

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM C

UNDER THE SECURITIES ACT OF 1933

(Mark one.)

- ☒ Form C: Offering Statement  
☐ Form C-U: Progress Update  
☐ Form C/A: Amendment to Offering Statement  
    ☐ Check box if Amendment is material and investors must reconfirm within five business days.  
☐ Form C-AR: Annual Report  
☐ Form C-AR/A: Amendment to Annual Report  
☐ Form C-TR: Termination of Reporting

***Name of Issuer:***

We Are the New Farmers Inc.

***Legal status of Issuer:***

***Form:***

Corporation

***Jurisdiction of Incorporation/Organization:***

Delaware

***Date of Organization:***

May 29, 2018

***Physical Address of Issuer:***

80 58<sup>th</sup> Street, Brooklyn, NY 11220, United States

***Website of Issuer:***

<https://www.new-farmers.com>

***Is there a Co-Issuer?*** \_\_\_\_ *Yes* *X* *No*

***Name of Intermediary through which the Offering will be Conducted:***

OpenDeal Portal LLC dba Republic

***CIK Number of Intermediary:***

0001751525

***SEC File Number of Intermediary:***

007-00167

***CRD Number of Intermediary:***

283874

***Name of qualified third party "Escrow Agent" which the Offering will utilize:***

Prime Trust, LLC

***Amount of compensation to be paid to the intermediary, whether as a dollar amount or a percentage of the offering amount, or a good faith estimate if the exact amount is not available at the time of the filing, for conducting the offering, including the amount of referral and any other fees associated with the offering:***

At the conclusion of the offering, the issuer shall pay a fee of six percent (6%) of the amount raised in the offering to the Intermediary.

***Any other direct or indirect interest in the issuer held by the intermediary, or any arrangement for the intermediary to acquire such an interest:***

The Intermediary will also receive compensation in the form of securities equal to two percent (2%) of the total number of the securities sold in the offering.

***Type of Security Offered:***

Crowd SAFE (Simple Agreement for Future Equity)

***Target Number of Securities to be Offered:***

25,000

***Price (or Method for Determining Price):***

\$1.00

***Target Offering Amount:***

\$25,000

***Oversubscriptions Accepted:***

- ☒ Yes  
☐ No

***Oversubscriptions will be Allocated:***

- ☐ Pro-rata basis  
☐ First-come, first-served basis  
☒ Other: At the Intermediary's discretion

***Maximum offering amount (if different from Target Offering Amount):***

\$107,000

***Deadline to reach the Target Offering Amount:***

March 16, 2022

**If the sum of the investment commitments does not equal or exceed the target offering amount at the deadline to reach the target offering amount, no Securities will be sold in the offering, investment commitments will be cancelled and committed funds will be returned.**



***Current Number of Employees:***

3 full-time employees.

|                                    | <b>Most recent fiscal year-end<br/>(2020)</b> | <b>Prior fiscal year-end<br/>(2019)</b> |
|------------------------------------|-----------------------------------------------|-----------------------------------------|
| <b>Total Assets</b>                | \$346,763                                     | \$72,190                                |
| <b>Cash &amp; Cash Equivalents</b> | \$256,744                                     | \$10,333                                |
| <b>Accounts Receivable</b>         | \$0                                           | \$0                                     |
| <b>Short-term Debt</b>             | \$7,977                                       | \$13,118                                |
| <b>Long-term Debt</b>              | \$13,957                                      | \$0                                     |
| <b>Revenues/Sales</b>              | \$63,419                                      | \$14,707                                |
| <b>Cost of Goods Sold*</b>         | \$58,440                                      | \$10,789                                |
| <b>Taxes Paid</b>                  | \$0                                           | \$0                                     |
| <b>Net Income/(Net Loss)</b>       | \$(170,693)                                   | \$(100,948)                             |

\*Cost of Revenues

***The jurisdictions in which the issuer intends to offer the securities:***

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District Of Columbia, Florida, Georgia, Guam, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virgin Islands, U.S., Virginia, Washington, West Virginia, Wisconsin, Wyoming, American Samoa, and Northern Mariana Islands

November 29, 2021

**We Are the New Farmers Inc.**

**WE ARE  
THE NEW  
FARMERS**

**Up to \$107,000 of Crowd SAFE (Simple Agreement for Future Equity)**

We Are the New Farmers Inc. (“**Farmers**,” the “**Company**,” “**we**,” “**us**,” or “**our**”), is offering a minimum amount of \$25,000 (the “**Target Offering Amount**”) and up to a maximum amount of \$107,000 (the “**Maximum Offering Amount**”) of Crowd SAFE (Simple Agreement for Future Equity) (the “**Securities**”) on a best-efforts basis as described in this Form C (this “**Offering**”). We must raise an amount equal to or greater than the Target Offering Amount by March 16, 2022 (the “**Offering Deadline**”). Unless we raise at least the Target Offering Amount by the Offering Deadline, no Securities will be sold in this Offering, all investment commitments will be cancelled, and all committed funds will be returned.

Potential purchasers of the Securities are referred to herein as “**Investors**” or “**you**”. The rights and obligations of Investors with respect to the Securities are set forth below in the section titled “*The Offering and the Securities—The Securities*”. In order to purchase the Securities, you must complete the purchase process through our intermediary, OpenDeal Portal LLC dba Republic (the “**Intermediary**”). All committed funds will be held in escrow with Prime Trust, LLC (the “**Escrow Agent**”) until the Target Offering Amount has been met or exceeded and one or more closings occur. Investors may cancel an investment commitment until up to 48 hours prior to the Offering Deadline, or such earlier time as the Company designates pursuant to Regulation CF, using the cancellation mechanism provided by the Intermediary.

Investment commitments may be accepted or rejected by us, in our sole and absolute discretion. We have the right to cancel or rescind our offer to sell the Securities at any time and for any reason. The Intermediary has the ability to reject any investment commitment and may cancel or rescind our offer to sell the Securities at any time for any reason.

|                                                  | Price to Investors | Service Fees and Commissions (1)(2) | Net Proceeds |
|--------------------------------------------------|--------------------|-------------------------------------|--------------|
| <b>Minimum Individual Purchase Amount (3)</b>    | \$100              | \$6.00                              | \$94.00      |
| <b>Maximum Individual Purchase Amount (3)(4)</b> | \$25,000           | \$1,500                             | \$23,500     |
| <b>Target Offering Amount</b>                    | \$25,000           | \$1,500                             | \$23,500     |
| <b>Maximum Offering Amount</b>                   | \$107,000          | \$6,420                             | \$100,580    |

- (1) This excludes fees to Company’s advisors, such as attorneys and accountants.
- (2) In addition to the six percent (6%) fee shown here, the Intermediary will also receive a securities commission equal to two percent (2%) of the Securities sold in this Offering.
- (3) The Company reserves the right to amend the Minimum Individual Purchase Amount and Maximum Individual Purchase Amount, in its sole discretion. In particular, the Company may elect to participate in one of the Intermediary's special investment programs and may offer alternative

- Minimum Individual Purchase Amounts and Maximum Individual Purchase Amounts to Investors participating in such programs without notice.
- (4) Subject to any other investment amount limitations applicable to the Investor under Regulation CF.

**A crowdfunding investment involves risk. You should not invest any funds in this Offering unless you can afford to lose your entire investment.**

**In making an investment decision, investors must rely on their own examination of the Company and the terms of the Offering, including the merits and risks involved. These Securities have not been recommended or approved by any federal or state securities commission or regulatory authority. Furthermore, these authorities have not passed upon the accuracy or adequacy of this document.**

**The U.S. Securities and Exchange Commission does not pass upon the merits of any Securities offered or the terms of the Offering, nor does it pass upon the accuracy or completeness of any Offering document or literature.**

**These Securities are offered under an exemption from registration; however, the U.S. Securities and Exchange Commission has not made an independent determination that these Securities are exempt from registration.**

THESE SECURITIES INVOLVE A HIGH DEGREE OF RISK THAT MAY NOT BE APPROPRIATE FOR ALL INVESTORS. THERE ARE ALSO SIGNIFICANT UNCERTAINTIES ASSOCIATED WITH AN INVESTMENT IN OUR COMPANY AND THE SECURITIES. THE SECURITIES OFFERED HEREBY ARE NOT PUBLICLY TRADED. THERE IS NO PUBLIC MARKET FOR THE SECURITIES AND ONE MAY NEVER DEVELOP. AN INVESTMENT IN OUR COMPANY IS HIGHLY SPECULATIVE. THE SECURITIES SHOULD NOT BE PURCHASED BY ANYONE WHO CANNOT BEAR THE FINANCIAL RISK OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME AND WHO CANNOT AFFORD THE LOSS OF THEIR ENTIRE INVESTMENT. SEE THE SECTION OF THIS FORM C TITLED “*RISK FACTORS*” BEGINNING ON PAGE 2.

THE SECURITIES OFFERED HEREBY WILL HAVE TRANSFER RESTRICTIONS. NO SECURITIES MAY BE PLEDGED, TRANSFERRED, RESOLD OR OTHERWISE DISPOSED OF BY ANY INVESTOR EXCEPT PURSUANT TO RULE 501 OF REGULATION CF. YOU SHOULD BE AWARE THAT YOU WILL BE REQUIRED TO BEAR THE FINANCIAL RISKS OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME.

YOU ARE NOT TO CONSTRUE THE CONTENTS OF THIS FORM C AS LEGAL, ACCOUNTING OR TAX ADVICE OR AS INFORMATION NECESSARILY APPLICABLE TO YOUR PARTICULAR FINANCIAL SITUATION. EACH INVESTOR SHOULD CONSULT THEIR OWN FINANCIAL ADVISER, COUNSEL AND ACCOUNTANT AS TO LEGAL, TAX AND RELATED MATTERS CONCERNING THEIR INVESTMENT.

THIS OFFERING IS ONLY EXEMPT FROM REGISTRATION UNDER THE LAWS OF THE UNITED STATES AND ITS TERRITORIES. NO OFFER IS BEING MADE IN ANY JURISDICTION NOT LISTED ABOVE. PROSPECTIVE INVESTORS ARE SOLELY RESPONSIBLE FOR DETERMINING THE PERMISSIBILITY OF THEIR PARTICIPATING IN THIS OFFERING, INCLUDING OBSERVING ANY OTHER REQUIRED LEGAL FORMALITIES AND SEEKING CONSENT FROM THEIR LOCAL REGULATOR, IF NECESSARY. THE INTERMEDIARY FACILITATING THIS OFFERING IS LICENSED AND REGISTERED SOLELY IN THE UNITED STATES AND HAS NOT SECURED, AND HAS NOT SOUGHT TO SECURE, A LICENSE OR WAIVER OF THE NEED FOR SUCH LICENSE IN ANY OTHER JURISDICTION. THE COMPANY, THE ESCROW AGENT AND THE INTERMEDIARY, EACH RESERVE THE RIGHT TO REJECT ANY INVESTMENT COMMITMENT MADE BY ANY PROSPECTIVE INVESTOR, WHETHER FOREIGN OR DOMESTIC.

#### **SPECIAL NOTICE TO FOREIGN INVESTORS**

IF YOU LIVE OUTSIDE THE UNITED STATES, IT IS YOUR RESPONSIBILITY TO FULLY OBSERVE THE LAWS OF ANY RELEVANT TERRITORY OR JURISDICTION OUTSIDE THE UNITED STATES IN CONNECTION WITH ANY PURCHASE OF THE SECURITIES, INCLUDING OBTAINING REQUIRED GOVERNMENTAL OR OTHER CONSENTS OR OBSERVING ANY OTHER REQUIRED LEGAL OR OTHER

FORMALITIES. WE RESERVE THE RIGHT TO DENY THE PURCHASE OF THE SECURITIES BY ANY FOREIGN INVESTOR.

### **NOTICE REGARDING THE ESCROW AGENT**

PRIME TRUST LLC, THE ESCROW AGENT SERVICING THE OFFERING, HAS NOT INVESTIGATED THE DESIRABILITY OR ADVISABILITY OF AN INVESTMENT IN THIS OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT MAKES NO REPRESENTATIONS, WARRANTIES, ENDORSEMENTS, OR JUDGEMENT ON THE MERITS OF THE OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT'S CONNECTION TO THE OFFERING IS SOLELY FOR THE LIMITED PURPOSES OF ACTING AS A SERVICE PROVIDER.

The Company has certified that all of the following statements are TRUE for the Company in connection with this Offering:

- (1) Is organized under, and subject to, the laws of a State or territory of the United States or the District of Columbia;
- (2) Is not subject to the requirement to file reports pursuant to Section 13 or Section 15(d) of the Securities Exchange Act of 1934 (the "**Exchange Act**") (15 U.S.C. 78m or 78o(d));
- (3) Is not an investment company, as defined in Section 3 of the Investment Company Act of 1940 (the "**Investment Company Act**") (15 U.S.C. 80a-3), or excluded from the definition of investment company by Section 3(b) or Section 3(c) of the Investment Company Act (15 U.S.C. 80a-3(b) or 80a-3(c));
- (4) Is not ineligible to offer or sell securities in reliance on Section 4(a)(6) of the Securities Act of 1933 (the "**Securities Act**") (15 U.S.C. 77d(a)(6)) as a result of a disqualification as specified in § 227.503(a);
- (5) Has filed with the SEC and provided to investors, to the extent required, any ongoing annual reports required by law during the two years immediately preceding the filing of this Form C; and
- (6) Has a specific business plan, which is not to engage in a merger or acquisition with an unidentified company or companies.

### **Bad Actor Disclosure**

The Company is not subject to any bad actor disqualifications under any relevant U.S. securities laws.

### **Ongoing Reporting**

Following the first sale of the Securities, the Company will file a report electronically with the Securities and Exchange Commission annually and post the report on its website, no later than 120 days after the end of the Company's fiscal year.

Once posted, the annual report may be found on the Company's website at <https://www.new-farmers.com>.

The Company must continue to comply with the ongoing reporting requirements until:

- (1) the Company is required to file reports under Section 13(a) or Section 15(d) of the Exchange Act;
- (2) the Company has filed at least three annual reports pursuant to Regulation CF and has total assets that do not exceed \$10,000,000;
- (3) the Company has filed at least one annual report pursuant to Regulation CF and has fewer than 300 holders of record;
- (4) the Company or another party repurchases all of the Securities issued in reliance on Section 4(a)(6) of the Securities Act, including any payment in full of debt securities or any complete redemption of redeemable securities; or
- (5) the Company liquidates or dissolves its business in accordance with applicable state law.

Neither the Company nor any of its predecessors (if any) previously failed to comply with the ongoing reporting requirement of Regulation CF.

**Updates**

Updates on the status of this Offering may be found at: <https://www.republic.co/we-are-the-new-farmers>

The date of this Form C is November 29, 2021.

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## **ABOUT THIS FORM C**

You should rely only on the information contained in this Form C. We have not authorized anyone to provide any information or make any representations other than those contained in this Form C, and no source other than the Intermediary has been authorized to host this Form C and the Offering. If anyone provides you with different or inconsistent information, you should not rely on it. We are not offering to sell, nor seeking offers to buy, the Securities in any jurisdiction where such offers and sales are not permitted. The information contained in this Form C and any documents incorporated by reference herein is accurate only as of the date of those respective documents, regardless of the time of delivery of this Form C or the time of issuance or sale of any Securities.

Statements contained herein as to the content of any agreements or other documents are summaries and, therefore, are necessarily selective and incomplete and are qualified in their entirety by the actual agreements or other documents. Prior to the consummation of the purchase and sale of the Securities, the Company will afford prospective Investors an opportunity to ask questions of, and receive answers from, the Company and its management concerning the terms and conditions of this Offering and the Company.

In making an investment decision, you must rely on your own examination of the Company and the terms of the Offering, including the merits and risks involved. The statements of the Company contained herein are based on information believed to be reliable; however, no warranty can be made as to the accuracy of such information or that circumstances have not changed since the date of this Form C. For example, our business, financial condition, results of operations, and prospects may have changed since the date of this Form C. The Company does not expect to update or otherwise revise this Form C or any other materials supplied herewith.

This Form C is submitted in connection with the Offering described herein and may not be reproduced or used for any other purpose.

## **CAUTIONARY NOTE CONCERNING FORWARD-LOOKING STATEMENTS**

This Form C and any documents incorporated by reference herein contain forward-looking statements and are subject to risks and uncertainties. All statements other than statements of historical fact or relating to present facts or current conditions included in this Form C are forward-looking statements. Forward-looking statements give our current reasonable expectations and projections regarding our financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as “anticipate,” “estimate,” “expect,” “project,” “plan,” “intend,” “believe,” “may,” “should,” “can have,” “likely” and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

The forward-looking statements contained in this Form C and any documents incorporated by reference herein are based on reasonable assumptions we have made in light of our industry experience, perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances. As you read and consider this Form C, you should understand that these statements are not guarantees of performance or results. Although we believe that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect our actual operating and financial performance and cause our performance to differ materially from the performance anticipated in the forward-looking statements. Should one or more of these risks or uncertainties materialize or should any of these assumptions prove incorrect or change, our actual operating and financial performance may vary in material respects from the performance projected in these forward-looking statements.

Investors are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statements made in this Form C or any documents incorporated by reference herein is accurate only as of the date of those respective documents. Except as required by law, we undertake no obligation to publicly update any forward-looking statements for any reason after the date of this Form C or to conform these statements to actual results or to changes in our expectations.

## SUMMARY

*The following summary highlights information contained elsewhere or incorporated by reference in this Form C. This summary may not contain all of the information that may be important to you. You should read this entire Form C carefully, including the matters discussed under the section titled “Risk Factors.”*

### The Company

We Are the New Farmers Inc., is an indoor farm and AgTech company dedicated and specializing in the cultivation of fresh algae to produce innovative algae products to bring to the consumer. The Company was incorporated in Delaware as a corporation on May 29, 2018.

The Company is located at 80 58<sup>th</sup> Street, Brooklyn, NY 11220, United States.

The Company’s website is <https://www.new-farmers.com>.

The Company is headquartered and qualified to conduct business in Delaware and New York. The Company also sells its products through the Internet and throughout the United States.

A description of our products, services and business plan can be found on the Company’s profile page on the Intermediary’s website under <https://republic.co/we-are-the-new-farmers> and is attached as Exhibit B to this Form C.

### The Offering

|                                                                                                   |                                                               |
|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>Minimum Amount of the Securities Offered</b>                                                   | 25,000                                                        |
| <b>Total Amount of the Securities Outstanding after Offering (if Target Offering Amount met)</b>  | 25,000*                                                       |
| <b>Maximum Amount of the Securities Offered</b>                                                   | 107,000                                                       |
| <b>Total Amount of the Securities Outstanding after Offering (if Maximum Offering Amount met)</b> | 107,000*                                                      |
| <b>Price Per Security</b>                                                                         | \$1.00                                                        |
| <b>Minimum Individual Purchase Amount</b>                                                         | \$100 <sup>+</sup>                                            |
| <b>Maximum Individual Purchase Amount</b>                                                         | \$25,000 <sup>+</sup>                                         |
| <b>Offering Deadline</b>                                                                          | March 16, 2022                                                |
| <b>Use of Proceeds</b>                                                                            | See the description of the use of proceeds on page 14 hereof. |
| <b>Voting Rights</b>                                                                              | See the description of the voting rights on page 28.          |

\*The total number of the Securities outstanding after the Offering is subject to increase in an amount equal to the Intermediary’s fee of two percent (2%) of the Securities issued in this Offering.

+ The Company reserves the right to amend the Minimum Individual Purchase Amount and Maximum Individual Purchase Amount, in its sole discretion. In particular, the Company may elect to participate in one of the Intermediary’s special investment programs and may offer alternative Minimum Individual Purchase Amounts and Maximum Individual Purchase Amounts to Investors participating in such programs without notice.



## **RISK FACTORS**

*Investing in the Securities involves a high degree of risk and may result in the loss of your entire investment. Before making an investment decision with respect to the Securities, we urge you to carefully consider the risks described in this section and other factors set forth in this Form C. In addition to the risks specified below, the Company is subject to same risks that all companies in its business, and all companies in the economy, are exposed to. These include risks relating to economic downturns, political and economic events and technological developments (such as hacking and the ability to prevent hacking). Additionally, early-stage companies are inherently riskier than more developed companies. Prospective Investors should consult with their legal, tax and financial advisors prior to making an investment in the Securities. The Securities should only be purchased by persons who can afford to lose all of their investment.*

### **Risks Related to the Company's Business and Industry**

***We have a limited operating history upon which you can evaluate our performance, and accordingly, our prospects must be considered in light of the risks that any new company encounters.***

The Company is still in an early phase and we are just beginning to implement our business plan. There can be no assurance that we will ever operate profitably. The likelihood of our success should be considered in light of the problems, expenses, difficulties, complications and delays usually encountered by early-stage companies. The Company may not be successful in attaining the objectives necessary for it to overcome these risks and uncertainties.

***Global crises, such as COVID-19, can have a significant effect on our business operations and revenue projections.***

A significant outbreak of contagious diseases, such as COVID-19, in the human population could result in a widespread health crisis that could adversely affect the economies and financial markets of many countries, including the United States where we principally operate, resulting in an economic downturn that could reduce the demand for our products and services and impair our business prospects, including as a result of being unable to raise additional capital on acceptable terms to us, if at all.

***The amount of capital the Company is attempting to raise in this Offering may not be enough to sustain the Company's current business plan.***

In order to achieve the Company's near and long-term goals, the Company may need to procure funds in addition to the amount raised in the Offering. There is no guarantee the Company will be able to raise such funds on acceptable terms or at all. If we are not able to raise sufficient capital in the future, we may not be able to execute our business plan, our continued operations will be in jeopardy and we may be forced to cease operations and sell or otherwise transfer all or substantially all of our remaining assets, which could cause an Investor to lose all or a portion of their investment.

***We may face potential difficulties in obtaining capital.***

We may have difficulty raising needed capital in the future as a result of, among other factors, our lack of revenues from sales, as well as the inherent business risks associated with our Company and present and future market conditions. Our business currently has limited sales and future sources of revenue may not be sufficient to meet our future capital requirements. We will require additional funds to execute our business strategy and conduct our operations. If adequate funds are unavailable, we may be required to delay, reduce the scope of or eliminate one or more of our research, development or commercialization programs, product launches or marketing efforts, any of which may materially harm our business, financial condition and results of operations.

***We may implement new lines of business or offer new products and services within existing lines of business.***

As an early-stage company, we may implement new lines of business at any time. There are substantial risks and uncertainties associated with these efforts, particularly in instances where the markets are not fully developed. In developing and marketing new lines of business and/or new products and services, we may invest significant time and resources. Initial timetables for the introduction and development of new lines of business and/or new products or services may not be achieved, and price and profitability targets may not prove feasible. We may not be successful in introducing new products and services in response to industry trends or developments in technology, or those new

products may not achieve market acceptance. As a result, we could lose business, be forced to price products and services on less advantageous terms to retain or attract clients or be subject to cost increases. As a result, our business, financial condition or results of operations may be adversely affected.

***We rely on other companies to provide components and services for our products.***

We depend on suppliers and contractors to meet our contractual obligations to our customers and conduct our operations. Our ability to meet our obligations to our customers may be adversely affected if suppliers or contractors do not provide the agreed-upon supplies or perform the agreed-upon services in compliance with customer requirements and in a timely and cost-effective manner. Likewise, the quality of our products may be adversely impacted if companies to whom we delegate manufacture of major components for our products, or from whom we acquire such items, do not provide components which meet required specifications and perform to our, and our customers', expectations. Our suppliers may also be unable to quickly recover from natural disasters and other events beyond their control and may be subject to additional risks such as financial problems that limit their ability to conduct their operations. The risk of these adverse effects may be greater in circumstances where we rely on only one or two contractors or suppliers for a particular component. Our products may utilize custom components available from only one source. Continued availability of those components at acceptable prices, or at all, may be affected for any number of reasons, including if those suppliers decide to concentrate on the production of common components instead of components customized to meet our requirements. The supply of components for a new or existing product could be delayed or constrained, or a key manufacturing vendor could delay shipments of completed products to us adversely affecting our business and results of operations.

***We rely on various intellectual property rights in order to operate our business.***

The Company relies on certain intellectual property rights, particularly trade secrets, to operate its business. The Company's intellectual property rights are not registered and may not be sufficiently broad or otherwise may not provide us a significant competitive advantage. In addition, the steps that we have taken to maintain and protect our intellectual property may not prevent it from being challenged, invalidated, circumvented or designed-around, particularly in countries where intellectual property rights are not highly developed or protected. In some circumstances, enforcement may not be available to us because an infringer has a dominant intellectual property position or for other business reasons, or countries may require compulsory licensing of our intellectual property. Our failure to obtain or maintain intellectual property rights that convey competitive advantage, adequately protect our intellectual property or detect or prevent circumvention or unauthorized use of such property, could adversely impact our competitive position and results of operations. We also rely on nondisclosure and noncompetition agreements with employees, consultants and other parties to protect, in part, trade secrets and other proprietary rights. There can be no assurance that these agreements will adequately protect our trade secrets and other proprietary rights and will not be breached, that we will have adequate remedies for any breach, that others will not independently develop substantially equivalent proprietary information or that third parties will not otherwise gain access to our trade secrets or other proprietary rights. As we expand our business, protecting our intellectual property will become increasingly important. The protective steps we have taken may be inadequate to deter our competitors from using our proprietary information. In order to protect or enforce our intellectual property rights, we may be required to initiate litigation against third parties, such as infringement lawsuits. Also, these third parties may assert claims against us with or without provocation. These lawsuits could be expensive, take significant time and could divert management's attention from other business concerns. We cannot assure you that we will prevail in any of these potential suits or that the damages or other remedies awarded, if any, would be commercially valuable.

***The Company's success depends on the experience and skill of its executive officers and key employees.***

We are dependent on our executive officers and key employees. These persons may not devote their full time and attention to the matters of the Company. The loss any or all of our executive officers and key employees could harm the Company's business, financial condition, cash flow and results of operations.

***Although dependent on certain key personnel, the Company does not have any key person life insurance policies on any such people.***

We are dependent on certain key personnel in order to conduct our operations and execute our business plan, however, the Company has not purchased any insurance policies with respect to those individuals in the event of their death or disability. Therefore, if any of these personnel die or become disabled, the Company will not receive any compensation

to assist with such person's absence. The loss of such person could negatively affect the Company and our operations. We have no way to guarantee key personnel will stay with the Company, as many states do not enforce non-competition agreements, and therefore acquiring key man insurance will not ameliorate all of the risk of relying on key personnel.

***In order for the Company to compete and grow, it must attract, recruit, retain and develop the necessary personnel who have the needed experience.***

Recruiting and retaining highly qualified personnel is critical to our success. These demands may require us to hire additional personnel and will require our existing management and other personnel to develop additional expertise. We face intense competition for personnel, making recruitment time-consuming and expensive. The failure to attract and retain personnel or to develop such expertise could delay or halt the development and commercialization of our product candidates. If we experience difficulties in hiring and retaining personnel in key positions, we could suffer from delays in product development, loss of customers and sales and diversion of management resources, which could adversely affect operating results. Our consultants and advisors may be employed by third parties and may have commitments under consulting or advisory contracts with third parties that may limit their availability to us, which could further delay or disrupt our product development and growth plans.

***We need to rapidly and successfully develop and introduce new products in a competitive, demanding and rapidly changing environment.***

To succeed in our intensely competitive industry, we must continually improve, refresh and expand our product and service offerings to include newer features, functionality or solutions, and keep pace with changes in the industry. Shortened product life cycles due to changing customer demands and competitive pressures may impact the pace at which we must introduce new products or implement new functions or solutions. In addition, bringing new products or solutions to the market entails a costly and lengthy process, and requires us to accurately anticipate changing customer needs and trends. We must continue to respond to changing market demands and trends or our business operations may be adversely affected.

***The development and commercialization of our products is highly competitive.***

We face competition with respect to any products that we may seek to develop or commercialize in the future. Our competitors include major companies worldwide. Many of our competitors have significantly greater financial, technical and human resources than we have and superior expertise in research and development and marketing approved products and thus may be better equipped than us to develop and commercialize products. These competitors also compete with us in recruiting and retaining qualified personnel and acquiring technologies. Smaller or early stage companies may also prove to be significant competitors, particularly through collaborative arrangements with large and established companies. Accordingly, our competitors may commercialize products more rapidly or effectively than we are able to, which would adversely affect our competitive position, the likelihood that our products will achieve initial market acceptance, and our ability to generate meaningful additional revenues from our products.

***Industry consolidation may result in increased competition, which could result in a loss of customers or a reduction in revenue.***

Some of our competitors have made or may make acquisitions or may enter into partnerships or other strategic relationships to offer more comprehensive services than they individually had offered or achieve greater economies of scale. In addition, new entrants not currently considered to be competitors may enter our market through acquisitions, partnerships or strategic relationships. We expect these trends to continue as companies attempt to strengthen or maintain their market positions. The potential entrants may have competitive advantages over us, such as greater name recognition, longer operating histories, more varied services and larger marketing budgets, as well as greater financial, technical and other resources. The companies resulting from combinations or that expand or vertically integrate their business to include the market that we address may create more compelling service offerings and may offer greater pricing flexibility than we can or may engage in business practices that make it more difficult for us to compete effectively, including on the basis of price, sales and marketing programs, technology or service functionality. These pressures could result in a substantial loss of our customers or a reduction in our revenue.

***Damage to our reputation could negatively impact our business, financial condition and results of operations.***

Our reputation and the quality of our brand are critical to our business and success in existing markets and will be critical to our success as we enter new markets. Any incident that erodes consumer loyalty for our brand could significantly reduce its value and damage our business. We may be adversely affected by any negative publicity, regardless of its accuracy. Also, there has been a marked increase in the use of social media platforms and similar devices, including blogs, social media websites and other forms of internet-based communications that provide individuals with access to a broad audience of consumers and other interested persons. The availability of information on social media platforms is virtually immediate as is its impact. Information posted may be adverse to our interests or may be inaccurate, each of which may harm our performance, prospects or business. The harm may be immediate and may disseminate rapidly and broadly, without affording us an opportunity for redress or correction.

***Our business could be negatively impacted by cyber security threats, attacks and other disruptions.***

We may face advanced and persistent attacks on our information infrastructure where we manage and store various proprietary information and sensitive/confidential data relating to our operations. These attacks may include sophisticated malware (viruses, worms, and other malicious software programs) and phishing emails that attack our products or otherwise exploit any security vulnerabilities. These intrusions sometimes may be zero-day malware that are difficult to identify because they are not included in the signature set of commercially available antivirus scanning programs. Experienced computer programmers and hackers may be able to penetrate our network security and misappropriate or compromise our confidential information or that of our customers or other third-parties, create system disruptions, or cause shutdowns. Additionally, sophisticated software and applications that we produce or procure from third-parties may contain defects in design or manufacture, including “bugs” and other problems that could unexpectedly interfere with the operation of the information infrastructure. A disruption, infiltration or failure of our information infrastructure systems or any of our data centers as a result of software or hardware malfunctions, computer viruses, cyber-attacks, employee theft or misuse, power disruptions, natural disasters or accidents could cause breaches of data security, loss of critical data and performance delays, which in turn could adversely affect our business.

***Security breaches of confidential customer information, in connection with our electronic processing of credit and debit card transactions, or confidential employee information may adversely affect our business.***

Our business requires the collection, transmission and retention of personally identifiable information, in various information technology systems that we maintain and in those maintained by third parties with whom we contract to provide services. The integrity and protection of that data is critical to us. The information, security and privacy requirements imposed by governmental regulation are increasingly demanding. Our systems may not be able to satisfy these changing requirements and customer and employee expectations, or may require significant additional investments or time in order to do so. A breach in the security of our information technology systems or those of our service providers could lead to an interruption in the operation of our systems, resulting in operational inefficiencies and a loss of profits. Additionally, a significant theft, loss or misappropriation of, or access to, customers’ or other proprietary data or other breach of our information technology systems could result in fines, legal claims or proceedings.

***The use of individually identifiable data by our business, our business associates and third parties is regulated at the state, federal and international levels.***

The regulation of individual data is changing rapidly, and in unpredictable ways. A change in regulation could adversely affect our business, including causing our business model to no longer be viable. Costs associated with information security – such as investment in technology, the costs of compliance with consumer protection laws and costs resulting from consumer fraud – could cause our business and results of operations to suffer materially. Additionally, the success of our online operations depends upon the secure transmission of confidential information over public networks, including the use of cashless payments. The intentional or negligent actions of employees, business associates or third parties may undermine our security measures. As a result, unauthorized parties may obtain access to our data systems and misappropriate confidential data. There can be no assurance that advances in computer capabilities, new discoveries in the field of cryptography or other developments will prevent the compromise of our customer transaction processing capabilities and personal data. If any such compromise of our security or the security of information residing with our business associates or third parties were to occur, it could have a material adverse

effect on our reputation, operating results and financial condition. Any compromise of our data security may materially increase the costs we incur to protect against such breaches and could subject us to additional legal risk.

***The Company is not subject to Sarbanes-Oxley regulations and may lack the financial controls and procedures of public companies.***

The Company may not have the internal control infrastructure that would meet the standards of a public company, including the requirements of the Sarbanes Oxley Act of 2002. As a privately-held (non-public) Company, the Company is currently not subject to the Sarbanes Oxley Act of 2002, and its financial and disclosure controls and procedures reflect its status as a development stage, non-public company. There can be no guarantee that there are no significant deficiencies or material weaknesses in the quality of the Company's financial and disclosure controls and procedures. If it were necessary to implement such financial and disclosure controls and procedures, the cost to the Company of such compliance could be substantial and could have a material adverse effect on the Company's results of operations.

***Changes in federal, state or local laws and government regulation could adversely impact our business.***

The Company is subject to legislation and regulation at the federal and local levels and, in some instances, at the state level. New laws and regulations may impose new and significant disclosure obligations and other operational, marketing and compliance-related obligations and requirements, which may lead to additional costs, risks of non-compliance, and diversion of our management's time and attention from strategic initiatives. Additionally, federal, state and local legislators or regulators may change current laws or regulations which could adversely impact our business. Further, court actions or regulatory proceedings could also change our rights and obligations under applicable federal, state and local laws, which cannot be predicted. Modifications to existing requirements or imposition of new requirements or limitations could have an adverse impact on our business.

***We operate in a highly regulated environment, and if we are found to be in violation of any of the federal, state, or local laws or regulations applicable to us, our business could suffer.***

We are also subject to a wide range of federal, state, and local laws and regulations. The violation of these or future requirements or laws and regulations could result in administrative, civil, or criminal sanctions against us, which may include fines, a cease and desist order against the subject operations or even revocation or suspension of our license to operate the subject business. As a result, we may incur capital and operating expenditures and other costs to comply with these requirements and laws and regulations.

***Changes in employment laws or regulation could harm our performance.***

Various federal and state labor laws govern our relationship with our employees and affect operating costs. These laws include minimum wage requirements, overtime pay, healthcare reform and the implementation of the Patient Protection and Affordable Care Act, unemployment tax rates, workers' compensation rates, citizenship requirements, union membership and sales taxes. A number of factors could adversely affect our operating results, including additional government- imposed increases in minimum wages, overtime pay, paid leaves of absence and mandated health benefits, mandated training for employees, increased tax reporting and tax payment requirements for employees who receive tips, a reduction in the number of states that allow tips to be credited toward minimum wage requirements, changing regulations from the National Labor Relations Board and increased employee litigation including claims relating to the Fair Labor Standards Act.

***Affiliates of the Company, including officers, directors and existing shareholders of the Company, may invest in this Offering and their funds will be counted toward the Company achieving the Minimum Amount.***

There is no restriction on affiliates of the Company, including its officers, directors and existing shareholders, investing in the Offering. As a result, it is possible that if the Company has raised some funds, but not reached the Minimum Amount, affiliates can contribute the balance so that there will be a closing. The Minimum Amount is typically intended to be a protection for investors and gives investors confidence that other investors, along with them, are sufficiently interested in the Offering and the Company and its prospects to make an investment of at least the Minimum Amount. By permitting affiliates to invest in the offering and make up any shortfall between what non-affiliate investors have invested and the Minimum Amount, this protection is largely eliminated. Investors should be

aware that no funds other than their own and those of affiliates investing along with them may be invested in this Offering.

### **Risks Related to the Offering**

***The financial statements attached to this Form C have been certified by our Chief Executive Officer.***

We are offering a maximum aggregate amount of \$107,000 of the Securities and are permitted to provide financial statements that have been certified by our Chief Executive Officer under Regulation CF. Such financial statements would otherwise need to be reviewed or audited by an independent public accountant. As such, the financial statements being provided as a part of this Offering have not been reviewed or audited by an independent public accountant, nor has any outside party verified the accuracy of the information in such financial statements.

***State and federal securities laws are complex, and the Company could potentially be found to have not complied with all relevant state and federal securities law in prior offerings of securities.***

The Company has conducted previous offerings of securities and may not have complied with all relevant state and federal securities laws. If a court or regulatory body with the required jurisdiction ever concluded that the Company may have violated state or federal securities laws, any such violation could result in the Company being required to offer rescission rights to investors in such offering. If such investors exercised their rescission rights, the Company would have to pay to such investors an amount of funds equal to the purchase price paid by such investors plus interest from the date of any such purchase. No assurances can be given the Company will, if it is required to offer such investors a rescission right, have sufficient funds to pay the prior investors the amounts required or that proceeds from this Offering would not be used to pay such amounts.

In addition, if the Company violated federal or state securities laws in connection with a prior offering and/or sale of its securities, federal or state regulators could bring an enforcement, regulatory and/or other legal action against the Company which, among other things, could result in the Company having to pay substantial fines and be prohibited from selling securities in the future.

***The Company could potentially be found to have not complied with securities law in connection with this Offering related to "Testing the Waters".***

Prior to filing this Form C, the Company engaged in "testing the waters" permitted under Regulation Crowdfunding (17 CFR 227.206), which allows issuers to communicate to determine whether there is interest in the Offering. All communication sent is deemed to be an offer of securities for purposes of the antifraud provisions of federal securities laws. Any Investor who expressed interest prior to the date of this Offering should read this Form C thoroughly and rely only on the information provided herein and not on any statement made prior to the Offering. The communication sent to Investors prior to the Offering is attached as Exhibit D. Some of these communications may not have included proper disclaimers required for "testing the waters".

***The U.S. Securities and Exchange Commission does not pass upon the merits of the Securities or the terms of the Offering, nor does it pass upon the accuracy or completeness of any Offering document or literature.***

You should not rely on the fact that our Form C is accessible through the U.S. Securities and Exchange Commission's EDGAR filing system as an approval, endorsement or guarantee of compliance as it relates to this Offering. The U.S. Securities and Exchange Commission has not reviewed this Form C, nor any document or literature related to this Offering.

***Neither the Offering nor the Securities have been registered under federal or state securities laws.***

No governmental agency has reviewed or passed upon this Offering or the Securities. Neither the Offering nor the Securities have been registered under federal or state securities laws. Investors will not receive any of the benefits available in registered offerings, which may include access to quarterly and annual financial statements that have been audited by an independent accounting firm. Investors must therefore assess the adequacy of disclosure and the fairness of the terms of this Offering based on the information provided in this Form C and the accompanying exhibits.

***The Company's management may have broad discretion in how the Company uses the net proceeds of the Offering.***

Unless the Company has agreed to a specific use of the proceeds from the Offering, the Company's management will have considerable discretion over the use of proceeds from the Offering. You may not have the opportunity, as part of your investment decision, to assess whether the proceeds are being used appropriately.

***The Company has the right to limit individual Investor commitment amounts based on the Company's determination of an Investor's sophistication.***

The Company may prevent any Investor from committing more than a certain amount in this Offering based on the Company's determination of the Investor's sophistication and ability to assume the risk of the investment. This means that your desired investment amount may be limited or lowered based solely on the Company's determination and not in line with relevant investment limits set forth by the Regulation CF rules. This also means that other Investors may receive larger allocations of the Offering based solely on the Company's determination.

***The Company has the right to extend the Offering Deadline.***

The Company may extend the Offering Deadline beyond what is currently stated herein. This means that your investment may continue to be held in escrow while the Company attempts to raise the Target Offering Amount even after the Offering Deadline stated herein is reached. While you have the right to cancel your investment in the event the Company extends the Offering Deadline, if you choose to reconfirm your investment, your investment will not be accruing interest during this time and will simply be held until such time as the new Offering Deadline is reached without the Company receiving the Target Offering Amount, at which time it will be returned to you without interest or deduction, or the Company receives the Target Offering Amount, at which time it will be released to the Company to be used as set forth herein. Upon or shortly after the release of such funds to the Company, the Securities will be issued and distributed to you.

***The Company may also end the Offering early.***

If the Target Offering Amount is met after 21 calendar days, but before the Offering Deadline, the Company can end the Offering by providing notice to Investors at least 5 business days prior to the end of the Offering. This means your failure to participate in the Offering in a timely manner, may prevent you from being able to invest in this Offering – it also means the Company may limit the amount of capital it can raise during the Offering by ending the Offering early.

***The Company has the right to conduct multiple closings during the Offering.***

If the Company meets certain terms and conditions, an intermediate close of the Offering can occur, which will allow the Company to draw down on half of the proceeds committed and captured in the Offering during the relevant period. The Company may choose to continue the Offering thereafter. Investors should be mindful that this means they can make multiple investment commitments in the Offering, which may be subject to different cancellation rights. For example, if an intermediate close occurs and later a material change occurs as the Offering continues, Investors whose investment commitments were previously closed upon will not have the right to re-confirm their investment as it will be deemed to have been completed prior to the material change.

## **Risks Related to the Securities**

***The Securities will not be freely tradable under the Securities Act until one year from the initial purchase date. Although the Securities may be tradable under federal securities law, state securities regulations may apply, and each Investor should consult with their attorney.***

You should be aware of the long-term nature of this investment. There is not now and likely will not ever be a public market for the Securities. Because the Securities have not been registered under the Securities Act or under the securities laws of any state or foreign jurisdiction, the Securities have transfer restrictions and cannot be resold in the United States except pursuant to Rule 501 of Regulation CF. It is not currently contemplated that registration under the Securities Act or other securities laws will be effected. Limitations on the transfer of the Securities may also

adversely affect the price that you might be able to obtain for the Securities in a private sale. Investors should be aware of the long-term nature of their investment in the Company. Each Investor in this Offering will be required to represent that they are purchasing the Securities for their own account, for investment purposes and not with a view to resale or distribution thereof.

***Investors will not become equity holders until the Company decides to convert the Securities into “CF Shadow Securities” (the type of equity securities issuable upon conversion of the Securities) or until there is a change of control or sale of substantially all of the Company’s assets.***

Investors will not have an ownership claim to the Company or to any of its assets or revenues for an indefinite amount of time and depending on when and how the Securities are converted, the Investors may never become equity holders of the Company. Investors will not become equity holders of the Company unless the Company receives a future round of financing great enough to trigger a conversion and the Company elects to convert the Securities into CF Shadow Securities. The Company is under no obligation to convert the Securities into CF Shadow Securities. In certain instances, such as a sale of the Company or substantially all of its assets, an initial public offering or a dissolution or bankruptcy, the Investors may only have a right to receive cash, to the extent available, rather than equity in the Company.

***Investors will not have voting rights, even upon conversion of the Securities into CF Shadow Securities. Upon the conversion of the Securities into CF Shadow Securities (which cannot be guaranteed), the holders of the CF Shadow Securities will be required to enter into a proxy with the Intermediary or its designee to ensure any statutory voting rights are voted in tandem with the majority holders of whichever series of securities the CF Shadow Securities follow.***

Investors will not have the right to vote upon matters of the Company even if and when their Securities are converted into CF Shadow Securities (the occurrence of which cannot be guaranteed). Upon such conversion, the CF Shadow Securities will have no voting rights and, in circumstances where a statutory right to vote is provided by state law, the CF Shadow Security holders are required to enter into a proxy agreement with the Intermediary or its designee to vote their CF Shadow Securities with the majority of the holder(s) of the securities issued in the round of equity financing that triggered the conversion right. For example, if the Securities are converted in connection with an offering of Series B Preferred Stock, Investors would receive CF Shadow Securities in the form of shares of Series B-CF Shadow Preferred Stock and would be required to enter into a proxy that allows the Intermediary or its designee to vote their shares of Series B-CF Shadow Preferred Stock consistent with the majority of the Series B Preferred Stockholders. Thus, Investors will essentially never be able to vote upon any matters of the Company.

***Investors will not be entitled to any inspection or information rights other than those required by law.***

Investors will not have the right to inspect the books and records of the Company or to receive financial or other information from the Company, other than as required by law. Other security holders of the Company may have such rights. Regulation CF requires only the provision of an annual report on Form C and no additional information. Additionally, there are numerous methods by which the Company can terminate annual report obligations, resulting in no information rights, contractual, statutory or otherwise, owed to Investors. This lack of information could put Investors at a disadvantage in general and with respect to other security holders, including certain security holders who have rights to periodic financial statements and updates from the Company such as quarterly unaudited financials, annual projections and budgets, and monthly progress reports, among other things.

***Investors will be unable to declare the Security in “default” and demand repayment.***

Unlike convertible notes and some other securities, the Securities do not have any “default” provisions upon which Investors will be able to demand repayment of their investment. The Company has ultimate discretion as to whether or not to convert the Securities upon a future equity financing and Investors have no right to demand such conversion. Only in limited circumstances, such as a liquidity event, may Investors demand payment and even then, such payments will be limited to the amount of cash available to the Company.



***The Company may never elect to convert the Securities or undergo a liquidity event and Investors may have to hold the Securities indefinitely.***

The Company may never conduct a future equity financing or elect to convert the Securities if such future equity financing does occur. In addition, the Company may never undergo a liquidity event such as a sale of the Company or an initial public offering. If neither the conversion of the Securities nor a liquidity event occurs, Investors could be left holding the Securities in perpetuity. The Securities have numerous transfer restrictions and will likely be highly illiquid, with no secondary market on which to sell them. The Securities are not equity interests, have no ownership rights, have no rights to the Company's assets or profits and have no voting rights or ability to direct the Company or its actions.

***Equity securities acquired upon conversion of the Securities may be significantly diluted as a consequence of subsequent equity financings.***

The Company's equity securities will be subject to dilution. The Company intends to issue additional equity to employees and third-party financing sources in amounts that are uncertain at this time, and as a consequence holders of equity securities resulting from the conversion of the Securities will be subject to dilution in an unpredictable amount. Such dilution may reduce the Investor's control and economic interests in the Company.

The amount of additional financing needed by the Company will depend upon several contingencies not foreseen at the time of this Offering. Generally, additional financing (whether in the form of loans or the issuance of other securities) will be intended to provide the Company with enough capital to reach the next major corporate milestone. If the funds received in any additional financing are not sufficient to meet the Company's needs, the Company may have to raise additional capital at a price unfavorable to their existing investors, including the holders of the Securities. The availability of capital is at least partially a function of capital market conditions that are beyond the control of the Company. There can be no assurance that the Company will be able to accurately predict the future capital requirements necessary for success or that additional funds will be available from any source. Failure to obtain financing on favorable terms could dilute or otherwise severely impair the value of the Securities.

In addition, the Company has certain equity grants and convertible securities outstanding. Should the Company enter into a financing that would trigger any conversion rights, the converting securities would further dilute the equity securities receivable by the holders of the Securities upon a qualifying financing.

***Equity securities issued upon conversion of the Securities may be substantially different from other equity securities offered or issued by the Company at the time of conversion.***

In the event the Company decides to exercise the conversion right, the Company will convert the Securities into equity securities that are materially different from the equity securities being issued to new investors at the time of conversion in many ways, including, but not limited to, liquidation preferences, dividend rights, or anti-dilution protection. Additionally, any equity securities issued at the Conversion Price (as defined in the Crowd SAFE agreement) shall have only such preferences, rights, and protections in proportion to the Conversion Price and not in proportion to the price per share paid by new investors receiving the equity securities. Upon conversion of the Securities, the Company may not provide the holders of such Securities with the same rights, preferences, protections, and other benefits or privileges provided to other investors of the Company.

The foregoing paragraph is only a summary of a portion of the conversion feature of the Securities; it is not intended to be complete, and is qualified in its entirety by reference to the full text of the Crowd SAFE agreement, which is attached as Exhibit C.

***A Crowd SAFE holder may lose their right to any appreciation or return on investment due to defaulting on certain notice and require action requirements in such Crowd SAFE; failure to claim cash set aside in this case may result in a total loss of principal.***

The Crowd SAFE offered requires a holder to complete, execute and deliver any reasonable or necessary information and documentation requested by the Company or the Intermediary in order to effect the conversion or termination of the Crowd SAFE, in connection with an Equity Financing or Liquidity Event, within thirty (30) calendar days of receipt of notice (whether actual or constructive) from the Company. Failure to make a timely action may result in the Company declaring that the Investor is only eligible to receive a cash payment equal to their Purchase Amount (or a

lesser amount in certain events). While the Company will set aside such payment for the investor, such payment may be subject to escheatment laws, resulting in a total loss of principal if the Investor never claims their payment.

***There is no present market for the Securities and we have arbitrarily set the price.***

The Offering price was not established in a competitive market. We have arbitrarily set the price of the Securities with reference to the general status of the securities market and other relevant factors. The Offering price for the Securities should not be considered an indication of the actual value of the Securities and is not based on our asset value, net worth, revenues or other established criteria of value. We cannot guarantee that the Securities can be resold at the Offering price or at any other price.

***In the event of the dissolution or bankruptcy of the Company, Investors will not be treated as debt holders and therefore are unlikely to recover any proceeds.***

In the event of the dissolution or bankruptcy of the Company, the holders of the Securities that have not been converted will be entitled to distributions as described in the Securities. This means that such holders will only receive distributions once all of the creditors and more senior security holders, including any holders of preferred stock, have been paid in full. Neither holders of the Securities nor holders of CF Shadow Securities can be guaranteed any proceeds in the event of the dissolution or bankruptcy of the Company.

***While the Securities provide mechanisms whereby holders of the Securities would be entitled to a return of their purchase amount upon the occurrence of certain events, if the Company does not have sufficient cash on hand, this obligation may not be fulfilled.***

Upon the occurrence of certain events, as provided in the Securities, holders of the Securities may be entitled to a return of the principal amount invested. Despite the contractual provisions in the Securities, this right cannot be guaranteed if the Company does not have sufficient liquid assets on hand. Therefore, potential Investors should not assume a guaranteed return of their investment amount.

***There is no guarantee of a return on an Investor's investment.***

There is no assurance that an Investor will realize a return on their investment or that they will not lose their entire investment. For this reason, each Investor should read this Form C and all exhibits carefully and should consult with their attorney and business advisor prior to making any investment decision.

**IN ADDITION TO THE RISKS LISTED ABOVE, RISKS AND UNCERTAINTIES NOT PRESENTLY KNOWN, OR WHICH WE CONSIDER IMMATERIAL AS OF THE DATE OF THIS FORM C, MAY ALSO HAVE AN ADVERSE EFFECT ON OUR BUSINESS AND RESULT IN THE TOTAL LOSS OF YOUR INVESTMENT.**

## BUSINESS

### Description of the Business

We Are the New Farmers Inc., is an indoor farm and AgTech company dedicated to the cultivation of fresh algae (Spirulina). We bring to the market innovative algae products that expand its reach beyond the dried powder supplements of the past. With our fresh and fresh frozen products, along with an array of additional products in our pipeline, we hope to tell the story of microalgae for the first time with authentic branding and tasty options.

### Business Plan

The Company plans to significantly expand its business by increasing sales and marketing, investing in technology and product development, and increasing our new hires. The Company does not expect to achieve profitability within the next twelve (12) months and has a break-even projected within two (2) years. The capital we raise here will empower us to expand our product development and increase sales and marketing efforts which will allow us to enter new markets and grow out our infrastructure as we continue to aggressively grow and expand our business.

### The Company's Products and/or Services

| Product / Service                   | Description                                  | Current Market       |
|-------------------------------------|----------------------------------------------|----------------------|
| <b>Fresh Spirulina</b>              | Fresh, unprocessed Spirulina                 | Direct-to-Consumer   |
| <b>Fresh Frozen Spirulina Cubes</b> | Fresh, frozen, pre-portioned Spirulina cubes | Direct -to- Consumer |

### Competition

There are very few companies in the United States offering fresh and unprocessed microalgae. These farms are located in Florida and California and cater to a mostly local audience. Larger spirulina farms do not currently offer fresh spirulina. We are hoping to fill this gap in the marketplace.

Our main competitors are as follows: (i) Earthrise, which is the world's largest spirulina farm located in California that merges U.S. and Japanese innovation, technology and resources, to produce spirulina and supplies over 20 countries; and (ii) Nutrex, which is a farm situated on the bright, sunny Kona coast of Hawaii where the farm receives more sunlight than any other coastal location in the United States enabling them to grow spirulina continuously for 12 months a year.

### Customer Base

We sell our products on the Direct-to-Consumer market. Our customer base is 60% female, generally in the 25-50 years age range. We cater to individuals who care about physical fitness and carefully discern what types of food he/she will put in their body.

### Supply Chain

Although the Company is dependent upon certain third-party vendors, the Company has access to alternate service providers in the event its current third-party vendors are unable to provide services or any issues arise with its current vendors where a change is required to be made. The Company does not believe the loss of a current third-party vendor or service provider would cause a major disruption to its business, although it could cause short-term limitations or disruptions.

**Intellectual Property**

The Company currently does not have any registered patents or trademarks. All intellectual property is in the form of trade secrets, business methods and know-how and is protected through intellectual assignment and confidentiality agreements with Company employees, advisors and consultants.

***Domain Names***

The Company owns the <https://www.new-farmers.com> and [www.algaeacademy.co](http://www.algaeacademy.co) domain names.

**Governmental/Regulatory Approval and Compliance**

The Company is subject to and affected by the laws and regulations of U.S. federal, state and local governmental authorities. These laws and regulations are subject to change.

**Litigation**

The Company is not subject to any current litigation or threatened litigation.

## USE OF PROCEEDS

The following table illustrates how we intend to use the net proceeds received from this Offering. The values below are not inclusive of payments to financial and legal service providers and escrow related fees, all of which were incurred in the preparation of this Offering and are due in advance of the closing of the Offering.

| Use of Proceeds            | % of Proceeds if Target Offering Amount Raised | Amount if Target Offering Amount Raised | % of Proceeds if Maximum Offering Amount Raised | Amount if Maximum Offering Amount Raised |
|----------------------------|------------------------------------------------|-----------------------------------------|-------------------------------------------------|------------------------------------------|
| Intermediary Fees          | 6%                                             | \$1,500                                 | 6%                                              | \$6,420                                  |
| Marketing and Sales<br>(1) | 25%                                            | \$6,250                                 | 25%                                             | \$26,750                                 |
| Operations (2)             | 44%                                            | \$11,000                                | 44%                                             | \$47,080                                 |
| Hiring (3)                 | 25%                                            | \$6,250                                 | 25%                                             | \$26,750                                 |
| <b>Total</b>               | <b>100%</b>                                    | <b>\$25,000</b>                         | <b>100%</b>                                     | <b>\$107,000</b>                         |

The Company has discretion to alter the use of proceeds set forth above to adhere to the Company's business plan and liquidity requirements. For example, economic conditions may alter the Company's general marketing or general working capital requirements.

Set forth below are detailed descriptions of how we intend to use the net proceeds of this Offering for any category in excess of ten percent (10%) in the table above.

(1) Our sales and marketing efforts are handled by a small team. We will use the proceeds to hire additional sales members and targeted marketing efforts using Facebook and Google.

(2) We will use the proceeds to expand our operations and production and to reach additional markets.

(3) These proceeds will be used to build out the Company's team. We expect to hire additional employees to assist with administrative and operational functions.

## DIRECTORS, OFFICERS, MANAGERS AND KEY PERSONS

The directors, officers, managers and key persons of the Company are listed below along with all positions and offices held at the Company and their principal occupation and employment responsibilities for the past three (3) years.

| <b>Name</b>      | <b>Positions and Offices Held at the Company</b>  | <b>Principal Occupation and Employment Responsibilities for the Last Three (3) Years</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Education</b>                                                                                                                                                                           |
|------------------|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jonas Guenther   | Chief Executive Officer, Co-Founder and Director  | <p>CEO and Co-Founder of We Are the New Farmers Inc., 2018 – Present</p> <p>Responsible for sales, operations, and general CEO responsibilities</p> <p>Founder in Residence at the NYU Entrepreneurship Lab</p>                                                                                                                                                                                                                                                                                                                                                                  | <p>FH Nordakademie, B.A. Sc., Bachelor of Industrial Engineering &amp; Business Management, 2014; New York University, M.A., Executive Master's Degree, Management of Technology, 2018</p> |
| Michael Udovich  | Chief Technology Officer, Co-Founder and Director | <p>CTO and Co-Founder of We Are the New Farmers Inc., 2018 – Present</p> <p>Responsible for operations and research and development</p>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p>New York University, B.S., Electrical Engineering, 2018</p>                                                                                                                             |
| Daniel Bernstein | Chief Operating Officer, Co-Founder and Director  | <p>COO and Co-Founder of We Are the New Farmers Inc., 2018 – Present</p> <p>Responsible for finance, marketing and distribution</p> <p>Regional Coordinator, Thought for Food, 2021- Present</p> <p>Responsible for managing 11 ambassadors in the USA East Coast Region to drive momentum, organize events and build entrepreneurship and sustainable food system driven community, recruit startups and ambassadors.</p> <p>Fellow, Nassau Street Ventures, 2020 – Present</p> <p>Responsible for raising capital from Princeton alumni and invest in alumni-led startups.</p> | <p>Princeton University, A.B., Economics, 2014</p>                                                                                                                                         |

## **Biographical Information**

Jonas Guenther: Jonas is the Chief Executive Officer and Co-Founder of the Company. Prior to founding the Company, Jonas received his industrial engineering degree in Germany and worked two years in a product management role before receiving his Masters from NYU's engineering school. While at NYU, Jonas founded the indoor farming academic research project, which was the conceptual predecessor to the Company's current business. Over the course of building that indoor farm, Jonas became deeply enmeshed in the agriculture technology community across the United States and has deep technical contacts across the industry.

Michael Udovich: Michael is the Chief Technology Officer and Co-Founder of the Company. He received his electrical engineering degree from NYU's engineering school and worked for two years on indoor growing prototypes before co-founding the Company. For a number of years, Michael has developed his knowledge of algae and is a veritable biohacker extraordinaire.

Daniel Bernstein: Daniel is the Chief Operating Officer and Co-Founder of the Company. Prior to co-founding the Company, he had four years of retail turnaround investing experience with a particular focus on grocery store chains and large food business after graduating from Princeton University with a degree in economics. Daniel's understanding of the food supply chain and connections across the food and grocery world have helped the Company strategically plan its launch and eventual retail rollout. Daniel is currently studying to be certified as a nutritionist and health coach with the Institute for Integrative Nutrition in an effort to round out our team's nutritional background and also to connect with thousands of nutritionists who have graduated from that program.

## **Indemnification**

Indemnification is authorized by the Company to directors, officers or controlling persons acting in their professional capacity pursuant to Delaware law. Indemnification includes expenses such as attorney's fees and, in certain circumstances, judgments, fines and settlement amounts actually paid or incurred in connection with actual or threatened actions, suits or proceedings involving such person, except in certain circumstances where a person is adjudged to be guilty of gross negligence or willful misconduct, unless a court of competent jurisdiction determines that such indemnification is fair and reasonable under the circumstances.

## **Employees**

The Company currently has 3 employees. The Company also utilizes independent contractors and advisors.

## CAPITALIZATION, DEBT AND OWNERSHIP

### Capitalization

The Company's authorized capital stock consists of 10,000,000 shares of common stock, par value \$0.0001 per share (the "**Common Stock**"). At the closing of this Offering, assuming only the Target Offering Amount is sold, 1,000,000 shares of Common Stock will be issued and outstanding. Additionally, the Company has established the 2018 Omnibus Stock Incentive Plan for which 150,000 shares of Common Stock are authorized for issuance thereunder. Currently, no awards have been issued under the 2018 Omnibus Stock Incentive Plan.

### *Outstanding Capital Stock*

As of the date of this Form C, the Company's outstanding capital stock consists of:

| Type                                                                                                                                       | Common Stock                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Amount Outstanding                                                                                                                         | 1,000,000                                                                                                                                                                                                                                   |
| Par Value Per Share                                                                                                                        | \$0.0001                                                                                                                                                                                                                                    |
| Voting Rights                                                                                                                              | 1 vote per share                                                                                                                                                                                                                            |
| Anti-Dilution Rights                                                                                                                       | None                                                                                                                                                                                                                                        |
| How this security may limit, dilute or qualify the Security issued pursuant to Regulation CF                                               | The Company may issue additional shares of Common Stock at a later date. The issuance of such additional shares of Common Stock would be dilutive, and could adversely affect the value of the Securities issued pursuant to Regulation CF. |
| Percentage ownership of the Company by the holders of such security (assuming conversion prior to the Offering if convertible securities). | 86.20%                                                                                                                                                                                                                                      |



***Outstanding Options, Safes, Convertible Notes, Warrants***

As of the date of this Form C, the Company has the following additional securities outstanding:

|                                                                                                                                                   |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Type</b>                                                                                                                                       | SAFE (Simple Agreement for Future Equity)                                                                                                                                                                                                                                   |
| <b>Face Value</b>                                                                                                                                 | \$99,000                                                                                                                                                                                                                                                                    |
| <b>Voting Rights</b>                                                                                                                              | The holders of SAFEs are not entitled to vote.                                                                                                                                                                                                                              |
| <b>Anti-Dilution Rights</b>                                                                                                                       | None                                                                                                                                                                                                                                                                        |
| <b>Material Terms</b>                                                                                                                             | Valuation cap of \$3,000,000 and a Discount of 20%                                                                                                                                                                                                                          |
| <b>How this security may limit, dilute or qualify the Security issued pursuant to Regulation CF</b>                                               | The Company may issue additional SAFEs at a later date. The availability of any shares of Common Stock issued pursuant to the exercise of such additional SAFEs would be dilutive, and could adversely affect the value of the Securities issued pursuant to Regulation CF. |
| <b>Percentage ownership of the Company by the holders of such security (assuming conversion prior to the Offering if convertible securities).</b> | 2.84%                                                                                                                                                                                                                                                                       |

|                                                                                                                                                   |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Type</b>                                                                                                                                       | SAFE (Simple Agreement for Future Equity)                                                                                                                                                                                                                                   |
| <b>Face Value</b>                                                                                                                                 | \$170,000                                                                                                                                                                                                                                                                   |
| <b>Voting Rights</b>                                                                                                                              | The holders of SAFEs are not entitled to vote.                                                                                                                                                                                                                              |
| <b>Anti-Dilution Rights</b>                                                                                                                       | None                                                                                                                                                                                                                                                                        |
| <b>Material Terms</b>                                                                                                                             | Valuation cap of \$2,500,000 and a Discount of 20%                                                                                                                                                                                                                          |
| <b>How this security may limit, dilute or qualify the Security issued pursuant to Regulation CF</b>                                               | The Company may issue additional SAFEs at a later date. The availability of any shares of Common Stock issued pursuant to the exercise of such additional SAFEs would be dilutive, and could adversely affect the value of the Securities issued pursuant to Regulation CF. |
| <b>Percentage ownership of the Company by the holders of such security (assuming conversion prior to the Offering if convertible securities).</b> | 5.86%                                                                                                                                                                                                                                                                       |

|                                                                                                                                                   |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Type</b>                                                                                                                                       | SAFE (Simple Agreement for Future Equity)                                                                                                                                                                                                                                   |
| <b>Face Value</b>                                                                                                                                 | \$20,000                                                                                                                                                                                                                                                                    |
| <b>Voting Rights</b>                                                                                                                              | The holders of SAFEs are not entitled to vote.                                                                                                                                                                                                                              |
| <b>Anti-Dilution Rights</b>                                                                                                                       | None                                                                                                                                                                                                                                                                        |
| <b>Material Terms</b>                                                                                                                             | Valuation cap of \$6,000,000 and a Discount of 20%                                                                                                                                                                                                                          |
| <b>How this security may limit, dilute or qualify the Security issued pursuant to Regulation CF</b>                                               | The Company may issue additional SAFEs at a later date. The availability of any shares of Common Stock issued pursuant to the exercise of such additional SAFEs would be dilutive, and could adversely affect the value of the Securities issued pursuant to Regulation CF. |
| <b>Percentage ownership of the Company by the holders of such security (assuming conversion prior to the Offering if convertible securities).</b> | 0.29%                                                                                                                                                                                                                                                                       |

|                                                                                                                                        |                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Type of security</b>                                                                                                                | Convertible Note                                                                                                                                                                                                                                                              |
| <b>Amount Outstanding</b>                                                                                                              | \$335,000                                                                                                                                                                                                                                                                     |
| <b>Voting Rights</b>                                                                                                                   | May have voting rights upon conversion                                                                                                                                                                                                                                        |
| <b>Anti-Dilution Rights</b>                                                                                                            | None                                                                                                                                                                                                                                                                          |
| <b>Material Terms</b>                                                                                                                  | <ul style="list-style-type: none"> <li>(i) Valuation Cap: \$6 million;</li> <li>(ii) Discount: 10%;</li> <li>(iii) Maturity Date: October 31, 2023</li> <li>(iv) Automatic Conversion into equity upon an equity financing of at least \$500,000 in total proceeds</li> </ul> |
| <b>Interest Rate</b>                                                                                                                   | 6%                                                                                                                                                                                                                                                                            |
| <b>How this security may limit, dilute or qualify the Security issued pursuant to Regulation CF</b>                                    | The Company may issue additional Convertible Notes at a later date. The issuance of such additional Convertible Notes would be dilutive, and could adversely affect the value of the Securities issued pursuant to Regulation CF.                                             |
| <b>Ownership of the Company by the holders of such security (assuming conversion prior to the Offering if convertible securities).</b> | 4.81%                                                                                                                                                                                                                                                                         |

## Outstanding Debt

As of the date of this Form C, the Company had the following debt outstanding:

|                                                |                                                        |
|------------------------------------------------|--------------------------------------------------------|
| <b>Type</b>                                    | Related Party Loan from Company COO                    |
| <b>Creditor</b>                                | Daniel Bernstein                                       |
| <b>Amount Outstanding</b>                      | \$15,000                                               |
| <b>Interest Rate and Amortization Schedule</b> | 0%                                                     |
| <b>Description of Collateral</b>               | Unsecured                                              |
| <b>Maturity Date</b>                           | Upon demand, no earlier than six months from loan date |
| <b>Date Entered Into</b>                       | October 31, 2021                                       |

## Ownership

The table below lists the beneficial owners of twenty percent (20%) or more of the Company's outstanding voting equity securities, calculated on the basis of voting power, are listed along with the amount they own.

| <b>Name</b>      | <b>Amount and Type or Class Held</b> | <b>Percentage Ownership (in terms of voting power)</b> |
|------------------|--------------------------------------|--------------------------------------------------------|
| Jonas Guenther   | 410,000 shares of Common Stock       | 41%                                                    |
| Daniel Bernstein | 340,000 shares of Common Stock       | 34%                                                    |
| Michael Udovich  | 250,000 shares of Common Stock       | 25%                                                    |

## FINANCIAL INFORMATION

**Please see the financial information listed on the cover page of this Form C and in the financial statements attached hereto as Exhibit A, in addition to the following information.**

### **Operations**

We Are the New Farmers Inc., (the “**Company**”) was incorporated on May 29, 2018, under the laws of the State of Delaware, and is headquartered in Brooklyn, NY.

### **Cash and Cash Equivalents**

The Company considers short-term, highly liquid investment with original maturities of three months or less at the time of purchase to be cash equivalents. Cash consists of funds held in the Company’s checking account.

As of October 31, 2021, the Company had an aggregate of \$10,813 in cash and cash equivalents, leaving the Company with approximately 3 months of runway. One of the Company's Co-Founders and another investor have agreed to provide up to another \$30,000 in additional cash infusion if needed by the Company. The Company's burn rate is approximately \$3,000 per month.

### **Liquidity and Capital Resources**

The proceeds from the Offering are essential to our operations. We plan to use the proceeds as set forth above under the section titled “*Use of Proceeds*”, which is an indispensable element of our business strategy.

### **Capital Expenditures and Other Obligations**

The Company does not intend to make any material capital expenditures in the near future.

### **Valuation**

The Company has ascribed no pre-Offering valuation to the Company; the securities are priced arbitrarily.

### **Material Changes and Other Information**

#### ***Trends and Uncertainties***

After reviewing the above discussion of the steps the Company intends to take, potential Investors should consider whether achievement of each step within the estimated time frame will be realistic in their judgment. Potential Investors should also assess the consequences to the Company of any delays in taking these steps and whether the Company will need additional financing to accomplish them.

Please see the financial statements attached as Exhibit A for subsequent events and applicable disclosures.

## Previous Offerings of Securities

We have made the following issuances of securities within the last three years:

| Security Type                             | Principal Amount of Securities Sold | Amount of Securities Issued | Use of Proceeds         | Issue Date                                                                                                                                  | Exemption from Registration Used or Public Offering |
|-------------------------------------------|-------------------------------------|-----------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| SAFE (Simple Agreement for Future Equity) | \$170,000                           | 8                           | General Working Capital | October 30, 2018;<br>December 10, 2018;<br>January 8, 2019;<br>February 2, 2019;<br>February 8, 2019;<br>July 22, 2019;<br>August 13, 2019; | Section 4(a)(2)                                     |
| SAFE (Simple Agreement for Future Equity) | \$99,000                            | 6                           | General Working Capital | December, 2019;<br>January 9, 2020;<br>January 10, 2020;<br>January 22, 2020;<br>January 31, 2020;<br>February 3, 2020;                     | Section 4(a)(2)                                     |
| SAFE (Simple Agreement for Future Equity) | \$20,000                            | 1                           | General Working Capital | October 6, 2020;                                                                                                                            | Section 4(a)(2)                                     |
| Convertible Note                          | \$335,000                           | 1                           | General Working Capital | October 15, 2020                                                                                                                            | Reg. D Rule 506(b)                                  |

See the section titled “*Capitalization and Ownership*” for more information regarding the securities issued in our previous offerings of securities.

## TRANSACTIONS WITH RELATED PERSONS AND CONFLICTS OF INTEREST

From time to time the Company may engage in transactions with related persons. Related persons are defined as any director or officer of the Company; any person who is the beneficial owner of twenty percent (20%) or more of the Company's outstanding voting equity securities, calculated on the basis of voting power; any promoter of the Company; any immediate family member of any of the foregoing persons or an entity controlled by any such person or persons. Additionally, the Company will disclose here any transaction since the beginning of the issuer's last fiscal year, or any currently proposed transaction, to which the issuer was or is to be a party and the amount involved exceeds five percent (5%) of the aggregate amount of capital raised by the issuer in reliance on section 4(a)(6), including the Target Offering Amount of this Offering, and the counter party is either (i) any director or officer of the issuer; (ii) any person who is, as of the most recent practicable date but no earlier than 120 days prior to the date the offering statement or report is filed, the beneficial owner of twenty percent (20%) or more of the issuer's outstanding voting equity securities, calculated on the basis of voting power; (iii) if the issuer was incorporated or organized within the past three years, any promoter of the issuer; or (iv) any member of the family of any of the foregoing persons, which includes a child, stepchild, grandchild, parent, stepparent, grandparent, spouse or spousal equivalent, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, and shall include adoptive relationships. The term *spousal equivalent* means a cohabitant occupying a relationship generally equivalent to that of a spouse.

The Company has conducted the following transactions with related persons:

- (1) On October 31, 2021, Daniel Bernstein, the Chief Operating Officer and Co-Founder of the Company, entered into a Loan Agreement with the Company whereby he loaned the Company \$15,000 at 0% interest rate. The loan is payable upon demand no earlier than six months after the loan date. Please see the section titled "**Outstanding Debt**" herein for additional information.

## THE OFFERING AND THE SECURITIES

### The Offering

The Company is offering a minimum amount of \$25,000 (the “**Target Offering Amount**”) and up to a maximum amount of \$107,000 (the “**Maximum Offering Amount**”) of Crowd SAFE (Simple Agreement for Future Equity) (the “**Securities**”) on a best efforts basis as described in this Form C (this “**Offering**”). We must raise an amount equal to or greater than the Target Offering Amount by March 16, 2022 (the “**Offering Deadline**”). Unless we raise at least the Target Offering Amount by the Offering Deadline, no Securities will be sold in this Offering, all investment commitments will be cancelled and all committed funds will be returned. Potential purchasers of the Securities are referred to herein as “**Investors**” or “**you**”.

In addition to the Offering, the Company intends to concurrently undertake to raise up to an additional \$2,500,000 by offering to sell up to \$2,500,000 in Convertible Notes, SAFEs and/or Capital Stock of the Company to accredited investors outside of this Offering (the “**Concurrent Offering**”). No investors in this Offering, or potential investors who learned of the Company as a result of this Offering, will be permitted to invest in the Concurrent Offering.

The price of the Securities was determined arbitrarily, does not necessarily bear any relationship to the Company’s asset value, net worth, revenues or other established criteria of value, and should not be considered indicative of the actual value of the Securities. The minimum amount that an Investor may invest in the Offering is \$100 and the maximum amount that an Investor may invest in the Offering is \$25,000, each of which is subject to adjustment in the Company’s sole discretion.

In order to purchase the Securities, you must make a commitment to purchase by completing the subscription process hosted by OpenDeal Portal LLC dba Republic (the “**Intermediary**”), including complying with the Intermediary’s know your customer (KYC) and anti-money laundering (AML) policies. **If an Investor makes an investment commitment under a name that is not their legal name, they may be unable to redeem their Security indefinitely, and neither the Intermediary nor the Company are required to correct any errors or omissions made by the Investor.**

Investor funds will be held in escrow with Prime Trust, LLC until the Target Offering Amount has been met or exceeded and one or more closings occur. Investors may cancel an investment commitment until up to 48 hours prior to the Offering Deadline, or such earlier time as the Company designates pursuant to Regulation CF, using the cancellation mechanism provided by the Intermediary. **Investors using a credit card to invest must represent and warrant to cancel any investment commitment(s) by submitting a request through the Intermediary at least 48 hours prior to the Offering Deadline, instead of attempting to claim fraud or claw back their committed funds.**

The Company will notify Investors when the Target Offering Amount has been reached through the Intermediary. If the Company reaches the Target Offering Amount prior to the Offering Deadline, it may close the Offering early *provided* (i) the expedited Offering Deadline must be twenty-one (21) days from the time the Offering was opened, (ii) the Intermediary must provide at least five (5) business days’ notice prior to the expedited Offering Deadline to the Investors and (iii) the Company continues to meet or exceed the Target Offering Amount on the date of the expedited Offering Deadline.

### Material Changes

If any material change occurs related to the Offering prior to the current Offering Deadline the Company will provide notice to Investors and receive reconfirmations from Investors who have already made commitments. If an Investor does not reconfirm their investment commitment after a material change is made to the terms of the Offering within five (5) business days of receiving notice, the Investor’s investment commitment will be cancelled and the committed funds will be returned without interest or deductions. If an Investor does not cancel an investment commitment before the Target Offering Amount is reached, the funds will be released to the Company upon the closing of the Offering and the Investor will receive the Securities in exchange for their investment.

## **Intermediate Closings**

In the event an amount equal to two (2) times the Target Offering Amount is committed and meets all required terms of the Offering prior to the Offering Deadline on such date or such later time the Company designates pursuant to Rule 304(b) of Regulation CF, the Company may conduct the first of multiple closings of the Offering early, *provided* (i) the new early closing date must be twenty-one (21) days from the time the Offering opened and (ii) that all Investors will receive notice of such early closing date at least five (5) business days prior to such new offering deadline (absent a material change that would require an extension of the Offering and reconfirmation of all investment commitments). Investors who committed on the date such notice is provided or prior to the issuance of such notice will be able to cancel their investment commitment until 48 hours before such early closing date.

If the Company conducts an initial closing (the “**Initial Closing**”), the Company agrees to only withdraw half of the proceeds that are in escrow and will only conduct such Initial Closing if there are more than twenty-one (21) days remaining before the Offering Deadline as of the date of the Initial Closing. The Company may only conduct another close (a “**Subsequent Closing**”) before the Offering Deadline if the amount of investment commitments made as of the date of such Subsequent Closing exceeds two times the amount committed as of the date of the Initial Closing and there are more than twenty-one (21) days remaining before the Offering Deadline as of the date of such Subsequent Closing.

Any investment commitments received after an intermediate closing will be released to the Company upon a subsequent closing and the Investor will receive evidence of the Securities via electronic certificate/PDF in exchange for their investment commitment as soon as practicable thereafter.

The Company has agreed to return all funds to Investors in the event a Form C-W is ultimately filed in relation to this Offering, regardless of whether multiple closings are conducted.

Investment commitments are not binding on the Company until they are accepted by the Company, which reserves the right to reject, in whole or in part, in its sole and absolute discretion, any investment commitment. If the Company rejects all or a portion of any investment commitment, the applicable prospective Investor’s funds will be returned without interest or deduction.

**PRIME TRUST, THE ESCROW AGENT SERVICING THE OFFERING, HAS NOT INVESTIGATED THE DESIRABILITY OR ADVISABILITY OF AN INVESTMENT IN THIS OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT MAKES NO REPRESENTATIONS, WARRANTIES, ENDORSEMENTS, OR JUDGEMENT ON THE MERITS OF THE OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT’S CONNECTION TO THE OFFERING IS SOLELY FOR THE LIMITED PURPOSES OF ACTING AS A SERVICE PROVIDER.**

## **The Securities**

We request that you please review this Form C and the Crowd SAFE instrument attached as Exhibit C, in conjunction with the following summary information.

### ***Transfer Agent and Registrar***

The Company will act as transfer agent and registrar for the Securities.

### ***Not Currently Equity Interests***

The Securities are not currently equity interests in the Company and merely provide a right to receive equity at some point in the future upon the occurrence of certain events.

### ***Dividends***

The Securities do not entitle Investors to any dividends.



## ***Conversion***

Upon each future equity financing resulting in proceeds to the Company of not less than \$1,000,000 (each an “**Equity Financing**”), the Securities are convertible at the option of the Company, into CF Shadow Securities, which are non-voting securities otherwise identical to those issued in such future Equity Financing except (1) they do not provide the right to vote on any matters except as required by law, (2) they require Investors to vote in accordance with the majority of the investors purchasing securities from the Company in such Equity Financing with respect to any such required vote and (3) they do not provide any inspection or information rights (other than those contemplated by Regulation CF or otherwise required by law). The Company has no obligation to convert the Securities in any Equity Financing.

### ***Conversion Upon the First Equity Financing***

If the Company elects to convert the Securities upon the first Equity Financing following the issuance of the Securities, the Investor will receive the number of CF Shadow Securities equal to the greater of the quotient obtained by dividing the amount the Investor paid for the Securities (the “**Purchase Amount**”) by (a) or (b) immediately below (the “**Conversion Price**”):

(a) the quotient of \$7,000,000 divided by the aggregate number of issued and outstanding shares of capital stock, assuming full conversion or exercise of all convertible and exercisable securities then outstanding, including shares of convertible preferred stock and all outstanding vested or unvested options or warrants to purchase capital stock, but excluding (i) shares of capital stock reserved for future issuance under any equity incentive or similar plan, (ii) convertible promissory notes, (iii) any Simple Agreements for Future Equity, including the Securities (collectively, “**Safes**”), and (iv) any equity securities that are issuable upon conversion of any outstanding convertible promissory notes or Safes;

OR

(b) the price per share of the securities sold in such Equity Financing multiplied by 80%.

Such Conversion Price shall be deemed the “**First Equity Financing Price**”.

### ***Conversion After the First Equity Financing***

If the Company elects to convert the Securities upon an Equity Financing other than the first Equity Financing following the issuance of the Securities, the Investor will receive the number of CF Shadow Securities equal to the quotient obtained by dividing (a) the Purchase Amount by (b) the First Equity Financing Price.

If the Investor fails to complete, execute and deliver any reasonable or necessary information and documentation requested by the Company or the Intermediary in order to effect the conversion of the Crowd SAFE, as contemplated above in connection with an Equity Financing, within thirty (30) calendar days of receipt of notice (whether actual or constructive) from the Company of the closing of the First Equity Financing, or Subsequent Equity Financing, as applicable, and of the Company’s decision to convert the Crowd Safe to capital stock, then the Investor shall only be eligible to receive a cash payment equal to the Purchase Amount (or a lesser amount as described below), and the Company shall keep a record of the cash payment that the Investor is entitled to claim; provided, that any unclaimed cash payment amount shall be subject to applicable state escheatment laws.

If there are not enough funds to pay the Investor and holders of other Crowd SAFEs that failed to act as required herein (collectively, the “**Cash-Default Investors**”) in full, then all of the Company’s available funds will be allocated with equal priority and pro rata among the Cash-Default Investors to claim in proportion to their Purchase Amounts.

### ***Conversion Upon a Liquidity Event Prior to an Equity Financing***

In the case of an IPO (as defined below) or a Change of Control (as defined below) of the Company (either of these events, a “**Liquidity Event**”) prior to any Equity Financing, the Investor must select, at the option of the Investor and within thirty (30) days of receiving notice (whether actual or constructive), either (i) a cash payment equal to the Purchase Amount subject to the following paragraph (the “**Cash Out Option**”) or (ii) a number of shares of Common Stock of the Company equal to the Purchase Amount divided by the quotient of (a) \$7,000,000 divided by (b) the number, as of immediately prior to the Liquidity Event, of shares of the Company’s capital stock outstanding (on an

as-converted basis), assuming the exercise or conversion of all outstanding vested and unvested options, warrants and other convertible securities, but excluding: (x) shares of capital stock reserved for future issuance under any equity incentive or similar plan; (y) any Safes; (z) convertible promissory notes; and (aa) any equity securities that are issuable upon conversion of any outstanding convertible promissory notes or Safes.

In connection with the Cash Out Option, the Purchase Amount (or a lesser amount as described below) will be due and payable by the Company to the Investor immediately prior to, or concurrent with, the consummation of the Liquidity Event. If there are not enough funds to pay the Investors and the holders of other Safes (collectively, the “**Cash-Out Investors**”) in full, then all of the Company’s available funds will be distributed with equal priority and pro rata among the Cash-Out Investors in proportion to their Purchase Amounts.

“**Change of Control**” as used above, means (i) a transaction or series of related transactions in which any person or group becomes the beneficial owner of more than fifty percent (50%) of the outstanding voting securities entitled to elect the Company’s board of directors, (ii) any reorganization, merger or consolidation of the Company, in which the outstanding voting security holders of the Company fail to retain at least a majority of such voting securities following such transaction or (iii) a sale, lease or other disposition of all or substantially all of the assets of the Company.

“**IPO**” means: (A) the completion of an underwritten initial public offering of Capital Stock by the Company pursuant to: (I) a final prospectus for which a receipt is issued by a securities commission of the United States or of a province of Canada, or (II) a registration statement which has been filed with the United States Securities and Exchange Commission and is declared effective to enable the sale of Capital Stock by the Company to the public, which in each case results in such equity securities being listed and posted for trading or quoted on a recognized exchange; or (B) the Company’s initial listing of its Capital Stock (other than shares of Capital Stock not eligible for resale under Rule 144 under the Securities Act) on a national securities exchange by means of an effective registration statement on Form S-1 filed by the Company with the SEC that registers shares of existing capital stock of the Company for resale, as approved by the Company’s board of directors, where such listing shall not be deemed to be an underwritten offering and shall not involve any underwriting services; or (C) the completion of a reverse merger or take-over whereby an entity (I) whose securities are listed and posted for trading or quoted on a recognized exchange, or (II) is a reporting issuer in the United States or the equivalent in any foreign jurisdiction, acquires all of the issued and outstanding Equity Interests of the Company.

#### *Conversion Upon a Liquidity Event Following an Equity Financing*

In the case of a Liquidity Event following any Equity Financing, the Investor must select, at the option of the Investor and within thirty (30) days of receiving notice (whether actual or constructive), either (i) the Cash Out Option or (ii) a number of shares of the most recently issued capital stock equal to the Purchase Amount divided by the First Equity Financing Price. Shares of capital stock granted in connection therewith shall have the same liquidation rights and preferences as the shares of capital stock issued in connection with the Company’s most recent Equity Financing.

If there are not enough funds to pay the Investors and the other Cash-Out Investors in full, then all of the Company’s available funds will be distributed with equal priority and pro rata among the Cash-Out Investors in proportion to their Purchase Amounts.

If the Investor fails to (i) complete, execute and deliver any reasonable or necessary information and documentation requested by the Company or the Intermediary in order to effect the conversion of the Crowd SAFE or (ii) notify Company of its selection to receive the cash payment or shares of the most recently issued capital stock, as contemplated above in connection with a Liquidity Event, within thirty (30) calendar days of receipt of notice (whether actual or constructive) from the Company of such Liquidity Event, then the Investor shall only be eligible to receive the cash payment option, and the Company shall keep a record of the cash payment that the Investor is entitled to claim; provided, that any unclaimed cash payment amount shall be subject to applicable state escheatment laws.

If the Company’s board of directors (or other applicable governing body if the Company is a limited liability company) determines in good faith that delivery of equity securities to the Investor pursuant to Liquidity Event paragraphs above would violate applicable law, rule or regulation, then the Company shall deliver to Investor in lieu thereof, a cash payment equal to the fair market value of such capital stock, as determined in good faith by the Company’s board of directors (or other applicable governing body if the Company is a limited liability company).

### ***Dissolution***

If there is a Dissolution Event (as defined below) before the Securities terminate, subject to the preferences applicable to any series of preferred stock then outstanding, the Company will distribute all proceeds legally available for distribution with equal priority among the (i) holders of the Securities (on an as converted basis based on a valuation of Common Stock as determined in good faith by the Company's board of directors at the time of the Dissolution Event), (ii) all other holders of instruments sharing in the distribution of proceeds of the Company at the same priority as holders of Common Stock upon a Dissolution Event and (iii) all holders of Common Stock.

A “**Dissolution Event**” means (i) a voluntary termination of operations by the Company, (ii) a general assignment for the benefit of the Company's creditors or (iii) any other liquidation, dissolution or winding up of the Company (excluding a Liquidity Event), whether voluntary or involuntary.

### ***Termination***

The Securities terminate upon (without relieving the Company of any obligations arising from a prior breach of or non-compliance with the Securities) upon the earlier to occur of: (i) the issuance of shares in the CF Shadow Securities to the Investor pursuant to the conversion provisions of the Crowd SAFE agreement or (ii) the payment, or setting aside for payment, of amounts due to the Investor pursuant to a Liquidity Event or a Dissolution Event.

### ***Voting and Control***

Neither the Securities nor the securities issuable upon the conversion of the Securities have voting rights.

The Company does not have any voting agreements in place.

The Company does not have any shareholder or equity holder agreements in place.

### ***Anti-Dilution Rights***

The Securities do not have anti-dilution rights, which means that future equity issuances and other events will dilute the ownership percentage that the Investor may eventually have in the Company.

### ***Restrictions on Transfer***

Any Securities sold pursuant to Regulation CF being offered may not be transferred by any Investor of such Securities during the one-year holding period beginning when the Securities were issued, unless such Securities are transferred: (1) to the Company; (2) to an accredited investor, as defined by Rule 501(d) of Regulation D promulgated under the Securities Act; (3) as part of an IPO; or (4) to a member of the family of the Investor or the equivalent, to a trust controlled by the Investor, to a trust created for the benefit of a member of the family of the Investor or the equivalent, or in connection with the death or divorce of the Investor or other similar circumstances. “Member of the family” as used herein means a child, stepchild, grandchild, parent, stepparent, grandparent, spouse or spousal equivalent, sibling, mother/father/daughter/son/sister/brother-in-law, and includes adoptive relationships. Each Investor should be aware that although the Securities may legally be able to be transferred, there is no guarantee that another party will be willing to purchase them.

In addition to the foregoing restrictions, prior to making any transfer of the Securities or any capital stock into which they are convertible, such transferring Investor must either make such transfer pursuant to an effective registration statement filed with the SEC or provide the Company with an opinion of counsel reasonably satisfactory to the Company stating that a registration statement is not necessary to effect such transfer.

In addition, the Investor may not transfer the Securities or any capital stock into which they are convertible to any of the Company's competitors, as determined by the Company in good faith.

Furthermore, upon the event of an IPO, the capital stock into which the Securities are converted will be subject to a lock-up period and may not be lent, offered, pledged, or sold for up to 180 days following such IPO.

### ***Other Material Terms***

- The Company does not have the right to repurchase the Securities.
- The Securities do not have a stated return or liquidation preference.
- The Company cannot determine if it currently has enough capital stock authorized to issue upon the conversion of the Securities, because the amount of capital stock to be issued is based on the occurrence of future events.

### **COMMISSION AND FEES**

At the conclusion of the Offering, the issuer shall pay a fee of six percent (6%) of the amount raised in the Offering to the Intermediary.

### **Stock, Warrants and Other Compensation**

The Intermediary will also receive compensation in the form of securities equal to two percent (2%) of the total number of the Securities sold in the Offering.

### **TAX MATTERS**

**EACH PROSPECTIVE INVESTOR SHOULD CONSULT WITH THEIR OWN TAX AND ERISA ADVISOR AS TO THE PARTICULAR CONSEQUENCES TO THE INVESTOR OF THE PURCHASE, OWNERSHIP AND SALE OF THE INVESTOR'S SECURITIES, AS WELL AS POSSIBLE CHANGES IN THE TAX LAWS.**

**TO ENSURE COMPLIANCE WITH THE REQUIREMENTS IMPOSED BY THE INTERNAL REVENUE SERVICE, WE INFORM YOU THAT ANY TAX STATEMENT IN THIS FORM C CONCERNING UNITED STATES FEDERAL TAXES IS NOT INTENDED OR WRITTEN TO BE USED, AND CANNOT BE USED, BY ANY TAXPAYER FOR THE PURPOSE OF AVOIDING ANY TAX-RELATED PENALTIES UNDER THE UNITED STATES INTERNAL REVENUE CODE. ANY TAX STATEMENT HEREIN CONCERNING UNITED STATES FEDERAL TAXES WAS WRITTEN IN CONNECTION WITH THE MARKETING OR PROMOTION OF THE TRANSACTIONS OR MATTERS TO WHICH THE STATEMENT RELATES. EACH TAXPAYER SHOULD SEEK ADVICE BASED ON THE TAXPAYER'S PARTICULAR CIRCUMSTANCES FROM AN INDEPENDENT TAX ADVISOR.**

**Potential Investors who are not United States residents are urged to consult their tax advisors regarding the United States federal income tax implications of any investment in the Company, as well as the taxation of such investment by their country of residence. Furthermore, it should be anticipated that distributions from the Company to such foreign investors may be subject to United States withholding tax.**

**EACH POTENTIAL INVESTOR SHOULD CONSULT THEIR OWN TAX ADVISOR CONCERNING THE POSSIBLE IMPACT OF STATE TAXES.**

### **LEGAL MATTERS**

Any prospective Investor should consult with its own counsel and advisors in evaluating an investment in the Offering.

### **DISCLAIMER OF TELEVISION, RADIO, PODCAST AND STREAMING PRESENTATION**

The Company's officers may participate in the filming or recording of a various media and in the course of the filming, may present certain business information to the investor panel appearing on the show (the "**Presentation**"). The Company will not pass upon the merits of, certify, approve, or otherwise authorize the statements made in the Presentation. The Presentation commentary being made should not be viewed as superior or a substitute for the disclosures made in this Form-C. Accordingly, the statements made in the Presentation, unless reiterated in the Offering materials provided herein, should not be applied to the Company's business and operations as of the date of this Offering. Moreover, the Presentation may involve several statements constituting puffery, that is, exaggerations not to be taken literally or otherwise as indication of factual data or historical or future performance.

## **ADDITIONAL INFORMATION**

The summaries of, and references to, various documents in this Form C do not purport to be complete and in each instance reference should be made to the copy of such document which is either an appendix to this Form C or which will be made available to Investors and their professional advisors upon request.

Prior to making an investment decision regarding the Securities described herein, prospective Investors should carefully review and consider this entire Form C. The Company is prepared to furnish, upon request, a copy of the forms of any documents referenced in this Form C. The Company's representatives will be available to discuss with prospective Investors and their representatives and advisors, if any, any matter set forth in this Form C or any other matter relating to the Securities described in this Form C, so that prospective Investors and their representatives and advisors, if any, may have available to them all information, financial and otherwise, necessary to formulate a well-informed investment decision. Additional information and materials concerning the Company will be made available to prospective Investors and their representatives and advisors, if any, at a mutually convenient location upon reasonable request.

## SIGNATURE

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100 et seq.), the issuer certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form C and has duly caused this Form to be signed on its behalf by the duly authorized undersigned.

/s/Jonas Guenther

(Signature)

Jonas Guenther

(Name)

Chief Executive Officer

(Title)

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100 et seq.), this Form C has been signed by the following persons in the capacities and on the dates indicated.

/s/Jonas Guenther

(Signature)

Jonas Guenther

(Name)

Director

(Title)

November 29, 2021

(Date)

/s/Daniel Bernstein

(Signature)

Daniel Bernstein

(Name)

Director

(Title)

November 29, 2021

(Date)

/s/Michael Udovich

(Signature)

Michael Udovich

(Name)

Director

(Title)

November 29, 2021

(Date)

***Instructions.***

1. The form shall be signed by the issuer, its principal executive officer or officers, its principal financial officer, its controller or principal accounting officer and at least a majority of the board of directors or persons performing similar functions.
2. The name of each person signing the form shall be typed or printed beneath the signature. Intentional misstatements or omissions of facts constitute federal criminal violations. See 18 U.S.C. 1001.

**EXHIBIT A**

*Financial Statements*



I, Jonas Guenther, certify that:

(1) The financial statements of We Are The New Farmers Inc included in this Form are true and complete in all material respects; and

(2) The tax return information of We Are The New Farmers Inc included in this Form reflects accurately the information reported on the tax return for We Are The New Farmers Inc filed for the fiscal year ended December 31, 2020 and 2019.



Signature

Date 11/23/2021

Jonas Guenther  
CEO  
We Are The New Farmers

**WE ARE THE NEW FARMERS INC.**

**UNAUDITED FINANCIAL  
STATEMENTS**

Years Ending December 31, 2020 and 2019

# **We Are The New Farmers, Inc.**

## **Balance Sheet**

December 31, 2020 and 2019

|                                       | <u>2020</u>    | <u>2019</u>   |
|---------------------------------------|----------------|---------------|
| <u>Current Assets:</u>                |                |               |
| Cash and cash equivalents             | \$ 256,744     | \$ 10,333     |
| Total current assets                  | 256,744        | 10,333        |
| <u>Long-Term Assets</u>               |                |               |
| Fixed Assets, Net                     | 90,019         | 61,858        |
| Total long-term assets                | 90,019         | 61,858        |
| <b>Total Assets</b>                   | <u>346,763</u> | <u>72,190</u> |
| <u>Current Liabilities:</u>           |                |               |
| Credit Cards Payable                  | 7,977          | 13,118        |
| Total current liabilities             | 7,977          | 13,118        |
| <u>Long-Term Liabilities</u>          |                |               |
| PPP Loan                              | 13,957         | -             |
| Total long-term liabilities           | 13,957         | -             |
| <b>Total Liabilities</b>              | <u>21,934</u>  | <u>13,118</u> |
| <u>Equity:</u>                        |                |               |
| Safe Notes, Net                       | 606,450        | 170,000       |
| Common Stock                          | 100            | 100           |
| Additional Paid-in-capital            | 3,200          | 3,200         |
| Retained Earnings                     | (284,921)      | (114,228)     |
| Total Stockholders' Equity            | <u>324,829</u> | <u>59,072</u> |
| <b>Total Liabilities &amp; Equity</b> | <u>346,763</u> | <u>72,190</u> |

See independent accountant's compilation report and accompanying notes to financial statements.

**We Are The New Farmers, Inc.**

**Statement of Income / (Loss)**

For the Year Ended December 31, 2020

|                            | <u>2020</u>         | <u>2019</u>         |
|----------------------------|---------------------|---------------------|
| Net Revenues               | \$ 63,419           | \$ 14,707           |
| Cost of Revenues           | <u>\$ (58,440)</u>  | <u>\$ (10,789)</u>  |
| Gross Profit               | <u>4,979</u>        | <u>3,918</u>        |
| Operating Expenses:        |                     |                     |
| Sales and Marketing        | 17,657              | 2,568               |
| Facility                   | 10,335              | 483                 |
| General and Administrative | 147,072             | 102,901             |
| Total Operating Expenses   | <u>175,064</u>      | <u>105,953</u>      |
| Operating Loss             | (170,084)           | (102,035)           |
| Other Income / (Expense):  |                     |                     |
| Other income               | -                   | 5,750               |
| Other expenses             | (609)               | (4,663)             |
| Total Other (Expense)      | <u>(609)</u>        | <u>1,087</u>        |
| Net Loss                   | <u>\$ (170,693)</u> | <u>\$ (100,948)</u> |

See independent accountant's compilation report and accompanying notes to financial statements.

**We Are The New Farmers, Inc.**  
**Statement of Cash Flows**  
**For the Year Ending December 31, 2020**

|                                                                                                 | <b>2020</b>              | <b>2019</b>             |
|-------------------------------------------------------------------------------------------------|--------------------------|-------------------------|
| <b>Cash Flows from Operating Activities:</b>                                                    |                          |                         |
| Net Loss                                                                                        | \$ (170,693)             | \$ (100,948)            |
| Depreciation                                                                                    | 8,521                    | 4,178                   |
| Adjustments to reconcile net income (loss) to net cash provided (used) by operating activities: |                          |                         |
| Credit Cards Payable                                                                            | (5,141)                  | 530                     |
| Total Adjustments to reconcile Net Income to Net Cash provided by operations:                   | (5,141)                  | 530                     |
| Net Cash Used by Operating Activities                                                           | <u>(167,314)</u>         | <u>(96,239)</u>         |
| <b>Investing Activities</b>                                                                     |                          |                         |
| Fixed Assets                                                                                    | (36,682)                 | (50,174)                |
| Net Cash Used by Investing Activities                                                           | <u>(36,682)</u>          | <u>(50,174)</u>         |
| <b>Financing Activities</b>                                                                     |                          |                         |
| PPP Loan                                                                                        | 13,957                   | -                       |
| Safe Notes                                                                                      | 436,450                  | 80,000                  |
| Common Stock                                                                                    | -                        | 100                     |
| Additional paid-in capital                                                                      | -                        | 3,200                   |
| Net Cash Provided by Financing Activities                                                       | <u>450,407</u>           | <u>83,300</u>           |
| Net Increase / (Decrease) In Cash and Cash Equivalents                                          | 246,411                  | (63,113)                |
| Cash and Cash Equivalents, Beginning of Year                                                    | 10,333                   | 73,446                  |
| Cash and Cash Equivalents, End of Period                                                        | <u><b>\$ 256,744</b></u> | <u><b>\$ 10,333</b></u> |
| <br><u>Supplemental disclosures:</u>                                                            |                          |                         |
| Taxes paid:                                                                                     | \$0                      | \$0                     |

**We Are The New Farmers, Inc.**  
**Statements of Stockholders' Equity**  
**For the Years Ended December 31, 2020 and 2019**

|                                 | Common Stock |        | Preferred Stock |        | Additional Paid-In Capital | Accumulated Deficit | Equity     |
|---------------------------------|--------------|--------|-----------------|--------|----------------------------|---------------------|------------|
|                                 | Shares       | Amount | Shares          | Amount |                            |                     |            |
| Balance as of January 1, 2019   | -            | \$ -   | -               | \$ -   | \$ 90,000                  | \$ (13,280)         | \$ 76,720  |
| Issuance of Common Stock        | 1,000,000    | 100    |                 |        | 3,200                      |                     | 3,300      |
| SAFE Notes                      |              |        |                 |        | 80,000                     |                     | 80,000     |
| Net Income (Loss)               |              |        |                 |        |                            | (100,948)           | (100,948)  |
| Balance as of December 31, 2019 | 1,000,000    | \$ 100 | -               | \$ -   | \$ 173,200                 | \$ (114,228)        | \$ 59,072  |
| SAFE Notes                      |              |        |                 |        | 436,450                    |                     | 436,450    |
| Issuance of Common Stock        |              |        |                 |        |                            |                     |            |
| Net Income (Loss)               |              |        |                 |        |                            | (170,693)           | (170,694)  |
| Balance as of December 31, 2020 | 1,000,000    | \$ 100 | 0               | \$ -   | \$ 609,650                 | \$ (284,921)        | \$ 324,829 |

**We Are The New Farmers, Inc.**  
Notes to the Financial Statements for the Years  
Ending December 31, 2020 and 2019

**NOTE 1 – NATURE OF OPERATIONS**

We Are The New Farmers, Inc. (which may be referred to as “the Company”, “we,” “us,” or “our”) was formed on May 29<sup>th</sup>, 2018 in Delaware. We Are The New Farmers mission-driven urban farm creating sustainable food products from microalgae – one of the most sustainable and nutrition food sources our planet has to offer. Microalgae, such as spirulina are microscopic organisms that are closely related to kelp and other seaweeds. These organisms are also incredibly efficient machines that turn carbon into proteins, fatty acids and other valuable nutrients, making them a promising form of cellular agriculture in the fight against global warming. We primarily offer our products direct to the consumer through our website, but we are beginning to expand into wholesale and B2B as well.

**Basis of Presentation**

The accounting and reporting policies of the Company conform to accounting principles generally accepted in the United States of America ("US GAAP"). The accompanying unaudited financial statements do not include all the information and notes required by GAAP for complete financial statements. In the opinion of management, all adjustments considered necessary for the fair presentation of the unaudited financial statements for the years presented have been included.

**Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States requires management to make certain estimates and assumptions that affect the amounts reported in the financial statements and footnotes thereto. Actual results could materially differ from these estimates. It is reasonably possible that changes in estimates will occur in the near term.

Significant estimates inherent in the preparation of the accompanying financial statements include valuation of provision for refunds and chargebacks, equity transactions and contingencies.

**Risks and Uncertainties**

The Company's business and operations are sensitive to general business and economic conditions in the United States. A host of factors beyond the Company's control could cause fluctuations in these conditions. Adverse conditions may include recession, downturn or otherwise, local competition or changes in consumer taste. These adverse conditions could affect the Company's financial condition and the results of its operations.

**Concentration of Credit Risk**

The Company maintains its cash with a major financial institution located in the United States of America, which it believes to be credit worthy. The Federal Deposit Insurance Corporation insures balances up to \$250,000. At times, the Company may maintain balances in excess of the federally insured limits.

**Cash and Cash Equivalents**

The Company considers short-term, highly liquid investment with original maturities of three months or less at the time of purchase to be cash equivalents. Cash consists of funds held in the Company's checking account. As of December 31, 2020, and 2019, the Company had \$256,744 and \$10,333 of cash on hand, respectively.

**Receivables and Credit Policy**

The company deals with one major business segment. As a result, the Company believes that its accounts receivable credit risk exposure is limited, and it has not experienced significant write-downs in its accounts

receivable balances. As of December 31, 2020, and 2019, the Company had \$0 and \$0 in accounts receivable, respectively.

#### Fixed Assets

Property and equipment are recorded at cost. Expenditures for renewals and improvements that significantly add to the productive capacity or extend the useful life of an asset are capitalized. Expenditures for maintenance and repairs are charged to expense. When equipment is retired or sold, the cost and related accumulated depreciation are eliminated from the accounts and the resultant gain or loss is reflected in income.

Depreciation is provided using the straight-line method based on useful lives of the assets. There was \$8,521 and \$4,178 depreciation expense for the years ended December 31<sup>st</sup>, 2020 and 2019, respectively.

The Company reviews the carrying value of property and equipment for impairment whenever events and circumstances indicate that the carrying value of an asset may not be recoverable from the estimated future cash flows expected to result from its use and eventual disposition. In cases where undiscounted expected future cash flows are less than the carrying value, an impairment loss is recognized equal to an amount by which the carrying value exceeds the fair value of assets. The factors considered by management in performing this assessment include current operating results, trends and prospects, the manner in which the property is used, and the effects of obsolescence, demand, competition, and other economic factors. Based on this assessment there was no impairment as of December 31, 2020 and 2019, respectively.

#### Fair Value Measurements

Generally accepted accounting principles define fair value as the price that would be received to sell an asset or be paid to transfer a liability in an orderly transaction between market participants at the measurement date (exit price) and such principles also establish a fair value hierarchy that prioritizes the inputs used to measure fair value using the following definitions (from highest to lowest priority):

- Level 1 – Unadjusted quoted prices in active markets that are accessible at the measurement date for identical, unrestricted assets or liabilities.
- Level 2 – Observable inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly, including quoted prices for similar assets and liabilities in active markets; quoted prices for identical or similar assets and liabilities in markets that are not active; or other inputs that are observable or can be corroborated by observable market data by correlation or other means.
- Level 3 – Prices or valuation techniques requiring inputs that are both significant to the fair value measurement and unobservable.

#### Income Taxes

Income taxes are provided for the tax effects of transactions reporting in the financial statements and consist of taxes currently due plus deferred taxes related primarily to differences between the basis of receivables, inventory, property and equipment, intangible assets, and accrued expenses for financial and income tax reporting. The deferred tax assets and liabilities represent the future tax return consequences of those differences, which will either be taxable or deductible when the assets and liabilities are recovered or settled. Deferred tax assets are reduced by a valuation allowance when, in the opinion of management, it is more likely than not that some portion or all of the deferred tax assets will not be realized.

There is no income tax provision for the Company for the period from inception through December 31, 2020 as the Company had no taxable income.

#### Revenue Recognition

The company's sales are derived from the sale of goods with revenue being recognized when persuasive evidence of an arrangement existed, the sale had occurred, the sales price was fixed or determinable and collectability was reasonably assured. In evaluating the if the Company adopted Accounting Standards Codification 606, Revenue



from Contracts with Customers ("ASC 606") the company felt it was already recognizing revenue when performance obligations under the terms of the contracts with our customers are satisfied. The Company generates revenues by selling.

#### Organizational Costs

In accordance with FASB ASC 720, organizational costs, including accounting fees, legal fee, and costs of incorporation, are expensed as incurred.

#### Advertising

The Company expenses advertising costs as they are incurred. Such costs approximated \$17,657 and \$2,568 for the years ended December 31, 2020 and December 31, 2019, respectively.

#### Recent Accounting Pronouncements

In August 2018, amendments to existing accounting guidance were issued through Accounting Standards Update 2018-15 to clarify the accounting for implementation costs for cloud computing arrangements. The amendments specify that existing guidance for capitalizing implementation costs incurred to develop or obtain internal-use software also applies to implementation costs incurred in a hosting arrangement that is a service contract. The guidance is effective for fiscal years beginning after December 15, 2020, and interim periods within fiscal years beginning after December 15, 2021, and early application is permitted. We are currently evaluating the effect that the updated standard will have on the financial statements and related disclosures.

The FASB issues ASUs to amend the authoritative literature in ASC. There have been a number of ASUs to date, including those above, that amend the original text of ASC. Management believes that those issued to date either (i) provide supplemental guidance, (ii) are technical corrections, (iii) are not applicable to us or (iv) are not expected to have a significant impact on our financial statements.

#### NOTE 3 – FIXED ASSETS

Property and equipment are recorded at cost. Expenditures for renewals and improvements that significantly add to the productive capacity or extend the useful life of an asset are capitalized. Expenditures for maintenance and repairs are charged to expense. When equipment is retired or sold, the cost and related accumulated depreciation are eliminated from the accounts and the resultant gain or loss is reflected in income.

Fixed assets on December 31, 2020 and 2019 consisted of the following:

|                          | <b>2020</b>       | <b>2019</b>      |
|--------------------------|-------------------|------------------|
| Improvements             | \$103,280         | \$66,826         |
| Equipment                | \$272             | \$44             |
| Accumulated Depreciation | <u>(\$13,534)</u> | <u>(\$5,013)</u> |
| Total                    | <u>\$90,019</u>   | <u>\$61,858</u>  |

#### NOTE 4 – INCOME TAXES

The Company has filed its income tax return for the period ended December 31, 2020, which will remain subject to examination by the Internal Revenue Service under the statute of limitations for a period of three years from October 13<sup>st</sup>, 2021, the date it was filed. The Company is taxed as a corporation.

#### NOTE 5 – EQUITY

The Company authorized 10,000,000 shares of common stock at \$0.0001 par value. As of December 31, 2020 the company had 1,000,000 shares issued and outstanding. The company had shareholders' equity in the amounts of \$324,829 and \$59,072, as of December 31<sup>st</sup>, 2020 and 2019, respectively.

In 2019, the Company issued SAFEs totaling \$80,000 bringing the total of SAFE notes issued to \$170,000. The SAFEs were issued with a valuation cap of \$2,500,000 and a discount rate of 20%. The SAFEs are automatically convertible into a series of preferred stock on the completion of a bona fide transaction with the principal purpose of raising capital where the Company issues and sells preferred stock at a fixed valuation, including but not limited to, a pre-money or post-money valuation ("Equity Financing").

In 2020, the Company issued an additional \$99,000 of SAFEs with a valuation cap of \$3,000,000 and a discount rate of 20%, as well as an additional \$20,000 of SAFEs with a valuation cap of \$6,000,000 and a discount rate of 20%. This brought the total of SAFE notes issued to \$289,000. The SAFEs are automatically convertible into a series of preferred stock on the completion of a bona fide transaction with the principal purpose of raising capital where the Company issues and sells preferred stock at a fixed valuation, including but not limited to, a pre-money or post-money valuation ("Equity Financing").

In addition, in 2020, the Company issued a \$335,000 Convertible Note with a valuation cap of \$6,000,000 and a discount rate of 10%. Less \$17,550 of expenses, this brought the net total of Convertible Notes issued to \$317,450. The Convertible Notes are automatically convertible into a series of preferred stock on the completion of a bona fide transaction with the principal purpose of raising capital where the Company issues and sells preferred stock at a fixed valuation, including but not limited to, a pre-money or post-money valuation ("Equity Financing").

#### NOTE 6 – COMMITMENTS AND CONTINGENCIES

The Company received a loan from the Small Business Administration in the amount of \$13,957 under the Paycheck Protection Program (PPP) established by the Coronavirus Aid, Relieve and Economic Security (CARES) Act. The loan is subject to a note dated April 12, 2020.

The Company is not currently involved with and does not know of any pending or threatening litigation against the Company as of December 31, 2020 and December 31<sup>st</sup>, 2019, respectively.

#### NOTE 7 – GOING CONCERN

These financial statements are prepared on a going concern basis. The Company began operation in 2018 and has incurred net losses since inception. The company's ability to continue is dependent upon management's plan to raise additional funds and achieve profitable operations. The financial statements do not include any adjustments that might be necessary if the Company is not able to continue as a going concern.

#### NOTE 8 - COVID-19

In January 2020, the World Health Organization has declared the outbreak of a novel coronavirus (COVID-19) as a "Public Health Emergency of International Concern," which continues to spread throughout the world and has adversely impacted global commercial activity and contributed to significant declines and volatility in financial

markets. The coronavirus outbreak and government responses are creating disruption in global supply chains and adversely impacting many industries. The outbreak could have a continued material adverse impact on economic and market conditions and trigger a period of global economic slowdown. The rapid development and fluidity of this situation precludes any prediction as to the ultimate material adverse impact of the coronavirus outbreak. Nevertheless, the outbreak presents uncertainty and risk with respect to the Company, its performance, and its financial results.

#### NOTE 9 – SUBSEQUENT EVENTS

The Company's PPP loan in the amount of \$13,957 mentioned in Note 6 was forgiven on August 23<sup>rd</sup>, 2021.

Effective as of July 7<sup>th</sup>, 2021, the Company entered into an agreement with OpenDeal Portal LLC d/b/a Republic, and is offering the Company's securities under Section 4(a)(6), Regulation Crowdfunding (Reg CF) of the Securities Act of 1933 (the "Crowdfunded Offering") up to \$1,070,000 of simple agreement for future equity. The Company is attempting to raise a minimum amount of \$25,000 in this offering and up to \$1,070,000 maximum. The Company must receive commitments from investors totaling the minimum amount by the offering deadline.

#### Management's Evaluation

Management has evaluated subsequent events through November 3<sup>rd</sup>, 2021, the date the financial statements were available to be issued. Based on this evaluation, no additional material events were identified which require adjustment or disclosure in the financial statements.

**EXHIBIT B**

*Offering Page found on Intermediary's Portal.*

**Company Name** We Are The New Farmers

**Logo**

**WE ARE  
THE NEW  
FARMERS**

**Headline** Mission-driven urban farm creating sustainable food products from microalgae

**Slides**



**Tags** Coming soon, Startups, Immigrant Founders, LGBTQ+ Founders, Eco, CPG, Wellness, Agtech, Healthy food

**Pitch text**

### Summary

- Sustainable indoor farm reinventing protein-packed algae for the masses
- Sold to over a thousand customers—and expanding into B2B
- Sticky, high-value, high margin products for long-term D2C success
- IndoorAg attracting billions of funding—a new near-term exit opportunity!
- ~\$200K historical revenue, greater than 6:1 LTV:CAC (as of Nov 2021)
- Projected \$25M revenue capacity by 2024

### Problem



## Our food system is in a state of emergency

*What we eat today makes us sick, destroys the environment, and contributes to the climate crisis.*

The list of things wrong with the way we produce food is practically never-ending; in short, we eat highly processed food low in nutritional value that makes us sick and obese. Excessive use of fertilizers and pesticides, deforestation, and depleted soils are fueling global warming. As the global temperature rises, increasingly extreme weather is destroying our crops and making our farms infertile. And the worst? Large scale production of animal proteins is causing **irreversible damage to our planet**, unnecessary animal suffering, and even global pandemics.

While the global population continues to grow, alternative meat products are quickly becoming a necessity—but the most popular alternatives today are highly processed, full of artificial ingredients, and their environmental footprint is still to be determined. **They are junk food with a better story.**

### The potential impact of microalgae

Enter the world of microalgae. Microalgae, such as spirulina, are the **most powerful, all-natural and sustainable foods on the planet**. These algae, which are closely related to kelp, kombu, and other seaweeds, have been consumed by humans for centuries. Behind the scenes, they've been building the foundation of ecosystems for more than 3B years.

# THE POWER OF MICROALGAE



1 lb of spirulina is nutritionally equivalent to 1,000 lbs of fresh vegetables



spirulina: food for the future



most ideal food for humankind



top 10 food trends: marine munchies, beyond seaweed



booming, blooming microalgae

But so far, we haven't been able to unearth the enormous potential of microalgae. And the reasons are obvious:

- Microalgae are sold today as a difficult-to-use dried powder with a fishy flavor and smell.
- They are grown in large, inefficient outdoor ponds, which are prone to contamination and yield a low-quality product.
- They can only be produced in warm climates along the equator and shipped thousands of miles before arriving in our kitchens.

*We can do better than that.*

## Solution



## Delicious, protein-packed, breakfast products made from the most sustainable source of food on earth: microalgae

**We Are The New Farmers.** We are a mission-driven urban farming company using captured carbon to create sustainable food products from microalgae — one of the most sustainable and nutritious food sources our planet has to offer.

Microalgae, such as spirulina, are microscopic organisms that are closely related to kelp and other seaweeds. Plus, they are incredibly efficient machines that turn carbon into proteins, fatty acids, and other valuable nutrients—making them **a promising form of cellular agriculture in the fight against global warming.**

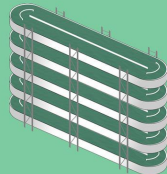
Since we started the cultivation of microalgae in 2018, our success has been rooted in three pillars:

# OUR SPIRULINA SOLUTION



## INNOVATIVE PRODUCTS

we're telling the story of microalgae for the first time with authentic branding and are **expanding its reach beyond dried powder nutrient supplements**. our products are fresh and perishable, because real food goes bad.



## MODULAR PRODUCTION

we've developed indoor cultivation systems **optimized for flexibility, efficiency, and low upfront capital cost** to allow minimal ongoing labor and year-round cultivation independent of weather conditions or climate.



## LOCAL DISTRIBUTION

we are setting up regional production hubs serving cities within 250 miles to **increase freshness, reduce shipping costs, and lower CO2 emissions** - all while building a closer bond between consumer and farmer.

### Product

## All the nutrients, none of the bad flavor: algae reinvented



At We Are The New Farmers, **we believe that the best nutrition comes from food that can go bad**. That's why our products are fresh: packed with vitamins, minerals, enzymes and phytonutrients that you can only find in whole foods—not in powders and pills. And they taste better too, with no fishiness or bitterness—just a mild mineral-ly flavor and extraordinary creamy texture.

We also believe that **food is best for us when it is unprocessed**. That's why we only do to our ingredients what you'd do at home: we freeze and mix, but we stay away from chemicals you can't pronounce or petri-dish lab methods.

## IN ALGAE WE TRUST

Our first product is as simple as it gets: **fresh spirulina in its natural form**. The blue-green algae has the flavor of high-quality mineral water and a rich and creamy texture that is similar to hummus. Ideal to stir into yogurt bowls and overnight oats or to make pestos and salad dressings, it is packed with nutrients and vitamins in their organic form, keeping them easily available for your body. When refrigerated, it will last longer than a box of leafy greens.



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### Tastes good, blends even better

Our latest product addition is fresh frozen spirulina cubes, which pack our fresh spirulina into a smoothie-ready format. The perfect blend of mild taste, creamy texture, and dense micronutrients to supercharge any favorite smoothie recipe. Convenient and delicious, they became an instant favorite with our customer base. **One cube has the equivalent micronutrients to two cups of spinach, and two cubes have the equivalent protein to an egg.**

### Traction

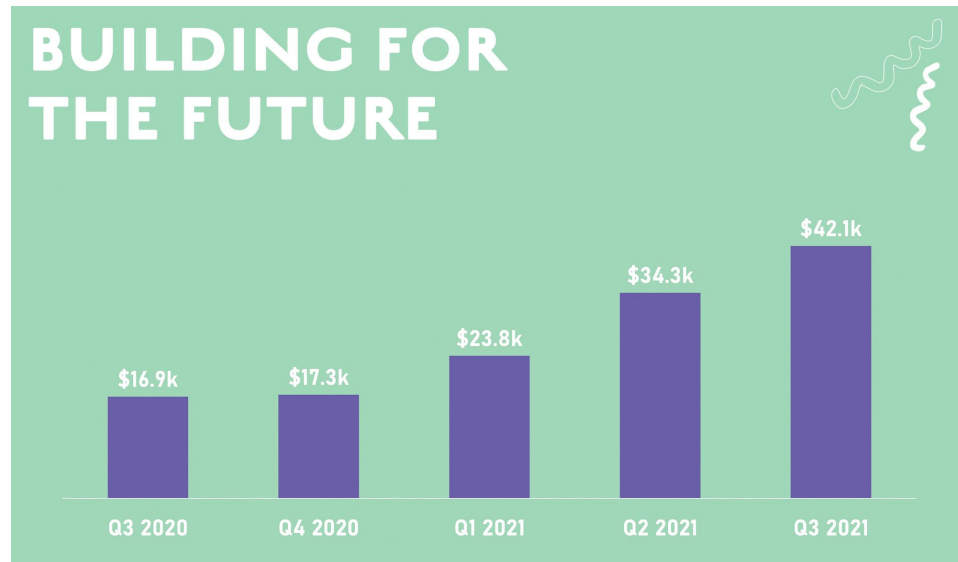
## Resilient, efficient and clean: how we are changing algae cultivation

After several years of research at NYU, we moved in 2018 into our current location in the Brooklyn Army Terminal in New York City. This is where we set up our growing operation that provides us with the **purest, highest quality algae possible**. Similar to other high-tech farms, our latest generation of technology uses sensors to create the perfect conditions for our algae to thrive—resulting in **significantly higher efficiencies** regardless of seasons or changing climates.

In addition, our systems have been **designed to be flexible** and **can be set up with low upfront costs**. Our strategy is to operate multiple farms around the country to decrease shipping costs and environmental impact, and to increase the freshness of our products.

As we expand our production and fulfillment capabilities, we will benefit from economies of scale and expect to operate at average margins of 55% across our products. With our high-value, high-margin products, **only a few thousand customers put us within reach of profitability**.

### Quarterly revenue



### Rooted in science, not Voodoo

We realize that the world of nutrition is full of BS. We are here to help you get the right information: honest, scientific, holistic. To further establish a market for microalgae foods, we've worked with nutritionists from Cornell and Columbia University to create a network of health professionals and algae advocates.

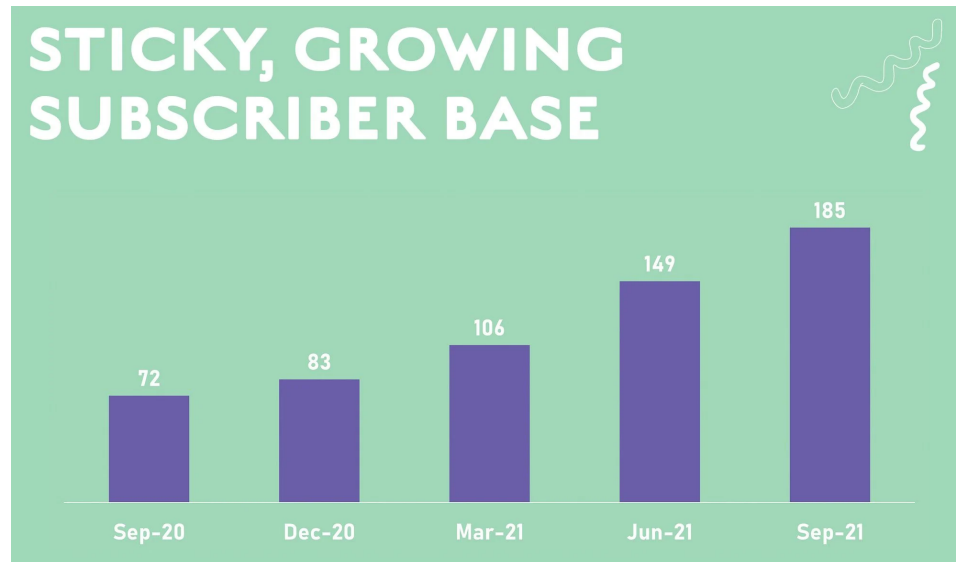
In July 2021, we launched our **Algae Academy**, an online course developed with dietitians. It's intended for anyone with a professional interest in health and nutrition seeking to learn foundational knowledge about microalgae: its biology, history, and benefits.



### Customers

## "I feel like Hercules, when he found out he was a god."

We Are The New Farmers is shipping fresh spirulina to customers all over the continental United States. Our customers see their health, the environment, and the world itself as a living, intricately interconnected ecosystem. They want food that's good for their bodies, their minds, the community, and the planet.



### A few demographic numbers:

- The majority of our customers are female, but only slightly so (60:40), and between 35 and 55 years old.
- They tend to live in an urban environment along the coast: our primary markets in the US are New York, New Jersey, California, Texas and Florida.

# FIVE STARS ACROSS THE BOARD



D ★★★★★ 07/10/2021  
Verified Dawn Isola

## Love this stuff!!!

I eat a plant based diet now so I'm always looking for new non animal protein and this is a great source of protein. I mix it with several different foods or just have a spoonful by itself.

K ★★★★★ 09/18/2021  
Verified Katherine Huling

## OBSESSED

So grateful to you all for everything you do to bring this gift of Life to my life.

G ★★★★★ 08/12/2021  
Verified Gwen novak

## Outstanding!

This product is amazing. I crave my spirulina drink every afternoon. It is a perfect reenergizer.

M ★★★★★ 10/01/2021  
Verified Maddie Segal

## Great product

I love this product!! It makes me feel good and it doesn't taste horrible like most other spirulina that I've purchased. I can't tell that it's very fresh!

R ★★★★★ 06/20/2021  
Verified Ryan Freed

## Finally found my spirulina go-to

I have used dried spirulina powders for years out of it being the only option on the market. We are the new farmers is a game changer w/ both their fresh spread and ice cubes for my smoothies. I love their products and can not wait to see what they continue to do.

K ★★★★★ 08/27/2021  
Verified Krystin Tufaro

## Best ever!

This was the best Spirulina I have ever used! So much more beneficial than dried/powdered! I absolutely love this product!

D ★★★★★ 06/04/2021  
Verified Dawn Ruppert

## Spirulina Love

Absolutely fabulous...can't get enough of this Spirulina drink 2 cubes every morning in a smoothie have given up coffee and my husband is on board as well!❤️



## Business Model

## We create sticky, high-value, high-margin products for D2C success

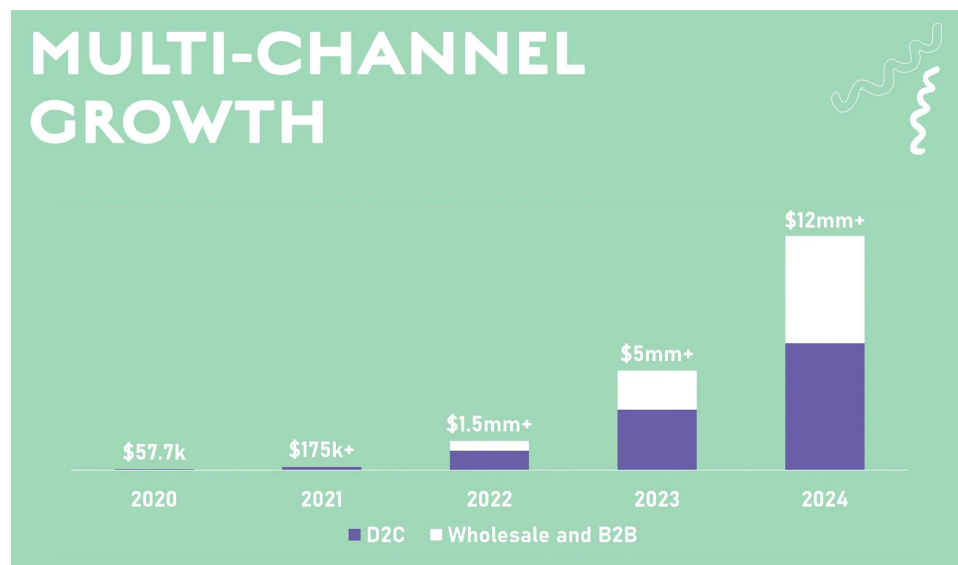
We primarily sell our fresh spirulina directly to end consumers via our website. More than 40% of revenue comes from customers that have subscribed to recurring deliveries to fuel their morning routines. On average, **2 out of 3 customers place another order within 90 days** after purchase; and typically, customers place **more than 3 orders with an average order value of more than \$40**.

These extraordinary retention rates and high order values are, in our opinion, a clear indicator that our products are becoming an integral part of our customers morning rituals—and not just a one-off fad.



### Wholesale expansion

Now that we have reached the tail end of the pandemic and most food establishments are returning to normal, we will expand into the wholesale market by selling our products directly to **more than 6,000 juice & smoothie shops** in the US. Not only is this a significant revenue opportunity, but will also serve as a discovery platform for our D2C channel—as many smoothie enthusiasts start their journey with to-go smoothies.



\*Custom & order metrics as of Sep 2021

### Market

## Customers are looking for more variety in the protein market

We currently operate in the US Smoothie Ingredients market. Over **\$1B of frozen smoothie ingredients** are sold in the US every year.

Microalgae, however, also offers the perfect base for an array of plant-based products in both the dairy and protein markets. In its fresh form, spirulina has the taste, nutritional profile, and culinary flexibility to be a powerhouse staple in the breakfast category, leading the way in how customers start their day.

- Smoothie sales are skyrocketing. By 2025, the juice and smoothie industry is expected to grow 10.1% YOY and achieve a market valuation of \$17B.
- The global spirulina market is predicted to grow 10% YoY reaching nearly \$900M by 2027.
- The North American market is predicted to have the highest degree of spirulina demand by the end of 2027.
- 51% of consumers say they would like to see more variety in protein sources for plant-based alternatives.
- Frozen food is perceived to be just as good or even better than fresh by a majority of young consumers according to a recent Deloitte study & frozen foods sales increased by 18% in 2020.



## Competition

### We are pioneering a brave new algae world

In a super-saturated field of meat replacement products, customers are increasingly looking for other protein sources than plant-based burger patties. Consumer surveys show that the nutritional value of plant-based meats matters more than the ingredient list; and nutritionists are not entirely sold on processed meat alternatives either.

We Are The New Farmers is an early mover in creating a new algae-based food category featuring fresh microalgae with a focus on **fewer ingredients, high nutritional value and convenience**. We are making microalgae easy—and establishing ourselves as the leader of a new category.



## Vision

### We Are The New Farmers, because we need to change our world from the ground up

We currently operate out of our pilot facility in Brooklyn; but by the end of 2022, we will open two new facilities in New York and Los Angeles. These new facilities will decrease our production cost significantly as we implement automated processing and improved cultivation methods.



In 5 years, microalgae will be a staple of a health-conscious consumer's diet, and we are building the carbon negative microalgae platform that will lead the category. We continue our mission to simplify fresh algae by establishing our three core product lines:

- **Boosters:** Making use of the high functional value of microalgae, we will expand our line of convenient meal enhancers for smoothies, oats and other meals.
- **Bites:** Our line of real food (aka perishable) chewables that cover your specific nutritional needs between meals will make algae something you want to enjoy.

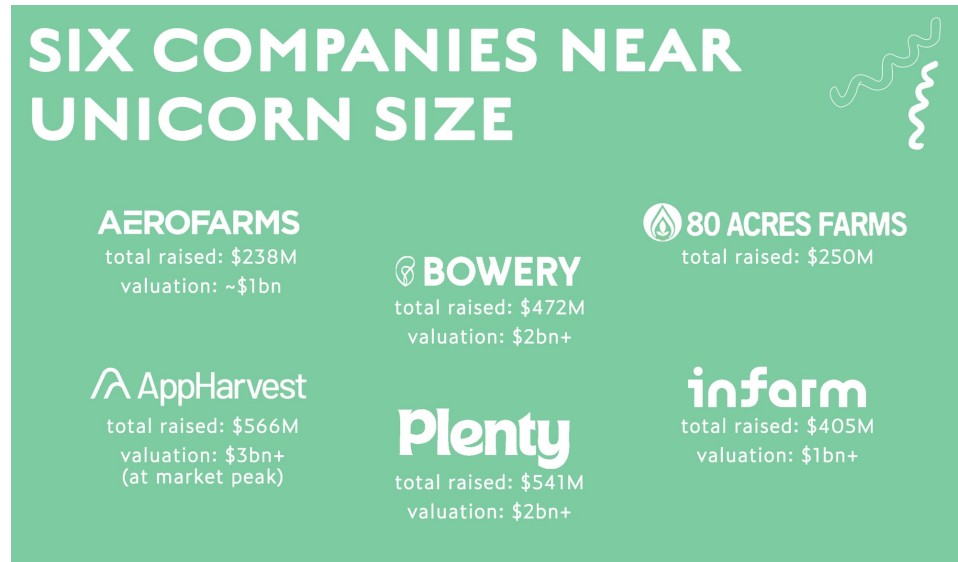
- **Bowls:** Ready-to-go meals—think algae in a cup—will establish algae as staple ingredients in our kitchen and simplify your routine.

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## Investors

# Indoor farming is in growth mode, and a new exit opportunity is forming

Five years ago, almost no one knew what AgTech was. But fast forward to today, and agricultural technology is the **new hot thing in investor circles**. Some of the biggest players in the industry, Bowery and AppHarvest, have reached multibillion dollar evaluations — others like Infarm are following closely.



But with significant funding comes the expectation to expand faster and develop a broader product portfolio that goes beyond leafy greens. Nearly all of the major players underlined their intention to bring new products to market that can capture more shelf space in the grocery store.

**These companies will be looking to acquire new & innovative crops, high-margin products, and a wider audience.**

We Are The New Farmers has raised \$650K through notable angel networks such as the Princeton Alumni Angels and Harvest Returns—an angel network focused on agriculture and AgTech investments.

Now, we are raising growth capital on Republic to fund the expansion of our operations. The money will be used to hire additional marketing and operational talent to support our expansion as well as into marketing activities and product development.

The company has received grants from the NSF, NYSEDA, and NYU and will continue to seek out grant opportunities. We have been part of the NYU Launchpad accelerator program and the Futureworks Incubator program.

## Founders

# Meet the visionaries creating the future of food



We Are The New Farmers was founded by **Jonas Guenther**, who is an entrepreneur, food activist, and writer. He started developing solutions to grow food during his graduate program at NYU.

Guided by the question, “How do we need to change the way we grow, ship and eat food to make it carbon neutral?”, he established an experimental farm in the School of Engineering. The Urban Farm Lab serves as a project platform that enables students to learn about sustainability and food by running their own mini-projects, connecting their studies to the world of farming.

This would eventually lead him to the launch of We Are The New Farmers.

Deeply passionate about creating a livable future, Jonas also started the magazine *Finding Tomorrow*, which offers a glance into a world where we have overcome climate change and implemented solutions that make the future exciting.

He began his career as Product Manager at Olympus, and has been recognized by City and State NY as one of the “Responsible 100.” He continues to work with the NYU entrepreneurial community as a mentor and Founder in Residence, and is a mentor for StartOut.



**Daniel Bernstein** (COO & co-founder) oversees distribution, marketing and finance at We Are The New Farmers. He has 4 years of retail turnaround investing experience—with a particular focus on grocery store chains and large food business—after graduating from Princeton University with a degree in economics.

Daniel is currently studying to be certified as a nutritionist and health coach with the Institute for Integrative Nutrition in an effort to round out our team’s nutritional background. This also provides an opportunity to connect with thousands of nutritionists who have graduated from that program.

In addition to his work as a farmer, he is an ambassador for Thought for Food, a movement to lead a sustainable food and agricultural revolution; and he is one of the founding members of the Associate Board of Rethink Food, a food waste and hunger action organization.



**Michael Udovich** (CTO & co-founder) is not afraid to get his hands dirty (or in our case, wet). He has a degree in Electrical Engineering and is responsible for our farm operations and development of new farm tech. With several years of algae cultivation experience under his belt, he's become an expert in his field who consults other spirulina farms that are just getting started.

|      |                                                                                     |                  |                  |
|------|-------------------------------------------------------------------------------------|------------------|------------------|
| Team |    | Jonas Guenther   | Co-Founder & CEO |
|      |   | Daniel Bernstein | Co-Founder & COO |
|      |  | Michael Udovich  | Co-Founder & CTO |



**Perks**

|                 |                                                                                                                                                |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>\$100</b>    | Social Media Shout out                                                                                                                         |
| <b>\$250</b>    | Social Media Shout Out \$20 Gift Card                                                                                                          |
| <b>\$500</b>    | All of the above, plus Limited Edition Shirt                                                                                                   |
| <b>\$1,000</b>  | All of the above, plus 3 Month Spirulina Cube Subscription                                                                                     |
| <b>\$2,500</b>  | All of the above, plus Beta Taster Invite: Become part of an exclusive group that samples products to offer feedback and influence development |
| <b>\$5,000</b>  | All of the above, plus 12 Month Spirulina Cube Subscription + a handwritten note from the team                                                 |
| <b>\$7,500</b>  | All of the above, plus Invite to a private Meet & Greet with other VIP investors                                                               |
| <b>\$10,000</b> | All of the above, plus Exclusive tour of our farming facility Quarterly Investor Updates                                                       |
| <b>\$15,000</b> | All of the above, plus Exclusive tour of our farming facility Quarterly Investor Updates                                                       |
| <b>\$25,000</b> | All of the above, plus Personal Dinner with Founders in NYC                                                                                    |

**FAQ**

|                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>How do I earn a return?</b>                                                                      | We are using Republic's Crowd SAFE security. Learn how this translates into a return on investment here.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>What must I do to receive my equity or cash in the event of the conversion of my Crowd SAFE?</b> | <p>Suppose the Company converts the Crowd SAFE as a result of an equity financing. In that case, you must open a custodial account with the custodian and sign subscription documentation to receive the equity securities. The Company will notify you of the conversion trigger, and you must complete necessary documentation within 30 days of such notice. If you do not complete the required documentation with that time frame, you will only be able to receive an amount of cash equal to (or less in some circumstances) your investment amount. Unclaimed cash will be subject to relevant escheatment laws. For more information, see the Crowd SAFE for this offering.</p> <p>If the conversion of the Crowd SAFE is triggered as a result of a Liquidity Event (e.g. M&amp;A or an IPO), then you will be required to select between receiving a cash payment (equal to your investment amount or a lesser amount) or equity. You are required to make your selection (and complete any relevant documentation) within 30 days of such receiving notice from the Company of the conversion trigger, otherwise you will receive the cash payment option, which will be subject to relevant escheatment laws. The equity consideration varies depending on whether the Liquidity Event occurs before or after an equity financing. For more information, see the Crowd SAFE for this offering.</p> |

**EXHIBIT C**

*Form of Security*

THIS INSTRUMENT HAS BEEN ISSUED PURSUANT TO SECTION 4(A)(6) OF THE SECURITIES ACT OF 1933, AS AMENDED (THE “**SECURITIES ACT**”), AND NEITHER IT NOR ANY SECURITIES ISSUABLE PURSUANT HERETO HAVE BEEN REGISTERED UNDER THE SECURITIES ACT OR THE SECURITIES LAWS OF ANY STATE. THESE SECURITIES MAY NOT BE OFFERED, SOLD OR OTHERWISE TRANSFERRED, PLEDGED OR HYPOTHECATED EXCEPT AS PERMITTED BY RULE 501 OF REGULATION CROWDFUNDING UNDER THE SECURITIES ACT AND APPLICABLE STATE SECURITIES LAWS OR PURSUANT TO AN EFFECTIVE REGISTRATION STATEMENT OR EXEMPTION THEREFROM.

IF THE INVESTOR LIVES OUTSIDE THE UNITED STATES, IT IS THE INVESTOR’S RESPONSIBILITY TO FULLY OBSERVE THE LAWS OF ANY RELEVANT TERRITORY OR JURISDICTION OUTSIDE THE UNITED STATES IN CONNECTION WITH ANY PURCHASE OF THE SECURITIES, INCLUDING OBTAINING REQUIRED GOVERNMENTAL OR OTHER CONSENTS OR OBSERVING ANY OTHER REQUIRED LEGAL OR OTHER FORMALITIES. THE COMPANY RESERVES THE RIGHT TO DENY THE PURCHASE OF THE SECURITIES BY ANY FOREIGN PURCHASER.

**WE ARE THE NEW FARMERS INC.**

**Crowd SAFE  
(Crowdfunding Simple Agreement for Future Equity)**

**Series 2021**

THIS CERTIFIES THAT in exchange for the payment by [Investor Name] (the “**Investor**”, and together with all other Series 2021 Crowd SAFE holders, “**Investors**”) of \$[ ] (the “**Purchase Amount**”) on or about [Date of Crowd SAFE], We Are the New Farmers Inc., a Delaware corporation (the “**Company**”), hereby issues to the Investor the right to certain shares of the Company’s Capital Stock (defined below), subject to the terms set forth below.

The “**Discount**” is 20%.

The “**Valuation Cap**” is \$7,000,000.

See Section 2 for certain additional defined terms.

**1. Events**

(a) **Equity Financing.**

(i) If an Equity Financing occurs before this instrument terminates in accordance with Sections 1(b)-(d) (“**First Equity Financing**”), the Company shall promptly notify the Investor of the closing of the First Equity Financing and of the Company’s discretionary decision to either (1) continue the term of this Crowd SAFE without converting the Purchase Amount to Capital Stock; or (2) issue to the Investor a number of shares of the CF Shadow Series of the Capital Stock (whether Preferred Stock or another class issued by the Company) sold in the First Equity Financing. The number of shares of the CF Shadow Series of such Capital Stock shall equal the quotient obtained by dividing (x) the Purchase Amount by (y) the applicable Conversion Price (such applicable Conversion Price, the “**First Equity Financing Price**”).

(ii) If the Company elects to continue the term of this Crowd SAFE past the First Equity Financing and another Equity Financing occurs before the termination of this Crowd SAFE in accordance with Sections 1(b)-(d) (each, a “**Subsequent Equity Financing**”), the Company shall promptly notify the Investor of the closing of the Subsequent Equity Financing and of the Company’s discretionary decision to either (1) continue the term of this Crowd SAFE without converting the Investor’s Purchase Amount to Capital Stock; or (2) issue to the Investor a number of shares of the CF Shadow Series of the Capital Stock (whether Preferred Stock or another class issued by the Company) sold in the Subsequent Equity Financing. The number of shares of the CF Shadow Series of such Capital Stock shall equal to the quotient obtained by dividing (x) the Purchase Amount by (y) the First Equity Financing Price.

(iii) If the Investor fails to complete, execute and deliver any reasonable or necessary information and documentation requested by the Company or the Intermediary in order to effect the conversion of this Crowd SAFE, as contemplated in this Section 1(a), within thirty (30) calendar days of receipt of notice (whether actual or constructive) from the Company of the closing of the First Equity Financing, or Subsequent Equity Financing, as applicable, and of the Company’s decision to convert this Crowd Safe to Capital Stock, then the Investor shall only be eligible to receive a cash payment equal to the Purchase Amount (or a lesser amount as described below), and the Company shall keep a record of the cash payment that the Investor is entitled to claim; provided, that any unclaimed cash payment amount shall be subject to applicable state escheatment laws. If there are not enough funds to pay the Investor and holders of other Crowd SAFEs that failed to act as required herein (collectively, the “**Cash-Default Investors**”) in full, then all of the Company’s available funds will be allocated with equal priority and pro rata among the Cash-Default Investors to claim in proportion to their Purchase Amounts.

(b) **Liquidity Event.**

(i) If there is a Liquidity Event before the termination of this instrument and before any Equity Financing, the Investor must select, at its option, within thirty (30) days of receiving notice (whether actual or constructive), either (1) to receive a cash payment equal to the Purchase Amount (or a lesser amount as described below) or (2) to receive from the Company a number of shares of Common Stock equal to the Purchase Amount (or a lesser amount as described below) divided by the Liquidity Price.

(ii) If there is a Liquidity Event after one or more Equity Financings have occurred but before the termination of this instrument, the Investor must select, at its option, within thirty (30) days of receiving notice (whether actual or constructive), either (1) to receive a cash payment equal to the Purchase Amount (or a lesser amount as described below) or (2) to receive from the Company a number of shares of the most recent issued Capital Stock (whether Preferred Stock or another class issued by the Company) equal to the Purchase Amount divided by the First Equity Financing Price. Shares of Capital Stock granted in connection therewith shall have the same liquidation rights and preferences as the shares of Capital Stock issued in connection with the Company’s most recent Equity Financing.

(iii) If there are not enough funds to pay the Investor and holders of other Crowd SAFEs (collectively, the “**Cash-Out Investors**”) in full, then all of the Company’s available funds will be distributed with equal priority and pro rata among the Cash-Out Investors in proportion to their Purchase Amounts. In connection with this Section 1(b), the Purchase Amount (or a lesser amount as described below) will be due and payable by the Company to the Investor immediately prior to, or concurrent with, the consummation of the Liquidity Event.

Notwithstanding Sections 1(b)(i)(2) or 1(b)(ii)(2), if the Company’s board of directors determines in good faith that delivery of Capital Stock to the Investor pursuant to Section 1(b)(i)(2) or Section 1(b)(ii)(2) would violate applicable law, rule or regulation, then the Company shall deliver to Investor in

lieu thereof, a cash payment equal to the fair market value of such Capital Stock, as determined in good faith by the Company's board of directors.

If the Investor fails to (i) complete, execute and deliver any reasonable or necessary information and documentation requested by the Company or the Intermediary in order to effect the conversion of this Crowd SAFE or (ii) notify Company of its selection to receive the cash payment or shares of the most recently issued Capital Stock, as contemplated in this Section 1(b), within thirty (30) calendar days of receipt of notice (whether actual or constructive) from the Company of such Liquidity Event, then the Investor shall only be eligible to receive the cash payment option, and the Company shall keep a record of the cash payment contemplated in Section 1(b) that the Investor is entitled to claim; provided, that any unclaimed cash payment amount shall be subject to applicable state escheatment laws.

(c) **Dissolution Event**. If there is a Dissolution Event before this instrument terminates in accordance with Sections 1(a) or 1(b), subject to the preferences applicable to any series of Preferred Stock, the Company will distribute its entire assets legally available for distribution with equal priority among the (i) Investors (on an as converted basis based on a valuation of Common Stock as determined in good faith by the Company's board of directors at the time of Dissolution Event), (ii) all other holders of instruments sharing in the assets of the Company at the same priority as holders of Common Stock upon a Dissolution Event and (iii) and all holders of Common Stock.

(d) **Termination**. This instrument will terminate (without relieving the Company or the Investor of any obligations arising from a prior breach of or non-compliance with this instrument) upon the earlier to occur: (i) the issuance of shares, whether in Capital Stock or in the CF Shadow Series, to the Investor pursuant to Section 1(a) or Section 1(b); or (ii) the payment, or setting aside for payment, of amounts due to the Investor pursuant to Sections 1(b) or 1(c).

## **2. Definitions**

**"Capital Stock"** means the capital stock of the Company, including, without limitation, Common Stock and Preferred Stock.

**"CF Shadow Series"** shall mean a non-voting series of Capital Stock that is otherwise identical in all respects to the shares of Capital Stock (whether Preferred Stock or another class issued by the Company) issued in the relevant Equity Financing (e.g., if the Company sells Series A Preferred Stock in an Equity Financing, the Shadow Series would be Series A-CF Preferred Stock), except that:

- (i) CF Shadow Series shareholders shall have no voting rights and shall not be entitled to vote on any matter that is submitted to a vote or for the consent of the stockholders of the Company;
- (ii) Each of the CF Shadow Series shareholders shall enter into a proxy agreement, in the form of Exhibit A attached hereto, appointing the Intermediary or its designee as its irrevocable proxy with respect to any matter to which CF Shadow Series shareholders are entitled to vote by law. Entering into such proxy agreement is a condition of receiving CF Shadow Shares and such agreement provides that the Intermediary or its designee will vote with the majority of the holders of the relevant class of the Company's Capital Stock on any matters to which the proxy agreement applies; and
- (iii) CF Shadow Series shareholders have no information or inspection rights, except with respect to such rights deemed not waivable by laws.

**“Change of Control”** means (i) a transaction or series of related transactions in which any “person” or “group” (within the meaning of Sections 13(d) and 14(d) of the Securities Exchange Act of 1934, as amended (the **“Exchange Act”**)), becomes the “beneficial owner” (as defined in Rule 13d-3 under the Exchange Act), directly or indirectly, of more than 50% of the outstanding voting securities of the Company having the right to vote for the election of members of the Company’s board of directors, (ii) any reorganization, merger or consolidation of the Company, other than a transaction or series of related transactions in which the holders of the voting securities of the Company outstanding immediately prior to such transaction or series of related transactions retain, immediately after such transaction or series of related transactions, at least a majority of the total voting power represented by the outstanding voting securities of the Company or such other surviving or resulting entity or (iii) a sale, lease or other disposition of all or substantially all of the assets of the Company.

**“Common Stock”** means common stock, par value \$0.0001 per share, of the Company.

**“Conversion Price”** means either: (i) the SAFE Price or (ii) the Discount Price, whichever calculation results in a greater number of shares of Capital Stock.

**“Discount Price”** means the product of (i) the price per share of Capital Stock sold in an Equity Financing and (ii) 100% less the Discount.

**“Dissolution Event”** means (i) a voluntary termination of operations, (ii) a general assignment for the benefit of the Company’s creditors, (iii) the commencement of a case (whether voluntary or involuntary) seeking relief under Title 11 of the United States Code (the **“Bankruptcy Code”**), or (iv) any other liquidation, dissolution or winding up of the Company (excluding a Liquidity Event), whether voluntary or involuntary.

**“Equity Financing”** shall mean the next sale (or series of related sales) by the Company of its Equity Securities to one or more third parties following the date of this instrument from which the Company receives gross proceeds of not less than \$1,000,000 cash or cash equivalent (excluding the conversion of any instruments convertible into or exercisable or exchangeable for Capital Stock, such as SAFEs or convertible promissory notes) with the principal purpose of raising capital.

**“Equity Securities”** shall mean Common Stock or Preferred Stock or any securities convertible into, exchangeable for or conferring the right to purchase (with or without additional consideration) Common Stock or Preferred Stock, except in each case, (i) any security granted, issued and/or sold by the Company to any director, officer, employee, advisor or consultant of the Company in such capacity for the primary purpose of soliciting or retaining his, her or its services, (ii) any convertible promissory notes issued by the Company, and (iii) any SAFEs issued.

**“Fully Diluted Capitalization”** shall mean the aggregate number, as of immediately prior to the First Equity Financing, of issued and outstanding shares of Capital Stock, assuming full conversion or exercise of all convertible and exercisable securities then outstanding, including shares of convertible Preferred Stock and all outstanding vested or unvested options or warrants to purchase Capital Stock, but excluding (i) the issuance of all shares of Capital Stock reserved and available for future issuance under any of the Company’s existing equity incentive plans, (ii) convertible promissory notes issued by the Company, (iii) any SAFEs, and (iv) any equity securities that are issuable upon conversion of any outstanding convertible promissory notes or SAFEs.

**“Intermediary”** means OpenDeal Portal LLC, a registered securities crowdfunding portal CRD#283874, or a qualified successor.

**“IPO”** means: (A) the completion of an underwritten initial public offering of Capital Stock by the Company pursuant to: (I) a final prospectus for which a receipt is issued by a securities commission of the United States or of a province of Canada, or (II) a registration statement which has been filed with the United States Securities and Exchange Commission and is declared effective to enable the sale of Capital Stock by the Company to the public, which in each case results in such equity securities being listed and posted for trading or quoted on a recognized exchange; or (B) the Company’s initial listing of its Capital Stock (other than shares of Capital Stock not eligible for resale under Rule 144 under the Securities Act) on a national securities exchange by means of an effective registration statement on Form S-1 filed by the Company with the SEC that registers shares of existing capital stock of the Company for resale, as approved by the Company’s board of directors, where such listing shall not be deemed to be an underwritten offering and shall not involve any underwriting services; or (C) the completion of a reverse merger or take-over whereby an entity (I) whose securities are listed and posted for trading or quoted on a recognized exchange, or (II) is a reporting issuer in the United States or the equivalent in any foreign jurisdiction, acquires all of the issued and outstanding Capital Stock of the Company.

**“Liquidity Capitalization”** means the number, as of immediately prior to the Liquidity Event, of shares of the Company’s capital stock (on an as-converted basis) outstanding, assuming exercise or conversion of all outstanding vested and unvested options, warrants and other convertible securities, but excluding: (i) shares of Capital Stock reserved and available for future grant under any equity incentive or similar plan; (ii) any SAFEs; (iii) convertible promissory notes; and (iv) any equity securities that are issuable upon conversion of any outstanding convertible promissory notes or SAFEs.

**“Liquidity Event”** means a Change of Control or an IPO.

**“Liquidity Price”** means the price per share equal to (x) the Valuation Cap divided by (y) the Liquidity Capitalization.

**“Lock-up Period”** means the period commencing on the date of the final prospectus relating to the Company’s IPO, and ending on the date specified by the Company and the managing underwriter(s). Such period shall not exceed one hundred eighty (180) days, or such other period as may be requested by the Company or an underwriter to accommodate regulatory restrictions on (i) the publication or other distribution of research reports, and (ii) analyst recommendations and opinions.

**“Preferred Stock”** means the preferred stock of the Company.

**“Regulation CF”** means Regulation Crowdfunding promulgated under the Securities Act.

**“SAFE”** means any simple agreement for future equity (or other similar agreement), including a Crowd SAFE, which is issued by the Company for bona fide financing purposes and which may convert into Capital Stock in accordance with its terms.

**“SAFE Price”** means the price per share equal to (x) the Valuation Cap divided by (y) the Fully Diluted Capitalization.

### **3. *Company Representations***

(a) The Company is a corporation duly incorporated, validly existing and in good standing under the laws of the state of its incorporation, and has the power and authority to own, lease and operate its properties and carry on its business as now conducted.

(b) The execution, delivery and performance by the Company of this instrument is within the power of the Company and, other than with respect to the actions to be taken when equity is to be issued to Investor, has been duly authorized by all necessary actions on the part of the Company. This instrument constitutes a legal, valid and binding obligation of the Company, enforceable against the Company in accordance with its terms, except as limited by bankruptcy, insolvency or other laws of general application relating to or affecting the enforcement of creditors' rights generally and general principles of equity. To the knowledge of the Company, it is not in violation of (i) its current charter or bylaws; (ii) any material statute, rule or regulation applicable to the Company; or (iii) any material indenture or contract to which the Company is a party or by which it is bound, where, in each case, such violation or default, individually, or together with all such violations or defaults, could reasonably be expected to have a material adverse effect on the Company.

(c) The performance and consummation of the transactions contemplated by this instrument do not and will not: (i) violate any material judgment, statute, rule or regulation applicable to the Company; (ii) result in the acceleration of any material indenture or contract to which the Company is a party or by which it is bound; or (iii) result in the creation or imposition of any lien upon any property, asset or revenue of the Company or the suspension, forfeiture, or nonrenewal of any material permit, license or authorization applicable to the Company, its business or operations.

(d) No consents or approvals are required in connection with the performance of this instrument, other than: (i) the Company's corporate approvals; (ii) any qualifications or filings under applicable securities laws; and (iii) necessary corporate approvals for the authorization of shares of CF Shadow Series issuable pursuant to Section 1.

(e) The Company shall, prior to the conversion of this instrument, reserve from its authorized but unissued shares of Capital Stock for issuance and delivery upon the conversion of this instrument, such number of shares of the Capital Stock as necessary to effect the conversion contemplated by this instrument, and, from time to time, will take all steps necessary to amend its charter to provide sufficient authorized numbers of shares of the Capital Stock issuable upon the conversion of this instrument. All such shares shall be duly authorized, and when issued upon any such conversion, shall be validly issued, fully paid and non-assessable, free and clear of all liens, security interests, charges and other encumbrances or restrictions on sale and free and clear of all preemptive rights, except encumbrances or restrictions arising under federal or state securities laws.

(f) The Company is (i) not required to file reports pursuant to Section 13 or Section 15(d) of the Exchange Act, (ii) not an investment company as defined in Section 3 of the Investment Company Act of 1940 (the "**Investment Company Act**"), and is not excluded from the definition of investment company by Section 3(b) or Section 3(c) of the Investment Company Act, (iii) not disqualified from selling securities under Rule 503(a) of Regulation CF, (iv) not barred from selling securities under Section 4(a)(6) of the Securities Act due to a failure to make timely annual report filings, (vi) not planning to engage in a merger or acquisition with an unidentified company or companies, and (vii) organized under, and subject to, the laws of a state or territory of the United States or the District of Columbia.

(g) The Company has, or will shortly after the issuance of this instrument, engage a transfer agent registered with the U.S. Securities and Exchange Commission to act as the sole registrar and transfer agent for the Company with respect to the Crowd SAFE.

#### **4. *Investor Representations***

(a) The Investor has full legal capacity, power and authority to execute and deliver this instrument and to perform its obligations hereunder. This instrument constitutes a valid and binding



obligation of the Investor, enforceable in accordance with its terms, except as limited by bankruptcy, insolvency or other laws of general application relating to or affecting the enforcement of creditors' rights generally and general principles of equity.

(b) The Investor has been advised that this instrument and the underlying securities have not been registered under the Securities Act or any state securities laws and are offered and sold hereby pursuant to Section 4(a)(6) of the Securities Act. The Investor understands that neither this instrument nor the underlying securities may be resold or otherwise transferred unless they are registered under the Securities Act and applicable state securities laws or pursuant to Rule 501 of Regulation CF, in which case certain state transfer restrictions may apply.

(c) The Investor is purchasing this instrument and the securities to be acquired by the Investor hereunder for its own account for investment, not as a nominee or agent, and not with a view to, or for resale in connection with, the distribution thereof, and the Investor has no present intention of selling, granting any participation in, or otherwise distributing the same. The Investor understands that the Securities have not been, and will not be, registered under the Securities Act or any state securities laws, by reason of specific exemptions under the provisions thereof which depend upon, among other things, the bona fide nature of the investment intent and the accuracy of each Investor's representations as expressed herein.

(d) The Investor acknowledges, and is purchasing this instrument in compliance with, the investment limitations set forth in Rule 100(a)(2) of Regulation CF, promulgated under Section 4(a)(6)(B) of the Securities Act.

(e) The Investor acknowledges that the Investor has received all the information the Investor has requested from the Company and the Investor considers necessary or appropriate for deciding whether to acquire this instrument and the underlying securities, and the Investor represents that the Investor has had an opportunity to ask questions and receive answers from the Company regarding the terms and conditions of this instrument and the underlying securities and to obtain any additional information necessary to verify the accuracy of the information given to the Investor. In deciding to purchase this instrument, the Investor is not relying on the advice or recommendations of the Company or of the Intermediary and the Investor has made its own independent decision that an investment in this instrument and the underlying securities is suitable and appropriate for the Investor. The Investor understands that no federal or state agency has passed upon the merits or risks of an investment in this instrument and the underlying securities or made any finding or determination concerning the fairness or advisability of this investment.

(f) The Investor understands and acknowledges that as a Crowd SAFE investor, the Investor shall have no voting, information or inspection rights, aside from any disclosure requirements the Company is required to make under relevant securities regulations.

(g) The Investor understands that no public market now exists for any of the securities issued by the Company, and that the Company has made no assurances that a public market will ever exist for this instrument and the securities to be acquired by the Investor hereunder.

(h) The Investor is not (i) a citizen or resident of a geographic area in which the purchase or holding of the Crowd SAFE and the underlying securities is prohibited by applicable law, decree, regulation, treaty, or administrative act, (ii) a citizen or resident of, or located in, a geographic area that is subject to U.S. or other applicable sanctions or embargoes, or (iii) an individual, or an individual employed by or associated with an entity, identified on the U.S. Department of Commerce's Denied Persons or Entity List, the U.S. Department of Treasury's Specially Designated Nationals List, the U.S. Department of State's

Debarred Parties List or other applicable sanctions lists. Investor hereby represents and agrees that if Investor's country of residence or other circumstances change such that the above representations are no longer accurate, Investor will immediately notify Company. Investor further represents and warrants that it will not knowingly sell or otherwise transfer any interest in the Crowd SAFE or the underlying securities to a party subject to U.S. or other applicable sanctions.

(i) If the Investor is not a United States person (as defined by Section 7701(a)(30) of the Internal Revenue Code of 1986, as amended), the Investor hereby represents that it has satisfied itself as to the full observance of the laws of its jurisdiction in connection with any invitation, subscription and payment for, and continued ownership of, its beneficial interest in the Crowd SAFE and the underlying securities will not violate any applicable securities or other laws of the Investor's jurisdiction, including (i) the legal requirements within its jurisdiction for the subscription and the purchase of its beneficial interest in the Crowd SAFE; (ii) any foreign exchange restrictions applicable to such subscription and purchase; (iii) any governmental or other consents that may need to be obtained; and (iv) the income tax and other tax consequences, if any, that may be relevant to the purchase, holding, conversion, redemption, sale, or transfer of its beneficial interest in the Crowd SAFE and the underlying securities. The Investor acknowledges that the Company has taken no action in foreign jurisdictions with respect to the Crowd SAFE (and the Investor's beneficial interest therein) and the underlying securities.

(j) If the Investor is a corporate entity: (i) such corporate entity is duly incorporated, validly existing and in good standing under the laws of the state of its incorporation, and has the power and authority to enter into this Crowd SAFE; (ii) the execution, delivery and performance by the Investor of the Crowd SAFE is within the power of the Investor and has been duly authorized by all necessary actions on the part of the Investor; (iii) to the knowledge of the Investor, it is not in violation of its current charter or bylaws, any material statute, rule or regulation applicable to the Investor; and (iv) the performance of the Crowd SAFE does not and will not violate any material judgment, statute, rule or regulation applicable to the Investor; result in the acceleration of any material indenture or contract to which the Investor is a party or by which it is bound, or otherwise result in the creation or imposition of any lien upon the Purchase Amount.

(k) The Investor further acknowledges that it has read, understood, and had ample opportunity to ask Company questions about its business plans, "Risk Factors," and all other information presented in the Company's Form C and the offering documentation filed with the SEC.

(l) The Investor represents that the Investor understands the substantial likelihood that the Investor will suffer a **TOTAL LOSS** of all capital invested, and that Investor is prepared to bear the risk of such total loss.

## ***5. Transfer Restrictions.***

(a) The Investor hereby agrees that during the Lock-up Period it will not, without the prior written consent of the managing underwriter: (A) lend; offer; pledge; sell; contract to sell; sell any option or contract to purchase; purchase any option or contract to sell; grant any option, right, or warrant to purchase; or otherwise transfer or dispose of, directly or indirectly, any shares of Common Stock or any securities convertible into or exercisable or exchangeable (directly or indirectly) for Common Stock (whether such shares or any such securities are then owned by the Investor or are thereafter acquired); or (B) enter into any swap or other arrangement that transfers to another, in whole or in part, any of the economic consequences of ownership of such securities; whether any such transaction described in clause (A) or (B) above is to be settled by delivery of Common Stock or other securities, in cash, or otherwise.

(b) The foregoing provisions of Section 5(a) will: (x) apply only to the IPO and will not apply to the sale of any shares to an underwriter pursuant to an underwriting agreement; (y) not apply to the

transfer of any shares to any trust for the direct or indirect benefit of the Investor or the immediate family of the Investor, provided that the trustee of the trust agrees to be bound in writing by the restrictions set forth herein, and provided further that any such transfer will not involve a disposition for value; and (z) be applicable to the Investor only if all officers and directors of the Company are subject to the same restrictions and the Company uses commercially reasonable efforts to obtain a similar agreement from all stockholders individually owning more than 5% of the outstanding Common Stock or any securities convertible into or exercisable or exchangeable (directly or indirectly) for Common Stock. Notwithstanding anything herein to the contrary, the underwriters in connection with the IPO are intended third-party beneficiaries of Section 5(a) and will have the right, power and authority to enforce the provisions hereof as though they were a party hereto. The Investor further agrees to execute such agreements as may be reasonably requested by the underwriters in connection with the IPO that are consistent with Section 5(a) or that are necessary to give further effect thereto.

(c) In order to enforce the foregoing covenant, the Company may impose stop transfer instructions with respect to the Investor's registrable securities of the Company (and the Company shares or securities of every other person subject to the foregoing restriction) until the end of the Lock-up Period. The Investor agrees that a legend reading substantially as follows will be placed on all certificates representing all of the Investor's registrable securities of the Company (and the shares or securities of the Company held by every other person subject to the restriction contained in Section 5(a)):

THE SECURITIES REPRESENTED BY THIS CERTIFICATE ARE SUBJECT TO A LOCK-UP PERIOD BEGINNING ON THE EFFECTIVE DATE OF THE COMPANY'S REGISTRATION STATEMENT FILED UNDER THE SECURITIES ACT OF 1933, AS AMENDED, AS SET FORTH IN AN AGREEMENT BETWEEN THE COMPANY AND THE ORIGINAL HOLDER OF THESE SECURITIES, A COPY OF WHICH MAY BE OBTAINED AT THE COMPANY'S PRINCIPAL OFFICE. SUCH LOCK-UP PERIOD IS BINDING ON TRANSFEREES OF THESE SECURITIES.

(d) Without in any way limiting the representations and warranties set forth in Section 4 above, the Investor further agrees not to make any disposition of all or any portion of this instrument or the underlying securities unless and until the transferee has agreed in writing for the benefit of the Company to make the representations and warranties set out in Section 4 and the undertaking set out in Section 5(a) and:

(i) There is then in effect a registration statement under the Securities Act covering such proposed disposition and such disposition is made in accordance with such registration statement; or

(ii) The Investor shall have notified the Company of the proposed disposition and shall have furnished the Company with a detailed statement of the circumstances surrounding the proposed disposition and, if reasonably requested by the Company, the Investor shall have furnished the Company with an opinion of counsel reasonably satisfactory to the Company that such disposition will not require registration of such shares under the Securities Act.

(e) The Investor agrees that it shall not make any disposition of this instrument or any underlying securities to any of the Company's competitors, as determined by the Company in good faith.

(f) The Investor understands and agrees that the Company will place the legend set forth below or a similar legend on any book entry or other forms of notation evidencing this Crowd SAFE and any certificates evidencing the underlying securities, together with any other legends that may be required by state or federal securities laws, the Company's charter or bylaws, any other agreement between the Investor and the Company or any agreement between the Investor and any third party:

THIS INSTRUMENT HAS BEEN ISSUED PURSUANT TO SECTION 4(A)(6) OF THE SECURITIES ACT OF 1933, AS AMENDED (THE "SECURITIES ACT"), AND NEITHER IT NOR ANY SECURITIES ISSUABLE PURSUANT HERETO HAVE BEEN REGISTERED UNDER THE SECURITIES ACT OR THE SECURITIES LAWS OF ANY STATE. THESE SECURITIES MAY NOT BE OFFERED, SOLD OR OTHERWISE TRANSFERRED, PLEDGED OR HYPOTHECATED EXCEPT AS PERMITTED BY RULE 501 OF REGULATION CROWDFUNDING UNDER THE SECURITIES ACT AND APPLICABLE STATE SECURITIES LAWS OR PURSUANT TO AN EFFECTIVE REGISTRATION STATEMENT OR EXEMPTION THEREFROM.

## **6. *Miscellaneous***

(a) The Investor agrees to take any and all actions determined in good faith by the Company's board of directors to be advisable to reorganize this instrument and any shares of Capital Stock issued pursuant to the terms of this instrument into a special purpose vehicle or other entity designed to aggregate the interests of holders of Crowd SAFEs.

(b) Any provision of this instrument may be amended, waived or modified only upon the written consent of either (i) the Company and the Investor, or (ii) the Company and the majority of the Investors (calculated based on the Purchase Amount of each Investors Crowd SAFE).

(c) Any notice required or permitted by this instrument will be deemed sufficient when delivered personally or by overnight courier or sent by email to the relevant address listed on the signature page, or 48 hours after being deposited in the U.S. mail as certified or registered mail with postage prepaid, addressed to the party to be notified at such party's address listed on the signature page, as subsequently modified by written notice.

(d) The Investor is not entitled, as a holder of this instrument, to vote or receive dividends or be deemed the holder of Capital Stock for any purpose, nor will anything contained herein be construed to confer on the Investor, as such, any of the rights of a stockholder of the Company or any right to vote for the election of directors or upon any matter submitted to stockholders at any meeting thereof, or to give or withhold consent to any corporate action or to receive notice of meetings, or to receive subscription rights or otherwise until shares have been issued upon the terms described herein.

(e) Neither this instrument nor the rights contained herein may be assigned, by operation of law or otherwise, by either party without the prior written consent of the other; *provided, however*, that this instrument and/or the rights contained herein may be assigned without the Company's consent by the Investor to any other entity who directly or indirectly, controls, is controlled by or is under common control with the Investor, including, without limitation, any general partner, managing member, officer or director of the Investor, or any venture capital fund now or hereafter existing which is controlled by one or more general partners or managing members of, or shares the same management company with, the Investor; and *provided, further*, that the Company may assign this instrument in whole, without the consent of the Investor, in connection with a reincorporation to change the Company's domicile.

(f) In the event any one or more of the terms or provisions of this instrument is for any reason held to be invalid, illegal or unenforceable, in whole or in part or in any respect, or in the event that any one or more of the terms or provisions of this instrument operate or would prospectively operate to invalidate this instrument, then such term(s) or provision(s) only will be deemed null and void and will not affect any

other term or provision of this instrument and the remaining terms and provisions of this instrument will remain operative and in full force and effect and will not be affected, prejudiced, or disturbed thereby.

(g) All securities issued under this instrument may be issued in whole or fractional parts, in the Company's sole discretion.

(h) All rights and obligations hereunder will be governed by the laws of the State of New York, without regard to the conflicts of law provisions of such jurisdiction.

(i) Any dispute, controversy or claim arising out of, relating to or in connection with this instrument, including the breach or validity thereof, shall be determined by final and binding arbitration administered by the American Arbitration Association (the "AAA") under its Commercial Arbitration Rules and Mediation Procedures ("**Commercial Rules**"). The award rendered by the arbitrator shall be final, non-appealable and binding on the parties and may be entered and enforced in any court having jurisdiction. There shall be one arbitrator agreed to by the parties within twenty (20) days of receipt by respondent of the request for arbitration or, in default thereof, appointed by the AAA in accordance with its Commercial Rules. The place of arbitration shall be Brooklyn, NY. Except as may be required by law or to protect a legal right, neither a party nor the arbitrator may disclose the existence, content or results of any arbitration without the prior written consent of the other parties.

(j) The parties acknowledge and agree that for United States federal and state income tax purposes this Crowd SAFE is, and at all times has been, intended to be characterized as stock, and more particularly as common stock for purposes of Sections 304, 305, 306, 354, 368, 1036 and 1202 of the Internal Revenue Code of 1986, as amended. Accordingly, the parties agree to treat this Crowd SAFE consistent with the foregoing intent for all United States federal and state income tax purposes (including, without limitation, on their respective tax returns or other informational statements).

(k) The Investor agrees any action contemplated by this Crowd SAFE and requested by the Company must be completed by the Investor within thirty (30) calendar days of receipt of the relevant notice (whether actual or constructive) to the Investor.

*(Signature page follows)*

IN WITNESS WHEREOF, the undersigned have caused this instrument to be duly executed and delivered.

**WE ARE THE NEW FARMERS INC.**

By:

Name: Jonas Guenther

Title: Chief Executive Officer

Address: 80 58<sup>th</sup> Street, Brooklyn, NY 11220, United States

Email: jonas@new-farmers.com

**INVESTOR:**

By:

Name:

## Exhibit A – CF Shadow Share Proxy

### Irrevocable Proxy

Reference is hereby made to a certain Crowdfunding Simple Agreement for Future Equity (the “**Crowd SAFE**”) dated [Date of Crowd SAFE] between We Are the New Farmers Inc., a Delaware corporation (the “**Company**”) and [Investor Name] (“**Stockholder**”). Capitalized terms used but not defined herein shall have the respective meanings ascribed thereto in the Crowd SAFE. In connection with a conversion of Stockholder’s investment in the Crowd SAFE into Capital Stock of a CF Shadow Series (as defined in the Crowd SAFE) pursuant to the Crowd SAFE, the Stockholder and OpenDeal Portal LLC (the “**Intermediary**”) as another holder of Capital Stock of a CF Shadow Series hereby agree as follows:

#### 1) Grant of Irrevocable Proxy.

- a) With respect to all of the shares of Capital Stock of CF Shadow Series owned by the Stockholder as of the date of this Irrevocable Proxy or any subsequent date (the “**Shares**”), Stockholder hereby grants to Intermediary an irrevocable proxy under Section 212 of the Delaware General Corporation Law to vote the Shares in any manner that the Intermediary may determine in its sole and absolute discretion. For the avoidance of doubt, the Intermediary, as the holder of the irrevocable proxy (rather than the Stockholder) will vote the Shares with respect to all shareholder meetings and other actions (including actions by written consent in lieu of a meeting) on which holders of Shares may be entitled to vote. The Intermediary hereby agrees to vote all Shares consistently with the majority of the shares on which the CF Shadow Series is based. This proxy revokes any other proxy granted by the Stockholder at any time with respect to the Shares.
- b) The Intermediary shall have no duty, liability or obligation whatsoever to the Stockholder arising out of the Intermediary’s exercise of this irrevocable proxy. The Stockholder expressly acknowledges and agrees that (i) the Stockholder will not impede the exercise of the Intermediary’s rights under this irrevocable proxy and (ii) the Stockholder waives and relinquishes any claim, right or action the Stockholder might have, as a stockholder of the Company or otherwise, against the Intermediary or any of its affiliates or agents (including any directors, officers, managers, members, and employees) in connection with any exercise of the irrevocable proxy granted hereunder.
- c) This irrevocable proxy shall expire as to those Shares on the earlier of (i) the date that such Shares are converted into Common Stock of the Company or (ii) the date that such Shares are converted to cash or a cash equivalent, but shall continue as to any Shares not so converted.

#### 2) Legend. The Stockholder agrees to permit an appropriate legend on certificates evidencing the Shares or any transfer books or related documentation of ownership reflecting the grant of the irrevocable proxy contained in the foregoing Section 1.

#### 3) Representations and Warranties. The Stockholder represents and warrants to the Intermediary as follows:

- a) The Stockholder has all the necessary rights, power and authority to execute, deliver and perform his obligations under this Irrevocable Proxy. This Irrevocable Proxy has been duly executed and delivered by the Stockholder and constitutes such Stockholder’s legal and valid obligation enforceable against the Stockholder in accordance with its terms.

- b) The Stockholder is the record owner of the Shares listed under the name on this Appendix A and the Stockholder has plenary voting and dispositive power with respect to such Shares; the Stockholder owns no other shares of the capital stock of the Company; there are no proxies, voting trusts or other agreements or understandings to which such Stockholder is a party or bound by and which expressly require that any of the Shares be voted in any specific manner other than pursuant to this irrevocable proxy; and the Stockholder has not entered into any agreement or arrangement inconsistent with this Irrevocable Proxy.
- 4) **Equitable Remedies.** The Stockholder acknowledges that irreparable damage would result if this Irrevocable Proxy is not specifically enforced and that, therefore, the rights and obligations of the Intermediary may be enforced by a decree of specific performance issued by arbitration pursuant to the Crowd SAFE, and appropriate injunctive relief may be applied for and granted in connection therewith. Such remedies shall, however, not be exclusive and shall be in addition to any other remedies that the Intermediary may otherwise have available.
- 5) **Defined Terms.** All terms defined in this Irrevocable Proxy shall have the meaning defined herein. All other terms will be interpreted in accordance with the Crowd SAFE.
- 6) **Amendment.** Any provision of this instrument may be amended, waived or modified only upon the written consent of the (i) the Stockholder and (ii) the Intermediary.
- 7) **Assignment.**
- a) In the event the Stockholder wishes to transfer, sell, hypothecate or otherwise assign any Shares, the Stockholder hereby agrees to require, as a condition of such action, that the counterparty or counterparties thereto must enter into a proxy agreement with the Intermediary substantially identical to this Irrevocable Proxy.
- b) The Intermediary may transfer its rights as Holder under this instrument after giving prior written notice to the Stockholder.
- 8) **Severability.** In the event any one or more of the terms or provisions of this instrument is for any reason held to be invalid, illegal or unenforceable, in whole or in part or in any respect, or in the event that any one or more of the terms or provisions of this instrument operate or would prospectively operate to invalidate this instrument, then such term(s) or provision(s) only will be deemed null and void and will not affect any other term or provision of this instrument and the remaining terms and provisions of this instrument will remain operative and in full force and effect and will not be affected, prejudiced, or disturbed thereby.

IN WITNESS WHEREOF, the undersigned have caused this instrument to be duly executed and delivered.

**INVESTOR:**

By:  
Name:  
  
Date

**INTERMEDIARY:**

By:  
Name: Authorized Signatory, OpenDeal Portal  
LLC d/b/a Republic  
Date



## **EXHIBIT D**

*Testing the Waters Communications*



|              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Company Name | We Are The New Farmers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Logo         | The logo for 'We Are The New Farmers' consists of the words 'WE ARE THE NEW FARMERS' in a bold, black, sans-serif font. The word 'FARMERS' is unique, with the letters 'A', 'R', and 'M' each containing a small, horizontal rainbow-colored bar.                                                                                                                                                                                                                                                                |
| Headline     | Mission-driven urban farm creating sustainable food products from microalgae                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Hero Image   | A photograph of two jars of spirulina products on a white tiled surface. The larger jar is black with a white label that reads 'FRESH FROZEN SPIRULINA CUBES' and 'WE ARE THE NEW FARMERS'. The smaller jar is clear with a green and white label that reads 'FRESH SPIRULINA' and 'GOOD FOR YOU GOOD FOR THE PLANET'. A small square of spirulina cube is on a fork to the right. In the background, there are various green plants, including a large leafy plant and a mossy wall.                            |
| Tags         | Coming soon, Startups, Immigrant Founders, LGBTQ+ Founders, Eco, CPG, Wellness, Agtech, Healthy food                                                                                                                                                                                                                                                                                                                                                                                                             |
| Pitch text   | <div><div>Summary</div><ul style="list-style-type: none"><li>• Sustainable indoor farm reinventing protein-packed algae for the masses</li><li>• Sold to over a thousand customers—and expanding into B2B</li><li>• Sticky, high-value, high margin products for long-term D2C success</li><li>• IndoorAg attracting billions of funding—a new near-term exit opportunity!</li><li>• By the numbers: \$175K revenue, greater than 6:1 LTV:CAC</li><li>• Projected \$25M revenue capacity by 2024</li></ul></div> |

## Problem



## Our food system is in a state of emergency

*What we eat today makes us sick, destroys the environment, and contributes to the climate crisis.*

The list of things wrong with the way we produce food is practically never-ending; in short, we eat highly processed food low in nutritional value that makes us sick and obese. Excessive use of fertilizers and pesticides, deforestation, and depleted soils are fueling global warming. As the global temperature rises, increasingly extreme weather is destroying our crops and making our farms infertile. And the worst? Large scale production of animal proteins is causing **irreversible damage to our planet**, unnecessary animal suffering, and even global pandemics.

While the global population continues to grow, alternative meat products are quickly becoming a necessity—but the most popular alternatives today are highly processed, full of artificial ingredients, and their environmental footprint is still to be determined. **They are junk food with a better story.**

### The potential impact of microalgae

Enter the world of microalgae. Microalgae, such as spirulina, are the **most powerful, all-natural and sustainable foods on the planet**. These algae, which are closely related to kelp, kombu, and other seaweeds, have been consumed by humans for centuries. Behind the scenes, they've been building the foundation of ecosystems for more than 3B years.

# THE POWER OF MICROALGAE



1 lb of spirulina is nutritionally equivalent to 1,000 lbs of fresh vegetables



spirulina: food for the future



UNITED NATIONS

most ideal food for humankind



top 10 food trends: marine munchies, beyond seaweed



booming, blooming microalgae

But so far, we haven't been able to unearth the enormous potential of microalgae. And the reasons are obvious:

- Microalgae are sold today as a difficult-to-use dried powder with a fishy flavor and smell.
- They are grown in large, inefficient outdoor ponds, which are prone to contamination and yield a low-quality product.
- They can only be produced in warm climates along the equator and shipped thousands of miles before arriving in our kitchens.

*We can do better than that.*

## Solution





## Delicious, protein-packed, breakfast products made from the most sustainable source of food on earth: microalgae

**We Are The New Farmers.** We are a mission-driven urban farm creating sustainable food products from microalgae—one of the most sustainable and nutritious food sources our planet has to offer. Microalgae, such as spirulina, are microscopic organisms that are closely related to kelp and other seaweeds. Plus, they are incredibly efficient machines that turn carbon into proteins, fatty acids, and other valuable nutrients—making them **a promising form of cellular agriculture in the fight against global warming.**

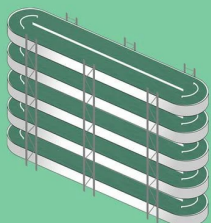
Since we started the cultivation of microalgae in 2018, our success has been rooted in three pillars:

### OUR SPIRULINA SOLUTION



#### INNOVATIVE PRODUCTS

we're telling the story of microalgae for the first time with authentic branding and are **expanding its reach beyond dried powder nutrient supplements.** our products are fresh and perishable, because real food goes bad.



#### MODULAR PRODUCTION

we've developed indoor cultivation systems **optimized for flexibility, efficiency, and low upfront capital cost** to allow minimal ongoing labor and year-round cultivation independent of weather conditions or climate.



#### LOCAL DISTRIBUTION

we are setting up regional production hubs serving cities within 250 miles to **increase freshness, reduce shipping costs, and lower CO2 emissions** – all while building a closer bond between consumer and farmer.

## Product

# All the nutrients, none of the bad flavor: algae reinvented

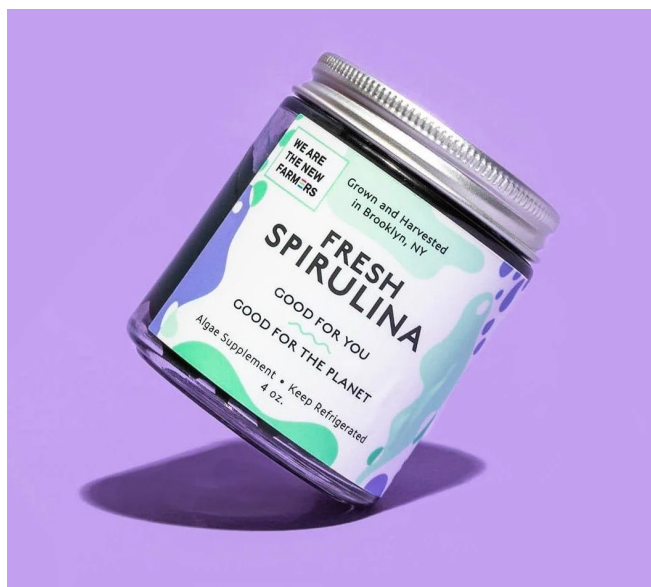


At We Are The New Farmers, **we believe that the best nutrition comes from food that can go bad.** That's why our products are fresh: packed with vitamins, minerals, enzymes and phytonutrients that you can only find in whole foods—not in powders and pills. And they taste better too, with no fishiness or bitterness—just a mild mineral-ly flavor and extraordinary creamy texture.

We also believe that **food is best for us when it is unprocessed.** That's why we only do to our ingredients what you'd do at home: we freeze and mix, but we stay away from chemicals you can't pronounce or petri-dish lab methods.

## IN ALGAE WE TRUST

Our first product is as simple as it gets: **fresh spirulina in its natural form.** The blue-green algae has the flavor of high-quality mineral water and a rich and creamy texture that is similar to hummus. Ideal to stir into yogurt bowls and overnight oats or to make pestos and salad dressings, it is packed with nutrients and vitamins in their organic form, keeping them easily available for your body. When refrigerated, it will last longer than a box of leafy greens.



### Tastes good, blends even better

Our latest product addition is fresh frozen spirulina cubes, which pack our fresh spirulina into a smoothie-ready format. The perfect blend of mild taste, creamy texture, and dense micronutrients to supercharge any favorite smoothie recipe. Convenient and delicious, they became an instant favorite with our customer base. **One cube has the equivalent micronutrients to two cups of spinach, and two cubes have the equivalent protein to an egg.**

### Traction

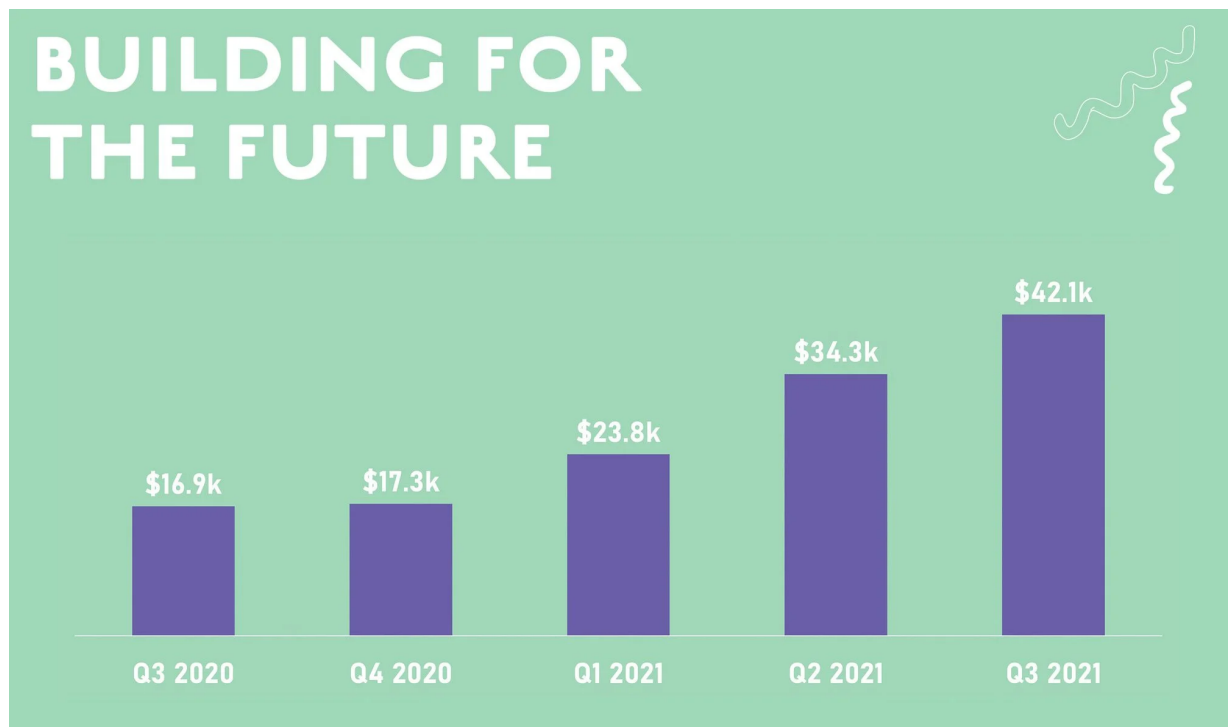
## Resilient, efficient and clean: how we are changing algae cultivation

After several years of research at NYU, we moved in 2018 into our current location in the Brooklyn Army Terminal in New York City. This is where we set up our growing operation that provides us with the **purest, highest quality algae possible**. Similar to other high-tech farms, our latest generation of technology uses sensors to create the perfect conditions for our algae to thrive—resulting in **significantly higher efficiencies** regardless of seasons or changing climates.

In addition, our systems have been **designed to be flexible** and **can be set up with low upfront costs**. Our strategy is to operate multiple farms around the country to decrease shipping costs and environmental impact, and to increase the freshness of our products.

As we expand our production and fulfillment capabilities, we will benefit from economies of scale and expect to operate at average margins of 55% across our products. With our high-value, high-margin products, **only a few thousand customers put us within reach of profitability**.

### Quarterly revenue



## Rooted in science, not Voodoo

We realize that the world of nutrition is full of BS. We are here to help you get the right information: honest, scientific, holistic. To further establish a market for microalgae foods, we've worked with nutritionists from Cornell and Columbia University to create a network of health professionals and algae advocates.

In July 2021, we launched our **Algae Academy**, an online course developed with dietitians. It's intended for anyone with a professional interest in health and nutrition seeking to learn foundational knowledge about microalgae: its biology, history, and benefits.

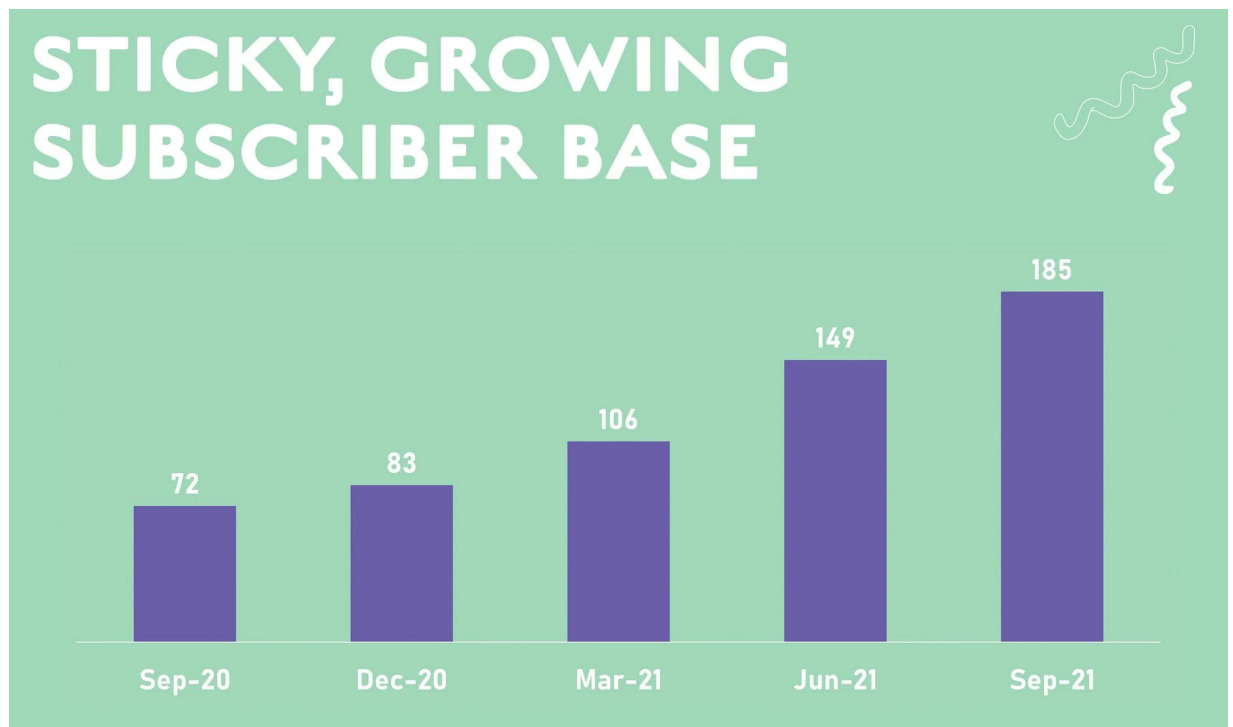




## Customers

**"I feel like Hercules, when he found out he was a god."**

We Are The New Farmers is shipping fresh spirulina to customers all over the continental United States. Our customers see their health, the environment, and the world itself as a living, intricately interconnected ecosystem. They want food that's good for their bodies, their minds, the community, and the planet.

**A few demographic numbers:**

- The majority of our customers are female, but only slightly so (60:40), and between 35 and 55 years old.
- They tend to live in an urban environment along the coast: our primary markets in the US are New York, New Jersey, California, Texas and Florida.

# FIVE STARS ACROSS THE BOARD



D ★★★★★ 07/10/2021  
Verified Dawn Isola

## Love this stuff!!!

I eat a plant based diet now so I'm always looking for new non animal protein and this is a great source of protein. I mix it with several different foods or just have a spoonful by itself.

K ★★★★★ 09/18/2021  
Verified Katherine Huling

## OBSESSED

So grateful to you all for everything you do to bring this gift of Life to my life.

G ★★★★★ 08/12/2021  
Verified Gwen novak

## Outstanding!

This product is amazing. I crave my spirulina drink every afternoon. It is a perfect reenergizer.

M ★★★★★ 10/01/2021  
Verified Maddie Segal

## Great product

I love this product! It makes me feel good and it doesn't taste horrible like most other spirulina that I've purchased. I can't tell that it's very fresh!

R ★★★★★ 06/20/2021  
Verified Ryan Freed

## Finally found my spirulina go-to

I have used dried spirulina powders for years out of it being the only option on the market. We are the new farmers is a game changer w/ both their fresh spread and ice cubes for my smoothies. I love their products and can not wait to see what they continue to do.

K ★★★★★ 08/27/2021  
Verified Krystin Tufaro

## Best ever!

This was the best Spirulina I have ever used! So much more beneficial than dried/powdered! I absolutely love this product!

D ★★★★★ 06/04/2021  
Verified Dawn Ruppert

## Spirulina Love

Absolutely fabulous...can't get enough of this Spirulina drink 2 cubes every morning in a smoothie have given up coffee and my husband is on board as well!❤️



## Business Model

## We create sticky, high-value, high-margin products for D2C success

We primarily sell our fresh spirulina directly to end consumers via our website. More than 40% of revenue comes from customers that have subscribed to recurring deliveries to fuel their morning routines. On average, **2 out of 3 customers place another order within 90 days** after purchase; and typically, customers place **more than 3 orders with an average order value of more than \$40**.

These extraordinary retention rates and high order values are, in our opinion, a clear indicator that our products are becoming an integral part of our customers morning rituals—and not just a one-off fad.

# THRIVING D2C BUSINESS

40%

of revenue from subscribers

65%+

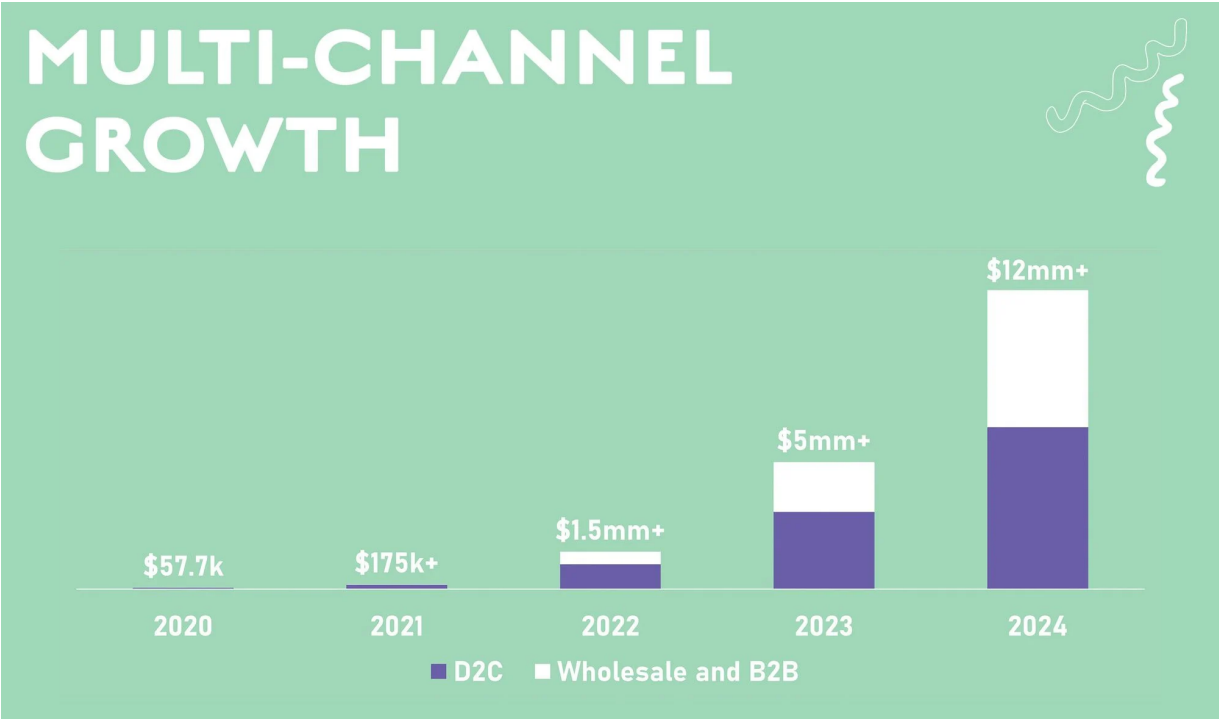
reorder rate within 90 days

\$40+

average order value

Wholesale expansion

Now that we have reached the tail end of the pandemic and most food establishments are returning to normal, we will expand into the wholesale market by selling our products directly to **more than 6,000 juice & smoothie shops** in the US. Not only is this a significant revenue opportunity, but will also serve as a discovery platform for our D2C channel—as many smoothie enthusiasts start their journey with to-go smoothies.



Market

Customers are looking for more variety in the protein market



We currently operate in the US Smoothie Ingredients market. Over **\$1B of frozen smoothie ingredients** are sold in the US every year.

Microalgae, however, also offers the perfect base for an array of plant-based products in both the dairy and protein markets. In its fresh form, spirulina has the taste, nutritional profile, and culinary flexibility to be a powerhouse staple in the breakfast category, leading the way in how customers start their day.

- Smoothie sales are skyrocketing. By 2025, the juice and smoothie industry is expected to grow 10.1% YOY and achieve a market valuation of \$17B.
- The global spirulina market is predicted to grow 10% YoY reaching nearly \$900M by 2027.
- The North American market is predicted to have the highest degree of spirulina demand by the end of 2027.
- 51% of consumers say they would like to see more variety in protein sources for plant-based alternatives.
- Frozen food is perceived to be just as good or even better than fresh by a majority of young consumers according to a recent Deloitte study & frozen foods sales increased by 18% in 2020.

## Competition

### We are pioneering a brave new algae world

In a super-saturated field of meat replacement products, customers are increasingly looking for other protein sources than plant-based burger patties. Consumer surveys show that the nutritional value of plant-based meats matters more than the ingredient list; and nutritionists are not entirely sold on processed meat alternatives either.

We Are The New Farmers is an early mover in creating a new algae-based food category featuring fresh microalgae with a focus on **fewer ingredients, high nutritional value and convenience**. We are making microalgae easy—and establishing ourselves as the leader of a new category.



## Vision

### We Are The New Farmers, because we need to change our world from the ground up

We currently operate out of our pilot facility in Brooklyn; but by the end of 2022, we will open two new facilities in New York and Los Angeles. These new facilities will decrease our production cost significantly as we implement automated processing and improved cultivation methods.



In 5 years, microalgae will be a staple of a health-conscious consumer's diet, and we are building the carbon negative microalgae platform that will lead the category. We continue our mission to simplify fresh algae by establishing our three core product lines:

- **Boosters:** Making use of the high functional value of microalgae, we will expand our line of convenient meal enhancers for smoothies, oats and other meals.
- **Bites:** Our line of real food (aka perishable) chewables that cover your specific nutritional needs between meals will make algae something you want to enjoy.
- **Bowls:** Ready-to-go meals—think algae in a cup—will establish algae as staple ingredients in our kitchen and simplify your routine.

Your browser does not support HTML5 video.

## Investors

## Indoor farming is in growth mode, and a new exit opportunity is forming

Five years ago, almost no one knew what AgTech was. But fast forward to today, and agricultural technology is the **new hot thing in investor circles**. Some of the biggest players in the industry, Bowery and AppHarvest, have reached multibillion dollar evaluations — others like Infarm are following closely.

# SIX COMPANIES NEAR UNICORN SIZE



## AEROFARMS

total raised: \$238M  
valuation: ~\$1bn



## 80 ACRES FARMS

total raised: \$250M



## BOWERY

total raised: \$472M  
valuation: \$2bn+



## AppHarvest

total raised: \$566M  
valuation: \$3bn+  
(at market peak)

## Plenty

total raised: \$541M  
valuation: \$2bn+

## inform

total raised: \$405M  
valuation: \$1bn+

But with significant funding comes the expectation to expand faster and develop a broader product portfolio that goes beyond leafy greens. Nearly all of the major players underlined their intention to bring new products to market that can capture more shelf space in the grocery store.

**These companies will be looking to acquire new & innovative crops, high-margin products, and a wider audience.**

We Are The New Farmers has raised \$650K through notable angel networks such as the Princeton Alumni Angels and Harvest Returns—an angel network focused on agriculture and AgTech investments.

Now, we are raising growth capital on Republic to fund the expansion of our operations. The money will be used to hire additional marketing and operational talent to support our expansion as well as into marketing activities and product development.

The company has received grants from the NSF, NYSERDA, and NYU and will continue to seek out grant opportunities. We have been part of the NYU Launchpad accelerator program and the Futureworks Incubator program.

## Founders

## Meet the visionaries creating the future of food



We Are The New Farmers was founded by **Jonas Guenther**, who is an entrepreneur, food activist, and writer. He started developing solutions to grow food during his graduate program at NYU.

Guided by the question, "How do we need to change the way we grow, ship and eat food to make it carbon neutral?", he established an experimental farm in the School of Engineering. The Urban Farm Lab serves as a project platform that enables students to learn about sustainability and food by running their own mini-projects, connecting their studies to the world of farming.

This would eventually lead him to the launch of We Are The New Farmers.

Deeply passionate about creating a livable future, Jonas also started the magazine *Finding Tomorrow*, which offers a glance into a world where we have overcome climate change and implemented solutions that make the future exciting.

He began his career as Product Manager at Olympus, and has been recognized by City and State NY as one of the "Responsible 100." He continues to work with the NYU entrepreneurial community as a mentor and Founder in Residence, and is a mentor for StartOut.





**Daniel Bernstein** (COO & co-founder) oversees distribution, marketing and finance at We Are The New Farmers. He has 4 years of retail turnaround investing experience—with a particular focus on grocery store chains and large food business—after graduating from Princeton University with a degree in economics.

Daniel is currently studying to be certified as a nutritionist and health coach with the Institute for Integrative Nutrition in an effort to round out our team's nutritional background. This also provides an opportunity to connect with thousands of nutritionists who have graduated from that program.

In addition to his work as a farmer, he is an ambassador for Thought for Food, a movement to lead a sustainable food and agricultural revolution; and he is one of the founding members of the Associate Board of Rethink Food, a food waste and hunger action organization.



**Michael Udovich** (CTO & co-founder) is not afraid to get his hands dirty (or in our case, wet). He has a degree in Electrical Engineering and is responsible for our farm operations and development of new farm tech. With several years of algae cultivation experience under his belt, he's become an expert in his field who consults other spirulina farms that are just getting started.

|      |                                                                                     |                  |                  |
|------|-------------------------------------------------------------------------------------|------------------|------------------|
| Team |  | Jonas Guenther   | Co-Founder & CEO |
|      |  | Daniel Bernstein | Co-Founder & COO |
|      |  | Michael Udovich  | Co-Founder & CTO |

**Perks**

|                 |                                                                                                                                                |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>\$100</b>    | Social Media Shout out                                                                                                                         |
| <b>\$250</b>    | Social Media Shout Out \$20 Gift Card                                                                                                          |
| <b>\$500</b>    | All of the above, plus Limited Edition Shirt                                                                                                   |
| <b>\$1,000</b>  | All of the above, plus 3 Month Spirulina Cube Subscription                                                                                     |
| <b>\$2,500</b>  | All of the above, plus Beta Taster Invite: Become part of an exclusive group that samples products to offer feedback and influence development |
| <b>\$5,000</b>  | All of the above, plus 12 Month Spirulina Cube Subscription + a handwritten note from the team                                                 |
| <b>\$7,500</b>  | All of the above, plus Invite to a private Meet & Greet with other VIP investors                                                               |
| <b>\$10,000</b> | All of the above, plus Exclusive tour of our farming facility Quarterly Investor Updates                                                       |
| <b>\$15,000</b> | All of the above, plus Exclusive tour of our farming facility Quarterly Investor Updates                                                       |
| <b>\$25,000</b> | All of the above, plus Personal Dinner with Founders in NYC                                                                                    |
| <b>\$40,000</b> | All of the above, plus Personal Dinner with Founders in NYC                                                                                    |
| <b>\$60,000</b> | All of the above, plus Personal Dinner with Founders in NYC                                                                                    |

**FAQ****How do I  
earn a  
return?**

We are using Republic's Crowd SAFE security. Learn how this translates into a return on investment here.

**What must  
I do to  
receive my  
equity or  
cash in the  
event of  
the  
conversion  
of my  
Crowd  
SAFE?**

Suppose the Company converts the Crowd SAFE as a result of an equity financing. In that case, you must open a custodial account with the custodian and sign subscription documentation to receive the equity securities. The Company will notify you of the conversion trigger, and you must complete necessary documentation within 30 days of such notice. If you do not complete the required documentation with that time frame, you will only be able to receive an amount of cash equal to (or less in some circumstances) your investment amount. Unclaimed cash will be subject to relevant escheatment laws. For more information, see the Crowd SAFE for this offering.

If the conversion of the Crowd SAFE is triggered as a result of a Liquidity Event (e.g. M&A or an IPO), then you will be required to select between receiving a cash payment (equal to your investment amount or a lesser amount) or equity. You are required to make your selection (and complete any relevant documentation) within 30 days of such receiving notice from the Company of the conversion trigger, otherwise you will receive the cash payment option, which will be subject to relevant escheatment laws. The equity consideration varies depending on whether the Liquidity Event occurs before or after an equity financing. For more information, see the Crowd SAFE for this offering.

**WE ARE  
THE NEW  
FARMERS**

# **BECOME PART OF THE LAUNCH TEAM!**

**We are launching a crowdfunding campaign on  
Republic in September. We want you to be part of it.**

**[Learn more](#)**



# Subscribe to receive campaign updates.

We will keep you in the loop about everything that's happening until the launch and beyond.

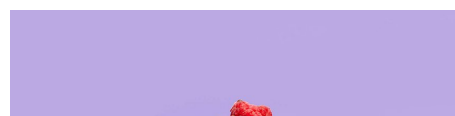
Email Address \*

First Name \*

Last Name \*

**Subscribe**

# We Are The New Farmers



one of the most sustainable  
and nutritious food sources  
our planet has to offer. Carbon  
neutral, plant-based, delicious.



**[Go to website](#)**

# **Pledge your support on Day 1**

We are launching a  
crowdfunding campaign on  
Republic and we want to kick it  
off with a perfect start. We  
need a dedicated group to  
become part of our launch  
team and pledge their  
investment on the very first  
day of the campaign.

Learn why that is important

# Other ways to support

Not quite ready to pledge? Or maybe you are looking for other ways to help us launch a successful campaign? Check out these options to find the perfect way for you to get involved!

## Help out

Want to support us in other ways than money? Do you have a particular skill, a good network or some extra time to help out? Get in touch!

## Share your testimonial

Love our products and our mission? Record a video testimonial!

## Sign up for the Algae Academy

Want to do a deep dive on microalgae? Take our online class on the sustainability, biology and nutrition of spirulina!

# Got questions?

Email us at



With regard to communications by an issuer on the Site to gauge interest in a potential securities offering pursuant to the Regulation CF exemption from the registration requirements of the Securities Act, including opportunities to “reserve” securities as indications of interest in the potential offering, please note that pursuant to Regulation Crowdfunding Rule 206 (i) that no money or other consideration is being solicited thereby, and if sent in response, will not be accepted, (ii) no offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement is filed and only through a registered intermediary’s platform, (iii) any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance is given after the Form C is filed, and (iv) an indication of interest is non-binding and involves no obligation or commitment of any kind.



© 2021 We  
Are The New  
Farmers

**WE ARE  
THE NEW  
FARMERS**

**In Algae We Trust.**

**We are launching a crowdfunding  
campaign on Republic. And we  
want you to be part of it.**





# What is Republic?

Republic is a crowdfunding platform that allows anyone to invest in vetted private startups. But a Republic campaign is much more than fundraising: Republic investors are true fans and engaged supporters. They spread the word with their network, offer help in their field of expertise, and introduce us to their connections. Startups on Republic often attract thousands of investors, with an average of 1,100 investors since the beginning of 2019.

That's a lot of individuals with the potential to bring value!

## Why you should invest

We have the technology to make beautiful, nutrient-dense food at scale that is healthy for you and for our planet too. We create delicious, protein-packed, breakfast

.....  
impact and low carbon footprint, it  
provides high levels of nutrition and  
new culinary opportunities

- We make algae simple: our products are unique and differentiated, and once you try them you keep coming back
- Own your food, because food is deeply personal and the future of food needs to be diverse. The time of large food monopolies ruining our environment and health is over - if you take action.





# Why early traction is important.

They say breakfast is the most important meal of the day. Similarly, the first couple of days can make or break an entire crowdfunding campaign. We need you to make this a breakfast of champions.

- Republic will only start advertising our campaign to their investor base once we reach a certain threshold
- A strong start will give us “Trending” status, which will put us onto the Republic homepage and increase exposure
- Reaching our campaign minimum early will make new investors more confident and more willing to invest a





© 2021 We Are The  
New Farmers



Jonas Guenther <jonas@new-farmers.com>

---

## [Test] AgTech: A Great Investment For The Future

1 message

---

**We Are The New Farmers** <jonas@new-farmers.com>

Thu, Oct 14, 2021 at 5:35 PM

Reply-To: us19-0e2240010c-6e1b27efa3@inbound.mailchimp.com

To: jonas@new-farmers.com

**WE ARE  
THE NEW  
FARMERS**

# Indoor Farming is in Growth Mode

Five years ago, almost no one knew what AgTech was. But fast forward to today, and agricultural technology – from vertical farming to data science to farm drones – is the new hot thing in investor circles. Some of the biggest players in the industry, AeroFarms and AppHarvest, have gone public - others like Infarm and Bowery are following closely.



Total Raised: \$538  
Valuation: \$1.2 billion



**BOWERY**

Total Raised: \$472 Mio  
Valuation: \$2.3 bn



Total Raised: \$250 Mio



Total Raised: \$566 Mio  
Valuation \$765 Mio



Total Raised: \$404.5 Mio  
Valuation: \$1 bn+



Total Raised: \$541 Mio  
Valuation: \$2 bn+

But with significant funding comes the expectation to expand faster and to develop a broader product portfolio that goes beyond leafy greens. Nearly all of the major players underlined their intention to bring new products to market that can capture more shelf space in the grocery store.

***"Bowery will use the funds to continue expansion of its network of smart indoor farms and [...] support ongoing research and product innovation efforts to bring crops beyond leafy greens to market."***

Bowery Farming: May 25, 2021

These players will be looking for other companies in the space that can provide them with new & innovative crops, high-margin products and a wider audience to capture.

When we started in the industry several years ago, we had not thought of other AgTech companies as potential exit partners. However, as the landscape continues to shift and investments flow into the space, it is not unlikely that a few of the major players will go on a shopping tour to maintain a growth trajectory.

**GET IN TOUCH**





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Jonas Guenther &lt;jonas@new-farmers.com&gt;

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**[Test] How Republic works**

1 message

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**We Are The New Farmers** <jonas@new-farmers.com>

Thu, Oct 14, 2021 at 5:34 PM

Reply-To: us19-0e2240010c-06003f3763@inbound.mailchimp.com

To: jonas@new-farmers.com

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# Crowdfunding 101

## What is Equity Crowdfunding?

You've probably heard the term "crowdfunding" before, likely in the context of a Kickstarter campaign or a GoFundMe page. At the most general level, crowdfunding refers to a financing model in which small sums of money are collected from a large pool of people (the crowd).

Equity crowdfunding uses this same model, but instead of offering products or perks, funders receive a percentage of ownership, a financial stake in the company, with an aim to earn a return.

## What is Republic?

Republic is an equity crowdfunding platform (in our opinion the best of the bunch) that allows anyone to invest in vetted private startups. But a Republic campaign is much more than fundraising: Republic investors are true fans and engaged supporters. They spread the word with their network, offer help in their field of expertise, and introduce us to their connections.

Startups on Republic often attract thousands of investors, with an average of 1,100 investors since the beginning of 2019. That's a lot of individuals with the

potential to bring value!

## HOW IT WORKS

### Why early traction is important

Crowdfunding is all about momentum. The first couple of days can make or break an entire crowdfunding campaign. Early success can get the attention of other investors, new customers and media outlets and may spur a continuous cycle of new investments. In addition, Republic will only start advertising our campaign to their investor base once we reach a certain threshold. If all goes well, we might even end up "Trending", which means that we will be prominently featured on Republic's homepage.

## LEARN MORE





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Jonas Guenther &lt;jonas@new-farmers.com&gt;

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**[Test] Welcome to Team Future**

1 message

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**We Are The New Farmers** <jonas@new-farmers.com>

Thu, Oct 14, 2021 at 5:33 PM

Reply-To: us19-0e2240010c-8bd253f890@inbound.mailchimp.com

To: jonas@new-farmers.com

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# Own Your Food

*~Welcome to our dedicated campaign newsletter~*

Hi << Test First Name >>,

The recent [IPCC report on climate change](#) made it absolutely clear: we have entered **the deciding decade**. We have 10 years left to stop irreversible damage from climate change.

We started growing Spirulina because we didn't want to be on the sidelines when the future of this generation is decided. We want to create products that give you value and help you be your best self. The trick, though, is making sure that these products are also **future-friendly**.

We have the technology to make beautiful, nutrient-dense food at scale that is healthy for you and for our planet too. Plus, there has never been a more urgent time to [#ownyourfood](#). Thanks for becoming part of our launch team. Over the next couple of days you will receive more information leading up to our official launch on Republic and on how you can support us in our path.

Until then, you can find everything you need in our pre-launch hub. Schedule a call with the founders, leave a testimonial and learn more about Republic.

## GO TO HUB



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