



groguru

**STRATEGIC IRRIGATION MANAGEMENT
FOR THE SMART FARM**

Patrick Henry – President & CEO
patrick@groguru.com

May 2020



A Global Crisis is Brewing!

800M

Chronically
Undernourished
People Globally Today

70%

Increase Needed in
Global Food Production
by 2050

70%

Freshwater Used
Globally for
Agricultural Irrigation

Source: FAO

Global Crop Yield Must Increase To Meet Growing Demand

Farmers Faced with Many Difficult Challenges



WATER



WEATHER/CLIMATE



REGULATORY



SOIL HEALTH



FARM LABOR



COMMODITY PRICING



INPUT COSTS

It's ALL About the Roots!

Optimal Irrigation
has the single biggest
impact on *crop yield*
and *crop quality* by
creating a robust
root system



Most Farmers Struggle with Irrigation Decisions



Look at the neighbors



Feel the soil



Only 10% of farmers uses soil sensors



Expensive soil sampling and “pressure bombs”



What did I do last year

Annual Install/Removal of Competitive Alternatives



Annual Seeding

Destructive Harvest



All Competitors Use Annual Install and Removal

AquaSpy[®]

 **WaterBit**

cropx / **CropMetrics**[™]

 **HORTAU**

 **Sentek**

IRR0METER

Annual Install and Removal Has Major Issues



High Total Cost of Ownership



Scalability Issues

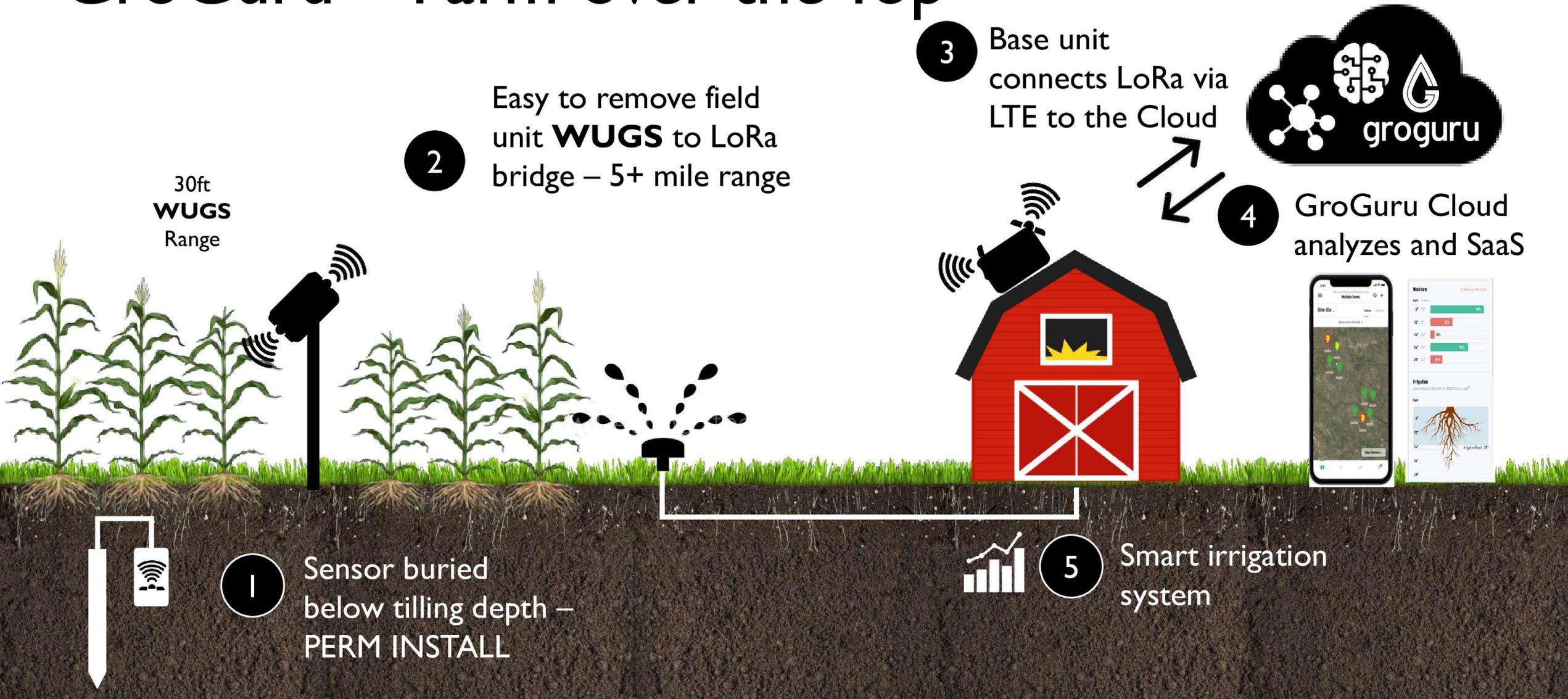


Sub-Optimal Yield Improvement

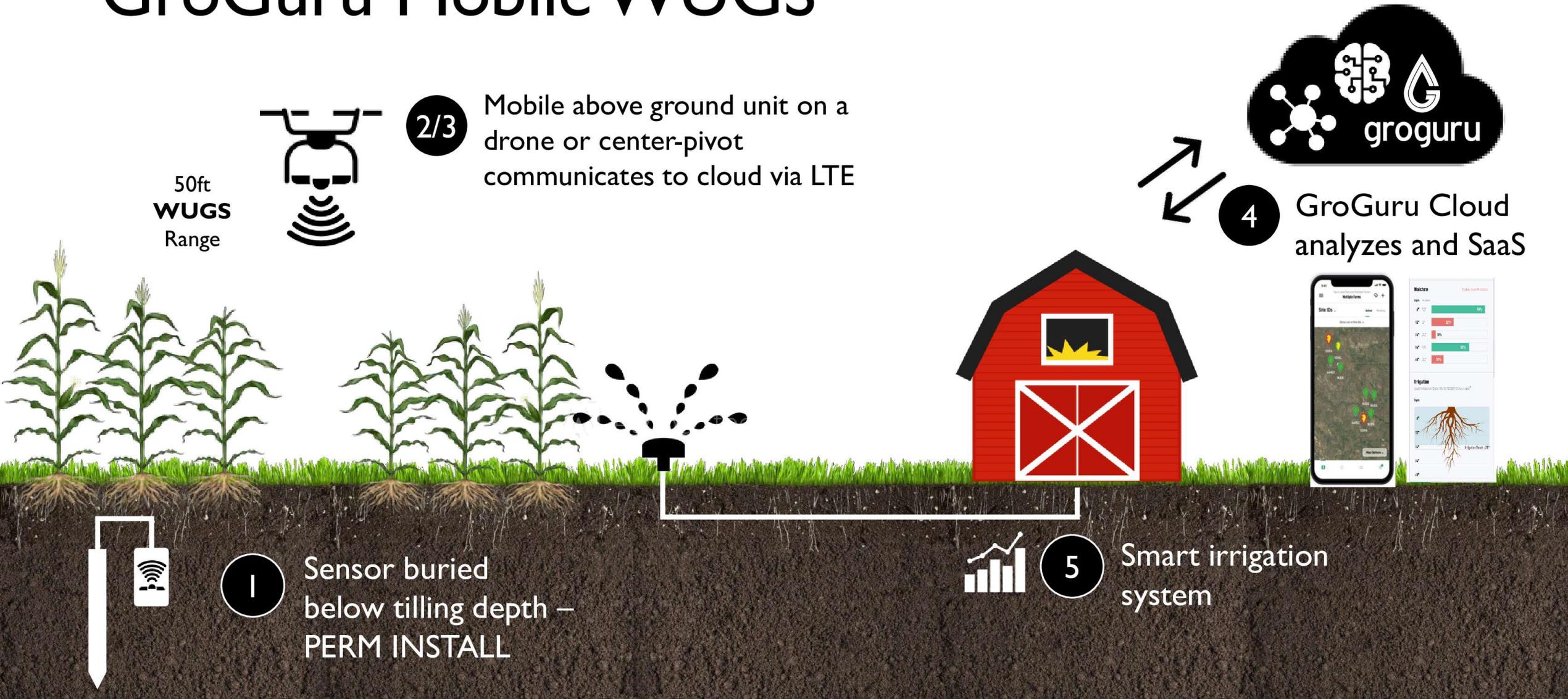


Insufficient Data Continuity for AI

GroGuru – Farm over the Top



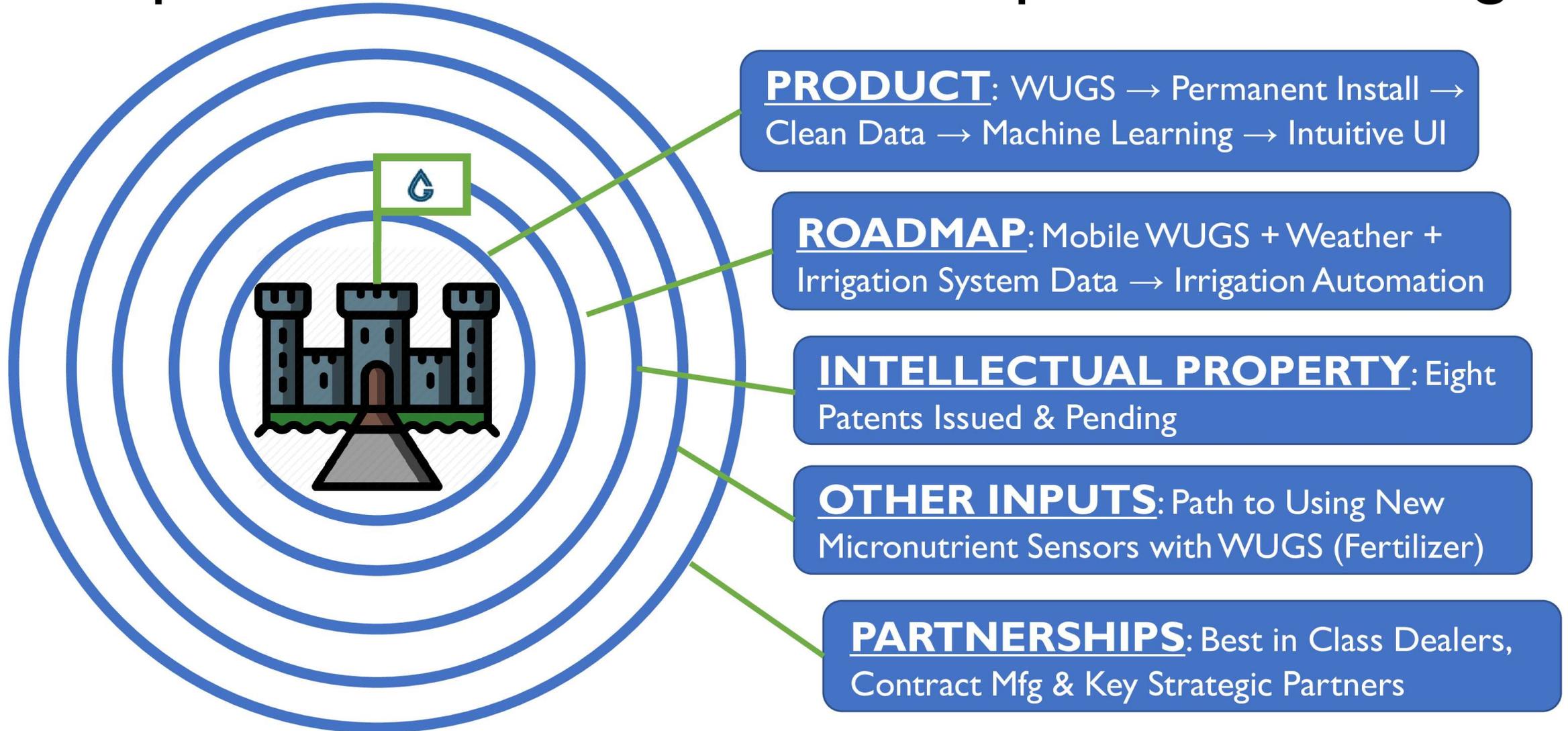
GroGuru Mobile WUGS



GroGuru Delivers Superior Value Proposition!

-  **Reduce Total Cost of Ownership** – Eliminate Annual Install/Removal
-  **Improve Scalability** – Perm Install (30X ↑) – Software Ease-of-Use
-  **Increase Yield Impact** – 10-20% Increase as a Starting Point
-  **Enable Data Continuity & Aggregation** – AI Massively Reduces Agronomy Support – System Gets Better with Time

Multiple 'Moats' – Sustainable Competitive Advantage



Farmers See WUGS as a Game Changer

"Permanent install and the data all throughout the year and across multiple years from the same spot is priceless."



Grant Norwood,
Norwood Farms
3,000 acres

"The ability to permanently install soil moisture sensors will greatly improve our ability to manage water and should improve our yields and sustainability."



Tom Moore,
Moore Brothers Farming
15,000 acres

"A permanent probe is the only solution to accurately measure soil moisture the entire year."



Harold Grall,
Hasta Farms
6,500 acres

Massive Market Opportunity

US Market
\$2B per year



US Irrigated Farmland

Annual Field Crops 85%
Perennial Crops 15%

52M
Acres

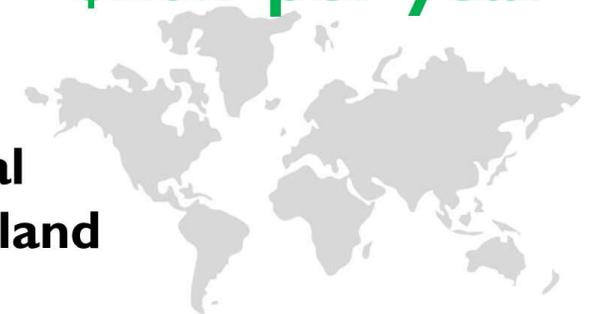
US Farmland

Irrigated 16%
Non-Irrigated 84%

313M
Acres

3.81B
Acres

WW Market
\$20B per year



Global Farmland

Current Business Model and Go-To-Market



Business Model

Hardware-enabled SaaS,
IOT for AgTech

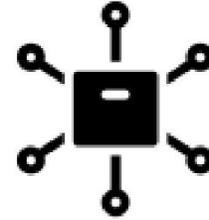
Hardware Sales

50% Margins

Annual Subscription

95% Margins

(Subscription-only revenue
model with volume and
additional capital)



Go-To-Market

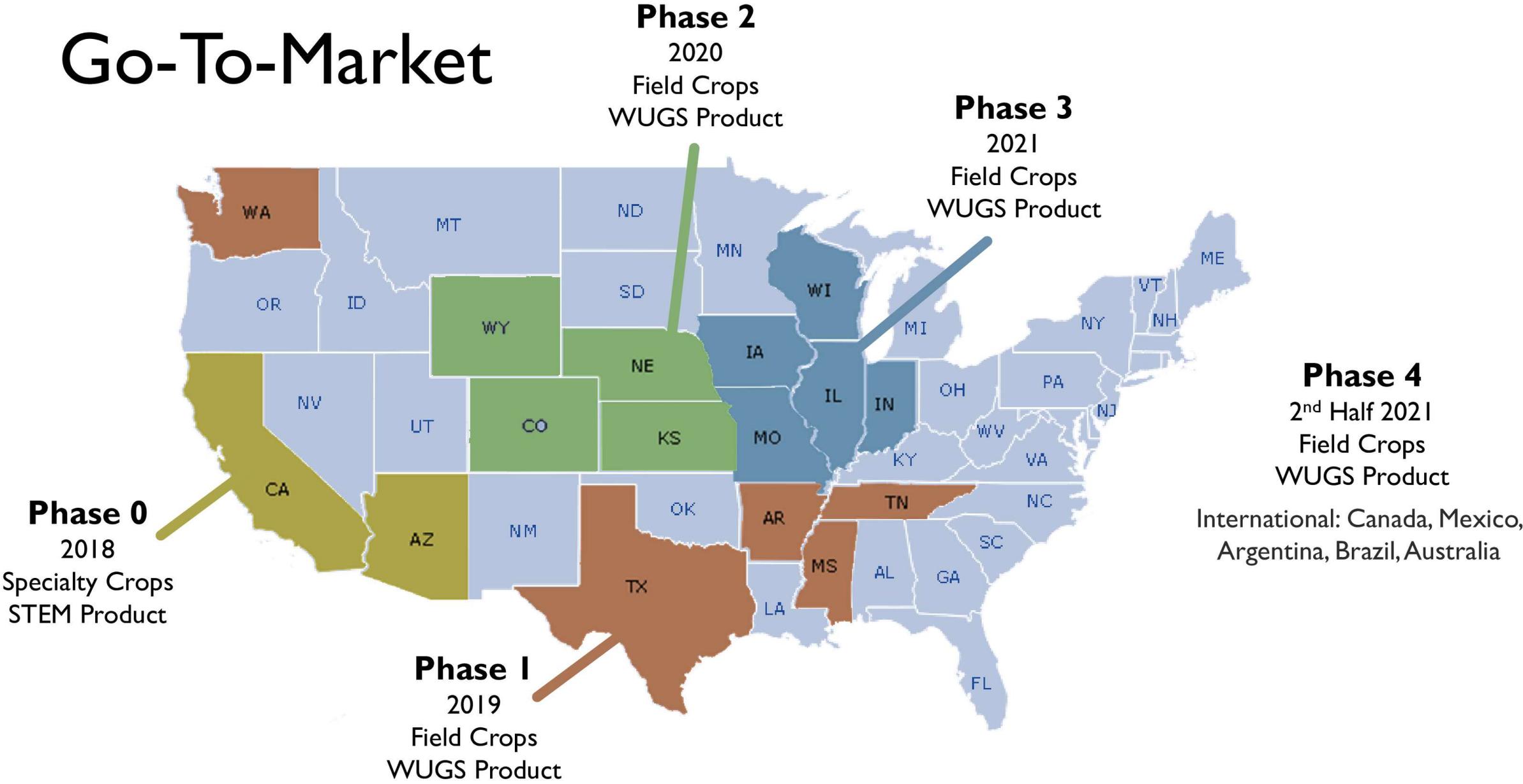
Contract manufacturing
& dealer channels

Market Access

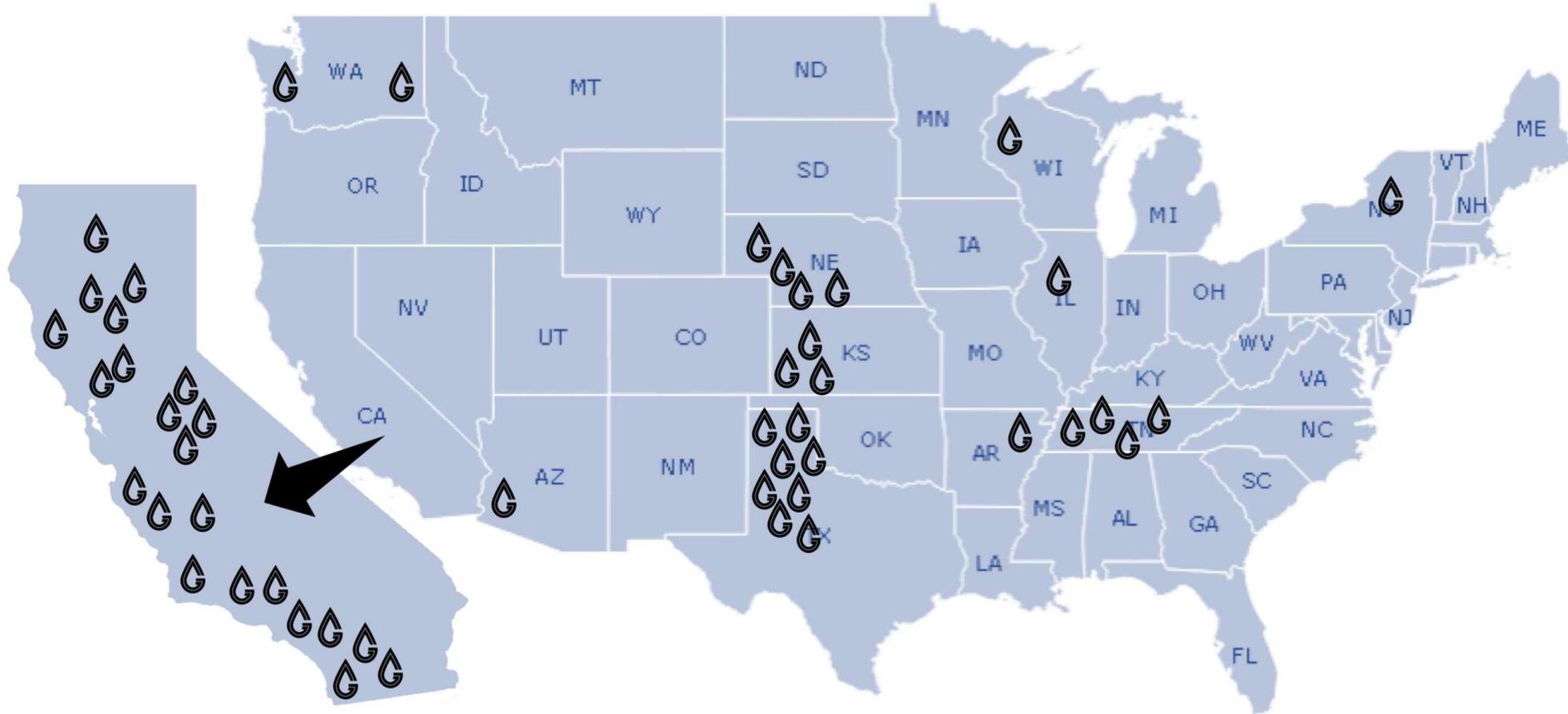


Channel Sales:
Irrigation & Farm
Equipment Dealers
and Co-ops

Go-To-Market



GroGuru Deployments To-Date



Crop Types

- Almonds
- Pistachios
- Lemons
- Wine Grapes
- Olives
- Walnuts
- Tomatoes
- Green Beans
- Roses
- Corn
- Cotton
- Alfalfa
- Soybeans
- Blueberries
- Cannabis
- Hemp
- Sorghum
- Raisins
- Oranges

2,000+ sensors deployed over 80 customers & 20+ crop types

Dealer Network Sees the Value!

“Soil moisture probes are a good fit for our business and compliment our other offerings. GroGuru's permanently installed probes are a step forward compared to competing products. The ability to install during the non-peak part of the year allows us to better utilize our time by reducing our peak season labor. The customer also gets more data by getting year around information.”



Karlyle Haaland,
Owner, PivoTrac Monitoring
1,000,000 deployed acres

Seasoned Team - Domain, Technical and Business Expertise



Patrick Henry
CEO

Multiple exits, IPO with \$1 billion valuation



David Sloane, PhD
Chief Agronomist

20 years experience in irrigation agronomy



Farooq Anjum, PhD
Co-Founder, CTO and VP of Engineering

Designed wireless networks deployed in 30+ countries



Vince Ferrante
VP of Sales

Built/managed sales teams and a rep company



Jeff Campbell, PhD
Co-Founder & Chief Architect

Inventor of various soil sensors, Stevens Hydraprobe



Advisors

Farmers Advisory Board



Kevin Wright

President



Grant Norwood



Harold Grall



Mike Jarrard



Tom Franscioni



Matt Shekoyan

Ex-CFO, COO



Business/Financial Advisors



Rory Moore

CEO



Umair Khan

Founding Partner



Denise & Steven Longley

Managing Partners



Affiliations and Awards

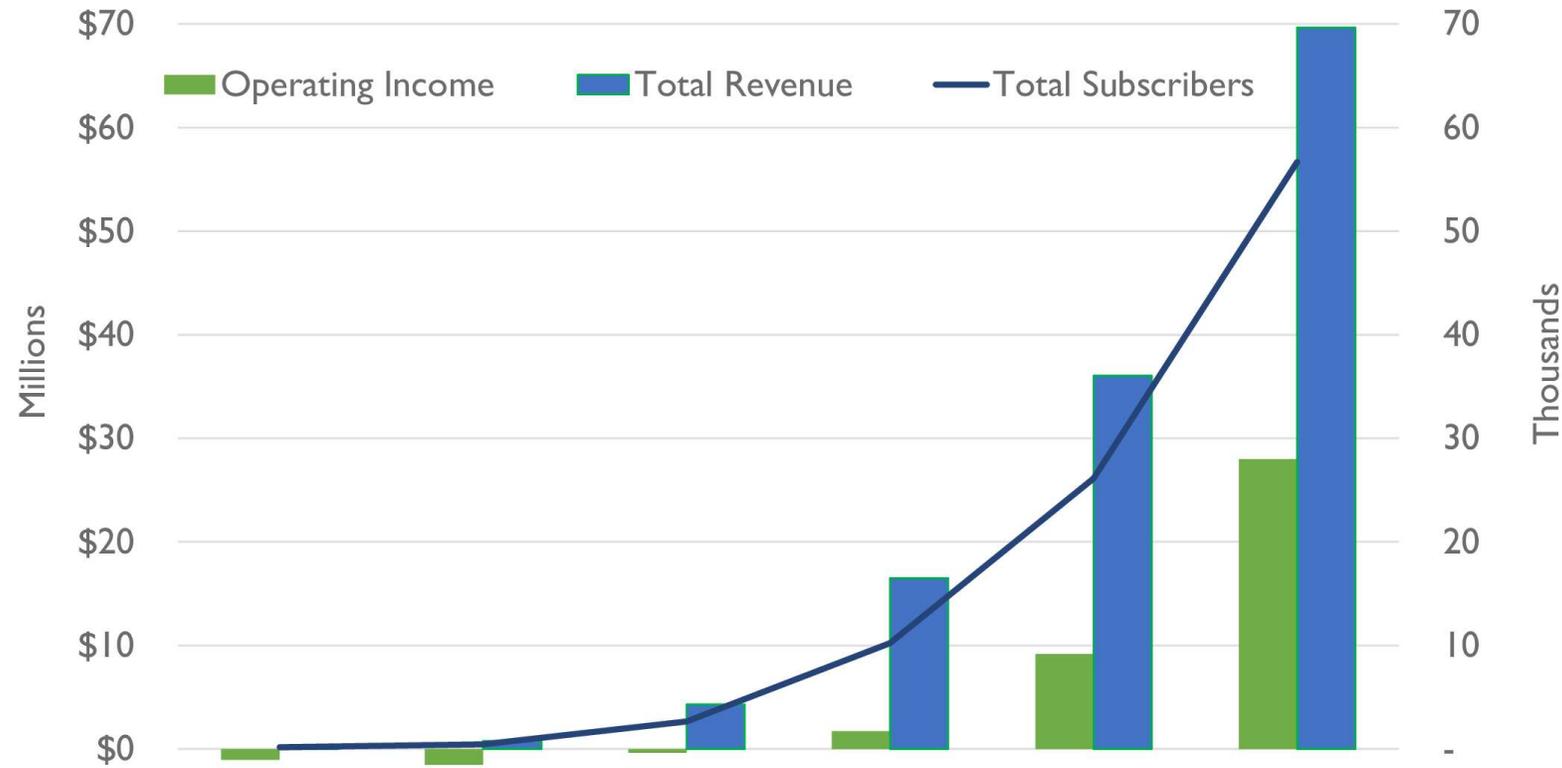
Affiliations



Awards



Explosive Growth Opportunity



	2018	2019	2020	2021	2022	2023
Total Revenue	\$147,048	\$674,113	\$3,008,258	\$16,406,571	\$36,058,731	\$69,681,128
Operating Income	(\$1,032,558)	(\$1,568,762)	(\$931,960)	\$1,646,791	\$9,232,332	\$28,042,185
Total Subscribers	149	358	1,940	10,236	26,111	56,662

NOTE: This slide contains future looking projections which cannot be guaranteed.

\$1.5M Run-Rate in 4Q2019

500% CAGR over the last three years

Recession resilient business: Farmers will farm

Current dealer network covers ~6 million deployable acres

Investment Opportunity

- Seeking \$1,070,000 convertible note financing in Reg-CF Offering
- Previously raised \$3.8M in Angel, Family Office and Accelerator Funding
- Use of Proceeds: product development & commercialization and channel & sales expansion

2020/2021 Operating Expenses



GroGuru Hopes to Break-Open the Market!

- Large and explosive market - recession resistant
- GroGuru WUGS enables permanent installation
- AI-enabled cloud-based engine
- Payback period of one growing season for farmers
- Business model moves to subscription-only
- Multiple 'moats' - sustained competitive advantage



groguru

**LEADERSHIP IN STRATEGIC
IRRIGATION MANAGEMENT**

Patrick Henry
patrick@groguru.com

