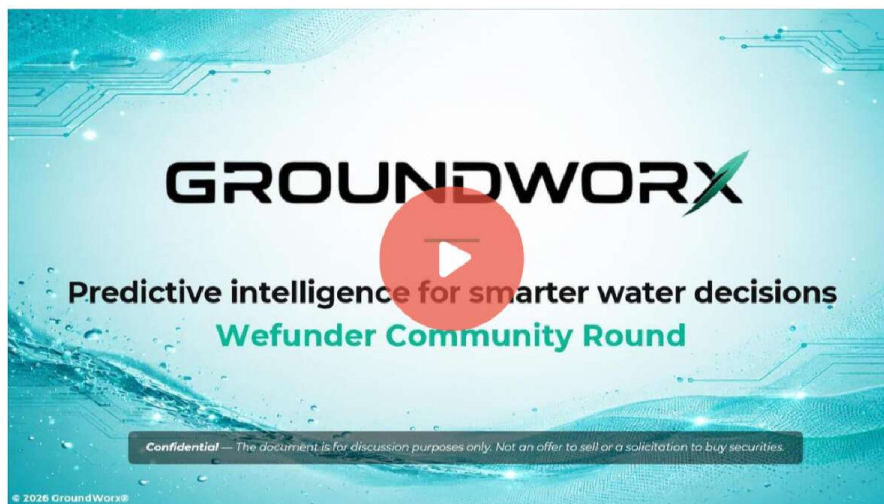


Predictive Intelligence for Smarter Watering - The Intelligence beneath every decision



getgroundworx.com Mercer Island, WA    

[B2B](#) [SaaS](#) [B2C](#) [Subscription](#) [Agriculture & Agtech](#)

Highlights

Repeat Founder

Started a prior company with \$2M+ in funding or revenue

4 500,000+ data points collected daily

5 Patented Technology - US made, best in class with little to no competition

6 High profit model with 65% flowthrough

7 Full API compatible

8 First-to-market in \$8.9 billion total addressable market

Featured Investor



Liliana Aleman
Syndicate Lead

Follow

Invested \$5,000 

As sisters we enjoy the outdoors, spending the summers and winters exploring different landscapes from Nevada to North Carolina.

"Being originally from New Mexico, we have developed a deep appreciation for a balance between natural beauty and responsible resource use. Living in the high desert has shaped our understanding of the critical importance of water conservation and the role in securing a sustainable future in our communities. We are proud to be founding members of this new venture and excited about the opportunity to contribute to something meaningful from the ground up.
Liliana and Julia"

111 INVESTORS



Diego Borrego President / Chief Technology Officer

President & CTO with 20 years of executive experience architecting lean, high-performing



18 years of executive experience architecting and leading high-performing organizations and development teams. Drives disciplined execution and innovation, delivering enterprise-grade, globally scalable platform growth.



Sandy Robertson Chief Operating Officer

COO and growth operations executive with 29+ years at Fortune 50 enterprises and high-growth startups. Scaled a first-to-market company from employee #4 to 100+ while architecting scalable systems and data-driven platforms powering high-performance teams.

linkedin.com

Chat with Sandy



Wade Williams CIO

CIO with 20+ years leading high-performance engineering and technology teams. Former CTO at OrderMyGear and Zego. Co-inventor on three U.S. patents. Architects product innovation, enterprise security, and globally scalable infrastructure at GroundWorx.



Kelly Hill Secretary and Financial Advisor

Seasoned executive spanning private equity, entrepreneurship, and C-suite technology leadership. Deep expertise in emerging information and platform businesses, guiding companies from early stage launch to enterprise strategy and scale.



Hospitality executive with 45 years of experience, including Ritz-Carlton quality leadership (MBNQA winner), U.S. GM of the Year (AH&MA). Led 500+ team members and \$50M+ in annual revenue.

linkedin.com

Predictive Intelligence for Smarter Water Decisions



It's a **new era** of smart irrigation.



Founded as an IoT consulting company and led by Brad David, a 32-year wireless veteran. In 2020, Brad and Diego Borrego (President & CTO) joined forces to co-invent the GX-1 Platform* and GroundWorx hardware. The team brings 200+ years of combined expertise in software, AI, wireless networking, and hardware manufacturing.

Leading Brand Customers
Trusted by the San Francisco Giants, Dodgers Stadium, Giants Spring Training, Fairmont-Grand Del Mar, Aviara Golf Club, and the Irvine Ranch.

Technology
AI-driven predictive and prescriptive intelligence powered by the GX-1 Platform* pairs wireless in-ground sensors to autogate irrigation decisions.

Five (5) years in R&D and four (4) years deploying field trials (4) to create the industry's most reliable, precise wireless soil sensor system

700M+ In-ground Readings for Predictive Modeling — Defensible Data Moat
700M+ readings aggregated to date (1M every 3 days) — years of training data competitors cannot replicate without 4+ years in the field. The amount of data is staggering and has had machine learning applied to it creating an amazing data base for predictive learning.

150+ Trial Customers
active deployments across 11 countries

\$1.8M Trial Funding
collected across paid field trials to date (pre-revenue)

\$2.8M Raised
total capital invested to date — from friends, family & angels

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GroundWorx is an AI-powered ground intelligence network designed for golf courses, sports fields, resorts, commercial landscapes, and other professionally

THE PROBLEM

When Water Fails, Everything Stops

Four converging pressures are turning **water scarcity** into a direct business risk for every professionally irrigated property.

- Major Sporting Events Cancelled**
The PGA Tour scrapped its \$20M Sentry tournament for 2026 after drought compromised the course — a ~\$50M local economic hit. Approximately 10+ major events have been cancelled due to water issues.
- Skyrocketing Water Costs**
Municipal water rates have risen 40%+ over the past decade in key markets. Golf, sports, and commercial properties face \$100K-\$500K+ annual water bills — with no precision controls to reduce waste.
- Diminishing Water Resources**
Lake Mead has fallen below 1,050 ft to ~35% of capacity amid the worst Western drought in 1,200 years.
- Tightening Regulation**
Courts and regulators increasingly cap irrigation use and fine waste, hitting residential and commercial properties hardest.

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The Problem

Water scarcity is no longer only an environmental concern—it is an operating, financial, and reputational risk.

Rising water costs, tighter restrictions, and declining supply put professionally maintained landscapes under increasing pressure.

For venues, resorts, and golf courses, poor water decisions can damage turf, disrupt events, increase labor, and threaten revenue.

Water Is Still Managed Blindly

Root-zone sensors exist — but they're sparse, unreliable, and **blind to prediction**. The real edge is continuous iQ SmartWell data plus AI that optimizes every watering decision.

- No Prediction or Smart Automation**
No machine-learning intelligence exists to forecast soil conditions and automate watering decisions — operators are flying blind on every irrigation cycle.
- Reactive, Not Predictive**
Operators respond after turf stress and cost appear, instead of preventing the damage.
- Sparse, Infrequent Readings**
Legacy point-sensors log only ~5-10 readings a day — the root zone goes 6-8 ft in between, leaving operators without the data to act.
- Unreliable Network Coverage**
Single-point devices run at ~70% uptime or less, so decisions rely on broken, partial data.

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Most irrigation decisions are still based on schedules, visual inspection, or a small number of disconnected readings.

Traditional sensors generally report what already happened; they do not predict what the root zone will need next.

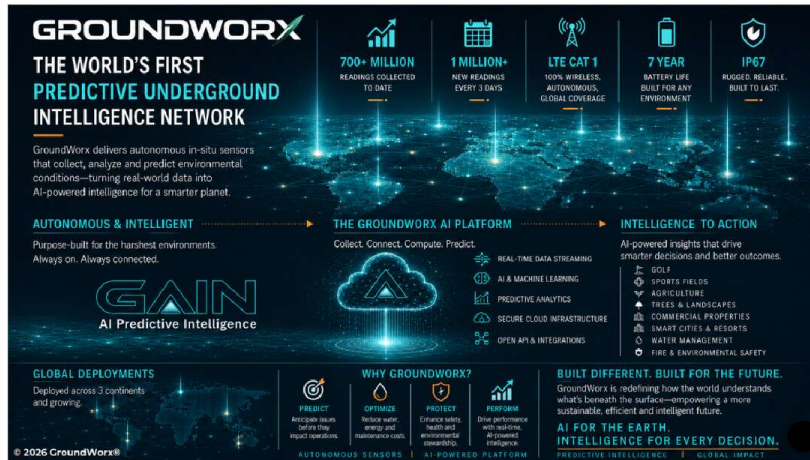
GroundWorx closes that gap with continuous field data and AI-driven recommendations before stress and waste occur.

GroundWorx turns irrigation from reactive guesswork into proactive, data-driven

GroundWorx turns conditions beneath the surface into an always-on stream of actionable intelligence. Our AI-enabled platform collects hundreds of thousands of environmental data points every day.

This gives course managers real-time insight into moisture, temperature, soil health, and other environmental changes

modern landscapes demand.



GroundWorx turns conditions beneath the surface into an always-on stream of actionable intelligence.

Its wireless, ruggedized sensors collect root-zone data; the GAIN platform connects, analyzes, and predicts; operators receive insights they can act on.

The same core architecture can support multiple applications, while the current



A standard deployment combines monitoring wells, soil-array sensors, rain gauges, and regional weather feeds to create course-wide visibility.

Data is collected continuously, validated, secured, anonymized for network learning, and analyzed for site-specific recommendations.

Customers retain ownership of their data while benefiting from intelligence improved by the broader GroundWorx network.

The objective is simple: move from isolated measurements to a repeatable path from sensing to action.





GAIN brings sensor readings, weather, alerts, maps, charts, reports, and historical trends into one operating view.

Instead of interpreting separate devices and spreadsheets, teams can see emerging conditions and priority actions in context.

The platform is intended to make advanced environmental intelligence practical for the people managing a property every day.



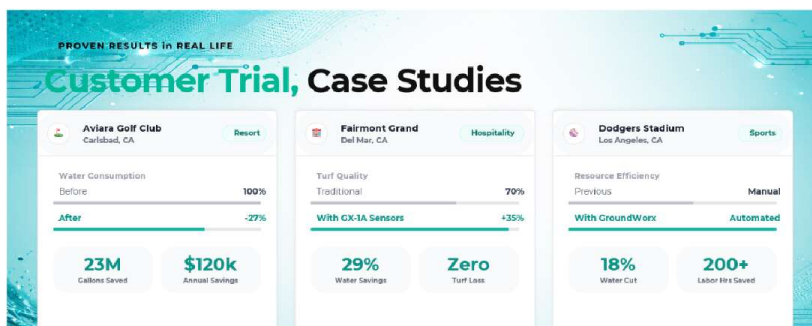
Accurate prediction starts with dense, reliable measurements—not occasional spot checks.

GroundWorx combines readings from multiple soil depths with on-site and regional weather data to build a fuller environmental picture.

Each new reading expands the historical record and can improve the model's ability to anticipate site conditions.

This data flywheel is central to GroundWorx's long-term technical advantage.

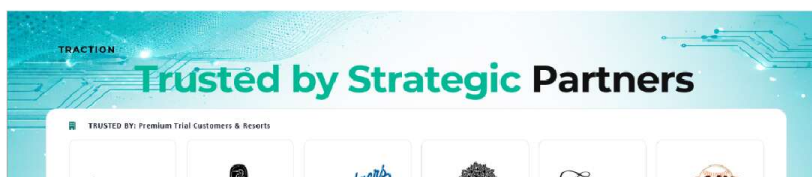
Trusted Partners & Key Results

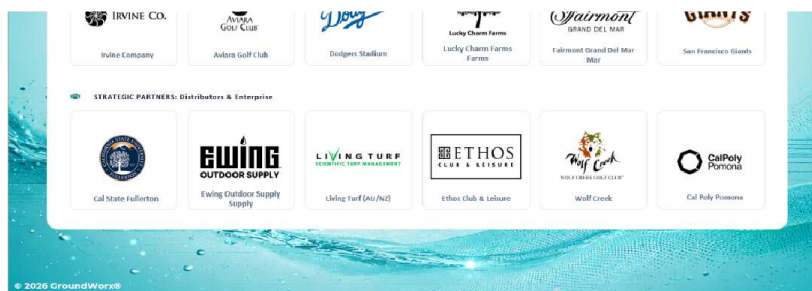


quality, zero turf loss, and a nine-month payback.

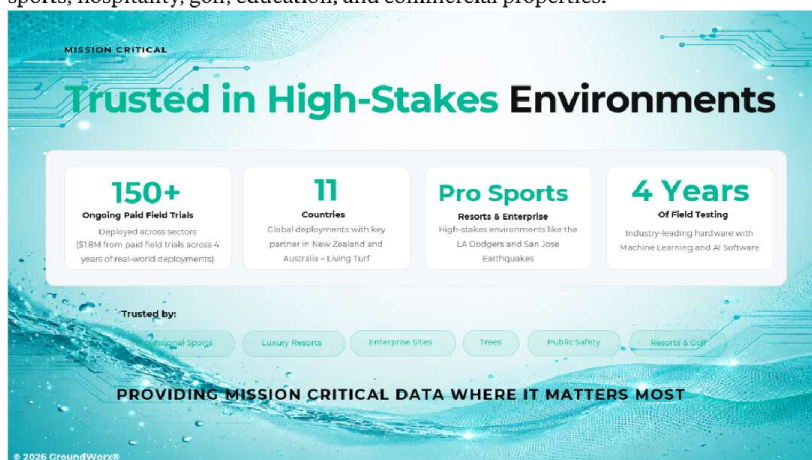
At Dodger Stadium, the company reports an 18% water reduction, more than 200 labor hours saved, and a six-month return on investment.

These trials show that better subsurface intelligence can create measurable economic value alongside water conservation.





GroundWorx has been tested in demanding environments spanning professional sports, hospitality, golf, education, and commercial properties.



GroundWorx reports 150+ paid field trials and \$1.8M in trial funding over four years of real-world deployment.

Deployments across 11 countries have tested the system in different climates, operating conditions, and property types.

Professional sports venues and premium resorts provide especially demanding validation: turf quality, uptime, and timing all matter.

The company enters commercialization with field experience and customer evidence —not only a laboratory prototype.

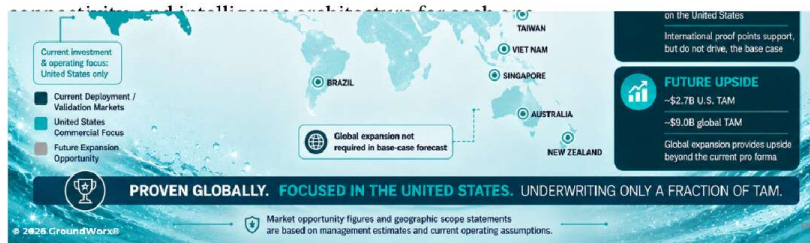


GroundWorx is pursuing a broad category of professionally irrigated properties, beginning with sectors where **water, turf quality, and labor** have clear economic consequences.

Golf and sports turf provide a focused, bottoms-up opportunity; commercial properties, residential communities, and high-value agriculture expand the platform's reach.

Management estimates an approximately \$2.64B U.S. and \$8.87B global serviceable opportunity across the markets shown.

A shared platform can serve multiple verticals without rebuilding the core sensing,



International deployments help demonstrate that the need for better ground intelligence extends across geographies.

GroundWorx's current operating plan and financial model focus on the United States, where the company can concentrate capital and execution.

Management's base case therefore does not depend on international expansion; markets outside the U.S. represent potential future upside.

This approach pairs global proof points with a deliberately focused commercialization plan.

GroundWorx - Market Leader

Baseline (Refined, No EC) Wireless module for irrigation control	—	—	✓	—	✓	n/a
Sensorterra (Hortus, Lull, PIR, API) Wireless soil moisture sensors, monitoring	—	✓ (Hortus)	Partial	—	Partial (via integration)	—
✓ = Full Capability	Partial	Partial Capability	— = Not Available / Does Not Offer	n/a	Not Applicable	

Notes: Tami Tool from PURE Insight, and the Turt-Rad Infrared sensors are not on this matrix because they only read at the canopy.

The Intelligence beneath every decision!

Many products measure soil conditions. GroundWorx turns continuous, property-wide data into predictive and prescriptive intelligence.

Its differentiation rests on the combination of in-ground hardware, autonomous connectivity, accumulated field data, AI models, and workflow integration.

Handheld spot-check tools and canopy-level readings can complement operations, but they do not provide the same continuous root-zone view.

The company's goal is to become the intelligence layer beneath every water-management decision—not another isolated sensor.

THE TEAM

Built by the team that pioneered root-zone intelligence
100+ years of combined expertise in enterprise software, AI, wireless, manufacturing, and IoT

Brad David
Founder, Chairman & CEO
32-year wireless veteran. 4 companies founded. Co-invented CX-1 Platform — hardware and AI software. Industry-first IoT products in soil, fuel, and pest control.

Diego Borrego
President & CTO
30+ years in wireless, MIT MS Engineering. Founded NitroWorldFleet. Former GM & Delphi executive. 50+ US Patents. Co-founder & Software/Hardware Architect.

Sandy Robertson
COO
28+ years Fortune 500 executive leadership. Scaled technology startup to \$100M+ in verified savings within four years. Expert in operational strategy and growth.

software, IoT, automotive electronics, manufacturing, and logistics.

Founder and CEO Brad David and President and CTO Diego Borrego co-invented the GX-1 Platform and bring decades of wireless and connected-device experience.

The broader leadership team adds commercialization, operations, firmware, supply-

chain, and scaling expertise.

That mix matters because success requires the company to manufacture reliable hardware, operate a data platform, and build repeatable distribution at the same time.

BOARD OF ADVISORS

Guided by industry leaders and domain experts.

Strategic advisory spanning water management, enterprise sales, irrigation technology, and capital markets

Walt Norley
Strategic Advisor

Walt is a proven entrepreneur who has pioneered successful technology companies, including ONLINK and UghMO Technologies. UghMO Technologies was a leader in wireless soil monitoring and soil sensor systems, enabling clients to save water, energy, and money by using data to improve management intelligence in agriculture, commercial/residential properties, golf courses, and sports fields.

Luis Saldana
Head of Software Development

Luis has 25+ years of experience in the software industry. He has been a business and technology leader for international service suppliers. His interests are focused on the IoT, automation, digital transformations, and connected-devices ecosystems.

Shawn Emerson
Head of Agronomy

Shawn Emerson has been in the golf industry most of his life having served in many capacities and managed some very marquee golf courses. Shawn serves as the GroundWorx Chief Agronomist. Shawn's leadership and persistence has served him well in his pursuit to bring meaningful data to golf course Superintendents.

Kelly Hill
Strategic Advisor / Board Member

A veteran business leader and entrepreneur having founded multiple companies, Kelly serves on the GroundWorx Board of Directors and is the GroundWorx Inc. Corporate Secretary. Under Kelly's leadership, GroundWorx moves into a new growth phase.

Vince Petrella
Strategic Advisor / Board Member

Vince served as both President and CFO at Money Corp, the manufacturer for the GroundWorx hardware. Vince serves as Board Member and Strategic Advisor with matters of finance and corporate oversight. Vince plays a large role in maintaining our great relationship with Money Corp.

Marc Woodward
Agronomic Consultant

Marc Woodward is a celebrated golf course Superintendents having overseen the 2008 US Open at Torrey Pines. Marc has been in the golf industry most of his life having served in many capacities and managed some very marquee golf courses.

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The advisory group extends the team's reach into the industries and channels GroundWorx plans to serve.

GroundWorx - Full Market Launch

THE RAISE

USE OF Funds

Allocation — From Capital to Category Leadership

Allocation	Share	Purpose
Sales & Distribution	40%	Direct sales team development and establishing channel partnerships across the Big 5 verticals — Nicholas Design, Deere & Co., Ewing Outdoor Supply, Living Turf, and Greenlight. Partnerships with leading golf course and irrigation designers.
Platform & AI Development	25%	Advance GAIN AI Network capabilities, expand irrigation API integrations, and accelerate IQ Capsule & IQ Smart Tower's R&D to production. Begin R & D on the GroundWorx Q1 Re-Design.
Manufacturing & Inventory	20%	Scale Gx-1 sensor production and build inventory to support simultaneous commercial launch across verticals.
Operations & Working Capital	15%	Operational infrastructure, customer success, and working capital to bridge to revenue and self-sustaining growth.
Total	100%	Funds the commercial launch and the path to profitability.

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40% is planned for sales and distribution, including direct sales capacity and channel development across the company's priority markets.

25% is planned for platform and AI development, including GAIN capabilities, irrigation integrations, and product R&D.

20% is planned for manufacturing and inventory so GroundWorx can support a coordinated commercial launch.

The remaining 15% is planned for operations, customer success, working capital, and

Building the category-defining Network for smart water management.

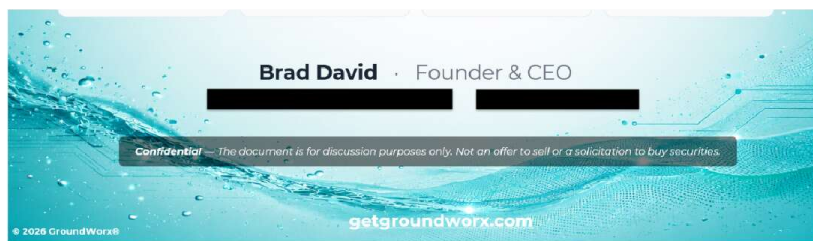
RECAP — THE INVESTMENT THESIS

\$8.9B Global
Addressable market
No clear platform winner yet

Mandatory
Regulatory tailwind
Compliance is driving adoption

4 Years
Paid field trials
Real-world, validated results

Leadership
Team experience
Successful entrepreneurs in software, manufacturing, and wireless



GroundWorx is addressing a large market shaped by water scarcity, rising operating costs, and increasing pressure for measurable conservation.

The company reports four years of paid field validation, 150+ trial customers, 700M+ readings, and a leadership team built across software, wireless, and manufacturing.

Its central bet is that the category winner will not be a single sensor, but a **predictive intelligence network** that improves every water decision.

Investors who share that conviction can review the offering details, risks, and disclosures on the GroundWorx Wefunder page.