

The Living Map

“Maps shows space. We add **time**.”

A distributed network of horticulturally-literate humans observing the living world — bloom waves, pest fronts, leaf-fall, pollen, disease — pinned to UK postcodes, updated daily, with provenance. The temporal layer Google can't build from satellites alone.

The gap

Google Maps knows roads, buildings, business hours. It can't see when cherries broke bud in SW19 this week, where OPM crossed the M25, which postcode hit peak birch pollen yesterday, or where ash dieback advanced this season.

The wedge

HortiMark is an RHS-grade revision tool used by trained gardeners, growers and horticulture students. Every user is a calibrated observer. Every observation is data Google can't buy from a satellite vendor.

Why now

- Google ships Pollen, Air Quality and Weather APIs — all modelled. They need ground truth.
- UK biosecurity (ash dieback, OPM, box tree moth, xylella) is a live geospatial problem with no consumer-facing map.
- Climate adaptation is moving from policy to property — phenology drift is the most visible signal homeowners feel.
- HortiMark's Observatory already captures postcode-resolved sightings today.

Product on Maps

- Time slider: scrub a year, watch the bloom wave move Cornwall → Aberdeen.
- Postcode cards: what's flowering, what pests are active, what pollen is peaking — observed, not modelled.
- Ground-Truth API: sell verified observations to Google, DEFRA, councils, insurers, forestry, allergy industry.
- Climate dashboard: per-postcode phenology drift vs 30-year baseline.

Why Google

Satellites can't tell a sycamore from a maple. Street View can't tell you a tree is dying. Untrained crowdsourced apps produce noisy data. HortiMark's user base self-selects for plant literacy — the cleanest botanical ground-truth dataset on the consumer internet. Partnership, data licence, or acquisition — all three work.

The ask

- Maps Platform access (Tiles + Pollen + Air Quality + Weather) at partner rates.
- Pilot: HortiMark observations validate/enrich Google's modelled Pollen + Air Quality outputs.
- Distribution path into Maps itself for UK users.

Traction

Live at hortimark.com · Observatory logging postcode sightings · Living Map demo live · Public Ground-Truth API scaffolded · RHS L2/L3 trained user base · Built on Lovable Cloud, weekly ship cadence.

Next step: 20-min demo — hello@hortimark.com · hortimark.com/living-map · hortimark.com/pitch