

FarmSense: Investment Thesis & Capital Strategy

1. The \$400M Problem: The Hydrological Cliff

The San Luis Valley (SLV) potato economy is the "stress-test" for global agriculture. Built on a dual-aquifer system, the region faces an existential threat from:

- **Permanent Storage Loss:** Subsidence destroying aquifer capacity.
- **Regulatory Volatility:** Arbitrary shut-offs due to a lack of forensic water data.
- **Input Inefficiency:** Millions lost to nitrogen volatilization and "Ghost Water" pumping.

2. The Solution: The "Liquid Ledger"

FarmSense provides the first **Integrated Water Balance Score**, converting satellite-verified physics into a financial risk-mitigation tool.

Projected ROI per Pivot (160 Acres):

- **Fertilizer Efficiency:** \$6,400 – \$9,600 savings via "Chemical Pulse" timing.
- **Energy Arbitrage:** \$2,000 – \$4,000 reduction in pumping costs.
- **Yield Protection:** \$24,000 – \$32,000 in protected revenue by preventing "Thermal Fever" grade-outs (maintaining Specific Gravity).

3. The Ask: \$1.5M Seed Round

- **Objective:** Standardize the "Basin Oracle" logic (PPA 24) and scale from the SLV to the High Plains Aquifer (Ogallala).
- **Milestones:**
 - **Day 30:** Validate the 20-day "Ghost Water" early warning window.
 - **Day 90:** Complete "Commercial 5" Pilot Program with JDLink integration.
 - **Day 180:** Launch the "Hydrological FICO" standard for regional lenders.

4. Strategic Exit & Global Scale

FarmSense is designed for acquisition by the "Big Three" stakeholders in the water-energy nexus:

1. **Ag-OEMs (e.g., John Deere):** To integrate "Hydrological Autonomy" into autonomous tractor/pivot fleets.
2. **Global Re-Insurers (e.g., Munich Re):** To provide the "Standard of Truth" for parametric drought insurance.
3. **Financial Institutions:** To de-risk agricultural loan portfolios through the Hydrological FICO Standard.

The Vision: We are building the "Intel Inside" for the world's water-risk economy.