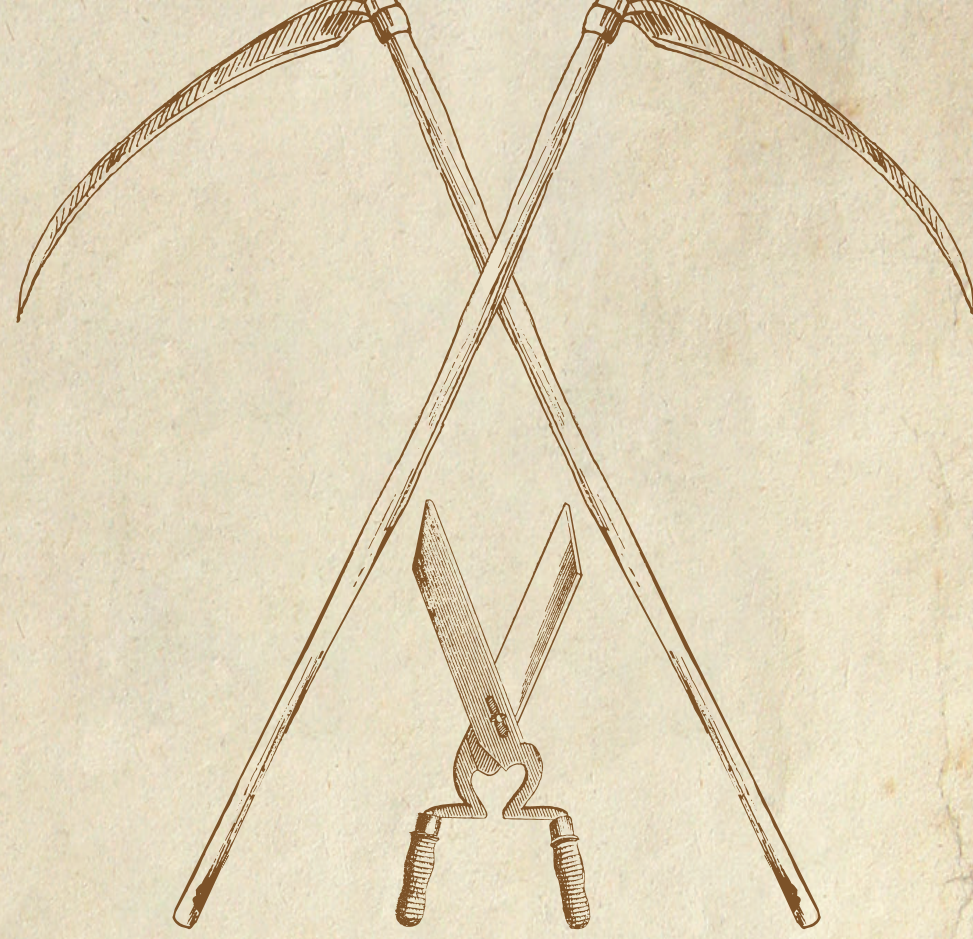


HISTORY OF LAWN CARE



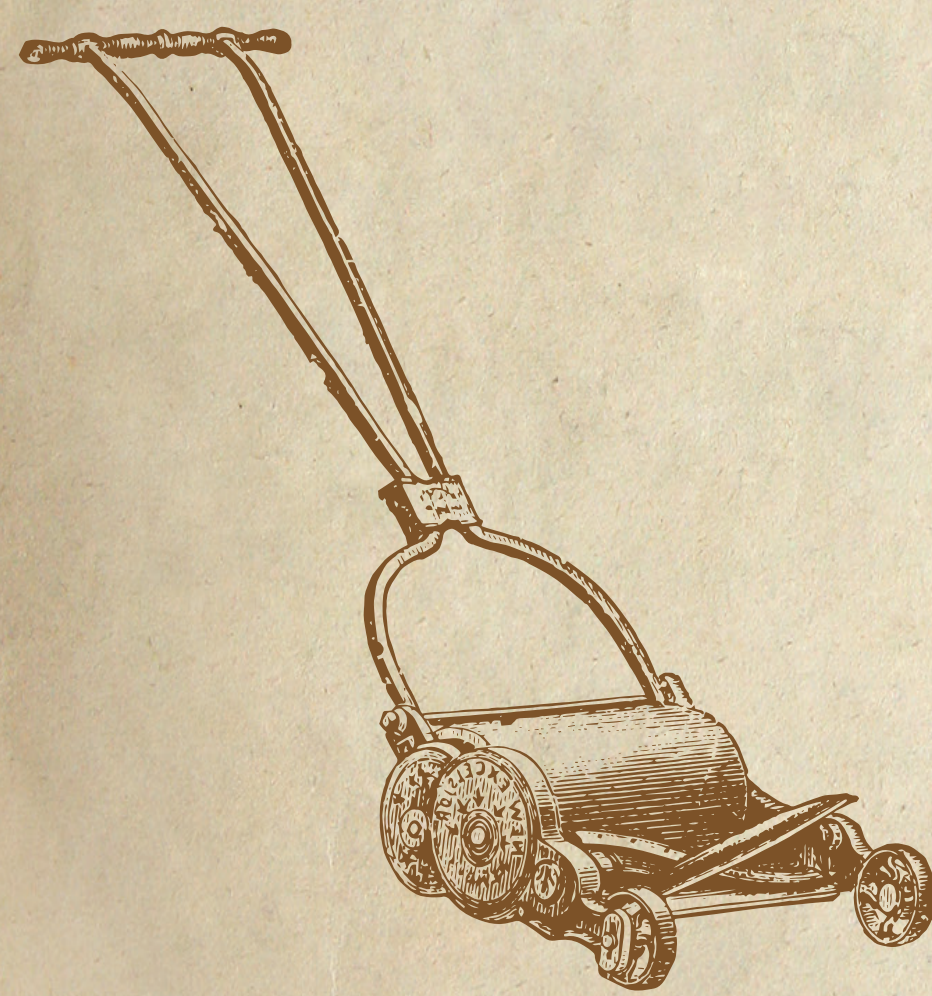
500 AD

In the beginning of time, there was grass and there were goats. And the goats ate the grass and it was good.



1700

As the goats grew tired and full, and the farmers grew hungry, the people began using scythes and shears to cut and harvest crops.

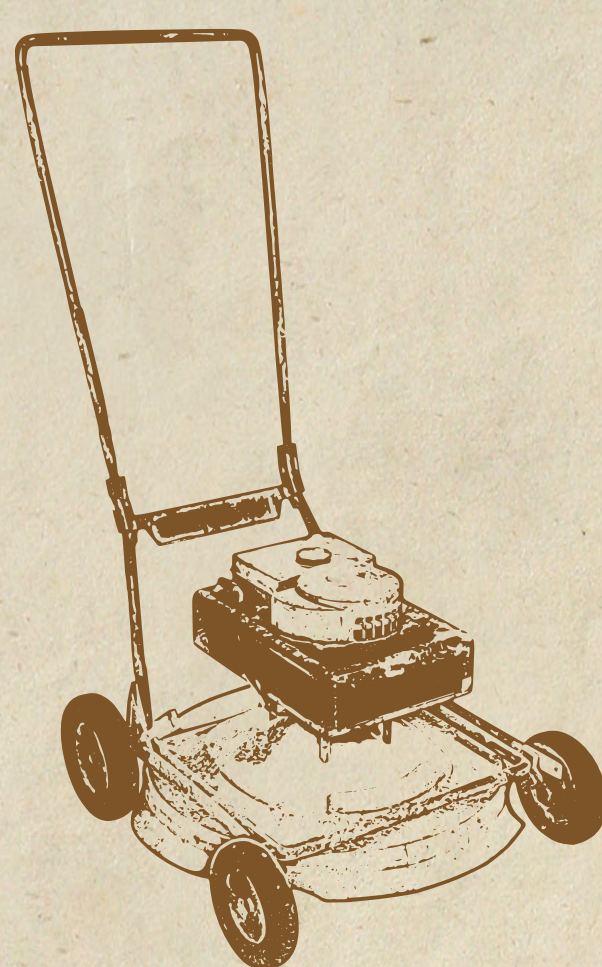
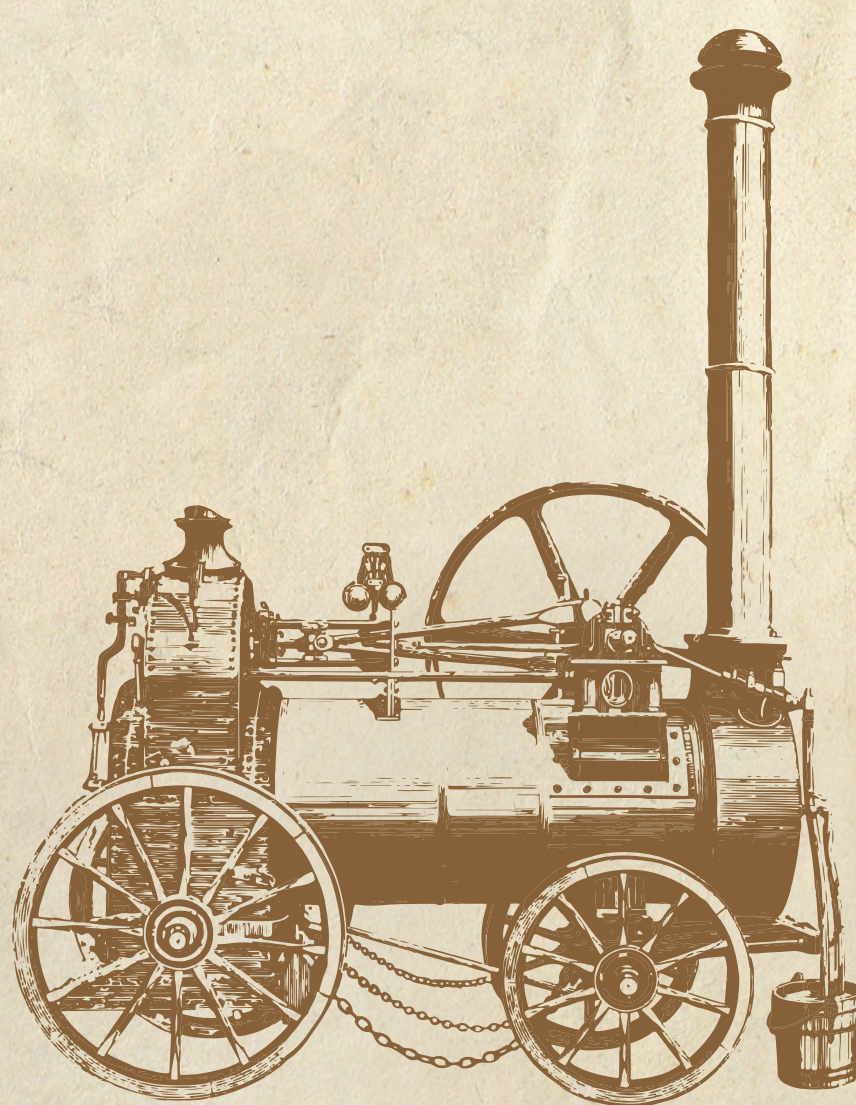


1830

The wealthy then started using land, property, and lawn care as a symbol of status. Not wanting to get their hands dirty, the cylinder mower was born.

1890

With the industrial revolution comin' in hot, every product and service industry was disrupted, from transportation to, you guessed it, lawn mowing. A lighter, quieter, and smaller steam mower became the new norm of lawn care.

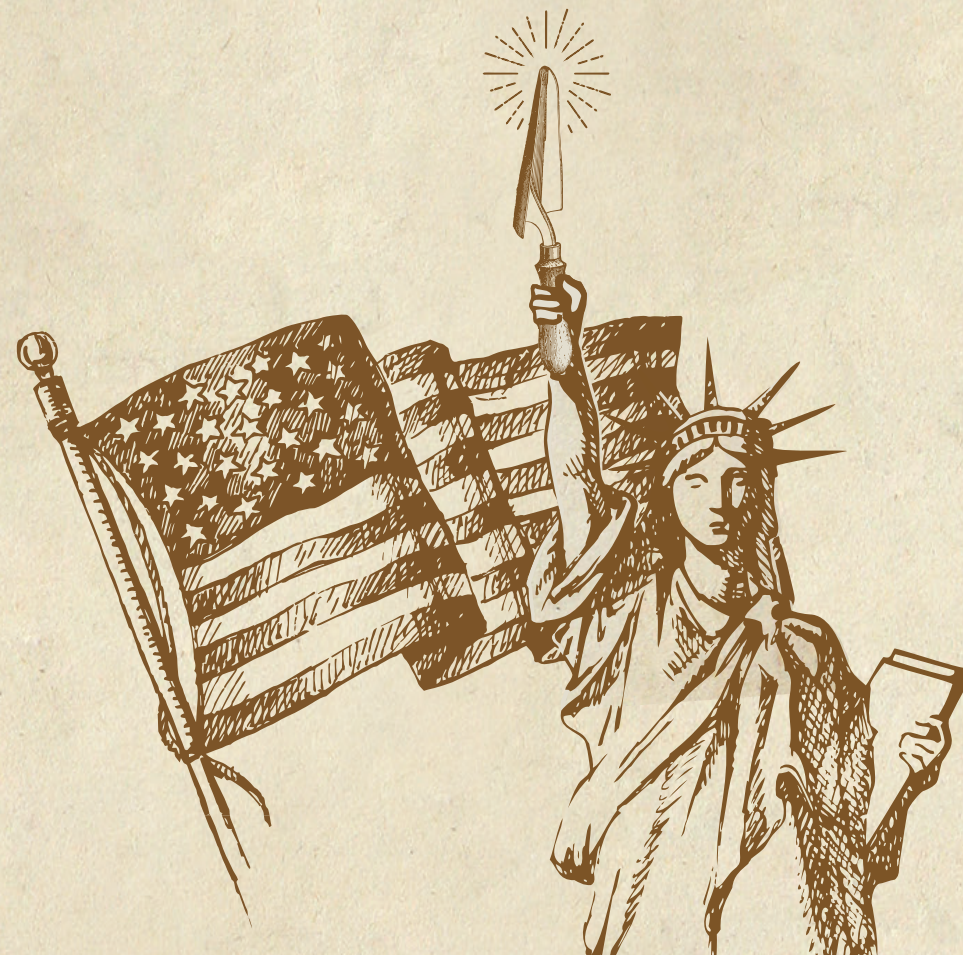


1914

Exponential improvements in technology quickly led to gas powered mowers and mass production lawn mower manufacturing in the United States.

1938

A 1938 legislation solidified the 40-hour workweek, giving Americans more time to care for and enjoy their lawns. As World War II raged on, homeowners cared for their yards as a sign of strength and solidarity. Lawns became an American staple.



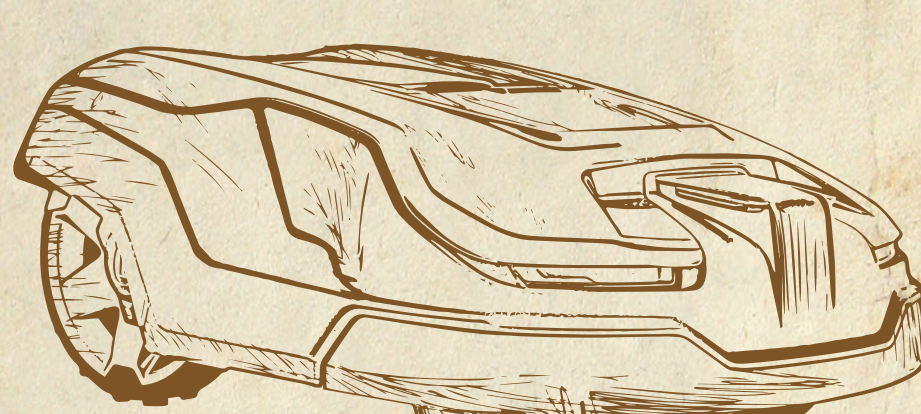
1970

Between disco, roller skates, and the premiere of Star Wars, the '70s were an exciting time. People didn't want to spend all their time caring for lawns. Sports fields especially required a great deal of maintenance, so people looked for hassle-free maintenance. Artificial turf rose in popularity as a way to make a lawn look pristine with very little upkeep.



1990

The lawn craze was still moving forward. New technology produced mowers for every situation imaginable. Tired of pushing? Try a gas-powered mower. Sick of walking? There's a riding mower for you. Bored of mowing the lawn yourself? Use a robotic mower. New mowers and the use of fertilizers gave every home the option of having a lush lawn.



2010

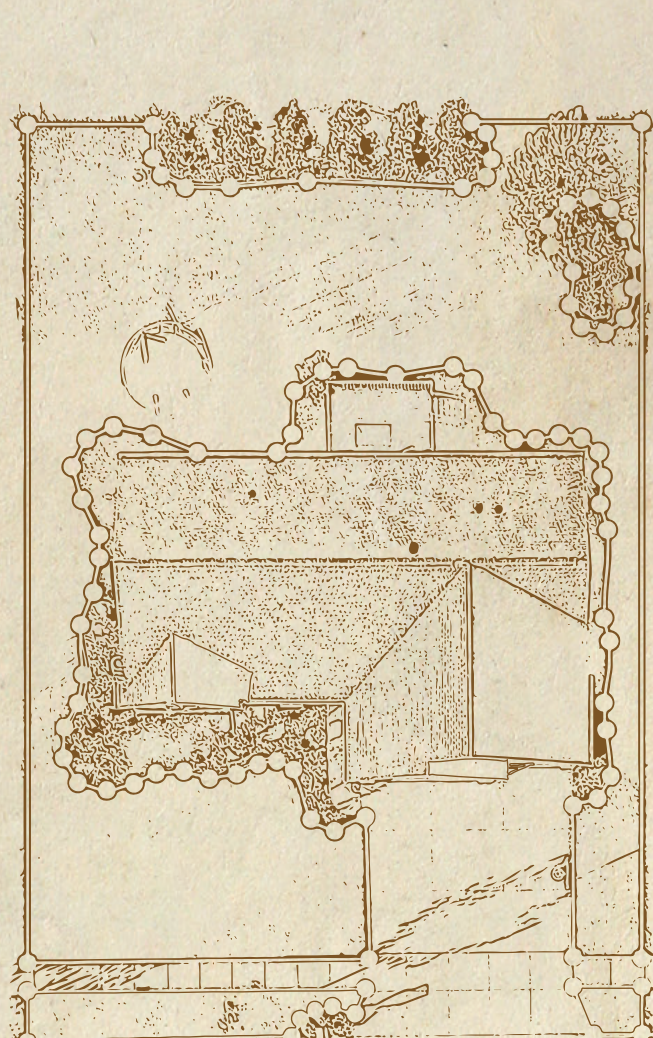
As technology has integrated with our lives, we keep looking for ways to automate and simplify. We specialize, work, and master what we know and trade it with others.

Enter the gig-economy

Companies like Uber, Lyft, FedEx, Airbnb, etc. have married physical and digital products to make life clickable.

2013

TaskEasy disrupts (and won't stop) an age-old lawn care industry. Homeowners, renters, and property managers can easily order affordable lawn care services online without the hassle of finding a reliable landscaper themselves. Using satellite image technology, TaskEasy prices services based on actual square footage and assigns the work to local, qualified, and insured landscapers.



Today

TaskEasy continues to simplify the lawn care industry by providing effortless service to hundreds of thousands of properties each year. Today, TaskEasy performs services in more than 12,000 cities across the U.S. while supporting a network of 14,000 independent landscape businesses.

