

We're developing a fresh produce preservation system to extend shelf life by 5x



LEAD INVESTOR

Manfred Rietsch

GreenLifeTech has the potential of totally re-vamping the US and worldwide food industry!! It would significantly reduce the resources required to produce fruits and vegetables. Resources that would be freed could contribute to reduce hunger in the poverty areas of the world. The technology to achieve this goal already exists, but has to be harnessed and packaged to convince consumers to use it. With the right, informative marketing campaign, GreenLifeTech will succeed.

Invested \$100,000 this round

[Learn about Lead Investors](#)

greenlifetech.com Banner Elk NC

Food Retail Technology Food Tech Sustainability

OVERVIEW UPDATES 2 WHAT PEOPLE SAY 4 ASK A QUESTION 2

Highlights

- 1 The US generates \$240B/yr in food losses. Our IP can help curb this tide.
- 2 Food wastage environmental issues include overflow landfills and wasted agricultural land & water
- 3 Our technology improves food quality which leads to healthier diets and better lifestyles
- 4 The team includes a serial entrepreneur with 3 previous companies and author of 40+ patents
- 5 Customer discovery results include feedback such as "must have" (vegetarians) and a \$199 MSRP

Our Team



Bruce Roesner President at GreenLifeTech

Serial entrepreneur who has founded 3 high tech companies, raising more than \$48M through VC investments. Upon joining my most recent company with a cap value of \$18M as CTO, we sold the company for \$79M in 3 years. I have 40 granted patents.

Sick of having to throw out spoiled produce? Our technology grew out of this need to safely preserve fresh produce longer. Associated cost savings and greater healthier options benefits everyone. Reducing land and water wastage, decreasing fertilizer and pesticide usage, and reducing the landfill burden are major benefits to the environment, too.



Matthew Michel Design Engineer at GreenLifeTech

Recipient of Bachelor's and Master's degrees in Biological Engineering from NC State. I have over 10 years of design experience and have authored grant proposals which have received funding in excess of \$20 million.



Julia Roesner Advisor at GreenLifeTech

IT Professional, Director-Cyber Security for large international company & Certified Data Privacy Solutions Engineer. Founder of Telecom Support business. Co-authored technical messaging guidance book. Raised thousands in women's STEM scholarships.



Sophia Fisher Advisor at GreenLifeTech

Career Digital/Social Media Marketing/Public Relations/Business Innovation Professional and Certified Diversity Executive focused on designing and leading multi-vertical campaigns to positively impact market awareness and influence customer behavior.



Eventys Partners Valued Partner with GreenLifeTech

Founded in 2001 and has directly led or aided more than 1300 consumer products launch to market. We are partnering to leverage proven experience in consumer product design / development, product launch, and eCommerce. <https://eventyspartners.com>



Incolo IO Business Advisor with GreenLifeTech

Incolo helps create investable founders focused on key areas of traction with education, experts, & community <https://incolo.io>



Manfred Rietsch Advisor at GreenLifeTech

Distinguished pilot who flew 700+ jetfighter combat missions during his US Marine Corps 24-year career. Extensive experience as key leader/investor in many successful start-ups, notably founding VESystems with \$450K which sold 7 years later at \$33M.

Pitch



EXTENDING CONSUMABLE LIFE OF FRESH FRUIT & VEGETABLES



Contact:
Bruce Roesner, Ph.D.
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Huge US Produce Waste

Annual Food Chain Waste = \$240B

- Less availability as ~40% of fresh produce grown farm to fork wasted
- \$145B - Household
- \$ 50B - Commercial Food Retail (restaurants/schools/etc.)
- \$ 30B - Farm Field to Distribution
- \$ 15B - Grocery & Retail Stores

Commercial Field (Retail)

Environment

- Sustainability impacted as ~35% of valuable agricultural water & land wasted on production of unconsumed fruits & vegetables
- Wastage increases landfill usage

Health

- Poor diet options worsen health & quality of life

Household

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Solution - Extend Shelf Life ~5x

- Improves Food Quality & Health
- Significant Positive Environment Impact
 - ~35% agricultural water & land use can be saved
- Cost Savings
 - Largest sector is household: \$1,800/yr waste
- Applicable across entire massive Food Chain

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The Household Solution

FRESHDEFEND™ Countertop System

FRESHDEFEND™ Key Features:

- Fully Automated Operation **Just Plug-In, then Open & Close Cover**
- Reduces Oxygen Level to less than 0.5%
- Operates Portable Container or Wine Bottle
- Simple, Safe & Maintenance Free
- Replaces Countertop Fruit Bowl
- Target \$199 MSRP

Easy option to EXPAND the system to a portable container or a wine bottle by using the FRESHDEFEND™ connectors, still keeping wine in an open wine bottle or your fruits and vegetables *on the go* fresh!

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How it Works

FRESHDEFEND™ Technology

- Proprietary IP
- Patents pending
- No use of harmful chemicals
- Used at room temperature; no refrigeration needed
- Uses standard US household 120V electricity

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Oxygen Deprivation Test Results

Only already ripe produce used at test initiation

Produce	Temperature	Without FRESHDEFEND™	With FRESHDEFEND™	Result
Cucumber	Refrigerator	20 days	30 days	orks!
Plum	Refrigerator	20 days	60 days	
Pear	Refrigerator	30 days	50 days	
Banana	Room Temp	10 days	10 days	

Tomato	Room Temp	20 days		30 days		itw
Orange	Room Temp	30 days		60 days		
Apple	Room Temp	30 days		60 days		

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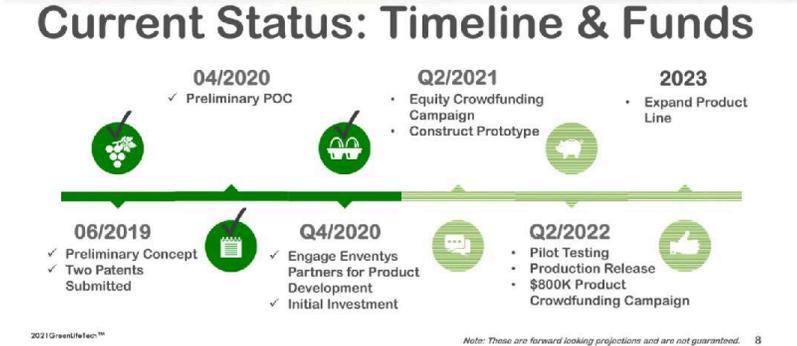
Product Development Plan



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Current Status: Timeline & Funds



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Note: These are forward looking projections and are not guaranteed.

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Note: These projections are forward-looking and cannot be guaranteed

Competitor & Alternatives

No direct competitor for household room temperature produce preservation

- Competitor: Chemical Coating**
 - \$390M investment | \$1B valuation
 - Slows deterioration by spraying preservative coating as barrier to oxygen
 - Limited application to large "round" produce such as citrus/avocados/apples
 - Difficult to reach outside of smooth surfaces
 - Limited to part of food chain: post-harvest to retail grocery only
- Complimentary: Refrigeration**
 - Cooling reduces rate of bacteria growth
 -
- Alternative Preservation: Partial vacuum sealing**
 - Reduces total amount of air and oxygen for meats, cheeses and frozen foods
 - Annual sales > \$50M
 -
- Alternative Preservation: Oxygen Replacement**
 - Replenish air (21% oxygen) with inert gas (nitrogen or argon)
 - Primarily used in wine
 -

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Preservation Comparison

GreenLifeTech™ System offers the most features & value



	GreenLifeTech™	Chemical Coating	Refrigeration	Alternative Preservation
Usable for fresh produce	✓	✓	✓	⚪
Usable at room temperature	✓	✓	✗	✓
Reduces ethylene ripening	✓	✓	⚪	✓
Reduces bacteria growth	✓	✗	✗	✗
Cost effective	✓	✗	✗	⚪

	Easy to use	✓	✗	✓	✗
	Reusable	✓	✗	✓	✗
	Usable for wine preservation	✓	✗	✗	✓

Meet The Team

Our GreenLifeTech™ Team brings diverse experience and global leadership

This team possesses over 150 cumulative years of diverse experience in global commercial and business development, senior leadership including but not limited to CEO, CTO, and Board of Director management, founding technology companies, authoring patents and engineering new products or designing improvements to existing products.



Bruce Roesner, Ph.D., CTO

- Serial Entrepreneur
- Founder of 3 companies
- Author of > 40 patents
- Recent CTO/VP
- Engineering role
- Grew company from \$18M valuation to sale of \$79M
- Active Fly Fisherman
- Enjoys gardening year-round



Julia Roesner, MBA, CDPSE

- Advisor on Team
- Global Cyber Security, Data Privacy, Risk and Compliance
- ISACA Chapter Board member
- Founder of Telecom Support business
- Co-Author Microsoft Exchange technical book
- Girls STEM mentor grades 6-12
- Hockey & travel enthusiast
- Bilingual in German



Matt Michel, EI

- Design Engineer
- Biological Engineer
- 10+ Years in Design and 3D Modeling
- Fly Fishing Guide
- NC State Basspack Member 2012-2016
- NC Competitive Fly Fishing Team 2011-13
- Boating, hunting & outdoor enthusiast



Norbert Dawalibi

- Advisor on Team
- Experienced CEO of technology-based corp.
- Held multiple Chairman of Board leadership roles
- Strong M&A Experience
- Passionate about family, friends, reading, gaming, travel and good food



Coming Soon*

- Executive Management
- Global Commercial & BD experience
- Operations and Product Management Experience
- DIY enthusiast



Valued Partner

- Founded 2001
- Product Design
- Product Development
- eCommerce Marketing
- Partnered to aid >100 products launch to market
- Crowdfunding services, if needed

The Opportunity

Our team has initially invested nearly \$50K to bring it to other individuals and families who share our vision.

We are seeking \$300K to make FreshDefend™ the preferred brand to reduce fresh produce waste in the home, and to continue the expansion of our technology beyond the home.

Our aim is to ultimately offer an IPO.

Note: This slide contains forward-looking projections that cannot be guaranteed

Use of Funds

\$300K planned investment allocation

- ~\$230K for development of the prototype and set up of manufacturing
- ~\$40K for continued business development; additional sales & marketing campaign
- ~\$30K for legal fees, primarily patent submissions & social media strategy
- No fund allocation for salaries

*Note: These are forward looking projections and are not guaranteed.

Our Commitment

- To improve sustainability by increasing the availability of healthy foods
- To offer the opportunity to improve the health and well-being of people
- To reduce the cost of fresh produce consumption
- To improve the environment by reducing



land and water wastage

To help our communities by donating 2% of total product to food banks and serving kitchens

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THANK YOU

Contact:
Bruce Roesner, Ph.D.
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Appendix

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Other Market Applications

- Coffee**
 - Household use with portable container
 - Applicable with coffee beans or ground coffee
 - Large retail chain stores on-premise & external storage containers
 - Distribution lifecycle
- Flowers / Plants**
 - Transport of fresh flowers
 - Storage: residential and commercial / market
 - Bulb storage
- Clothing**
 - Fresh storage containers free of smells, insects
 - Collapsible compressed storage bags
- Medical**
 - In laboratory devices for microbiology anaerobic testing
 - Anaerobic chamber
 - Skin bacteria protection
 - Storage containers

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Consolidated Projections

Profitability planned beginning August 2023

Profit and Loss Statement	Year 2022	Year 2023	Year 2024	Year 2025	Year 2026
Number of Units Sold	3,284	7,473	14,918	29,780	59,450
Revenue	\$ 798,574	\$ 1,965,893	\$ 3,854,683	\$ 7,194,985	\$ 13,574,908
Total Expenses - R&D	\$ 154,900	\$ 54,000	\$ 69,000	\$ 97,000	\$ 117,000
Total Payroll	\$ 58,310	\$ 333,715	\$ 503,569	\$ 615,156	\$ 747,207



Total Operating Expenses	\$ 663,465	\$ 786,978	\$ 994,862	\$ 1,188,287	\$ 1,419,876
Operating Profit/(Loss)*	\$ (440,330)	\$ 11,333	\$ 642,861	\$ 1,796,851	\$ 4,105,202

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**The above slide contains forward-looking projections that are not guaranteed.*



Supporting Background Information



- Researchers at the US Department of Agriculture analyzed eight years of food data, up to 2014, to see where food is wasted and also what members of the public say they do at mealtimes. The research has been Published in PLOS one. The study found that the healthiest Americans are the most wasteful, because of their high consumption of fruits and vegetables, which are frequently thrown out due to spoilage
- Fruit and vegetables require less land to grow than other foods, such as meat, but require a large amount of water and pesticides.
- Lisa Jahns, a nutritionist at USDA and co-author of the study, said: "We need a simultaneous effort to increase food quality as well as reduce food waste. We need to put both of those things out."
- <https://www.theguardian.com/environment/2018/apr/18/americans-waste-food-fruit-vegetables-study>
- <https://www.artwinepreservation.com/art-articles/2017/4/26/sustainability-in-wine-how-much-goes-down-the-drain>
- <https://solutions.rdtonline.com/blog/2018-update-on-food-waste>
- <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0195405>
- <https://news.crunchbase.com/news/new-250m-round-helps-apeel-sciences-make-saving-food-more-appealing/>
- <https://www.ars.usda.gov/arsuserfiles/oc/np/commercialstorage/commercialstorage.pdf>
- USDA Agriculture Handbook 66