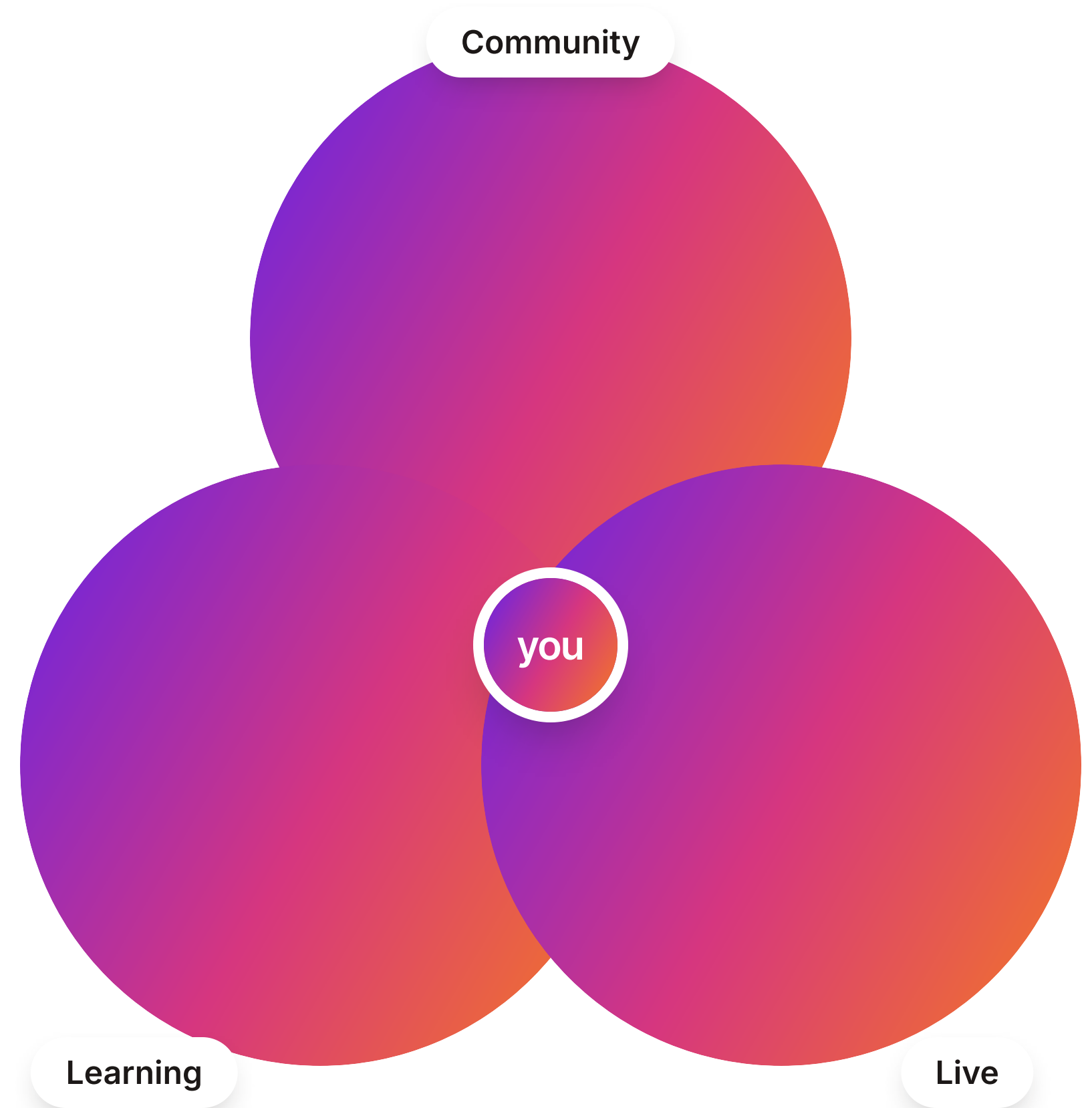


Partnership proposal for floristry schools

Circles where florists grow

A global community and movement for florists and floral decorators — built together with the schools that teach them.

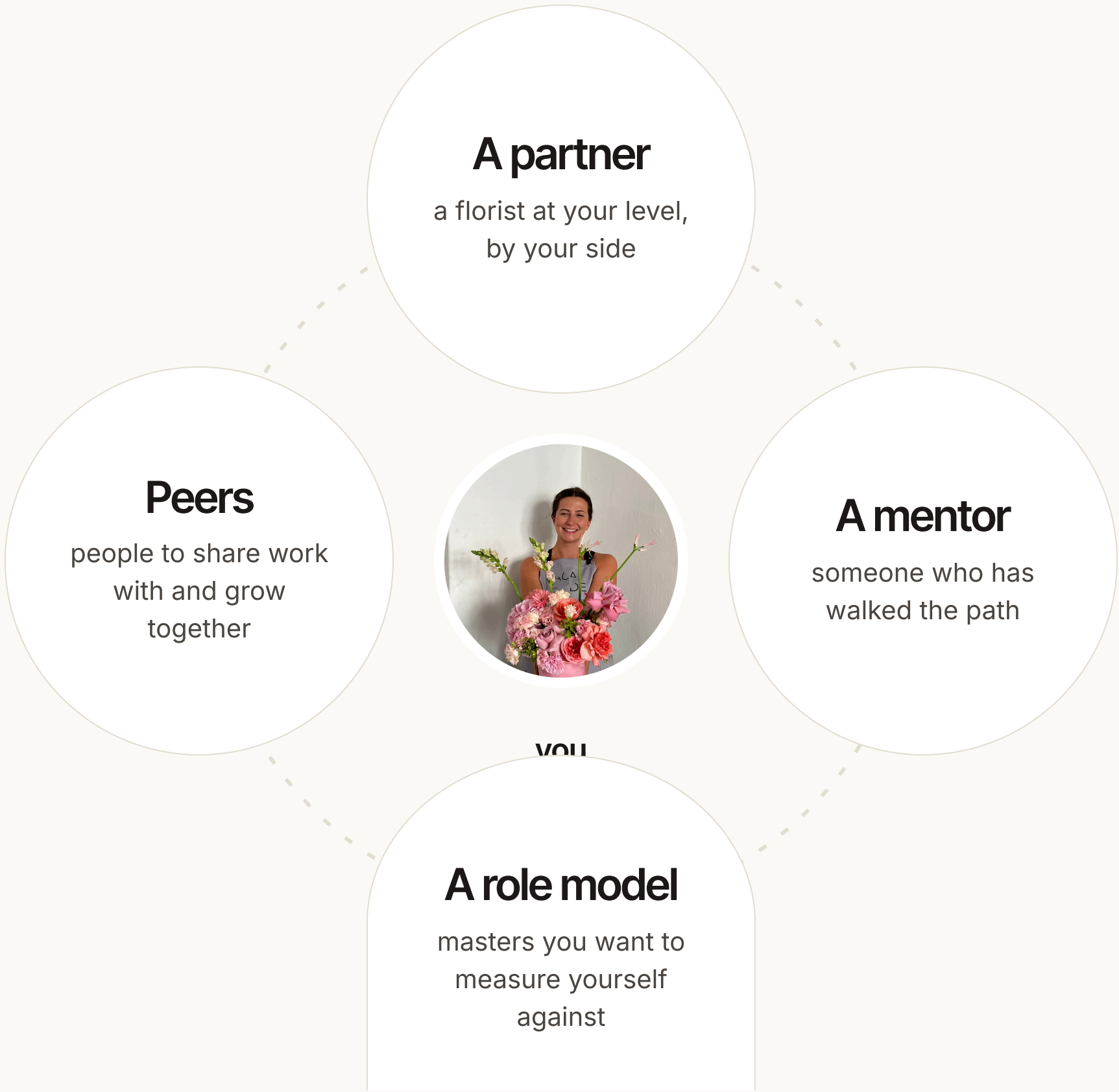


The insight

Florists grow alone. Talent grows in company.

After a course, most florists and decorators go back to a studio, clients and social media — on their own. To keep growing they need people to draw energy from: someone to compare with, learn from and look up to.

Every florist needs a circle.



What schools tell us

Great teaching, but the relationship ends with the course

01

Rising cost of students

Paid ads get more expensive and less predictable every year.

02

Graduates drift away

No community after the course — and no second purchase.

03

Platforms are costly

Community, live rooms and a course platform are a lot to build and run.

04

Reach is local

Going international alone takes years of marketing.

05

Events are hard solo

Big events and competitions need audience, logistics and partners.

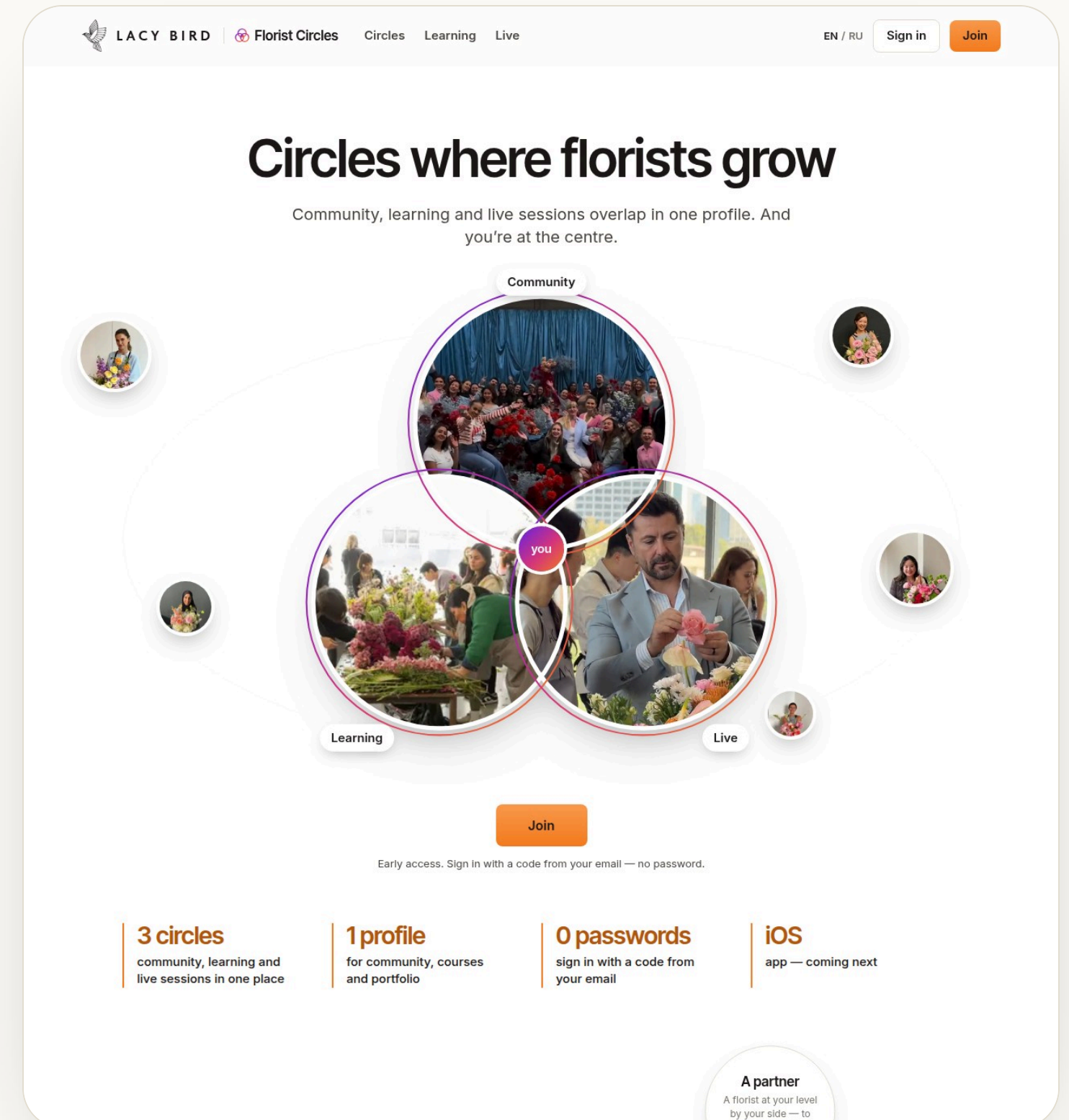
What Florist Circles is

Community, learning and live — one profile

- ✓ **Circles** — communities by topic, city, language and course cohort, each with its own hosts.
- ✓ **Learning** — courses from Lacy Bird Academy, partner schools and great educators, next to the cohort's circle.
- ✓ **Live** — lessons and rooms where everyone can turn on a camera and ask.
- ✓ **One profile** — portfolio, progress, certificates and access in one place. Web today, iOS next.

For florists, floral decorators, studios and educators.

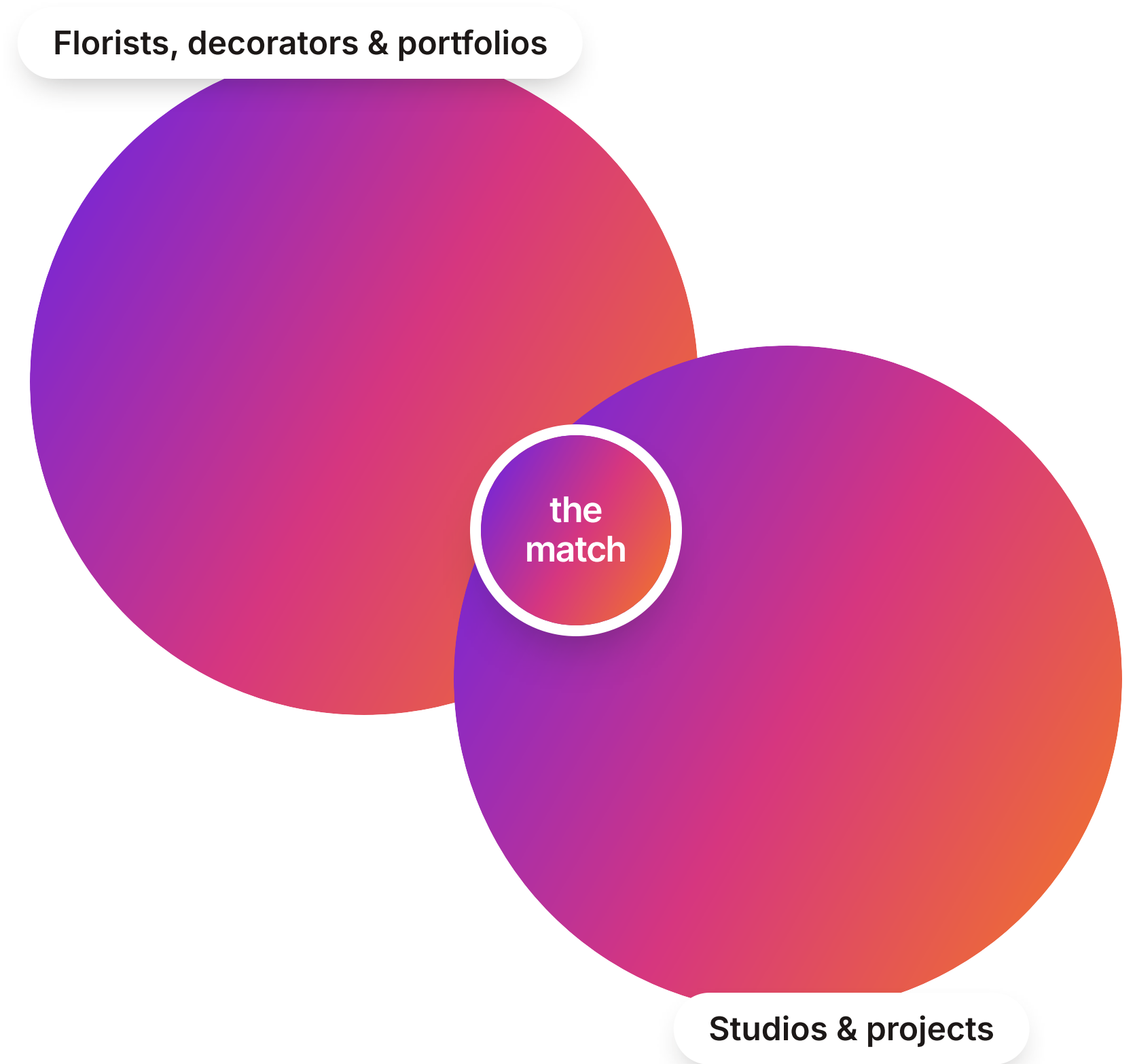
Live now lacybird.com/floristcircles — early access



Where talent meets work

Florist Circles is also a talent marketplace for the floral industry — so learning turns into jobs, clients and projects.

- ✓ **A portfolio** — like a design portfolio site, but for bouquets, event décor and installations.
- ✓ **Jobs** — studios post vacancies, florists and decorators post CVs and search actively.
- ✓ **Projects & freelance** — creators of weddings, events and international projects find the right hands.
- ✓ **Verified skills** — guild level and certificates are visible to employers.



The bigger picture

More than a community. A movement.

Now

Community

Circles, mentors and partners, learning and live sessions — the company every florist and decorator needs.

Next

The Florist Guild

Levels of mastery from apprentice to guild master. A Florist Passport that collects courses, intensives and events across schools. Monthly challenges.

Then

Events & championships

International meetups and championships everyone wants to be part of: online qualifiers, regional stages, a final.

Recognition

Certificates that travel

Florists and decorators want proof of skill that works in any country. Together we can build it.

- ✓ **Shared standard.** Partner schools' certificates count towards guild levels and the Florist Passport.
- ✓ **Visible to employers.** Levels and certificates show up on every florist's profile.
- ✓ **International recognition.** We are working towards accredited certification with European and American institutions — a shared goal for founding schools.



For partner schools

What your school gets

International reach

Your courses and circles in front of florists and decorators from many countries.

Your own circle

A branded space for your students and graduates — no development needed.

Graduates who stay

Community keeps alumni close, so your next course sells to people who already trust you.

Revenue

Sell your courses through the platform with a clear revenue share and attribution.

A place in the guild

Your certificates become part of a shared international standard.

Stage at events

Judge, host and teach at challenges, regional stages and championships.

Hiring & careers

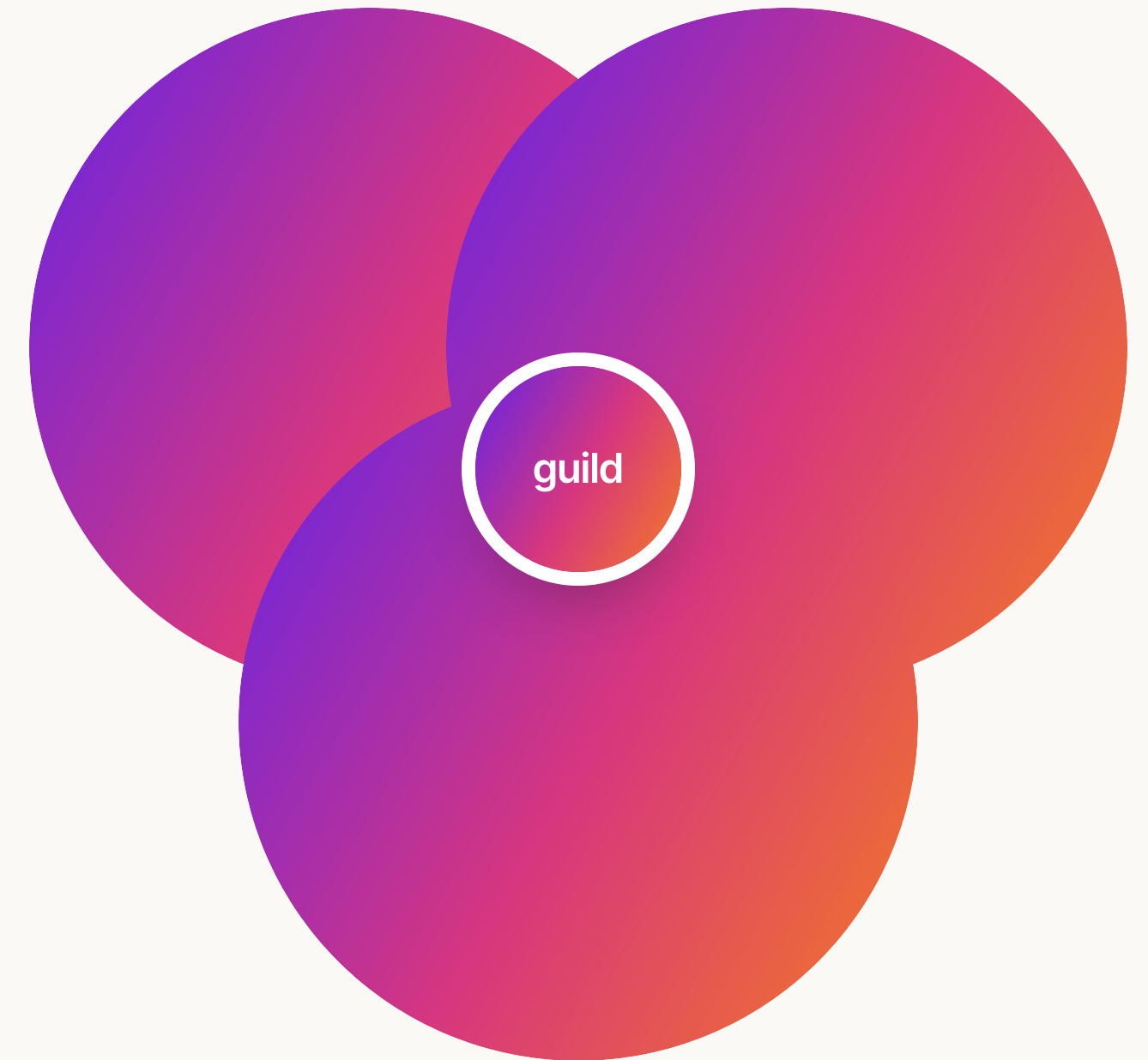
Your graduates get jobs and projects faster — a strong reason to choose you.

Zero tech cost

Community, live rooms, learning and analytics — ready to use.

A shared movement — not someone else's platform

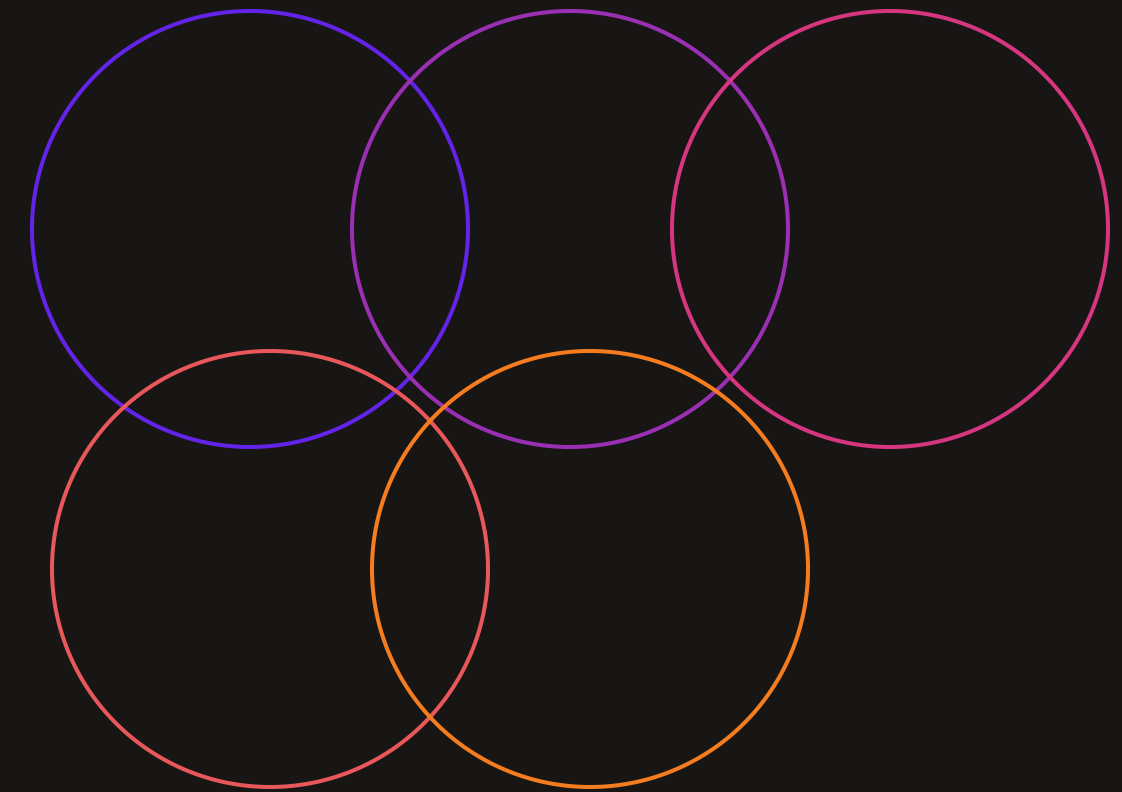
- ✓ **Lacy Bird initiates and leads — it doesn't own.** The movement belongs to the schools, florists and decorators who build it.
- ✓ **Your students stay yours.** Clear attribution, your data belongs to your school.
- ✓ **No poaching.** Fair rules for recommendations and promotion between schools.
- ✓ **Shared rules.** A guild council of founding schools sets standards, judging and the event calendar.
- ✓ **Your brand stays visible.** Your own circles, courses and events under your name.
- ✓ **Freedom to leave.** No lock-in.



A small circle of founders

We are inviting a limited number of schools to shape the movement from day one. Full terms are public:
lacybird.com/floristcircles/partners

- ✓ **A seat on the guild council** — standards, levels and events.
- ✓ **Best partnership terms** — locked in for founders.
- ✓ **Founder visibility** — on the main page, at events and in communications.
- ✓ **Priority** for hosting regional stages and judging championships.



limited founding seats

Start small, with no commitment

Step 1 · 4–6 weeks

Pilot

Your circle on the platform, one joint live session or masterclass, cross-promotion. We measure sign-ups, activity and feedback together.

Step 2

Partnership

Revenue share for courses sold through Florist Circles, mutual recognition of certificates in the Florist Passport.

Step 3

First joint event

An online challenge with shared judges → a live stage at an intensive → the announcement of the first championship.



We already build infrastructure for the floral market

Lacy Bird is more than a studio and an academy. We build products florists and decorators use around the world — Florist Circles brings them together.

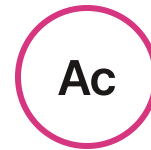


Education

Lacy Bird Academy

Hands-on intensives in 11 cities across Europe, Asia and the Middle East — from Amsterdam to Seoul.

lacybird.com/academy



Running the business

Acanta

A system for floral businesses — storefront, CRM, flower inventory and finance — with a master flower catalog built to an international standard.

acanta.app



A tool in your pocket

Bouquet Builder

Compose bouquets and find flower combinations for décor projects from a real flower catalog — with a photorealistic render. Web and iOS.

bb.lacybird.com



Floral portal

lacybird.com

Flowers and varieties, plantations and where flowers grow, tools for florists, guides and a journal — an open portal in 13 languages.

lacybird.com



LACY BIRD



Florist Circles

Let's build the movement together

Become one of the founding schools of Florist Circles.

lba@lacybird.com

lacybird.com/floristcircles

