

WATER LOG™

The Scientific Irrigation Scheduling System that Saves Million\$



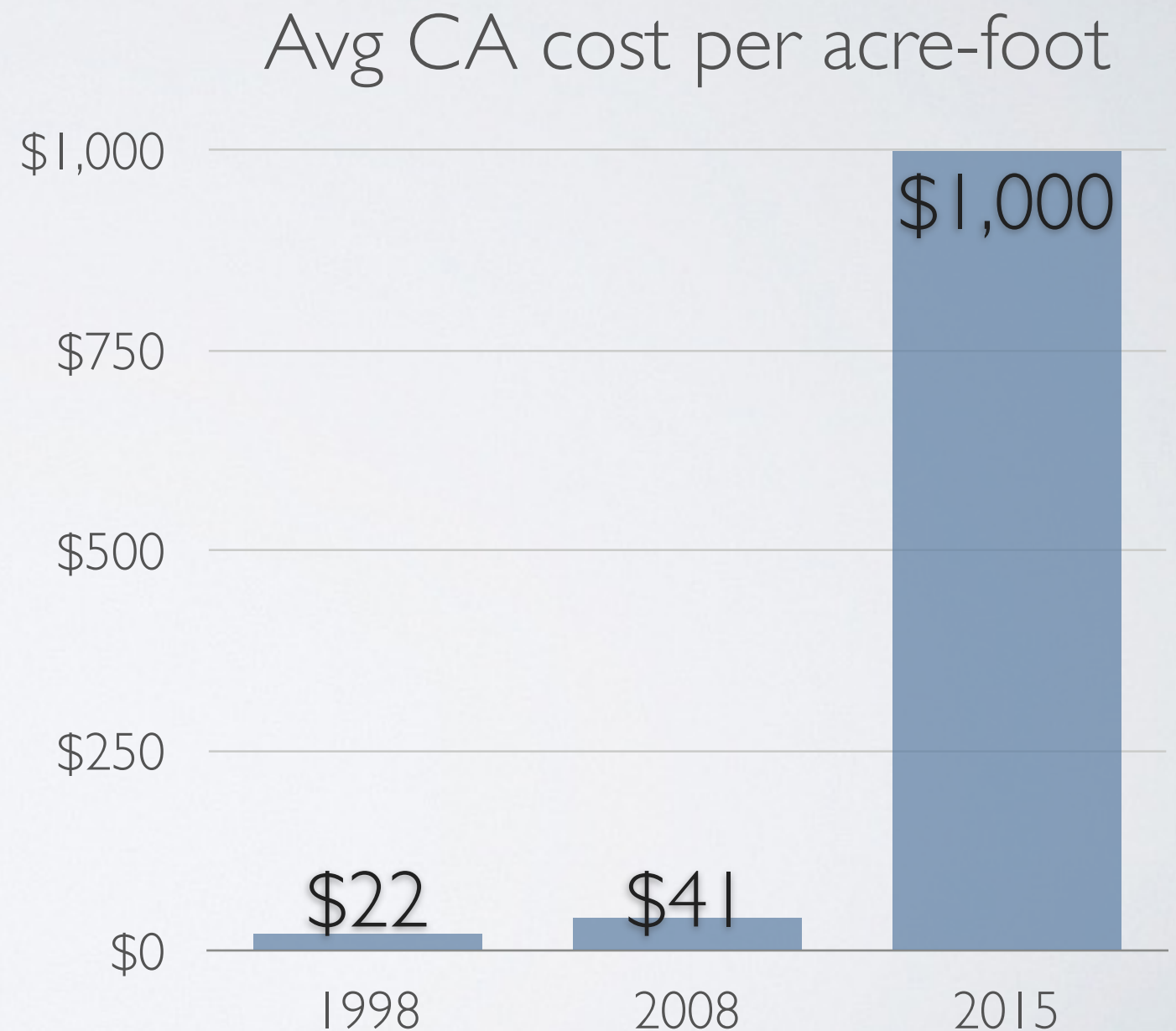
WATER ALLOCATIONS



RETAIL COSTS



- Surface Water Allocations decreasing dramatically
- Secondary Retail market costs skyrocketing
- \$14b in global water loss



Avg Farm Surface Water Purchase Price; USDA

WATER LOG™ SAVES \$25K PER SEASON



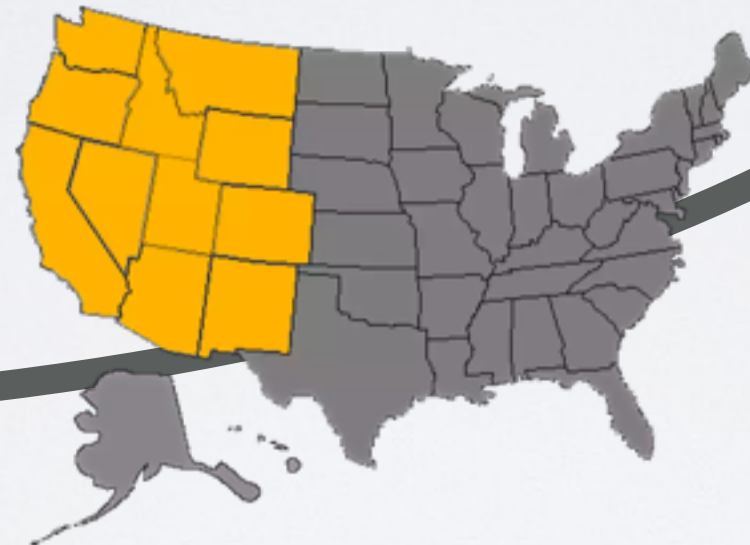
- 3 cycles x 0.33" per cycle
- Avg CA farm = 300 acres
- \$1,000 per acre-ft = \$25k
- CA farms = 25million acres
- 10% savings commission (\$8/acre)

WORKS IN THE OFFICE & OUT IN THE FIELD

- Saves Irrigation Manager time
- Reduces overhead of watering operation
- Enhances field-use accuracy



CALIFORNIA, THEN THE WORLD



Year 1:
Target CA with
Saas platform:
IRRIGATION

\$1m

Year 2:
Focus on Western
State relationships:
SCHEDULING

\$10m

Year 3:
Leverage mobile platform
for global expansion:
LOGISTICS

\$100m

LEAD BY HOME-GROWN TALENT



Matthew, Product



Emily, Front-End Lead



Isaac, Back-End Lead



Chris, Front-End



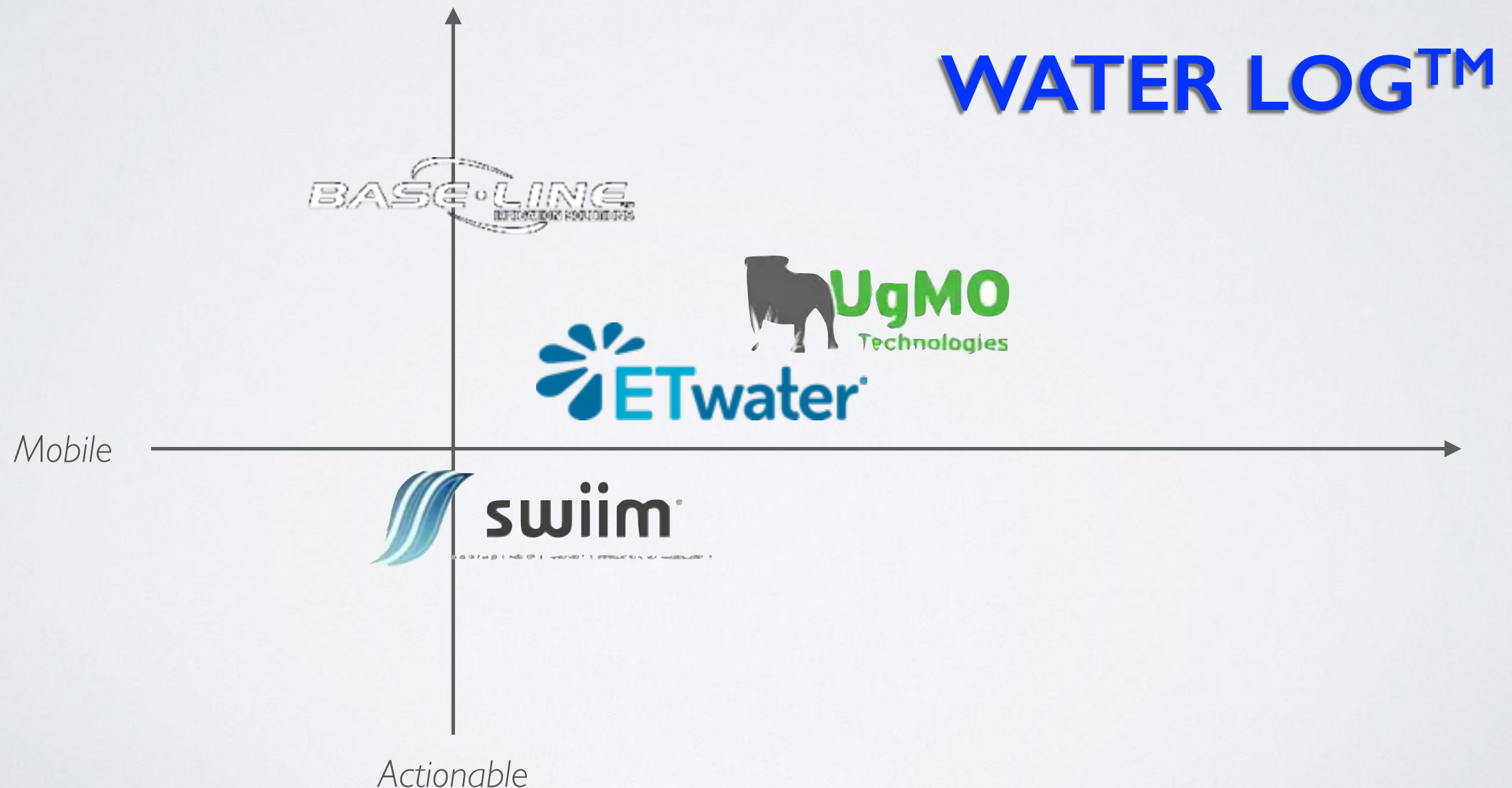
Gerrid, AgBiz

THANK YOU

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THE MOST ACTIONABLE SYSTEM



GROSS HOURS FORMULA

$$\frac{ET_c / \left(\frac{96.3 \times \text{GPM}}{\text{Area (Ft}^2\text{)}} \right)}{\text{DU} \times \left(\frac{\text{EC}_w}{(5 \times \text{EC}_e - \text{EC}_w)} \right)}$$

DISTRIBUTION UNIFORMITY

• 0 - 5 years (new) DU = 0.95 - 0.90

• 5 - 10 years (med) DU = 0.80 - 0.85

• 10 - 15 years (poor) DU = 0.60 - 0.76

MARKET SIZE

- California
 - *25m acres of farmland*
 - *82k farms*
- Global
 - *3.7b acres of farmland*
 - *17.3m farms*
- USA
 - *915m acres of farmland*
 - *2.1m farms*

REVENUE GROWTH

