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Farm-sharing platform for restaurants, retailers and communities.

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Our Mission:

Democratize Farm Ownership

The Problem: A lack of food transparency

Concerns about food safety & environmental sustainability have led consumers to want to know more about their food. Sourcing verifiably clean, high-quality food both year-round and at a consistent price is next to impossible for customers.



How it's grown



Where it's grown



Who grew it



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The Solution: “Farm-sharing”

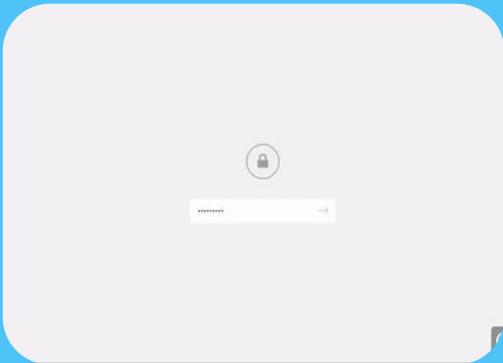
Isabel smart farms are equipped with technology that creates a direct link between farm and chef.

Restaurants, retailers and communities purchase **“Farm-shares”**: the right to a certain amount of produce at a reduced price for 3 years.

Buyer/Farmer: Management Tools

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Choose what to grow



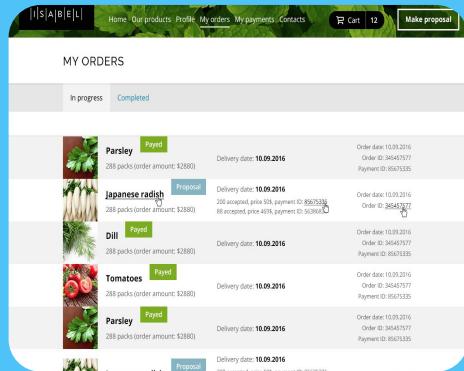
Farm-share owners tell Isabel what they want to have grown..

Isabel Grows It



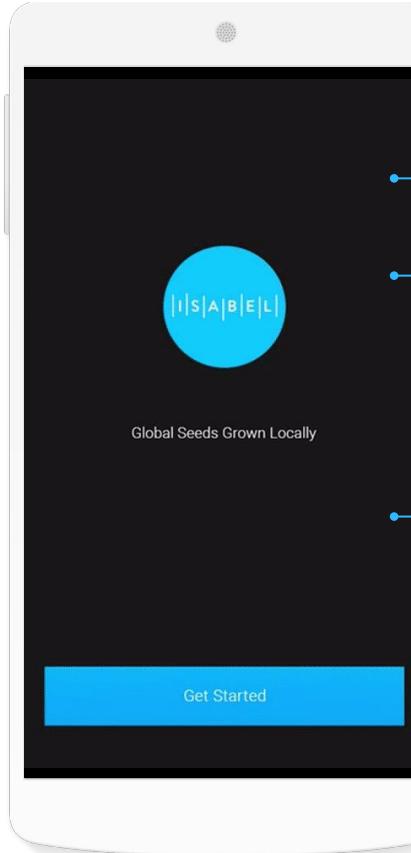
Isabel manages the growing process using predictive automation to maximize quality.

Isabel Tracks It



Isabel tracks each crop from seed to chef verifying that the product is grown and handled safely.

Isabel Farmer App



Camera Feed

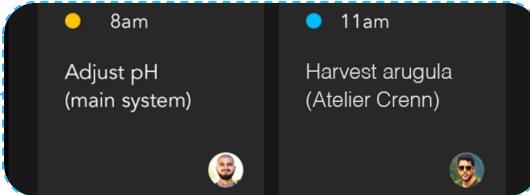
In-app live camera feed. Connects directly with greenhouse automation sensors to predict crop health & yields.



In-App Purchase

App connects buyer directly with farmer. Buyer (chef) places order, order pings farmer & catalogs order for crop predictability and consistency.

Just In Time Farming



Farmer Management

Management system aggregates related crop orders and farm tasks based on buyer predictability and order commonality.

Buyer/Farmer Tool

The Isabel farmer management app connects the buyer directly with the farmer. It allows Isabel farmers to easily manage crops by optimizing the growing process.

Business Model

1. **Client buys farmshare** - Isabel directs farm design-build and sells farm-shares to recover set-up costs. Farm-share contracts last three years.
2. **Isabel manages farms** - Isabel manages clients' farms and coordinates fulfillment.
3. **Client receives cheaper produce** - Restaurants, retailers and corporations can now buy the highest quality produce at significantly lower prices.



Minimum farm size costs \$45,000 and contains 20 farm-shares.

Farm-shares cost \$3000 and guarantee 20 lbs of greens or 10 lbs of fresh spices per week.

Isabel guarantees the delivery of products at below-market prices for three years.

The Breakdown

1. Farm-shares **cost \$3000** and guarantees 80 lbs. per month of greens or 40 lbs. per month of spices **for three years**.
2. Isabel guarantees to sell product for **\$2.50/lb. of greens** and **\$10/lb. of spices** for three years.
3. Client receives produce at drastically reduced prices. Chefs achieve savings of **\$1.50 per pound of greens** and **\$6 per pound of spices**.

Market Price (e.g. arugula): \$4
Isabel Price: \$2.50/pound
Pounds per year per share: 960
Savings per Farmshare: \$4320

Market Price (e.g basil): \$16
Isabel price: \$10/pound
Pounds per year per share: 480
Savings per Farmshare: \$8640

Market Validation

600%

Growth in "local food" demand in US between 2004 - 2015*

Strong growth in "local food" demand has meant a unique market entry point for indoor farms' higher price point products. As of 2015, 32 states in the US produced less than 50% of the fruits & veggies it consumed.

Market Size

\$9B

Total Addressable Market in the US

With a total addressable market size of over \$9bn – or 17x the current US market size - indoor agriculture is poised to be the next major enhancement to the American food supply chain.

Where we are today...

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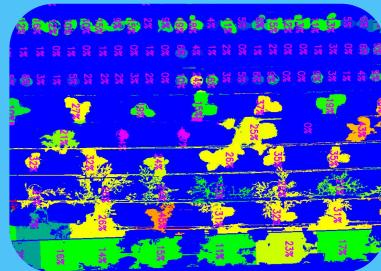
Aug - Dec of 2015



Jan - Mar of 2016



April - July of 2016



Aug of 2016 -



- Incorporated Isabel.
- Raised \$250k of seed capital from Hong Kong - based angel investor.
- Secured space on Treasure Island.
- Developed prototype greenhouse control hardware.

- Broke ground on alpha hydroponic greenhouse
- Deployed first - gen hardware in greenhouse
- Development of client management and computer vision for biomass accumulation.

- Grew several different crops successfully with alpha system
- Sold first crops to Bay Area Restaurants
- Developed computer vision to recognize biomass accumulation

- Contracted by the United Nations World Food Program to develop low-cost hydroponic technology in Lima, Peru.
- Offer from celebrity chef Tony Gemignani to scale to 6 of his SF restaurants.
- Launched Hong Kong pilot

Where we want to be...

1. Beta: SF & Hong Kong (Year 1):

Sell first farm-shares to local restaurants in pilot locations SF & HK. Improve hardware & gather cultivation, market and logistics data.

2. Growth: SF & HK (Years 2 - 3)

Scale farm-share offering to grocers and corporations in both SF & HK.

3. Scale: US & Abroad (Years 4+)

Roll out farm share program in new markets.

Model Validation

Growth: SF & HK

Scale: US & Abroad

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Competition

International



Chinese hardware company (Aessense) is piloting a produce subscription service for home consumers.

Domestic



Sell container farms to people looking to become small business owners. Minimum farm size costs \$70,000 (Freight Farms) and \$200,000 (Local Roots).

Use of Proceeds - Beta Phase

Capex/ sq. ft.

Total Capex per 1440 sq. ft. greenhouse (SF) \$49,960

Operating Expenses & Salary

12 months - Greenhouse Ops & User Acquisition \$149,955

Other CAPEX

Delivery Vehicle (SF) \$30,000

Development

Hardware and Software Development (Beta) \$50,000

Total Start up Costs

\$279,915

The Team

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