials**, a hassle-free B2B marketplace for landscape materials. After successfully exiting from his landscaping business, Marc wanted to help make procurement more efficient for the industry. Marc launched **GoMaterials** to resolve the supply chain challenges that he had faced first-hand in his first venture.

In his current role, Marc is involved in all aspects of day-to-day operations and frequently consults landscape contractors on sourcing issues and plant knowledge. As an industry veteran and ex landscaper Marc also contributes to the community through podcasts and thought leadership articles published on leading lawn and landscape media.



Shireen Salehi | CPO | 

Shireen Salehi is the co-founder and CPO at **GoMaterials**. She is known for her strategic thinking and problem-solving skills which helped her successfully manage leading toy brands at Mattel prior to **GoMaterials**.

Shireen brings a unique perspective to the green-industry as one of the few leaders looking to solve its complex supply-chain issues with technology. Under her leadership **GoMaterials** has grown to become one of the most recognized B2B marketplace brands in the lawn and landscape industry.



Michael Bellows | CEO |

Michel Bellows is the co-founder and CEO at **GoMaterials**. Michael has a successful track record of building and nurturing high-performing sales teams for large organizations such as PepsiCo. As a leader and a community influencer, Michael is passionate about company culture, sales, and mentoring.

Outside of work, Michael enjoys maintaining a high-intensity fitness routine. He is a certified spin instructor and swim coach with over 20 triathlon/marathons in dozens of different cities across the world under his belt.



Kunsheng Zhao | CTO |

Kunsheng (Kun) Zhao is the co-founder and CTO at **GoMaterials**, one of the fastest growing technology startups in the lawn and landscape industry. Kun has a successful track record of building and refining tech solutions for various industries including healthcare, academic conferencing, and natural language processing. As a researcher, Kun has also worked on critical cybersecurity and data mining projects.

Kunsheng co-founded **GoMaterials** with the intention of helping the lawn and landscape industry embrace modern technology. Under his leadership, **GoMaterials** has been developing a robust platform and systems to revolutionize the landscaping supply chain process.

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