

Vivero is transforming lawn care and their business with help from Gemini.



“Google tools let me move faster, stay professional, and compete at a scale that would otherwise be impossible for a solo entrepreneur.”

Gustavo Barahona,
Founder

The Challenge

Frustrated with an industry that relied on synthetic fertilizers, Gustavo Barahona recognized lawn care needed to change. So, he developed Vivero, a line of ready-to-use, humic-based products. But as a solo entrepreneur, Barahona needed a way to grow his business without doubling his workload.

Solution & Partner

With limited time and resources, Barahona turned to Gemini. He used Gemini to help build social media campaigns, analyze data, and draft strategies that would typically require an entire team. He also leveraged Gemini to help write product descriptions and develop pitch decks faster and more effectively.

Impact

Barahona is now able to move faster and compete at scale. He also plans to invest in more AI tools as he builds Vivero, integrating the technology into areas like customer support and demand forecasting. By treating Gemini as a partner, not a replacement, Barahona has turned his passion project into a thriving business.

