

## ESG has rethought agriculture to feed a hungry planet and combat climate change



[empirestategreenhouses.com](http://empirestategreenhouses.com)

Cobleskill NY



Infrastructure

Technology

Food

Farming

Social Impact

OVERVIEW UPDATES WHAT PEOPLE SAY 1 ASK A QUESTION

### Highlights

- 1 100% renewable energy-powered carbon-negative crop factory designed to deliver 20 tons of food daily
- 2 System is designed to combine renewable energy / vertical ag to tackle food security, climate change
- 3 Energy is 35% of the cost of food. ESG is designed to have zero energy costs and unlock margins
- 4 Within an 8-hour radius of 55 million people, accounting for 23% of US GDP
- 5 We hope to achieve a 24-hour harvest to delivery cycle, planned to drastically cut food miles
- 6 ESG granted \$5 million by New York State to support economic growth upstate
- 7 10 year renewable lease, with a buy-out, already in place for 80 acres of land to house our facility
- 8 We believe ESG'S groundbreaking system can be deployed globally near major markets

### Our Team



**Louis Ferro** President and Chairman

Louis has built a team of deeply committed specialists to reimagine how to grow, package and deliver food in a carbon negative way, reinventing a scalable platform for global deployment that is radical, resilient, and responsible.

By 2050, the world's population will near 10 billion people. To feed a hungry planet, agriculture must reinvent how it produces, packages, and transports food. ESG is dedicated to creating solutions to food safety and insecurity, and the environmental damage that can be caused by agriculture. Our solution is radical and resilient.



**Jennifer Fearon** Principal

Jennifer Fearon has spent 30 years growing businesses to support innovative technologies, transactions, and worthwhile charitable causes. She is focused on high impact energy & agriculture projects with an Environmental, Social & Governance approach.

#### LEAD INVESTOR



**James Feldman**

Empire State Greenhouses gets to the root of the matter: agriculture and energy are inextricably linked. ESG's very smart carbon-negative system tackles climate change and food security with all renewable energy produced on site, and they will even be producing excess clean energy for sale. This is a breakthrough in agriculture and in how we grow our food. Carbon neutral thinking is not enough. Carbon negative action will help stop the destruction and begin to repair the damage to the environment. Their first vertical farm will produce 50 types of organic vegetables all year near NYC and Boston, huge markets, and they can replicate their system worldwide. I believe in their system and in the dedicated people who created it. I'm in.

Invested \$5,000 this round

[Learn about Lead Investors](#)



**Shelley Goldberg** Chief Executive Officer

Shelley Goldberg is an environmental sustainability and global investment manager and macroeconomic strategist, with 20+ years of experience in energy, metals, mining, agriculture, shipping, water, weather and infrastructure.



**Boris Taylor** Chief Operating Officer

Boris Taylor is a technical, financial, and operational project manager across a variety of industries ranging from agriculture and real estate to pharmaceuticals, IT and telecommunications, with deep knowledge of complex systems integration.



**Dr. Richard P. George** Chief Technology Officer

Dr. George has developed, financed, advised, and/or evaluated over 600 solar photovoltaic energy projects ranging in scale from small commercial systems to megawatt scale utility projects in ten states and Puerto Rico.



**Jonathan Gross** Chief Financial Officer

Jonathan Gross brings 30 years of experience in financial management, business leadership and corporate strategy. His experience with early-stage companies, systems integration and internal controls makes him a valuable part of the team.



**Jim Feldman** Director of Communications and Marketing

Jim Feldman leads ESG's brand strategy, communications, marketing, and media relations. He has created and launched numerous brands, increased recognition and revenue in sectors including agriculture, real estate, precious metals, higher education.

## Pitch



### INVESTMENT DECK

#### Founder's Journey

My experience and life journey has led me to this point with Empire State Greenhouses to help change the world

My experience in international business, politics, foreign policy, commodities and finance allowed me to build global networks and the understanding of the impact of climate change. We realized change in how we grow and produce our food could not be achieved by just small vertical farms or traditional farming, it needed scale and renewable energy. Even though food and energy technologies are available to achieve this, we put together a team with broad experience to reimagine how food is grown and distributed to meet our carbon goals. We are not merely a hub, we are inventing a scalable and sustainable platform of how our food is grown and delivered globally.



**Louis A. Ferro**  
President & Chairman

International professional who has significant experience in physical commodities, finance, technology, management, consulting, marketing and economics in conjunction with an investment background in international business and products.

Co-founder, Managing Partner, C, Chobee Advisors, LLC  
Adjunct Lecturer, Marist College, Graduate School of Business  
DePaula Consulting, Strategic Investor Strategy  
Council on Foreign Relations, Liaison to Foreign Governments, Diplomats and Business Leaders.

#### Management Team



**Jennifer J. Fearon**  
Principal

- Managing Partner at Chobee Advisors, high impact energy & agriculture projects with ESG
- Managing Partner of TerraMark Advisors
- Managing Director of Environmental Energy Co
- Co-founded and served as the CPO in charge of Business Development of Drury Design District
- Member, President's Advisory Council (PAC)



**Shelley Goldberg**  
Chief Executive Officer

- Investment Advisor for her own energy, fund, GE Capital Partners, LLC
- Investment Strategist, Brown Howard Asset Management LLP
- Commodities Strategist, Hudson Global Economics
- Portfolio Manager and Sector Head, UBS Asset Management, LLC (which became First Trust)
- Director, Consultant, Global Markets Risk Management



**Boris Taylor**  
Chief Operating Officer

- Grower at organic farms and in Controlled Environment Agriculture (CEA) businesses
- Seed-Bedco Company, developed and managed 600-acre IRI and USDA organic plantation
- Technical, financial, and operational project manager
- Deep knowledge of systems integration ensuring constant focus on regulatory compliance



**Jonathan Gross**  
Chief Financial Officer

- CFO and Chief Compliance Officer for a healthcare communications company
- Director of Finance for Remedy Health Media LLC
- Senior Manager for First & Young's New Jersey practice, advising startups in start-up enterprises, M&A analysis and small business valuations
- Senior Internal Audit Manager for Panasonic North America



**Jim Feldman**  
Director of Communications and Marketing

- Leading brand strategy, communications, marketing, and media relations
- Director of Communications and Marketing at SUNY Cobleskill
- Founder of Jim Feldman Creative Direction Ltd
- Consulting Executive Director
- Founded The Independent Tender Site
- Consultant to America's Top Airlines



**Dr. Richard P. George**  
Chief Technology Officer

- Help developed over 600 solar photovoltaic energy projects
- Represented in a broad spectrum of renewable energy technologies
- Worked on multiple regenerative agriculture & food processing projects
- Consulting Manager at EPRI
- COO of Galileo Projects, consultant at DIA Research

Advisors



**Governor George Pataki**  
Advisor

- Former 11-term Governor of New York State
- Co-Founder & Chair of Pataki-Cahill Group
- United States Delegate, General Assembly of United Nations
- Council on Foreign Relations/Independent Task Force on Climate Change
- BusinessWeek Top 20 influence globally on climate



**John P. Cahill**  
Advisor

- Co-Founder & CEO of the Pataki-Cahill Group and Counsel, Chadbourne & Parke, LLP
- Served as Chief of Staff to the Governor of New York State
- Commissioner of the New York State Department of Environmental Conservation (NYSDEC)



**Peter R. Smith**  
Advisor

- Managing Director of the Pataki-Cahill Group
- Ex President and CEO of the New York State Energy and Development Authority (NYSERDA)
- Currently President of the Board of Directors of the American Council for an Energy Efficient Economy



**Dr. Jason R. Evans**  
Advisor

- Dean of the College of Food Innovation & Technology, Johnson & Wales University
- Served as Director, The Institute for Rural Vitality at SUNY Cortland, Associate Professor, Agronomy and Business Management, SUNY Cortland
- Former Chair of the Department of Agriculture and Food Management

Advisors



**Dr. Indranil Ghosh**  
Advisor

- CEO and Founder of Tiger Hill Capital
- Head of Strategy and Macroeconomics at Mubadala
- Senior Investment Advisor at Bridgewater Associates
- Advisory and Company where he was an Associate Partner



**Manuel D. Ron**  
Advisor

- CEO of Integration Capital for PricewaterhouseCoopers
- Ex Managing Director of New York-based Griffin Investment Management
- Ex Chief Operating Officer DC Asset Management
- First Lieutenant, US Army Corps of Engineers, Airborne



**Dr. Marion A. Terenzio**  
Advisor

- President of the State University of New York College of Agriculture and Technology at Cortland
- Leader in creating thriving campus communities and stimulating higher education as an economic driver
- Established the model for Rural Vitality, a model program supported by the USDA
- Currently serving on the Governor-appointed New York State Agriculture and Markets Task Force on Diversity, Equity and Inclusion
- Recipient the New York State ACE Women's Network Catalyst Award for her work with women leaders

Problem

National Geographic estimates the world population will surpass 10 billion by 2050

at which point agricultural systems will not be able to supply enough food to feed everyone. 24% of our greenhouse gases are produced by agriculture.



Product & Solution

We believe Empire State Greenhouses could feed 2.6 million people annually per vertical farm anywhere in the world using a carbon negative model

**High Yield**  
ESG is designed to produce 40,000 pounds of organic fruit and vegetables every weekday year-round at our vertical farm in Cortland, New York, with potential for 100 times higher yield per square foot than traditional agriculture

**Carbon Negative**  
A large Agrivoltaic solar farm is designed to exceed all the energy required, including surplus for sale and generating carbon credits

**Unlocking Profit**  
Up to 70% of the cost in food production is transport, labor and energy. ESG is designed to have zero energy cost and 1/100 less food miles. These are forward looking projections and are not guaranteed.





Market

Over 55% of fresh fruit and just under 31% of vegetables in the U.S. is imported<sup>1</sup>

55 million people in 8-hour radius of the ESG farm, 23% US GDP

1. <https://www.freshfruitconnect.com/newsroom/2019/04/10/2019-04-10-01/>

**Designed to be 100% Renewable Energy-Powered; excess power will be sold**

**On-site processing and packaging**  
Designed to be 95% water efficient  
**40,000 pounds of food a day**  
We believe ESG's vertical farm could produce 40,000 pounds of food every workday. That is 1.61/600 cases.  
**50+ types of organic crops**  
Designed to raise 50+ types of crops

**Reduction in transportation**  
Potential to reduce 2500+ miles/box to 250 miles by providing greater food security and reducing carbon footprint

**10% of revenue**  
Planned to be 45% and 8% Carbon credits

Estimates can vary widely based on location, watering practices, systems (Hydroponics/Aeroponic), and temperature control. Research available upon request. This is a forward looking projection and is not guaranteed.

**Competition: Energy vs Labor Costs**



**Marketing Strategy**



To produce high quality organic food year round, grown locally and carbon negative

- Producing Organic Food Every Day**  
ESG is designed to provide local organic food year round, with controlled, consistent and only 43,000 pounds every workday, delivering food security and no off season for retail and restaurants.
- Negative Carbon Footprint**  
Helping schools and businesses reach environmental targets by using carbon negative grown food.
- 50+ Range of Fruit and Vegetables**  
Currently, vertical farms only deliver a small range of herbs and greens. ESG is designed to change that.
- A Part of Food Cycles is Energy**  
We are structured to unlock that margin and go further. We plan to capture carbon as an grow and sell carbon credits.

These are forward looking projections and are not guaranteed.

**Addressable Markets**

A solution with national, international and global growth potential

**US North East demand**  
>11 billion pounds annually

**NY State demand**  
> 4 billion pounds annually

**We believe that ESG will be able to produce 11,760,000 pounds annually**  
0.100% of consumption of the US North East & 0.266% of NY

	USA only
Total US Fruit and veg market production	\$12,323,700,000
Total of local distribution locations in the US	23,661
Estimated ESG Farm output of full production	\$88,000,000**

Source: Statista.com

\*\*These are forward looking projections and are not guaranteed.

**Validation**

Uses tried and tested technologies but applied in a unique closed loop.

- Experienced team in governance and local politics to enable the project
- Potential to increase food yield by x100 per square foot than traditional agriculture
- Designed to reduce water usage by 95% vs traditional
- Planned food mile reduction equivalent to taking 10,000 cars off the road

\*\*These are forward looking projections and are not guaranteed.



**Business Model**



**1. The sale of 20 tons / 40,000 pounds of organic produce every weekday year-round with negative energy usage**  
We believe we can harvest 40,000 pounds of organic produce packed and packed every weekday year-round.

**2. Power sale from Solar Farms and Biogas Digester**  
We are planning bids for collecting animal waste for biogas digester, and to sell excess energy.

**3. The Sale of Carbon Credits**  
LEDs and RIN Carbon credits due to carbon capture are projected to account for 10% of total revenues.

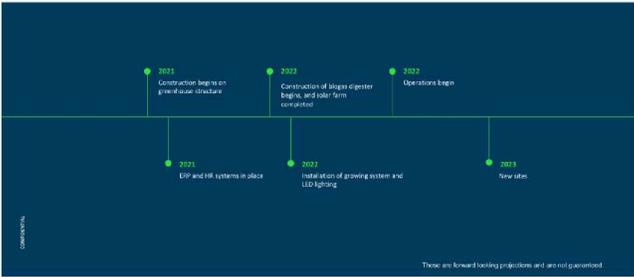
**4. Fertilizer and Compost**  
Planned sale of fish floor and compost which were the outputs of biogas digester.



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These are forward looking projections and are not guaranteed.

**Roadmap**



- 2021: Construction begins on granddaze structure
- 2021: EOP and HR systems in place
- 2022: Construction of biogas digester begins and solar farm completed
- 2022: Installation of growing system and LED lighting
- 2022: Operations begin
- 2023: New sites

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These are forward looking projections and are not guaranteed.

**The Ask**



**Seeking \$10m**  
To complete seed-stage financing, secured through other sources.

**Equity Offered 28%**

**Use of Funds -**

- 20% Design & Engineering
- 70% Equipment Deposits
- 10% Legal and Regulatory

**Pre-money Valuation \$25m**

**Projected Runway 2 years**

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These are forward looking projections and are not guaranteed.

**Exit Strategy**

**ESG provides a new model for large scale food production with a negative carbon footprint.**

Empire State Greenhouses already has sites 2 and 3 in plan along with a good interest in further new sites. We envisage building, operating and having zero carbon vertical farms globally. Our growth is driven by the global market to help feed more people, reduce food miles and create food production in a carbon regulated way. We envisage an IPO following the food revolution globally.

**Investment Activity in the Industry**

- Infarm has just raised \$200 million but are not carbon neutral and will not deliver at scale as their focus is in RICE investment, their current valuation is \$480-600 million
- Sharon of AgriVenture Inc, the first greenhouse company to go public, the revenue IPO rose 40% in trading to over \$1.4b with other Committed Environment Agriculture companies, tapping into the electric grid as the source of power brings associated costs, which are passed on to consumers and cut into profits.



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**Thank you**

**Contact**  
[info@empirestategreenhouses.com](mailto:info@empirestategreenhouses.com)  
[empirestategreenhouses.com](mailto:empirestategreenhouses.com)

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