



**groguru**

**STRATEGIC IRRIGATION MANAGEMENT  
FOR THE SMART FARM**

**Patrick Henry – President & CEO**

A solid blue horizontal bar is positioned below the speaker's name, extending across the width of the text area.

July 2020



An aerial photograph of agricultural fields, showing a grid-like pattern of crops. The image is overlaid with a pattern of semi-transparent green circles of varying sizes, creating a mosaic effect. A white oval shape is centered on the image, containing the text.

**\$2.4 Trillion Annual  
Agriculture Market**

# 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



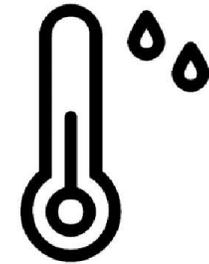
# Most Farmers Struggle with Irrigation Decisions



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**<sup>®</sup>

 **WaterBit**

*cropx* / **CropMetrics**<sup>™</sup>

 **HORTAU**

 **Sentek**

**IRR0METER**

# Annual Install and Removal Has Major Issues



High Total Cost of Ownership



Scalability Issues

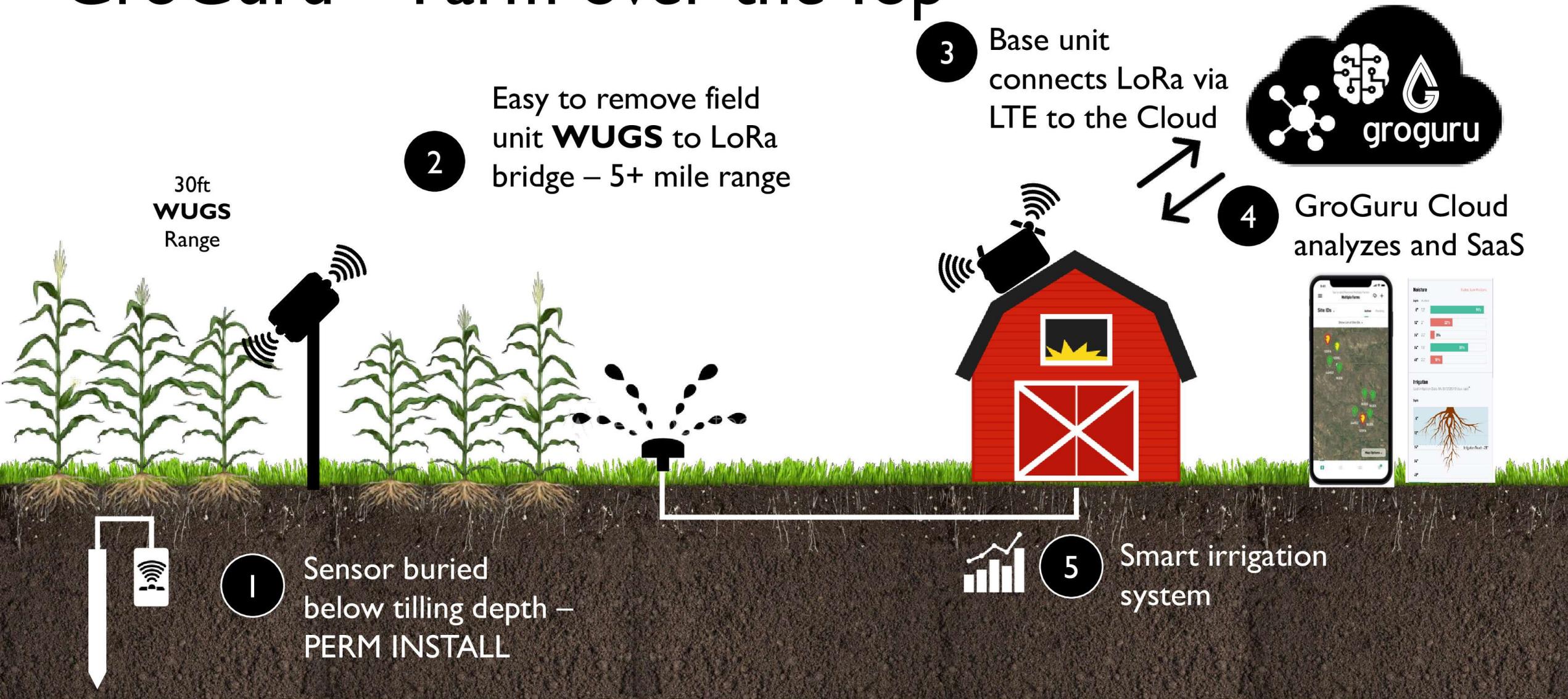


Sub-Optimal Yield Improvement

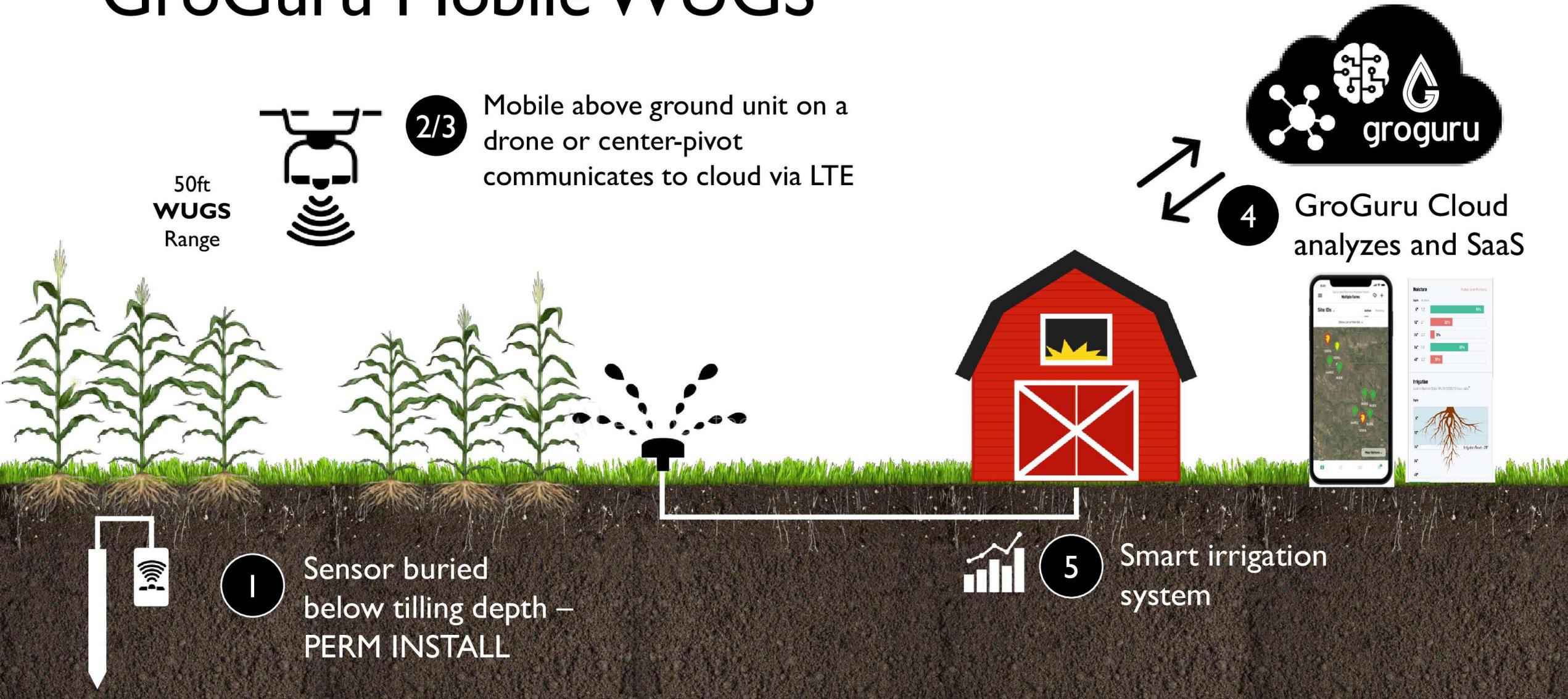


Insufficient Data Continuity for AI

# GroGuru – Farm over the Top



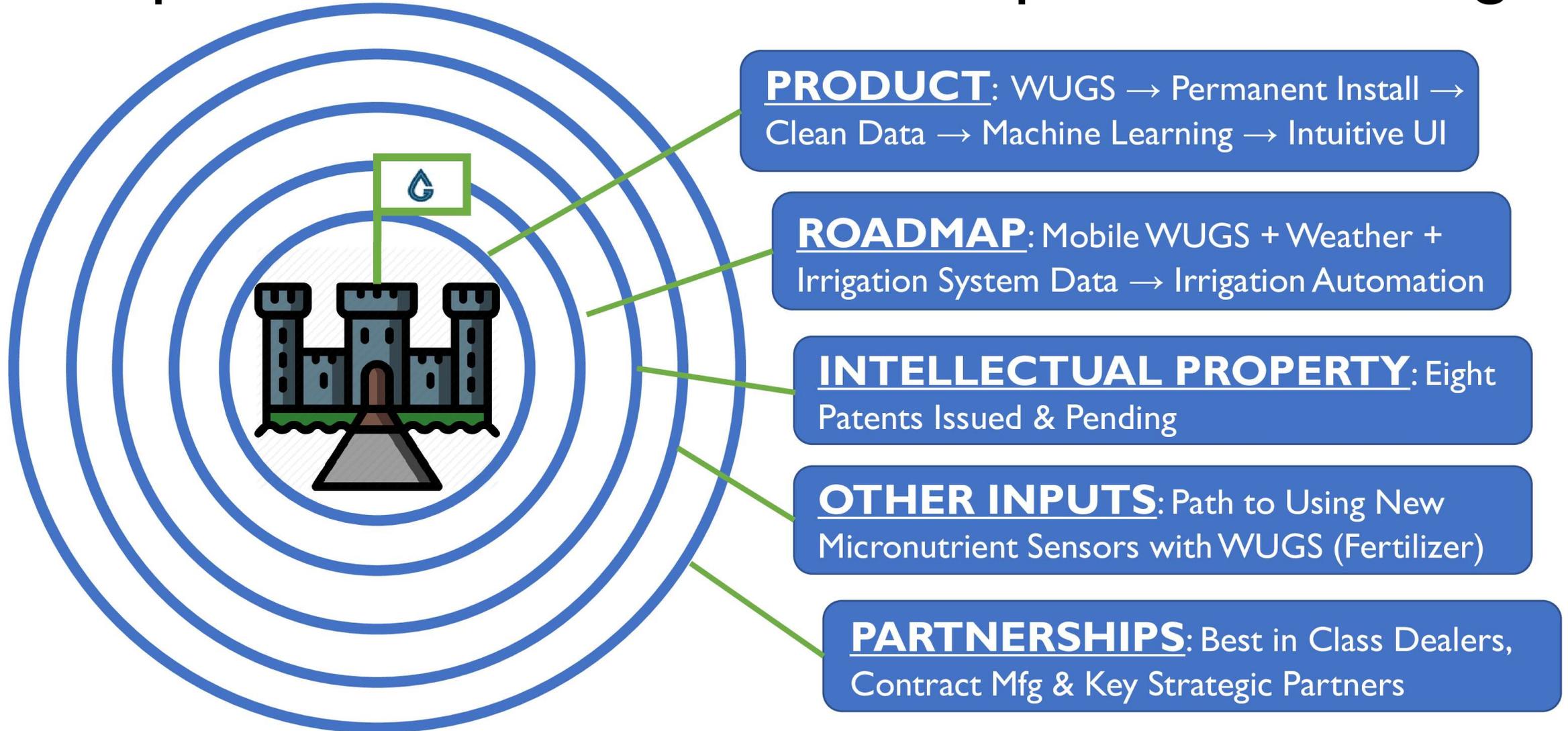
# GroGuru Mobile WUGS



# 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**

# Target Business Model and Go-To-Market



## Business Model

Hardware-enabled SaaS,  
IOT for AgTech

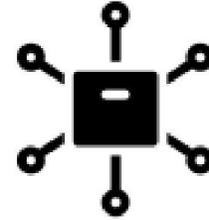
Hardware Sales

**50% Margins**

Annual Subscription

**95% Margins**

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



## Go-To-Market

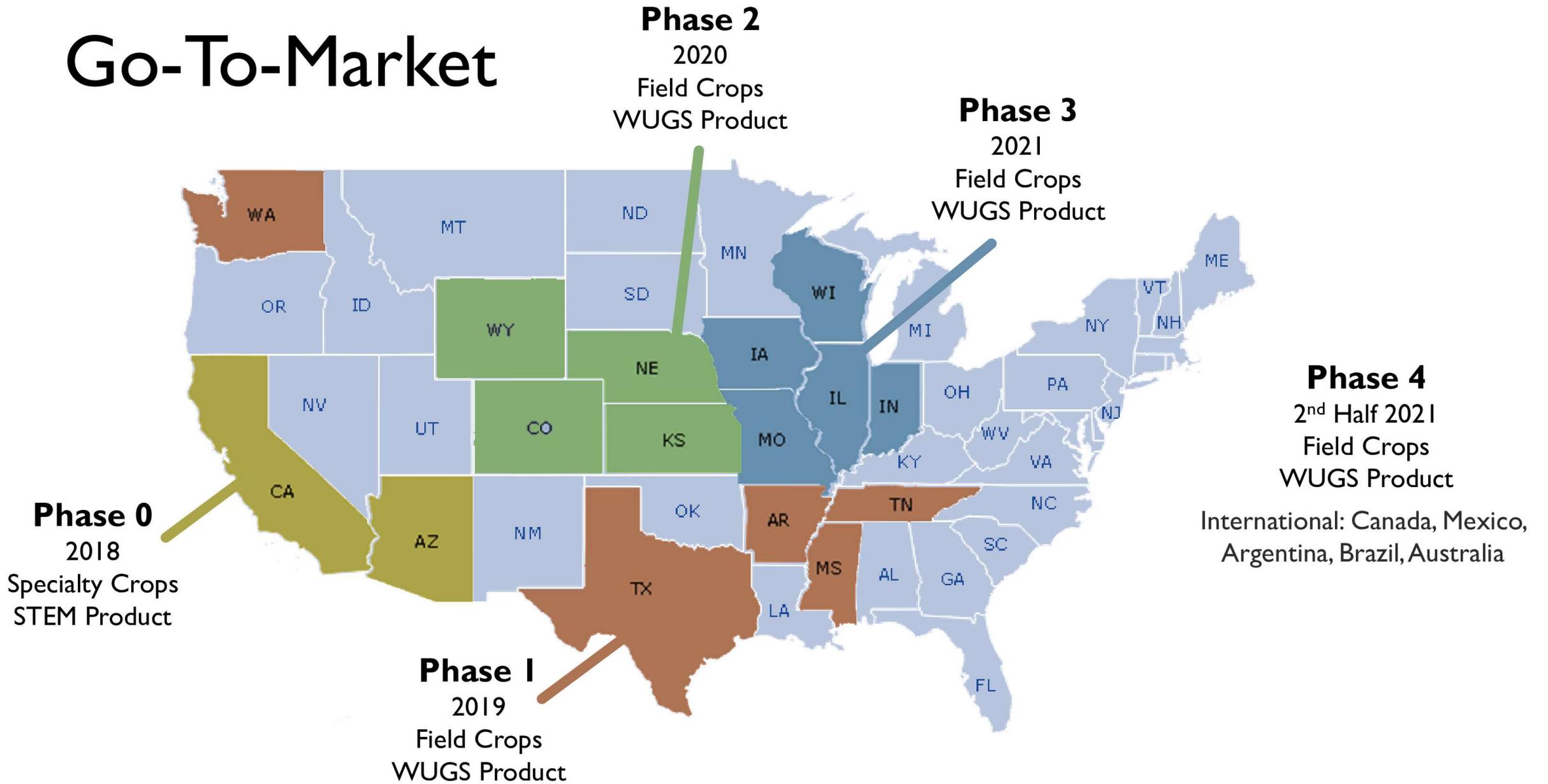
Contract manufacturing  
& dealer channels

Market Access



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

# Go-To-Market





# 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



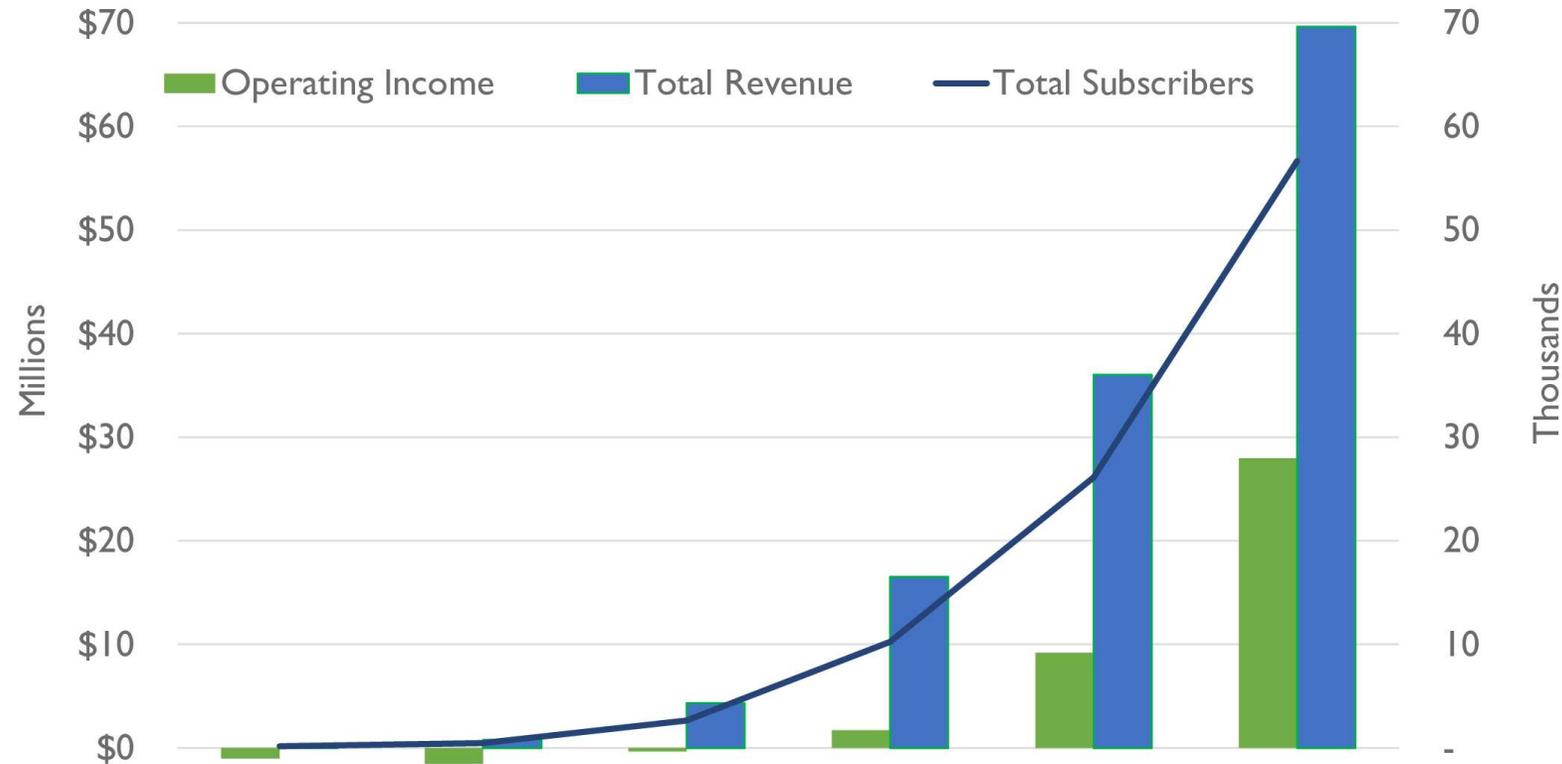
## Affiliations



## Awards



# Explosive Growth Opportunity



	2018	2019	2020	2021	2022	2023
<b>Total Revenue</b>	\$147,048	\$674,113	\$3,381,782	\$16,406,571	\$36,058,731	\$69,681,128
<b>Operating Income</b>	(\$1,032,558)	(\$1,568,762)	(\$798,745)	\$1,646,791	\$9,232,332	\$28,042,185
<b>Total Subscribers</b>	149	358	2,055	10,236	26,111	56,662

NOTE: Future looking projections which cannot be guaranteed. 2020 is unconstrained demand.

\$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 – 1.5M Series Seed convertible note financing
- 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 Will 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

