

BUSINESS PLAN



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01

Executive Summary

The summary.
A Business Plan in 10 pages.

THE SUMMARY

myfood is a startup founded in 2015 by three partners, sharing the same passion for gardening and open source technologies.

The foundation of this enterprise comes from Mickael Gandecki's innovative idea. By combining permaculture, vertical aquaponics (an ancient method to grow vegetables with fish) and a monitoring system, he had invented the first smart food production greenhouse for individuals.

The idea turned into a prototype during the Innovation camp POC21 at Millemont during the Summer of 2015. The final exhibition at POC21 of the greenhouse prototype lead to unanimous public enthusiasm and major press coverage in Europe. The founders announced in September 2015 on BFM Business TV their intent to market the innovation rapidly. In December 2015, the founders established myfood as simplified joint-stock company (SAS) and trademarked the brand.

During several other exhibitions (COP21, Salon International de l'Agriculture in Paris, France) myfood validated the product desirability and the market potential.

THE SUMMARY

After a winter of intensive prototype iterations, the team started the implementation of the “Pioneer Citizen program”, a pre-sales campaign in Europe with early adopters. By generating sales revenues from day one and testing with real clients on-site, myfood started the running-in procedure of its business model. There are now more than fifteen myfood greenhouses in Europe.

Today, the product development has reached nearly up to 90% of its completion. The company has started to automate and scale operations. The European launch is scheduled for the beginning of 2017, which will include a portfolio of products and services.

Myfood is self-financed by three partners' funds and 60k€ in love money from two contributors. BPI France has provided myfood with a 30k€ grant in order to fund innovation. Sales revenues in 6 months totalled 90k€. Myfood is now looking to raise 1,6M€ in order to execute a strong European launch in Spring 2017.

Myfood's vision is that safe and sustainable food production can be achieved for everyone, everywhere. By 2020, the smart greenhouses is forecasted to more than 1.2 Billion USD. Myfood's goal is to sell 2000 greenhouses per year by 2022, to individuals and companies, with solutions for balcony to farms.

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THE BUSINESS



Sector

Urban Agriculture

Business

Smart greenhouses (product & services)

Market

B2C, B2B

Current Geography

Europe

Market Size

From USD 1 to 2 Billion by 2020

Competiton

Limited

Brand

myfood®

Type of Entity

French SAS (LLC)

Founders

M.Gandecki (30,3%), M.Urban (30,3%), J.Nazaraly (30,3%)

Turnover Target

10M€ by 2020

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THE PROBLEM

Consumers today are worried about:

- Food quality (pollution, taste, contents, hygiene)
- Transparency (pesticides, GMOs, origin, additives)
- Carbon footprint (USA - 3000 km on average for food)
- Job scarcity and inflation (food prices almost doubled during the last 15 years in Europe)
- Disconnection from food production (1% feeds the other 99%)
- Complexity to grow your own food (requires knowledge, space, energy and time)



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OUR SOLUTION

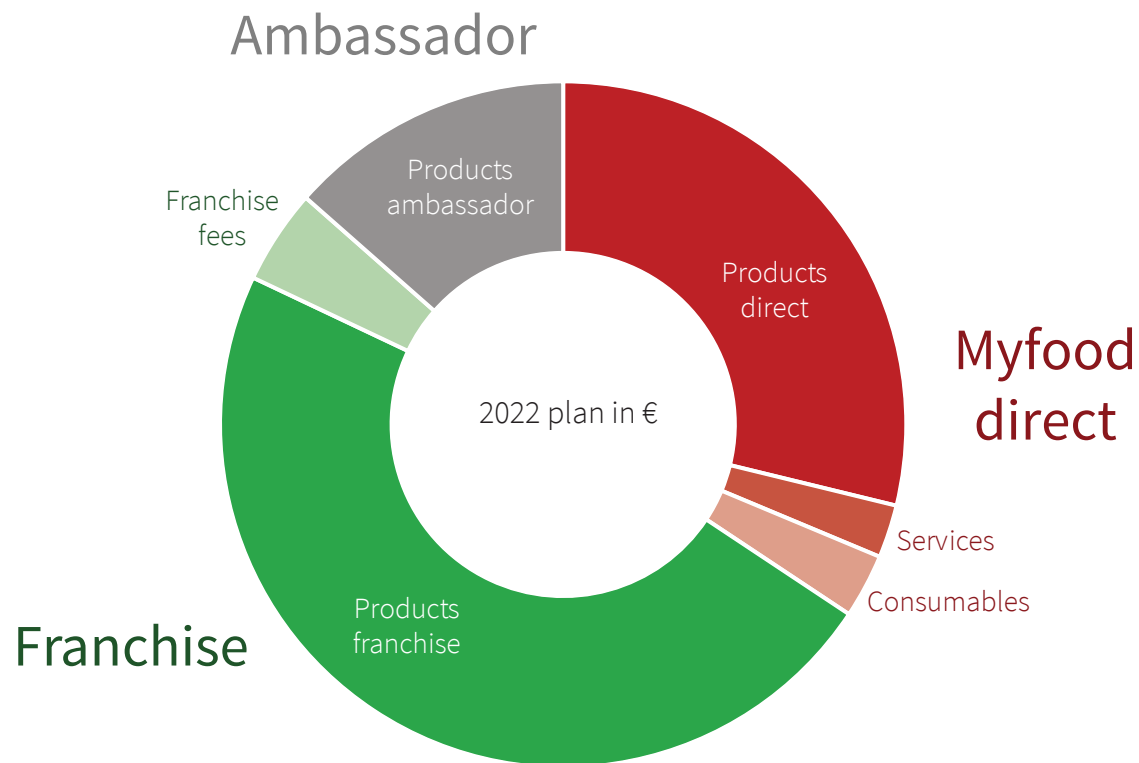
We advise and provide solutions for citizens to grow their own food

- **How?** We provide turnkey products and services to produce food. No waste of resources, self-sufficient in energy and limited maintenance & training. Return on investment is estimated between 3 and 4 years.
- **What?** We develop, sell, deliver and install a personal food production unit: a smart aquaponic greenhouse to produce vegetables and fish all-year-round. Our 22m² family greenhouse can produce up to half a ton (1100 lbs) of food annually, and may reduce grocery expenses by 20%. All easily manageable with an average of 20 minutes daily maintenance.



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REVENUES



Our standard product includes:

- a tempered glass/aluminum greenhouse with ventilation & automatic openings
 - two fish tanks and one wooden structure
 - vertical growing towers and irrigation/filtration system
- monitoring system and application to access data, community & support
- seedling loading table, seeds, seedling tray, user guide, full water test kit, etc.

A BUSINESS PLAN IN 10 PAGES

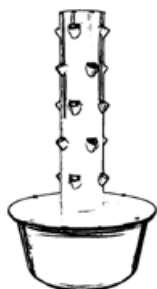
OPERATING PLAN

Key Partners <ul style="list-style-type: none">• Network of franchises and ambassadors• ACD (Best-in-class greenhouses in Europe)• Bright Agrotech (World leader vertical farming)• France Watts (Reliable Solar panels)• Juice Plus (Unique Freestanding Vertical tower)	Key Activities <ul style="list-style-type: none">• Product development• Prototyping & testing• Business development• Community management• Digital promotion	Unique Value Proposition <ul style="list-style-type: none">• Turnkey solution to produce your own organic food, with limited waste, energy consumption, maintenance and training	Customer Relationships <ul style="list-style-type: none">• Network of passionate ambassadors• Community of users• Sharing a new lifestyle	Customer segments <ul style="list-style-type: none">• B2C: families with a garden or an individual with a balcony or rooftop• B2B: companies, farmers, associations, governmental organizations, cities, schools, etc.
	Key Resources <ul style="list-style-type: none">• Brand patent• ZipGrow licence• Contract with ACD• Aquaponic expertise• IT & technical know-how	High level concept <ul style="list-style-type: none">• “Farm in your Garden”• “Reconnect with Your Food”	Channels <ul style="list-style-type: none">• Ambassadors• Franchises• Direct for white spots and projects• On-line product support	
Cost structure 2022 <ul style="list-style-type: none">• Acquisition cost = <10% of turnover• People cost = <15% of turnover• Staff = 8 people			Revenue streams 2020 <ul style="list-style-type: none">• Products (Bestseller = family 22 @ 7,000 €, 20% VTA included)• Services (Installation, Holiday Care, Premium app, etc.)• Franchise (fee = 10,000 € per year + 6% royalties)• Consumables (myfish food, seeds, seedling trays, etc.)	

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MARKETING PLAN

- Portfolio of products



Balcony

Price = 600 €

Readiness



Launch 2017



City

Price = 3,650 €

Readiness



Launch 2017



Family 14 & 22

Price = 7,000 € (22m²)

Readiness



Launch 2017



Farm

Price = >10,000 €

Readiness



Launch 2018

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MARKETING PLAN

- Services



Installation

Price = 1,500 €
One day installation



Maintenance

Invoice or subscription

- Greenhouse cleanup
- Plumbing & filter check
- Replacement parts



Holiday care

Weekly fee

- Greenhouse keeping
- Refill food feeder
- Check the system
- Planting, pruning and harvesting



Consultancy

- Conferences
- Training
- Farm planning

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COMPETITION

Europe:

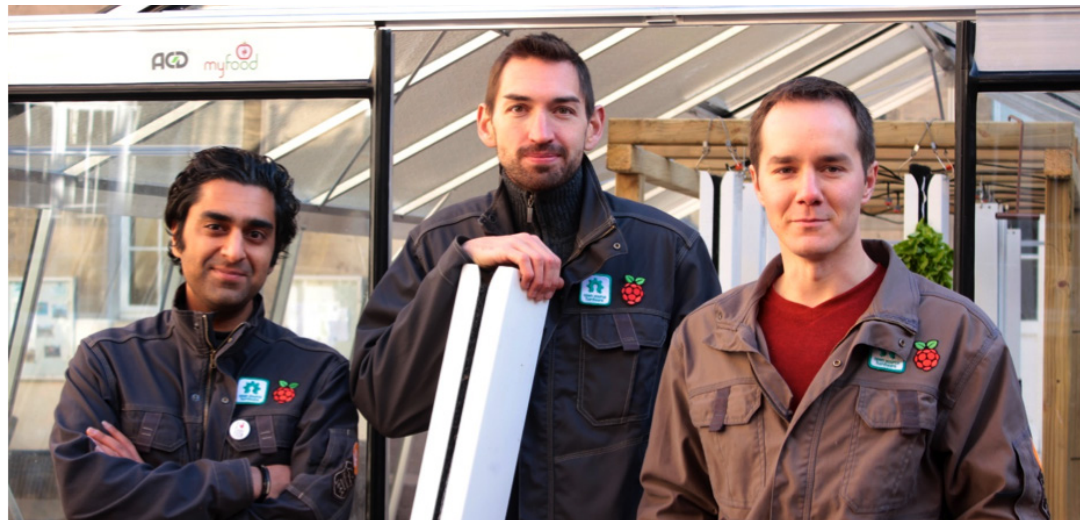
There is no **direct** competition yet (smart aquaponic greenhouse). Competing projects are related to small indoor aquaponic systems, indoor hydroponics containers or complex and expensive farming infrastructures.

Urban Farmers AG in Switzerland is the most advanced competitor for urban farming applications.



A BUSINESS PLAN IN 10 PAGES

THE FOUNDERS



Johan Nazaraly, 29'

Former Senior Consultant,
BNP Paris



Engineer (ENSEA 10)
Business School (Audencia 11)



johan@myfood.eu



Matthieu Urban, 34'

Former Marketing Manager,
Steelcase Strasbourg



MA, Management & Marketing
(ISEG 04)



matthieu@myfood.eu



Mickaël Gandecki, 30'

Former IT Manager,
FinTech Luxembourg



Engineer (ENSEA 10)



mickael@myfood.eu

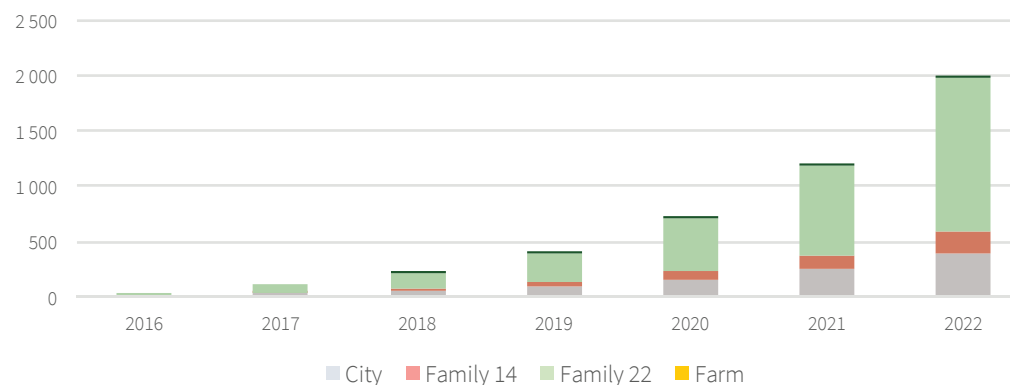
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FINANCE PROJECTION

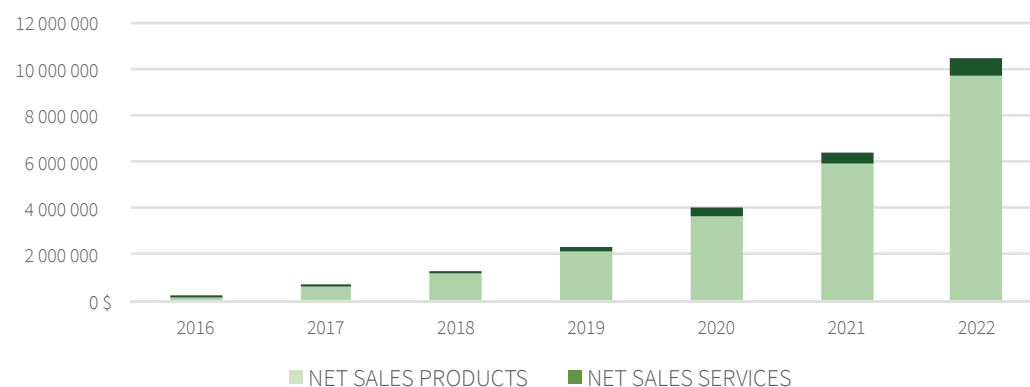
Key figures

- Target of 2000 connected greenhouses sold annually by 2022
- Turnover of 10M€ forecasted by 2022
- Breakeven estimated 2021
- Limited staff (8 people) by 2022
- Target of 10% OI by 2022
- Plan on EU grants and JEI French tax exemption during 7 years

Smart greenhouses










Revenues



A BUSINESS PLAN IN 10 PAGES

ROADMAP

- 
- August 15th, 2015**
Beginning of the Innovation camp POC21 at Millemont
- 
- September 20th, 2015**
Final exhibition at POC21
Presentation of the myfood prototype version 0.2
- 
- October 2nd, 2015**
Launch of myfood Citizen Pioneer program
- 
- November 20th, 2015**
Install myfood kit version 0.21 at a Pioneer Citizen site:
– Add radiation measurement kit
– Add data sharing with Safecast.org
- 
- December 5th, 2015**
Exhibit at ESCP for COP21
Presentation of myfood kit version 0.3:
– Improved support with integrated 24 vertical towers
– Add semi-transparent solar panels

- 
- December 20th, 2015**
500 followers of the myfood newsletter
- 
- January 14th, 2016**
Establishment of myfood France SAS
- 
- February 27th, 2016**
Exhibition at the Salon International de l'Agriculture (Paris, France)
Presentation of myfood prototype version 0.4:
– Improved support for vertical towers
– Integrated semi-transparent solar panels
– New filtration system
– Automated pellet stove as a heating system
- 
- March to July 2016**
Start of European deployment campaign of our smart aquaponic greenhouses at Pioneer Citizens' sites
- 
- July 2nd, 2016**
1000 subscribers myfood newsletter
- 
- August 2016**
Major product improvements based on Pioneer Citizens' feedback.
Industrialization and setup of an automated supply chain.
- 
- Spring 2017**
myfood European Product Launch

CONTACT US

Want to join our Pioneer Citizen community?
Sign up at myfood.eu

Want to support or invest in myfood?
Write us at contact@myfood.eu

Want to know more about us?
Visit myfood.eu or follow us @myfood

Want to chat with us?
Call us at +33 3 68 05 34 14





RECONNECT **WITH YOUR FOOD**

Company details

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67140 Gertwiller, Alsace, France
RCS Colmar 815 248 786
+33 3 68 05 34 14
contact@myfood.eu
myfood.eu



02

Appendices

A photograph of several red tomatoes with green stems and leaves, arranged on a dark surface. The image is semi-transparent and serves as a background for the text.

Finance.
Sales.
Marketing.
Legal.
Operations.
IT HR.

PROFIT AND LOSS STATEMENT

	2016	2017	2018	2019	2020	2021	2022
NET SALES PRODUCTS	157 600	619 448	1 164 730	2 103 543	3 659 639	5 903 420	9 734 046
NET SALES SERVICES	1 000	64 072	121 928	215 981	339 724	501 997	727 752
TOTAL REVENUES	158 600	683 520	1 286 658	2 319 523	3 999 363	6 405 417	10 461 798
COST OF GOODS SOLD	101 400	400 900	760 570	1 388 235	2 470 855	4 033 700	6 768 560
GROSS PROFIT	57 200	282 620	526 088	931 288	1 528 508	2 371 717	3 693 238
INVENTORY CHANGE		4 000	7 000	10 000	13 000	16 000	20 000
R&D EXPENSES	20 000	5 000	5 500	6 050	6 655	7 321	8 053
COWORKING SPACES	1 800	10 800	14 400	21 600	21 600	21 600	21 600
LOGISTIC CENTER	300	540	972	1 750	3 149	5 669	10 204
OFFICE SUPPLIES	400	720	1 296	2 333	4 199	7 558	13 605
BUSINESS INSURANCE	1 000	8 000	10 000	12 500	15 000	12 500	15 000
COMMUNICATION	15 000	309 500	128 666	231 952	399 936	640 542	1 046 180
TRAVELS & MEALS	15 000	18 000	22 000	26 000	30 000	32 000	36 000
POSTAGE	100	300	400	600	800	1 000	1 200
TELEPHONE AND COMMUNICATIONS	1 000	4 000	4 500	5 000	5 500	6 000	6 500
IT EXPENSES	5 000	10 000	15 000	20 000	25 000	30 000	35 000
LEASING		6 000	6 000	6 000	6 000	6 000	6 000
STAFF COST	11 240	191 500	464 250	667 638	771 944	862 217	978 502
PAYROLL TAXES	0	28 275	60 800	95 276	122 951	150 040	186 208
DEPRECIATION CHARGES	0	29 500	29 500	29 500	29 500	29 500	29 500
IMPAIRMENT PROVISIONS		1 000	2 000	4 000	8 000	10 000	12 000
DUES AND SUBSCRIPTIONS	600	600	700	800	900	1 000	1 100
BANK CHARGES	300	350	400	550	650	750	850
TRAINING PROGRAMS	400	5 000	5 500	6 050	6 655	7 321	8 053
LICENSES & ROYALTIES	800	12 284	23 958	36 022	56 254	85 738	136 008
OTHER CHARGES	15 000	25 000	35 000	45 000	55 000	65 000	75 000
TOTAL OPERATING EXPENSES	87 940	670 369	837 842	1 228 620	1 582 694	1 997 754	2 646 563
OPERATING INCOME	(30 740)	(387 750)	(311 755)	(297 332)	(54 186)	373 962	1 046 676
DIVIDENDS AND INTERESTS CHARGES	0	0	0	0	0	0	0
NONRECURRING LOSS	0	0	0	0	0	0	0
TOTAL OTHER EXPENSES	0	0	0	0	0	0	0
DIVIDENDS AND INTERESTS INCOME	0	0	0	0	0	0	11 825
NONRECURRING GAIN (SUBSIDIES)	20 000	60 000	50 000	50 000	50 000	50 000	50 000
TOTAL OTHER INCOMES	20 000	60 000	50 000	50 000	20 000	50 000	20 000
TAXES & DUTIES	0	3 418	6 433	11 598	39 994	187 462	502 330
PROFIT OR LOSSES	(10 740)	(331 167)	(268 188)	(258 930)	(74 180)	236 501	564 346

REVENUES

		2016		2017		2018		2019		2020		2021		2022	
Channel (products)	Discount	Split		Split		Split		Split		Split		Split		Split	
Direct	0%	100%		65%		60%		55%		45%		40%		32%	
Ambassador	10%	0%		15%		15%		15%		15%		15%		15%	
Franchise	20%	0%		20%		25%		30%		40%		45%		53%	
Products	Price	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue
Balcony	500 €	0	- €	10	4 725 €	50	23 375 €	90	41 625 €	150	67 875 €	200	89 500 €	250	109 875 €
City	3 000 €	4	12 000 €	25	70 875 €	45	126 225 €	85	235 875 €	155	420 825 €	250	671 250 €	396	1 044 252 €
Family 14	4 900 €	2	9 800 €	15	69 458 €	25	114 538 €	44	199 430 €	82	363 629 €	130	570 115 €	190	818 349 €
Family 22	5 900 €	22	129 800 €	80	446 040 €	148	816 442 €	265	1 446 238 €	480	2 562 960 €	810	4 277 205 €	1400	7 260 540 €
Farm	15 000 €	0	- €	0	- €	2	28 050 €	6	83 250 €	8	108 600 €	10	134 250 €	14	184 590 €
Accessories & consumables	300 €	20	6 000 €	100	28 350 €	200	56 100 €	350	97 125 €	500	135 750 €	600	161 100 €	1200	316 440 €
Total Products			157 600 €		619 448 €		1 164 730 €		2 103 543 €		3 659 639 €		5 903 420 €		9 734 046 €
Services	Price	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue	Qty	Revenue
Installation direct	1 500 €	0	- €	20	29 250 €	33	49 500 €	55	82 500 €	82	122 344 €	120	180 000 €	160	240 000 €
Maintenance direct	120 €	0	- €	10	1 200 €	15	1 800 €	25	3 000 €	30	3 600 €	35	4 200 €	40	4 800 €
Holiday care direct	150 €	0	- €	10	1 500 €	15	2 250 €	25	3 750 €	30	4 500 €	20	3 000 €	30	4 500 €
Consultancy direct	500 €	2	1 000 €	8	4 000 €	12	6 000 €	18	9 000 €	20	10 000 €	22	11 000 €	24	12 000 €
Franchise fee	8 000 €	0	- €	3	24 000 €	6	52 800 €	10	96 800 €	14	149 072 €	18	210 830 €	22	283 450 €
Franchise royalties					4 122 €		9 578 €		20 931 €		50 208 €		92 966 €		183 003 €
Total Services			1 000 €		64 072 €		121 928 €		215 981 €		339 724 €		501 997 €		727 752 €
Total Revenues			158 600 €		683 520 €		1 286 658 €		2 319 523 €		3 999 363 €		6 405 417 €		10 461 798 €

Franchise P&L						
Number of franchises		3	6	10	14	22
Greenhouses sold per franchise		8	9	12	21	48
Revenue products		8 740 €	10 381 €	13 645 €	23 107 €	53 357 €
Services		14 160 €	16 225 €	21 240 €	36 664 €	85 282 €
Total revenues		22 900 €	26 606 €	34 885 €	59 772 €	138 638 €
Operating costs		13 740 €	15 964 €	20 931 €	35 863 €	83 183 €
Franchise fee		8 000 €	8 800 €	9 680 €	10 648 €	12 884 €
Franchise royalties (6%)		1 374 €	1 596 €	2 093 €	3 586 €	8 318 €
Total expenses		23 114 €	26 360 €	32 704 €	50 097 €	104 385 €
Profit or losses		-	214 €	246 €	9 674 €	34 253 €



COST OF GOODS SOLD

Yearly cost reduction = 5%

	2016		2017		2018		2019		2020		2021		2022		
Yearly cost reduction = 5%															
Products	Cost	Qty	CGS	Qty	CGS	Qty	CGS	Qty	CGS	Qty	CGS	Qty	CGS	Qty	CGS
Balcony	300 €	0	- €	10	2 850 €	50	14 250 €	90	25 650 €	150	42 750 €	200	57 000 €	250	71 250 €
City	1 900 €	4	7 600 €	25	45 125 €	45	81 225 €	85	153 425 €	155	279 775 €	250	451 250 €	396	714 780 €
Family 14	3 300 €	2	6 600 €	15	47 025 €	25	78 375 €	44	137 940 €	82	257 070 €	130	407 550 €	190	595 650 €
Family 22	3 800 €	22	83 600 €	80	288 800 €	148	534 280 €	265	956 650 €	480	1 732 800 €	810	2 924 100 €	1400	5 054 000 €
Farm	9 600 €	0	- €	0	- €	2	18 240 €	6	54 720 €	8	72 960 €	10	91 200 €	14	127 680 €
Accessories & consumables	180 €	20	3 600 €	100	17 100 €	200	34 200 €	350	59 850 €	500	85 500 €	600	102 600 €	1200	205 200 €
Total Cost of Goods Sold			101 400 €		400 900 €		760 570 €		1 388 235 €		2 470 855 €		4 033 700 €		6 768 560 €
	Margin €	Margin %	Margin €	Margin %	Margin €	Margin %	Margin €	Margin %	Margin €	Margin %	Margin €	Margin %	Margin €	Margin %	
Balcony	- €		1 875 €	40%	9 125 €	39%	15 975 €	38%	25 125 €	37%	32 500 €	36%	38 625 €	35%	
City	4 400 €	37%	25 750 €	36%	45 000 €	36%	82 450 €	35%	141 050 €	34%	220 000 €	33%	329 472 €	32%	
Family 14	3 200 €	33%	22 433 €	32%	36 163 €	32%	61 490 €	31%	106 559 €	29%	162 565 €	29%	222 699 €	27%	
Family 22	46 200 €	36%	157 240 €	35%	282 162 €	35%	489 588 €	34%	830 160 €	32%	1 353 105 €	32%	2 206 540 €	30%	
Farm	- €		- €		9 810 €	35%	28 530 €	34%	35 640 €	33%	43 050 €	32%	56 910 €	31%	
Accessories & consumables	2 400 €	40%	11 250 €	40%	21 900 €	39%	37 275 €	38%	50 250 €	37%	58 500 €	36%	111 240 €	35%	
Total Margin	56 200 €	36%	218 548 €	35%	404 160 €	35%	715 308 €	34%	1 188 784 €	32%	1 869 720 €	32%	2 965 486 €	30%	

STAFF

		2016	2017	2018	2019	2020	2021	2022
Managing Partners								
Matthieu				50 000	75 000	100 000	120 000	140 000
Mickaël				50 000	75 000	100 000	120 000	140 000
Johan				50 000	75 000	100 000	120 000	140 000
Total				150 000	225 000	300 000	360 000	420 000
Payroll taxes	45%			67 500	101 250	135 000	162 000	189 000
JEI reduction (Jeune Entreprise Innovante)				67 500	101 250	107 100	107 100	107 100
Directors								
Kevin Morgan Rothschild		6 000	30 000	40 000	50 000	60 000	70 000	80 000
Staff								
Sales Manager France			70 000	73 500	77 175	81 034	85 085	89 340
Sales Manager DACH				75 000	78 750	82 688	86 822	91 163
Sales Manager UK/Benelux/REMEA					70 000	73 500	77 175	81 034
Business Developer					35 000	36 750	38 588	40 517
Communication and community Manager			35 000	36 750	38 588	40 517	42 543	44 670
Customer Service Manager				30 000	31 500	33 075	34 729	36 465
Tech/installer			25 000	26 250	27 563	28 941	30 388	31 907
Tech/installer								25 000
Assistant			25 000	26 250	27 563	28 941	30 388	31 907
Interns		5 240	6 500	6 500	6 500	6 500	6 500	6 500
Total		11 240	191 500	314 250	442 638	471 944	502 217	558 502
Payroll taxes	35%		67 025	109 988	154 923	165 181	175 776	195 476
JEI reduction (Jeune Entreprise Innovante)			38 750	49 188	59 647	70 129	80 636	91 167
Total Payroll taxes		-	28 275	60 800	95 276	122 951	150 040	186 208

FINANCING PLAN

	2016	2017	2018	2019	2020	2021	2022
GROSS PROFIT	57 200	282 620	526 088	931 288	1 528 508	2 371 717	3 693 238
OTHER INCOMES	20 000	60 000	50 000	50 000	20 000	50 000	20 000
CAPITAL INJECTION	50 000	626 000	412 000	340 000	224 000	0	0
PARTNERS ACCOUNT	20 000	0	0	0	0	0	0
LOANS SUBSCRIPTION	0	0	0	0	0	0	0
WORKING CAPITAL DECREASE	0	0	0	0	0	0	0
CASHFLOW	0	0	0	0	0	0	236 501
TOTAL RESOURCES	147 200	968 620	988 088	1 321 288	1 772 508	2 421 717	3 949 739
OPERATING EXPENSES	87 940	670 369	837 842	1 228 620	1 582 694	1 997 754	2 646 563
INVESTMENTS		295 000	50 000	50 000	50 000	50 000	50 000
WORKING CAPITAL INCREASE	20 000	40 000	60 000	80 000	100 000	80 000	100 000
DIVIDENDS							11 825
INTERESTS	0	0	0	0	0	0	0
LOANS REPAYMENT	0	0	0	0	0	0	0
NEED FOR CAPITAL	107 940	1 005 369	947 842	1 358 620	1 732 694	2 127 754	2 808 388
POSITION VARIATION	39 260	(36 750)	40 245	(37 332)	39 814	293 962	1 141 351
CASH BALANCE	39 260	2 511	3 496	2 913	2 481	333 776	1 435 314

FUNDING NEED

1 602 000

The funding need equals the capital injection in order to keep the cash balance positive.



LAUNCH PLAN 2017

INNOVATE

OPERATE

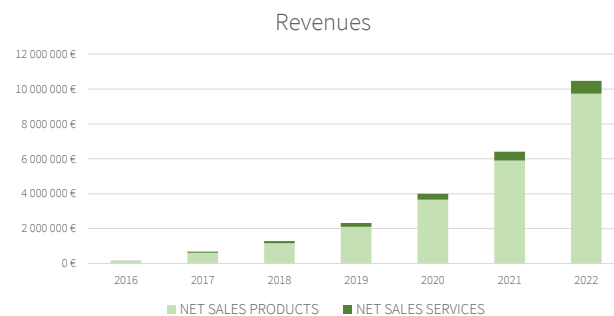
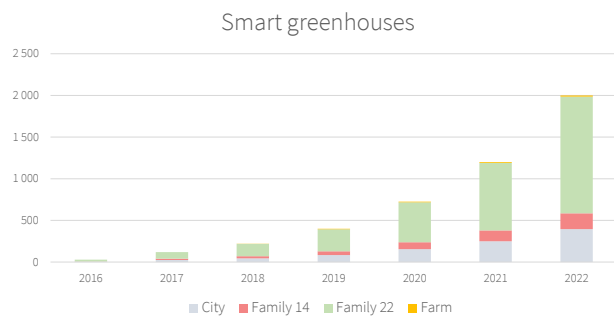
COMMUNICATE

Mission: we advise and provide solutions to citizens and organizations seeking to grow their own food

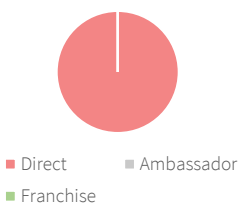
How: Develop, sell and deliver a unique personal food production system based on aquaponics, permaculture and IOT

TOTAL LAUNCH BUDGET		OPEX 538 324	CAPEX 345 000	TOTAL 883 324
INNOVATE		35 000	215 000	250 000
Development for ongoing projects (indoor, balcony, smartGH)				
	Build or integrate expertise (aquaculture, agro, etc.)	5 000		
	Market analysis	3 000		
	Prototyping		10 000	
	Field testing		5 000	
	Data analysis	2 000		
	Monitoring - hardware development	10 000	50 000	
	Monitoring - software development	10 000	50 000	
	Application and connectivity	5 000	25 000	
	Norms, certifications, labels, IP		15 000	
Research to keep innovation gap				
	Smart energy consumption		10 000	
	Water consumption and circulation		10 000	
	Fully integrated solar system		10 000	
	Thermal control		10 000	
	Integrate Blockchain (Provenance.org)		10 000	
	Extend growing fields (spiruline, mushroom, insects, etc.)		10 000	
OPERATE		158 824	70 000	228 824
Business development: sales rep + ambassador fees				
	France	70 000		
	DACH	-		
	UK / Benelux/REMEA	-		
Customer service				
	Settle customer service, after sales, processes (staff: 1)	-		
Installation services and technical support				
	Technical support (staff or subcontractor)	25 000		
	Van (leasing)	6 000		
Stock				
	Build stock		50 000	
Supply Chain				
	Suppliers pilot runs	5 000		

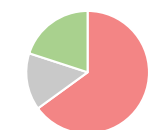
	<i>Logistic center</i>	540		
	<i>Distribution (logistic routes, DropShipping, Amazon)</i>	-	-	
Vertical towers manufacturing				
	<i>Zipgrow licence</i>	12 284		
Other manufacturing (fish tanks, plastic parts, electronic chips, etc.)				
	<i>Industrialization</i>		20 000	
Support functions				
	<i>Admin & accounting assistant</i>	25 000		
	<i>Legal, accounting</i>	10 000		
	<i>Odoo customization (CRM, ERP)</i>	5 000		
	<i>Phones, computers, etc.</i>	15 000		
	<i>Travels</i>	20 000		
COMMUNICATE		344 500	60 000	404 500
Marketing Campaign				
	<i>Com & community manager</i>	35 000		
	<i>Launch events</i>	100 000		
	<i>Press</i>	10 000		
	<i>Exhibitions</i>	15 000		
	<i>Conferences</i>	5 000		
	<i>Showrooms</i>		60 000	
Storytelling				
	<i>Brand Vision</i>	2 000		
	<i>Scenario</i>	2 000		
	<i>Multi-language text</i>	1 000		
Video				
	<i>Recording</i>	10 000		
	<i>Post-production</i>	5 000		
	<i>CGI-animation</i>	5 000		
	<i>Marketing</i>	1 000		
Pictures				
	<i>Photoshooting concept</i>	20 000		
	<i>Photoshooting details and webstore</i>	10 000		
	<i>Photoshop, editing</i>	2 000		
Web				
	<i>SEO</i>	5 000		
	<i>Website</i>	30 000		
Brochure, Flyers				
	<i>Layout</i>	4 000		
	<i>Content</i>	1 000		
	<i>Translation</i>	500		
	<i>Illustrations</i>	1 000		
	<i>Printing</i>	10 000		
Advertising				
	<i>Newspapers - general</i>	20 000		
	<i>Web</i>	20 000		
	<i>Press - specialized (gardening, organic, greentech, alternative, etc.)</i>	30 000		



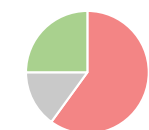
2016 channels split (products)



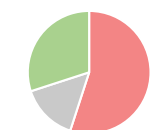
2017 channels split (products)



2018 channels split (products)



2019 channels split (products)



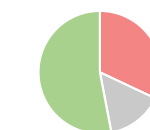
2020 channels split (products)



2021 channels split (products)



2022 channels split (products)



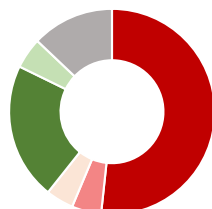
Revenue sources 2016



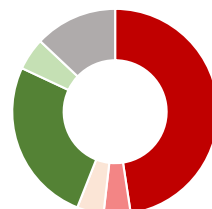
Revenue sources 2017



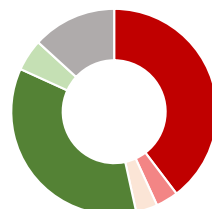
Revenue sources 2018



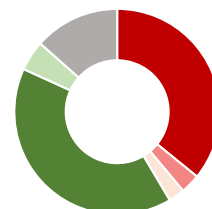
Revenue sources 2019



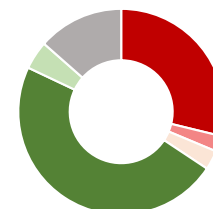
Revenue sources 2020



Revenue sources 2021



Revenue sources 2022



SALES

Sales up to date (09/16)

80,000€

Open opportunities

200 B2C

40 B2B

Pipeline

1,029,097 €

Transformation rate

50%

Expected revenue

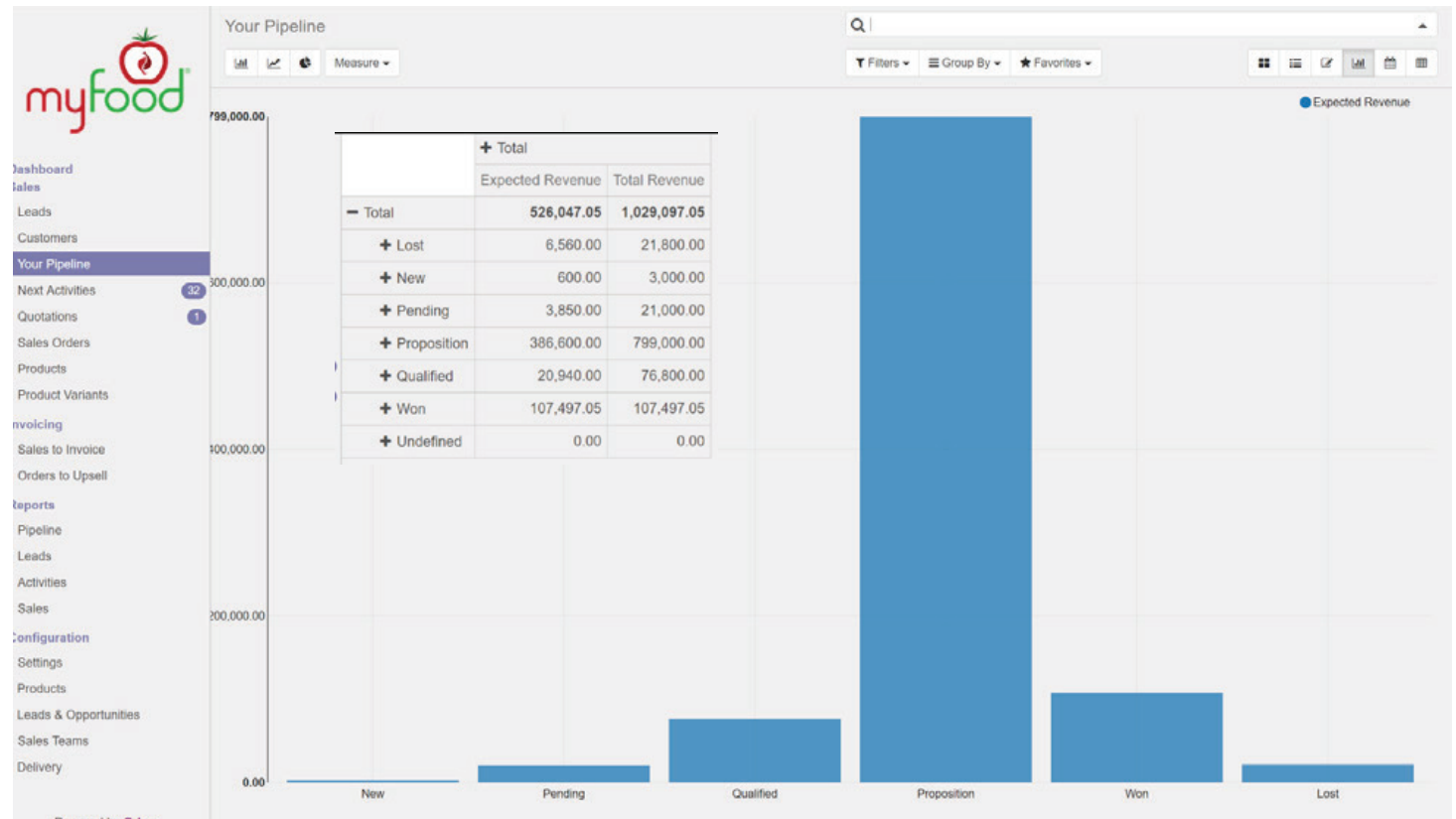
526,047 €

Won

16

Installed

12



CRM Extract

SALES: PIONNER CITIZEN COMMUNITY

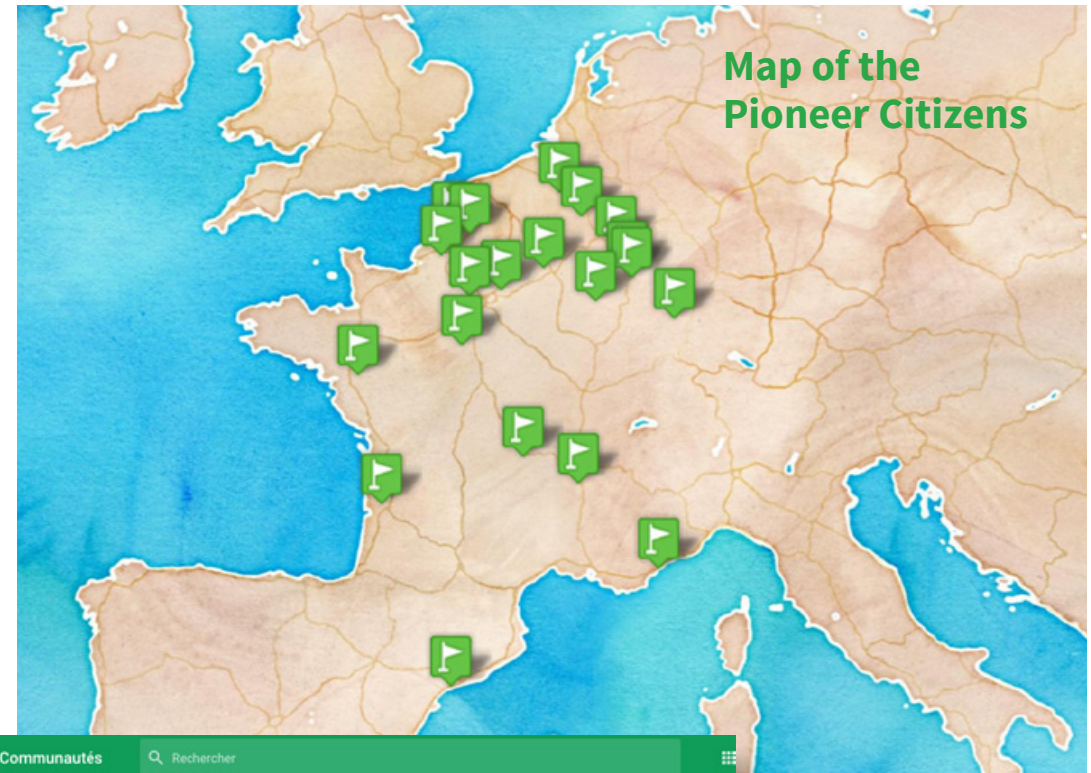
Community started in January 2016
16 pioneers + myfood team members

Countries

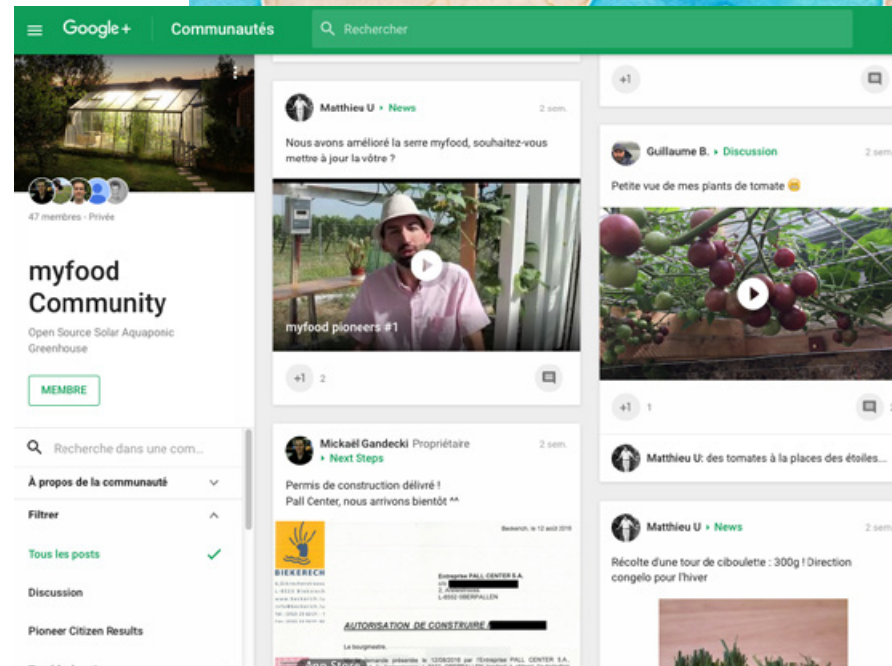
France
Spain
Belgium
Luxembourg

Community management

Google Plus community :
Pioneers can share results, problems,
ideas, pictures



Map of the
Pioneer Citizens



Google Plus
Community

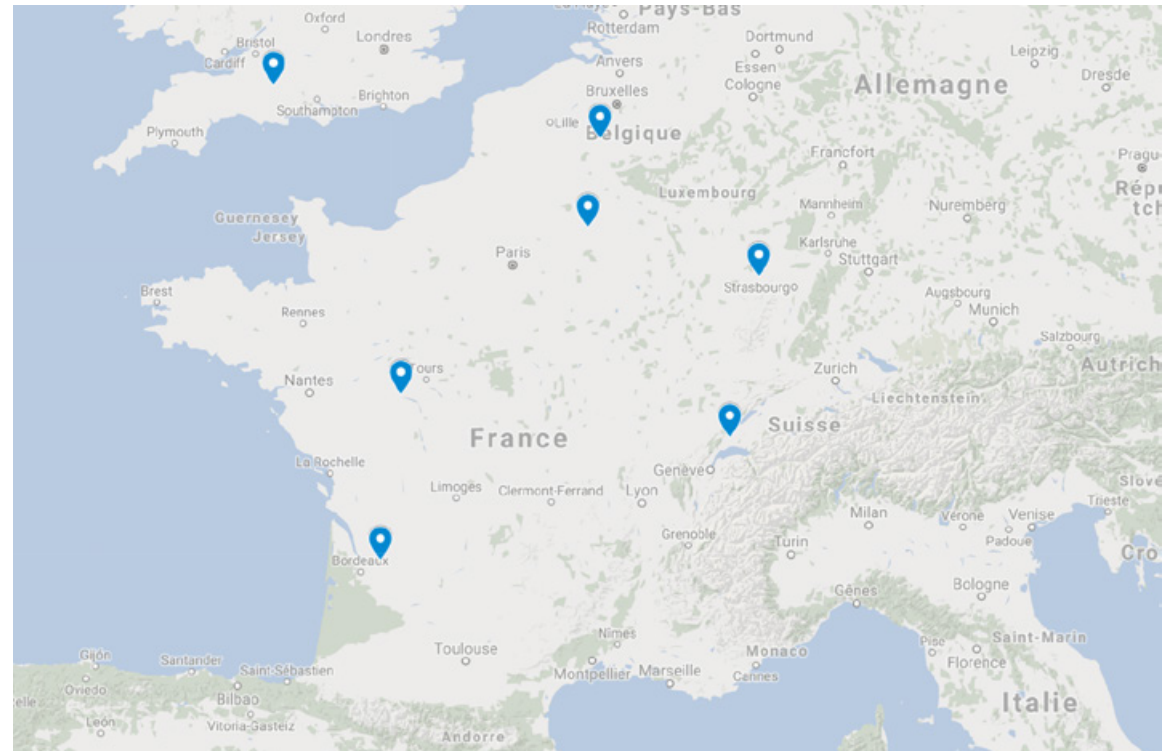
SALES: FRANCHISE NETWORK

Currently building a franchise network

Around 7 candidates year-to-date

Roadmap by the end of 2016

- Create a franchise brochure
- Create a franchise business plan
- Draft franchise agreement
- Sign our first franchise agreement



**Franchise
candidates**

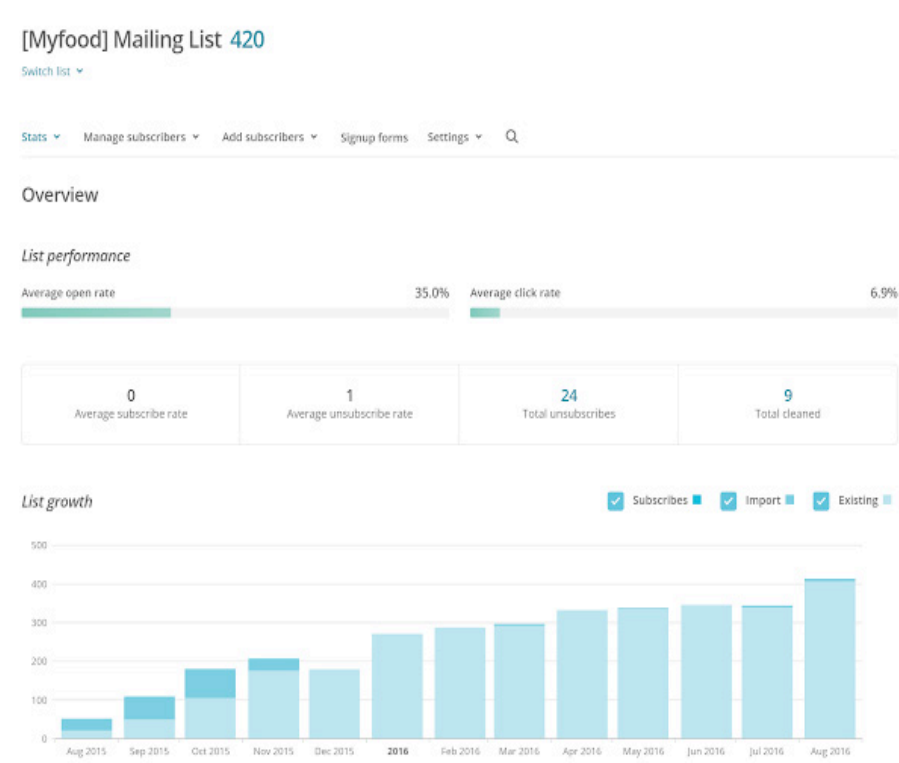
SALES: KEY METRICS

You want to contribute and help us right now?
We need volunteers to test our prototypes and get reviews before commercialization

Become a Pioneer Citizen



Typeform : country of origin



Newsletters: >1,000 people registered
(600 French, 420 English, 40 German)

MARKETING: OUR STRATEGY

Vision Statement

We believe that safe and sustainable food production can be achieved for everyone, everywhere.

Our Mission

We are advisers and solutions providers for citizens and organizations seeking to grow their own food.

Our Objectives


To provide turnkey production units that consume limited space, do not waste resources, are self-sufficient in energy, and require limited maintenance and training.




To develop products that fit the smallest balcony up to small commercial farms, helping consumers and professionals produce locally.



To build a network of pioneers and partners and provide them with information, training, products and services.

MARKETING: DATA

<http://www.prnewswire.com/news-releases/smart-greenhouse-market-worth-12-billion-usd-by-2020-517540361.html>









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Smart Greenhouse Market Worth 1.2 Billion USD by 2020

DALLAS, July 20, 2015 /PRNewswire/ --

According to a new market research report "**Smart Greenhouse Market by Technology (HVAC, LED Grow Light, Communication Technology, Irrigation System, Material Handling, Valves & Pumps, Control System, and Others), Type (Hydroponic, Non-hydroponic), and Geography - Forecast to 2020**", published by MarketsandMarkets, the Smart Greenhouse Market is expected to increase to more than USD 1.2 Billion by 2020, growing at a CAGR of 14.18% between 2015 and 2020.

*Browse 40 market data Tables and 44 Figures spread through 99 Pages and in-depth TOC on "**Smart Greenhouse Market**".*

<http://www.marketsandmarkets.com/Market-Reports/smart-greenhouse-market-63166169.html>

Early buyers will receive 10% customization on this report.

The smart greenhouse is expected to witness high growth in technologies such as LED grow light. LED grow lights are used for indoor farming due to increasing awareness about its benefits such as energy efficiency, no ballast requirement, and low heat wastage. It is one of the major technologies used in smart greenhouses for growing crops. The demand for LED grow lights is increasing due to the rising trend of indoor farming, government regulations in favor of LED lighting, and requirement for energy-efficient and long-lasting lighting technology as a supplement to natural lighting. The HVAC technology holds the largest market share among all smart greenhouse market technologies. The present value of HVAC is worth USD 283.97 Million in 2015 to reach USD 382.28 Million by 2020.

Speak to Analyst @ <http://www.marketsandmarkets.com/speaktoanalyst.asp?id=63166169>

In this report, the **Smart Greenhouse Market** is segmented into hydroponic and non-hydroponic greenhouses. The technologies used in smart greenhouses covered in this report are HVAC, LED grow light, communication technologies, irrigation systems, material handling, valves & pumps, control systems, and others. Each technology, and type is analyzed both in terms of qualitative and quantitative aspect, and it includes all sub segments with detailed analysis.

MARKETING: DATA

<http://www.marketsandmarkets.com/PressReleases/vertical-farming.asp>

The screenshot displays the MarketsandMarkets website interface. At the top, there is a navigation bar with links: Home | About Us | Leadership Team | Briefings | Careers | Contact Us. Below this is a login section with fields for 'Login' and 'Password', and a 'Go' button. A secondary navigation bar lists: Subscription | Press Releases | Custom Research Services | Consulting | Research Insight | Events. The main content area features a breadcrumb trail: HOME > Press Releases > Vertical Farming Market worth 3.88 Billion USD by 2020. The title of the press release is 'Vertical Farming Market worth 3.88 Billion USD by 2020'. The text states that according to a new market research report, the vertical farming market is estimated to reach USD 3.88 billion by 2020, with a CAGR of 30.7% between 2015 and 2020. It lists factors like high quality food, less dependency on weather, and increasing urban population. A link is provided to browse 91 market tables and 56 figures spread through 173 pages. Below this, three sub-sections are highlighted: 'Lighting functional device expected to lead the vertical farming market', 'Hydroponics as a growth mechanism segment dominates the vertical farming market', and 'APAC expected to hold the largest market share and grow during the forecast period'. A sidebar on the left contains social media links, a live chat support window, contact information (US: 1-888-600-6441, sales@marketsandmarkets.com), a search reports section with a keyword field and a 'GO' button, and a list of market categories including Information and Communications Technology, Semiconductor and Electronics, Medical Devices, Chemicals, Advanced Materials, Energy and Power, Food and Beverage, Biotechnology, Aerospace and Defence, and Healthcare IT.

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Keywords

GO →

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Semiconductor and Electronics >
Medical Devices >
Chemicals >
Advanced Materials >
Energy and Power >
Food and Beverage >
Biotechnology >
Aerospace and Defence >
Healthcare IT >

HOME > Press Releases > Vertical Farming Market worth 3.88 Billion USD by 2020

Vertical Farming Market worth 3.88 Billion USD by 2020

According to the new market research report "**Vertical Farming Market** by Functional Device (Lighting, Hydroponic Component, Climate Control, and Sensors), Growth Mechanism (Aeroponics, Hydroponics, and Others) and By Geography - Global Forecast to 2020", the vertical farming market is estimated to reach USD 3.88 billion by 2020, at a CAGR of 30.7% between 2015 and 2020. The factors which are driving the vertical farming market include need for high quality food with no use of pesticides, less dependency on the weather, increasing urban population, and need for year round production.

Browse 91 market tables and 56 figures spread through 173 pages and in-depth TOC on "Vertical Farming Market - Global Forecast to 2020"
<http://www.marketsandmarkets.com/Market-Reports/vertical-farming-market-221795343.html>
Early buyers will receive 10% customization on reports.

Lighting functional device expected to lead the vertical farming market

Lighting as a functional device, in terms of value, is expected to hold the largest share of the vertical farming market by 2020. The traditional lighting system is being replaced by LED lighting system which is more efficient, emits electromagnetic spectrum ideal for photosynthesis and generates low heat. The increased acceptance of LED lighting system by end users is driving the growth of this market.

Hydroponics as a growth mechanism segment dominates the vertical farming market

The market for hydroponics as a growth mechanism is expected to be the largest between 2015 and 2020. This is mainly because of the benefits associated with it such as quicker growth, faster harvest, higher yield, and low nutrient wastage as mineral nutrients are dissolved in water and are fed directly to a plant's root system without any involvement of soil.

APAC expected to hold the largest market share and grow during the forecast period

The APAC vertical farming market is expected to hold the largest share by 2020 owing to major driving forces such as growth in urban population, less availability of cultivable land, government initiatives, and demand for food with low impact on environment, the vertical farming market is growing in this region.

Major players involved in the development of vertical farming market Aerofarms (U.S.), FarmedHere (U.S.) Koninklijke Philips NV (The Netherlands), Whittaker Inc. (U.S.), Sky Greens (Singapore), and others.

MARKETING: DATA

<https://medium.com/food-is-the-new-internet/why-food-is-the-new-internet-4e87810e24a2#.37atx43g5>

Why Food is the New Internet



KIMBAL MUSK — Investor, Entrepreneur, Philanthropist & Chef

Back in 1995 I saw an incredible wave coming. The Internet. I knew I needed to be a part of it no matter what I did. The food industry today is poised for massive disruption and change. Food is the new Internet. Watch and join me in building the incredible future of food.

MARKETING: OUR STORY



Regenerate your soil by covering it with a layer of compost and organic wood.



Create self-fertile beds in the garden with a lively soil mix and biochar to increase your production. Our permaculture beds provide a growing space for root vegetables.

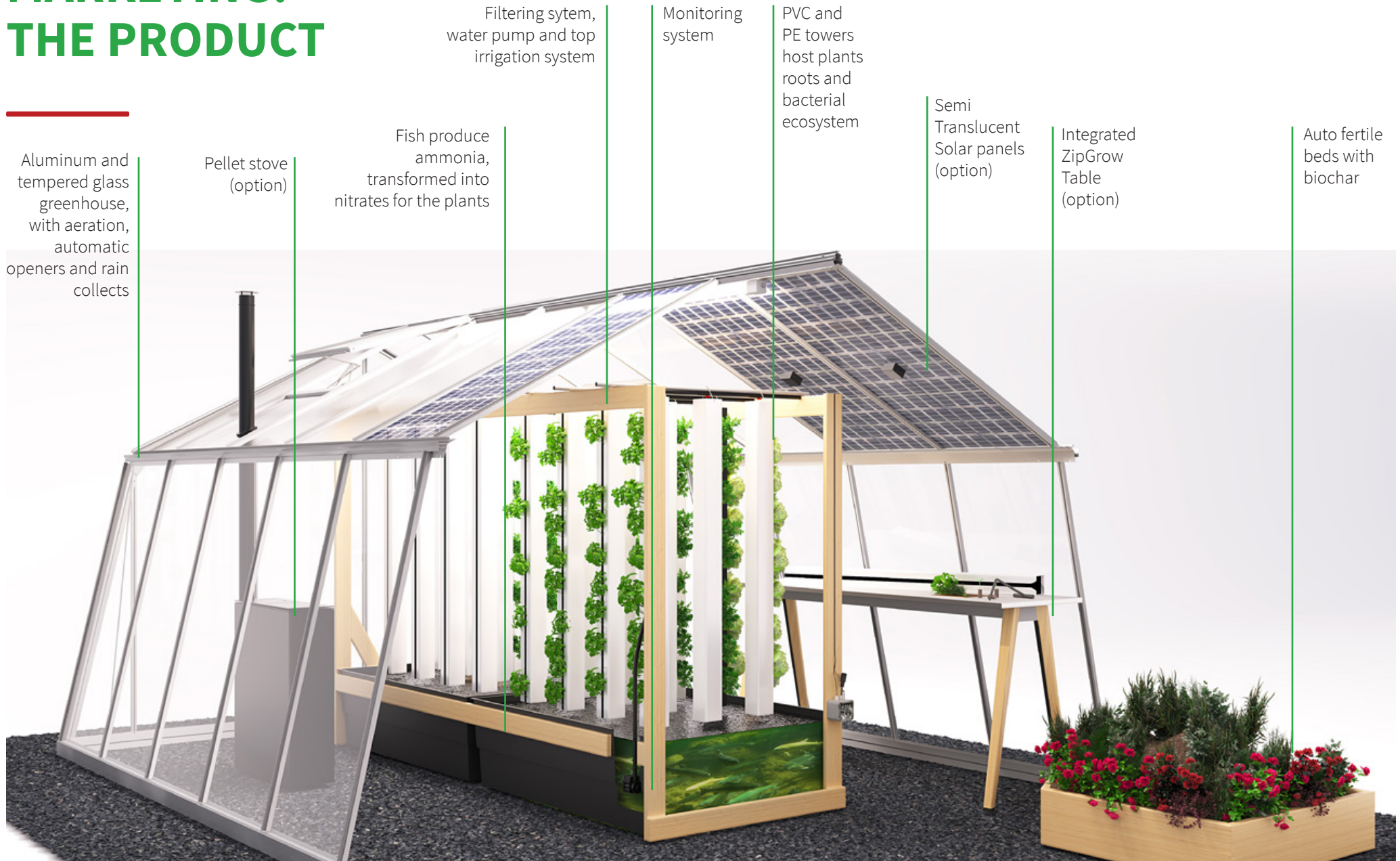


Install a greenhouse that regulates the climate of your garden and sends you with up-to-date information about your system.



Adopt some fish and integrate vertical aquaponic towers. Our vertical farming solutions work well with any type of leafy-green vegetable, fruit, or herb. Trout, carp, or tilapia will live happily in our systems and work to fertilize your plants.

MARKETING: THE PRODUCT



MARKETING: PRICING

Bestseller

family 22

Pricing

7,060 € (20% VTA included) +
transportation included

All of the pricing and quotation processes
are currently managed in our ERP (Odoo).
The margin is automatically updated
when the cost of parts are entered in the
system.

Bill of materials, inventory, procurement,
invoicing, etc. are also managed with the
same platform.

**Quotation template
from ERP system**



myfood France SAS
14 B rue Heiligenbronn
67140 Gertwiller
France

Reconnect with Your Food

Invoicing and shipping address:
TEMPLATE 22m² ENG

TEMPLATE 22m² ENG

Quotation # SO141

Quotation Date:
07/06/2016 12:05:53

Salesperson:
MUR

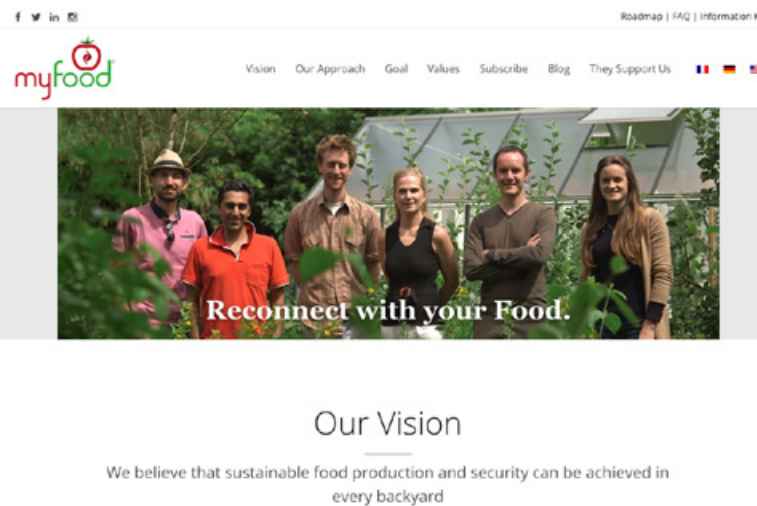
Description	Quantity	Unit Price taxes excl.	Taxes	Price taxes excl.
[100010] myfood greenhouse 22m²	1 Unit(s)	2,720.00	20%	2,720.00 Ü
[103001] Automatic window openers	4 Unit(s)	49.17	20%	196.68 Ü
[102002] Greenhouse aeration kit 22/28m2	1 Unit(s)	45.83	20%	45.83 Ü
[103002] Integrated work table	1 Unit(s)	82.50	20%	82.50 Ü
[100400] Fish tank, 600L	2 Unit(s)	183.33	20%	366.66 Ü
[400101] System frame (wood)	1 Unit(s)	240.00	20%	240.00 Ü
[401000] ZipGrow tower	18 Unit(s)	61.67	20%	1,110.06 Ü
[201000] Sensors and automation System	1 Unit(s)	437.50	20%	437.50 Ü
[405000] Pump 3500 L/H	1 Unit(s)	58.33	20%	58.33 Ü
[402000] myfood Solids Filter	1 Unit(s)	132.50	20%	132.50 Ü
[404000] Irrigation system	1 Unit(s)	66.00	20%	66.00 Ü
[501000] Starter kit	1 Unit(s)	95.00	20%	95.00 Ü
Transport	1 Unit(s)	333.33	20%	333.33 Ü
Subtotal taxes excl.				5,884.39 Ü
Taxes				1,176.89 Ü
Total taxes included				7,061.28 Ü

Free quotation. Length of offer: 1 month. Payment terms: 30% at time of order, remainder upon delivery. Payment by wire transfer or PayPal.

Wire transfer to Banque Kolb | Myfood France SAS | IBAN : FR76 1325 9026 1921 7405 0020 039 | BIC : KOLBFR21

Handwritten indication dated and signed Ç Good for agreement È

MARKETING: DIGITAL



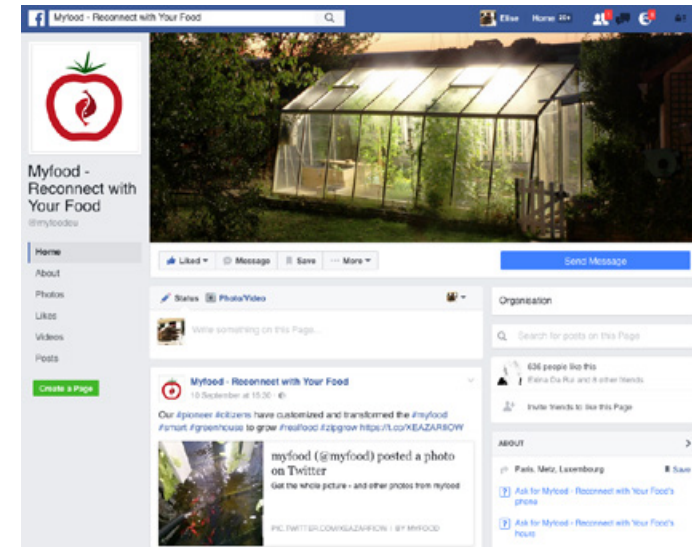
Website

1,500 visits per month



Twitter

600 followers
480 tweets

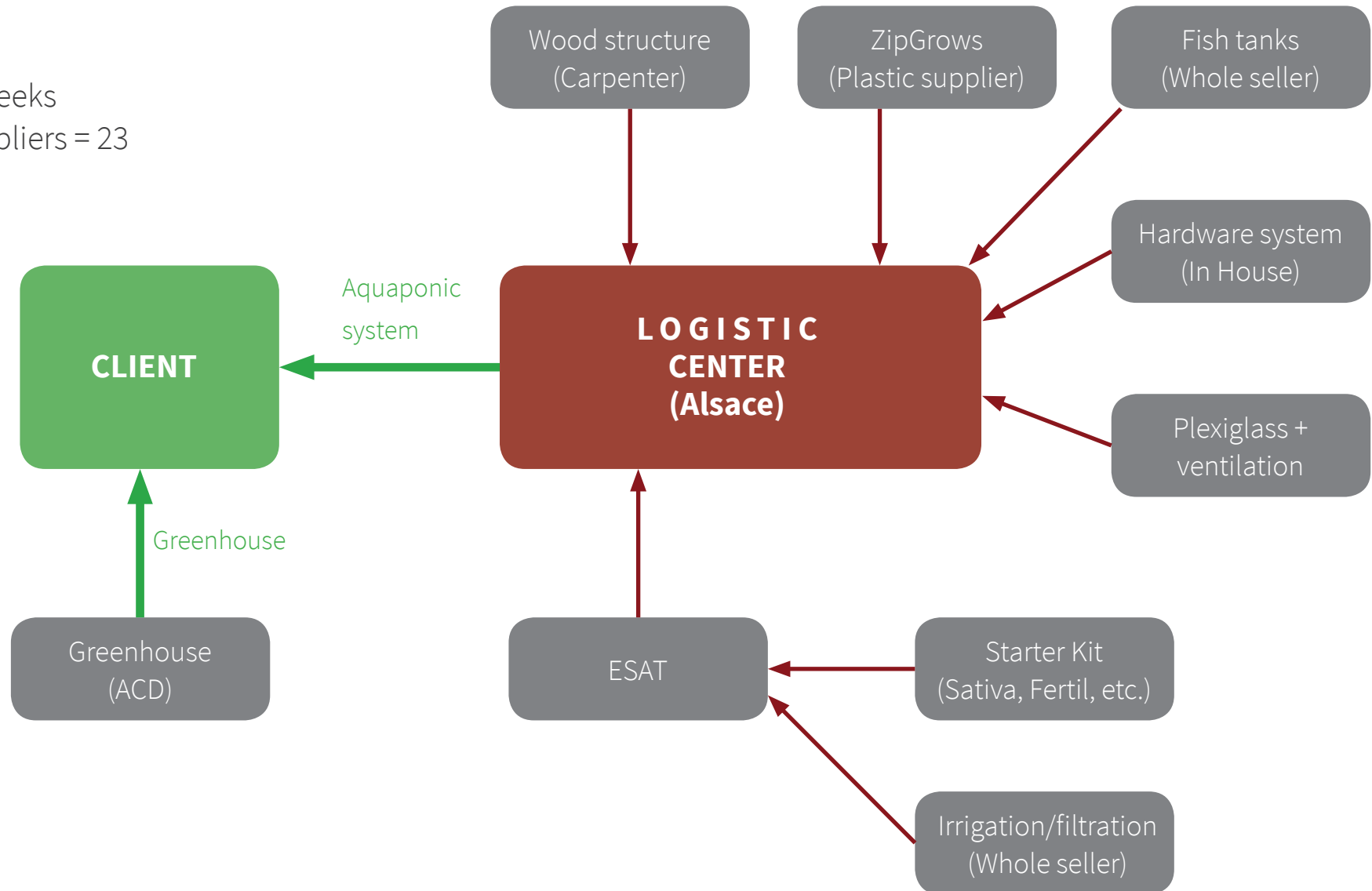


Facebook

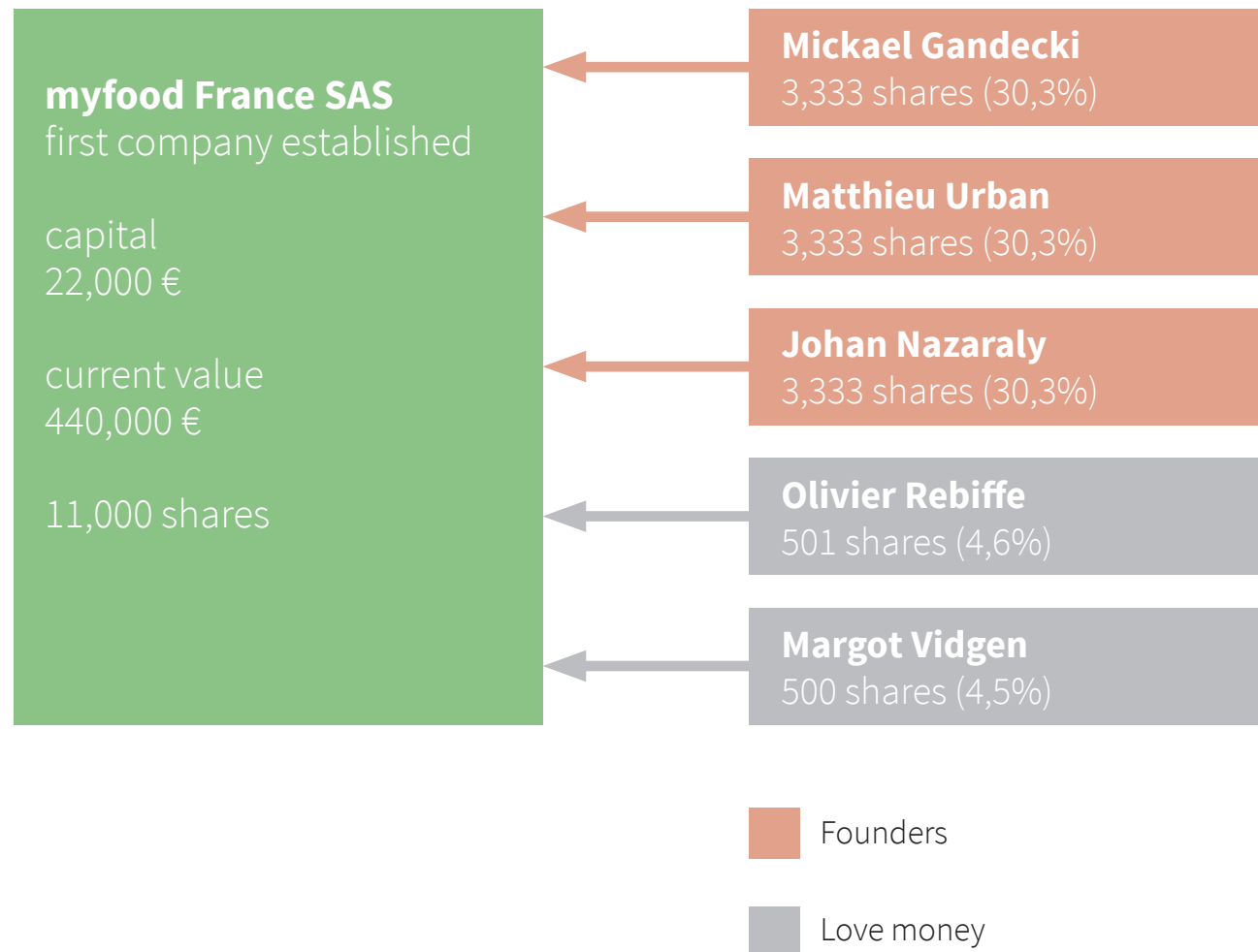
643 likes

OPERATIONS: SUPPLY CHAIN

Leadtime = 3 weeks
Number of suppliers = 23



LEGAL: ECONOMIC ORG CHART



LEGAL: COMPANY INFO

Brand: myfood®

EU Trademark n° 014692537

Company name: myfood France

Date of immatriculation: Jan 14th, 2016

Type of entity: Société par Actions
Simplifiée (LCC type)

Address: 14 B rue Heiligenbronn 67140
Gertwiller, Alsace, France

SIRET: 815.248.786 00015 RCS Colmar

APE: 4799A

Capital: 22,000 euros

Employees: 1

Legal representative: Matthieu Urban,
SAS President +33 6 22 35 03 53

Email: contact@myfood.eu

Phone: +33 3 68 05 34 14

Bank: Banque Kolb, Strasbourg

Accountant: Grégoire et Associés

HUMAN RESOURCES: TEAM MEMBERS

**Matthieu
Urban**

Managing Partner

Marketing & Sales
Product Development
Legal
Pricing

**Mickael
Gandecki**

Managing Partner

Strategy
IT Engineering
Communication
OS Community

**Johan
Nazaraly**

Managing Partner

Technical Engineering
Business Dev
Human Resources
Accounting

**Olivier
Rebiffé**

Advisory Partner

Urban Agriculture consulting
Investor

*Formerly Financial Controller
Director at Criteo*

**Margot
Vidgen**

Advisory Partner

Investor
Ambassador

Independant Consultant Design

**Kevin Morgan-
Rothschild**

Supply Chain Manager

Supply Chain
Aquaponics Expert
Customer Service

Employee

**Cornelia
Staub**

Agri Engineer

Business Development DACH
Agro-food engineer

Intern

**Marc
Lagarde**

Senior Sales Manager

Pioneer Citizens Sales
Ambassador

*Formerly Global Account
Manager at Microsoft*

MICKAËL GANDECKI

24 rue de la Gare, Mondelange, France, 57300 ♦ Phone: +33 (0)6.95.99.20.65
http://www.linkedin.com/in/mickaelgandeki ♦ mickael@myfood.eu

IT Consultant

Highly skilled information technology professional with a proven record of success in .NET technologies and SharePoint. Delivers simple and relevant solutions tailored to the needs of individual customers. Analyzes existing systems and identifies client needs to orchestrate technical implementation of new software and technologies. Collaborates across work groups and organizations to provide technical expertise for companies around the world. Thrives as a technical team leader successfully guiding technical teams to provide deliverables on deadline and within established budgets even in high-pressure situations.

CORE COMPETENCIES

System Architecture ♦ Application Development ♦ Test Management ♦ Technical Validation
Crowdsourcing Management ♦ Continuous Integration ♦ System Migration ♦ Presentations
Client Needs Analysis ♦ Analytical Skills ♦ Team Collaboration ♦ Blogging and Social Media
Solutions Delivery ♦ Consulting Services ♦ Project Leadership
Fluent in French and English

EXPERIENCES AND ACHIEVEMENTS

FD-Reporting – XBRL Reporting Solution, Luxembourg Technology Manager, 12/2014-07/2016

Extended existing features of a finance computing software to comply with authorities directives (FCA, EBA, EIOPA).

- ♦ Implemented efficient XBRL export features based on regulatory taxonomies (Data Point Model from Solvency II and CRDIV)
- ♦ Supported business development initiatives (web-marketing campaign, sales support, partnership workshops)

BDSpartan – myfood, Reconnect with your Food, Luxembourg & France Managing Partner, 9/2014-11/2014

Led a team committed on a start-up project from an innovation contest (SWLux) to the delivery of a minimal viable product at the United Nations Climate Change Conference COP21. Developed an out-of-the-box automated greenhouse for individuals, that combines an aquaponics systems, permaculture and open source solutions to get high level efficiency and profitability within a small place.

- ♦ Wrote Lean business model, presentations for investors, specifications.
- ♦ Engaged crowdsourcing activities (user interface design, proof-of-concept development).
- ♦ Combined open source hardware to automatize and simplify aquaponics system
- ♦ Developed smart citizen connected sensors to share environment measures with the community (air quality, radioactivity)
- ♦ Acted as facilitator between teams and external contributors
- ♦ Built strong relationship with industrial partners and foundations

Delaware Consulting – East West United Bank, Luxembourg SharePoint Integrator, 1/2014-8/2014

Defined custom business workflows to insure that leave requests and expenses approval process are compliant with the bank security rules.

- ♦ Modelized client's processes and business logic.
- ♦ Deployed SharePoint workflows on Intranet site based on the client existing infrastructure (Active Directory groups).

Delaware Consulting – DS Smith Company, Luxembourg & Belgium SharePoint Integrator, 1/2013-8/2013

Supported the migration program for the company's SharePoint infrastructure to create an Intranet site for all divisions with a focus on globalization and centralization.

- ♦ Delivered a new Intranet that met company needs and local expectations.
- ♦ Enabled easier management of the creation of new entities to support future growth.

Getronics Consulting – Plastic Omnium Company, Belgium & France SCCM Integrator, 1/2012-9/2012

Helped the company achieve its goal of minimizing migration costs for computers at new acquisitions by implementing the Opale Orchestrator Solution and integrating some SCCM 2012 functionalities.

Performed WMI scripting and unit testing to integrate the two programs.

- ♦ Set up a test environment using PowerShell and VMWare to assess systems.
- ♦ Steered the integration phases into the production environment.
- ♦ Created migration windows for each site to avoid network bottlenecks and administrated validation of licensing and files.

Getronics Consulting – Belgium Ministry of Finance, Belgium Team Leader, 3/2011-9/2012

Led the complete rebuild of the FinDomImmo line-of-business application to modernize and centralize accounting and to support new integration while conserving historical functionalities. Contributed to all aspects of the development process from planning and allocation to quality assurance.

- ♦ Mentored and guided a five-member team composed by developers, designer and product owner.
- ♦ Drafted detailed technical specifications based on business requirements.
- ♦ Improved usability and localized reporting while integrating with an accounting ERP.

Elgon, 10/2010 – 12/2010 .Net Consultant

Mackay & Radovic – NeuroTrax, Luxembourg

Research and Development Coordinator, 1/2009-9/2010

Utilized NeuroTrax, a binary recognition and extrapolation tool based on neuromimetic algorithms and most often used in the stock market, to process data for the life insurance industry.

- ♦ Published a Master Thesis on the use of neural networks in the finance and life insurance.
- ♦ Improved the overall performance of the algorithm.
- ♦ Developed the ability to modify the number of layers and number of neurons dynamically.
- ♦ Refactored the neural-network weight calculus engine.
- ♦ Implemented a graphical tool to verify the convergence of the neural network at the end of the learning phase.

Education

Master of Science in Software Engineering, Ecole Nationale Supérieure de l'Electronique et de ses Applications, Cergy, France, 2009

Certifications

Silverlight 4 Development, Microsoft, License 70-506
HTML5 with JavaScript and CSS3, Microsoft, License 70-480
Developing SharePoint Server 2013 Core Solutions, Microsoft, License 70-488
Developing SharePoint Server 2013 Advanced Solutions, Microsoft, License 70-489
Developing ASP.NET MVC 4 Web Applications, Microsoft, License 70-486

Professional Training

Agile Project Management with Scrum
Cloud Computing, Windows Azure Platform
Application Lifecycle Management with TFS 2010
PRINCE2 Light
Microsoft SharePoint 2013 for Developers

Technical Skills

.Net ♦ C# ♦ VB.Net ♦ LightSwitch ♦ SharePoint ♦ Silverlight
XBRL ♦ PowerShell ♦ SSIS ♦ XAML ♦ WPF ♦ HTML5 ♦ WCF ♦ RIA Services ♦ LINQ
Entity Framework ♦ SQL Server 2012 ♦ VS 2013 ♦ Expression Blend ♦ TFS 2013

MATTHIEU URBAN

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https://fr.linkedin.com/in/matthieuurban ♦ matthieu@myfood.eu

Marketing Manager

Senior marketing professional with proven records of successful product developments and launches. Passionate about problem-solving and answering complex customer needs with outstanding product solutions. Expert in transversal management and collaboration in matrix organizations. Communicating with target audiences and managing customer relationships. Good knowledge of the private sector and the industry, from small and medium-sized enterprises to big international corporations. Strong focus on product viability, profitability and desirability.

CORE COMPETENCIES

Product Development ♦ Marketing Strategy ♦ Business Strategy ♦ International Sales
B2B & B2C ♦ Strategic Planning ♦ Competitive Analysis ♦ Financial Analysis
Team Collaboration ♦ Project Management ♦ Communication Strategy ♦ Pricing
Market Research ♦ Product Launch ♦ Training ♦ Graphic Design
Fluent in French and English

EXPERIENCES AND ACHIEVEMENTS

SUPRA SA, Obernai, France

Marketing Product Manager, 06/2014-01/2016

Product Manager for Pellet Stoves and Fireplaces, product development and portfolio management

- ♦ Market research, competitive analysis, identify new product development concepts & define product marketing strategy
- ♦ Definition of the product brief for new products with multiple development projects (in collaboration with designers, R&D, operations, finance, etc.)
- ♦ Responsible the financial profitability for the product category and new products
- ♦ Build up and communicate sales arguments and tools in a BtoBtoC business, with multiple brands and multiple channels
- ♦ Product launches

STEELCASE JERAISY LTD. – Strasbourg / Riyadh, Saudi Arabia

Marketing manager, 05/2012-05/2014

Manage the marketing activities and the product industrializations for our Joint Venture in Riyadh

- ♦ Study and understanding of the Office Furniture market in Saudi Arabia
- ♦ Management of the product portfolio manufactured locally and study for the industrialization of new products
- ♦ 3 years Product Road map
- ♦ One week per month travel to Riyadh

STEELCASE EMEA – Strasbourg

Marketing Product Manager, 03/2008-05/2014

Product Manager for the Furniture Category, product development and portfolio management

- ♦ Market research, identify new product development concepts, define marketing strategy
- ♦ Definition of the product brief for new products with multiple development projects (in collaboration with designers, R&D, operations, finance, etc.)
- ♦ Responsible the financial profitability of the product category and new products
- ♦ Build up and communicate sales arguments to the different countries and their sales network
- ♦ Product Launch in EMEA (Europe, Middle-East, Africa) and trainings to dealer network.
- ♦ Product management of various desking and system products, follow up sales and adjust offer

STEELCASE INTERNATIONAL – Strasbourg

Internal Communication Manager, 03/2004-03/2008

Management of the internal communication platform and team for international employees (EMEA and Asia Pacific)

- ♦ Employee & manager newsletters, corporate communications, internal events, annual leadership conference in (Grand Rapids, Berlin), building corporate intranet, blogs
- ♦ Team Management
- ♦ Communication support to HR (workflows, organizational changes, employee surveys) and to Leadership team
- ♦ Institutional communication
- ♦ Sport sponsorship management (Main Soccer Sponsor 2004-2005 of the Racing Club de Strasbourg)

ROCHE BIOPHARM LTD. - Glasgow

Marketing assistant, 6/2003-8/2003

Third Year Business School Internship

- ♦ Website development for the French market
- ♦ Support to various marketing projects

TOTAL HEALTHCARE MANAGEMENT – Los Angeles

Marketing assistant, 06/2002-8/2002

Second Year Business School Internship

- ♦ Creation of a new corporate brochure
- ♦ Website enhancements

Education

Master Degree in International Business Management - Valedictorian, ISEG Group, Strasbourg, France, Graduated 2004

Major in Marketing and Management

Minor in Finance

High school diploma in Economics

Professional Training

Steelcase Young Leader Program

Cultural Competency

SPIN Selling

Graphic Design

Technical Skills

Windows/OSX/Linux ♦ IE/Safari/Mozilla/Chrome
Microsoft Office Suite ♦ Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
SharePoint ♦ SAP ♦ Sketchup ♦ Logic Pro

JOHAN NAZARALY

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Financial & Strategic Consultant

Recognized as Finance & Strategic specialist with a proven record on complex transverse project management. Dedicated in delivering perfectly fitted solutions corresponding on client requirements in every levels such as complex political environment, social impact, reorganization and offshore based offices. Comprehension of all layers of an organization as the key basis of a successful project delivery. Analyses actual situations and identifies all the bottleneck with known methodology. Act as facilitator between all the level of the organization and restore communication among the different team in order to deliver solution that are validated and accepted by everyone. Provides deliverables as well as technical based demands or process restructuration proposal. Team leader in both management or very specific technical team. Stays focu on the target no matter what is the deadline and high-pressure environment.

CORE COMPETENCIES

Team management ♦ Technical Lead ♦ Process management ♦ Operational management
Process Reorganization/Restructuration ♦ Continuous Integration ♦ Process improvement
Client Needs Analysis ♦ Analytical Skills ♦ Team Collaboration ♦ Impact management
Digital Working Solution deployment ♦ Consulting Services ♦ Project Leadership
Fluent in French and English

EXPERIENCES AND ACHIEVEMENTS

Adway Fiancial Services – BNP Paribas SA, France Finance Consultant, 09/2014 – 10/2015

Project management: process optimization for International Cash Management

- ♦ Electronic Banking : SWIFTNET, FTPS, EbicsTS, Connexis Cash, Global Ebics, MT101 / 940 ...
- ♦ Total reworking of alert and anomalies detection channels
- ♦ Management of production defects and implementation of customized solution for VIP customer
- ♦ Writing of specifications book and operational user book
- ♦ Process Redesign for the group for "Connexis Cash" product
- ♦ Organization and facilitation of workshops over the entire value chain

BDSpartan - myFood, Reconnect with your Food, Luxembourg & France Managing Partner, 9/2014-11/2014

Led a team committed on a start-up project from an innovation contest (SWLux) to the delivery of a minimal viable product.

- ♦ Wrote Lean business model, presentations for investors, specifications of the app.
- ♦ Business development in the startup eco-system
- ♦ Participation in national and international event for the promotion of the app

Adway Fiancial Services – BNP Paribas SA, France Finance Consultant, 10/2013 - 09/2014

Definition, scoping and deployment of a new team "extension service" in cash management dept.

- ♦ Scope: intra-group and banks international relations management through interbank exchange SWIFT network
- ♦ Audit of existing processes at the BNPP France and international Back-Office
- ♦ Organization and facilitation of workshops with international locations and subsidiaries of the group
- ♦ Recommendation of target organizations and global organizational impacts

- ♦ Implementation and training of the new cell on the new process and tools related to the support of this new activity
- ♦ Deployment of process internationally in all subsidiaries of BNPP
- ♦ Establishment of new indicators and centralized documentaries

Intio Consulting – BNP Paribas SA, France Finance Consultant, 10/2012 – 09/2013

Reorganization of French Electronic Banking Back Offices based in Paris

- ♦ Scope: corporate Electronic Banking products, secure transaction flows and relocated transfers
- ♦ Establishing streamlined structures, redesign areas and business segments
- ♦ Creation of Middle Office departments (Sales' support) attached to Back offices
- ♦ Scoping and deployment of the new organization
- ♦ Implementation of KPI, key indicators for measuring the performance of Back Offices
- ♦ Preparation training to new tools, transactional products and solutions
- ♦ Establishment of new roads and globalized process for international products

Beijaflore Consulting – BNP Paribas SA, France Finance Consultant, 08/2011 – 09/2012

Project manager for Clients and operation migration of Cash management department. From the "Bank de Bretagne" to BNPP SA internal system.

- ♦ Analysis and full mapping of Elec tronic Banking products of "Banque de Bretagne" / BNPP SA
- ♦ Coordination and management of IT and structural projects
- ♦ Organization of corporate customer migration: customer experience, scenario design, recovery process, functional timing of migration per groups, support process definition
- ♦ Establishment of process for business recovery and continuity
- ♦ Responsible of a platform for manual operations and support: implementation, training and operational monitoring, team management of an temporary back-office
- ♦ Definition and implementation of back office processes on electronic banking operations
- ♦ Responsible for post operations monitoring, customer complaints and support
- ♦ Project team management between clients, business desk, sales, Back Offices and cash management head office.

Valeo – Valeo Management Services, France Transverse Project manager, 09/2010 - 03/2011

Group Director Assistant for Methods and tools, Mecatronnics design in 3D. Graduation internship.

Project management on a R&D collaborative tool definition and conception (upper V-cycle)

- ♦ Tools, methods and collaborative process optimisation
- ♦ Design tools definition, gap analysis between existent and futures demands
- ♦ ROI evaluation and deployment plan
- ♦ Relation with managers and directors. Executive and Operational committee preparation
- ♦ Staffing and charges planning, funding files preparation
- ♦ Study, development and deployment of a KPI visualisation tool in VBA

SFR, landline solutions (internet, television, phone), France Transverse project Management (internship), 06/2009 - 09/2009

At the Top Head Office of Information System, Studies and Project Supervision, IS Director Assistant
Transverse Project managers

- ♦ Interface between all services and people involved on project (management and technical)
- ♦ Global impact analysis on IS : additional charges and associated costs, consumer impact, technical and economic feasibility,
- ♦ Supervision of Marketing, Billing, CRM, Production, Legal, Web Portal, Data Validation
- ♦ Making of test scenarios for consumer base migration.

**ECIME Laboratories (Equip Circuit Instrumentation and Electronics Models), ENSEA
Research and Development engineer, 09/2008 - 06/2009**

Mentor and Supervisor: Daniel Pasquet, chairman of IEEE France and director of the laboratory
R&D Major Year project on the R&D department

- ◆ New methods of Transistor (THB) characterization by noise
- ◆ Development of an automated procedure and method on a high performance tech bench

**Manipal Institute of Technologies - MIT (India)
Research and Development engineer, 06/2008 - 09/2008**

Internship under agreement in the laboratory of Biomedical engineering of the M.I.T.
12 weeks R&D project on a electronic high tech Indian laboratory

- ◆ Bluetooth interface development between an ECG and computer.
- ◆ Datasheet, technical definition and user guide for next coming applications

Education

Master in Market & Corporate Finance, Audencia, International Graduate Program, Nantes, France,
2011

*Specializations: Market and Corporate Finance, Derivatives and option Pricing, Business and Financial
analysis*

Specialization quarter in Finance, Fisher College of Business, Ohio State University

*Specializations: Market and corporate finance, options and derivatives pricing, international finance,
Investment Management, financial institutions concepts*

Master of Science in Mecatronics Engineering, Ecole Nationale Supérieure de l'Electronique et de
ses Applications (ENSEA), A Graduate School in Electrical Engineering, Computer Science and
Telecommunications, Cergy, France, 2010,

*Specializations: entrepreneurship, Information systems management, contemporary economics issues,
mechatronics*

KEVIN MORGAN-ROTHSCHILD

62 Rue de Paris, 93100 Montreuil, France ♦ Phone: +33 (0)7.81.26.49.15
<https://www.linkedin.com/in/kevmr> ♦ kevin@myfood.eu

Supply Chain Manager & Vertical Gardening Specialist

Experienced vertical gardening specialist, having performed successful installations of aeroponic solutions for restaurants, supermarkets, schools, trade shows and other organizations in both the United States and France. Educated in both Sociology and Urban Studies from Tulane University, and Supply Chain Management at ESCE International Business School. Research has focused on the efficient use of urban agriculture to transform the urban landscape and decentralize the food system. Collaborates well with diverse and international teams. Skilled in horticulture and vertical gardening system design.

CORE COMPETENCIES

Vertical aeroponics installation and consulting ♦ Sociological Research and analysis ♦ Purchasing Supply Chain Management ♦ Quality Management ♦ International Business ♦ Presentations Client Needs Analysis ♦ Analytical Skills ♦ Team Collaboration ♦ Blogging and Social Media Solutions Delivery ♦ Consulting Services ♦ Project Leadership
Fluent in French, Spanish and a native English speaker

EXPERIENCES AND ACHIEVEMENTS

myfood, Reconnect with your Food, France

Supply Chain Manager and Vertical Gardening Specialist, 1/2016- present

Focused on applying both vertical gardening know-how and supply chain responsibilities for the startup. Help to develop an out-of-the-box automated greenhouse for individuals, that combines an aquaponics systems, permaculture and open source solutions to get high level efficiency and profitability within a small place.

- ♦ Wrote design specifications and developed system architecture for software application.
- ♦ Engaged potential suppliers and managed them using openERP software.
- ♦ Combined open source hardware to automatize and simplify aquaponics system

VertiFarms, New Orleans, LA United States

Founding Partner, 1/2011- 12/2015

VertiFarms builds, and operates aquaponic and hydroponic farms. These farms consistently grow the freshest and healthiest fruits and vegetables for sale to local consumers.

- ♦ Business planning and financial modeling
- ♦ Public relations
- ♦ Built and developed client relationships
- ♦ Installed and managed vertical gardens
- ♦ Administrative and accounting tasks
- ♦ Led, marketed and organized workshops
- ♦ Designed posters and organized events to promote company

Le Ferme de Gally, Bailly, France

Greenhouse Logistics Assistant, 3/2015- 7/2015

Worked as a consultant in order to help manage Le Ferme de Gally's aeroponic garden program. Displayed vertical solutions at gardening exposition outside the Louvre in Paris.

- Developed management program for aeroponic systems and optimization plan for future projects.
- Consulted on proper operation of equipment

Solar Alternatives, New Orleans, LA United States

Business Development Assistant, 7/2011-12/2011

Helped the company attain government contracts and manage other partnerships in order to develop electrical car charging stations.

- ♦ Executed various business-to-business transactions.
- ♦ Researched GSA Schedule process.
- ♦ Helped to develop online marketing plan.

Education

Master's in International Business in Supply Chain Management Ecole supérieure du commerce extérieur, Paris, France, 2016

Bachelor's in Sociology & Social Policy with minors in Architectural and Urban Studies. Tulane University, New Orleans, LA United States, 2011

Awards

Global Laureate Fellow 2013 Sao Paulo, Brazil

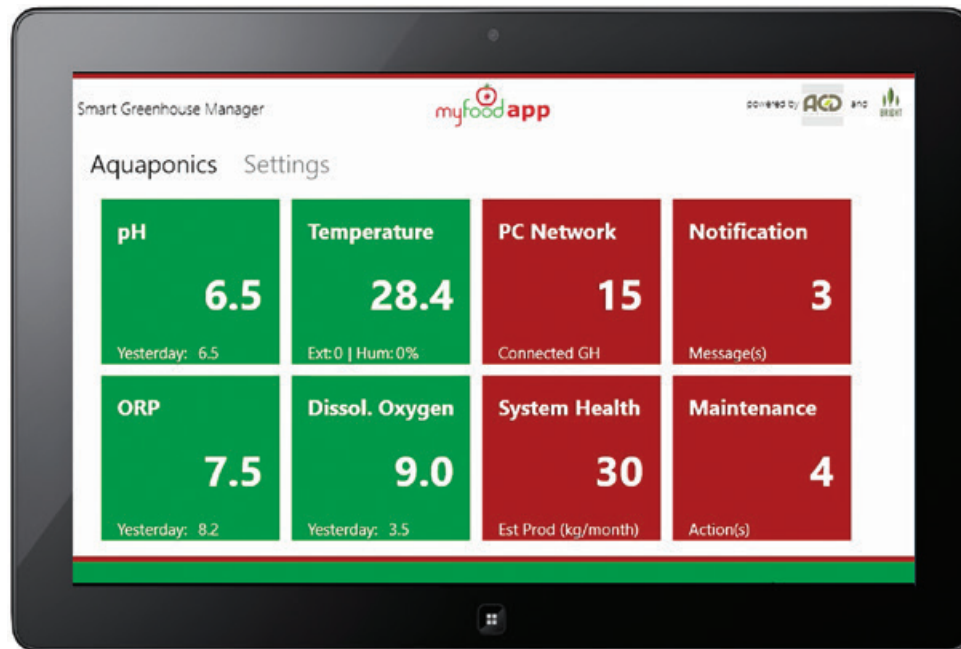
Professional Training

Global Laureate workshop
Aquaponic seminar at Morning Star Farms
Propellor Social Entrepreneurship Accelerator
Idea Village IdeaAccelerator

Technical Skills

Microsoft Office Suite ♦ SPSS ♦ Atlas ♦ arcGIS ♦ openERP
Graphic Design (Adobe CS) ♦ Quickbooks

IT: THE MONITORING



Technology stack : Atlas Scientific sensors, Win10 IOT, Raspberry Pi, Sigfox, Windows Azure

myfoodapp key features:

- Remote sensors monitoring (ph, ORP, air/water temperature, humidity, dissolved oxygen)
- Smart alerts for easy maintenance
- Remote health and satisfaction monitoring
- Pioneer Citizen Network's production dashboard

IT:

Hosting myfood

ERP, CRM

Odoo 9 packaged on Bitnami virtual machine hosted on Microsoft Azure Secured by SSL certificate, daily backup on SFTP drive

ECM/Document Management

Google Drive for Business (Collab, Sharing) PGP 2048 bits encryption for business critical documents

Website

WordPress 4.5.2 hosted by OVH Secured by SSL certificate, daily backup on SFTP drive, CloudFlare tunneling, two-factor authentication

Mailbox

Exchange Server 2016 hosted by OVH Daily backup by OVH PGP 2048 bits encryption for business critical communications (K9, APG)

File Storage

SFTP server hosted by OVH Cold storage synchronization once a month

Password Vault

SafeInCloud (256 bits AES)

Mailing Tool

MailChimp

Contact form / Survey

TypeForm

Licencing

Microsoft Bizspark subscription (Win10 Pro, Office 16, Visual Studio)

Current cost per month

Total 245 €



03

Investors

Information for investors.

INVESTMENT PROPOSAL

We are presenting you with a possibility to provide expansion capital for a **22% stake in myfood**, to support its launch planned for Spring 2017.

Based on our Financing plan (page 24), the capital required for launch and expansion is **€1,600 000**. The capital will be used in three main areas R&D, Communication, and Operations (page 25). **Required return is 15% for a holding period of 6 years.**

All the founders are shareholders, the only type of stock in the company is common stock. A total number of 14,100 stocks are issued. Dilution is proportionate to the participation. The founders are majority shareholders. No vesting is involved.

The projected sales over the 6 next years will be used as a base for valuing the investment. As one of the first movers in this area of smart greenhouses and aquaponics, the projections estimate the total number of greenhouses sold at 2000 by 2022.

Our **exit strategy** should be positive and planned early. We are considering a M&A (Merger & Acquisition) from year 6.

VALUATION SUMMARY

To be able to calculate pre-money and post-money valuations we use the **Harvard Venture Capital-formula** that takes into account the projected sales, investor's required return, holding period, and the profit earning-ratio of comparable companies.

Holding period (years)	6
Operating income at exit	€ 10,000,000
Comparable PER	16*
Shares at issue	11,000
Investment	€ 1,600,000
Required return	15 %

Based on these numbers we conclude that an investment of € 1,600,000 gives an investor 21,8 % of the company (22% in proposal), meaning 3,100 new shares will be issued. (see valuation calculation on the next page)

* Comparable companies include listed companies that are selling solar panels, urban farming products, etc.

VALUATION CALCULATION

Harvard Venture Capital-formula:

Future value = $(1 + \text{required return})^{\text{Holding period}} \times \text{Investment}$

Total terminal value = PER x Operating Income

Final ownership required = Future value / Total terminal value

Shares to issue = (Final ownership / 1 - Final ownership) x shares at issue

Post-money valuation = Investment / Final ownership required

Pre-money valuation = Post-money valuation - Investment

myfood:

Future value = $(1 + 15\%)^6 \times 1,600,000 = € 3,700,897$

Total terminal value = $16 \times 1,061,710 = € 16,987,362$

Final ownership required = $3,700,897 / 16,987,362 = 21,8\%$

Shares to issue = $(21,8\% / 1 - 21,8\%) \times 11,000 = 3,064$

Post-money valuation = $1,600,000 / 21,8\% = € 7,344,105$

Pre-money valuation = $7,344,105 - 1,600,000 = € 5,744,105$



CAPITAL STRUCTURE

Partner	Shares	Ownership	Nominal Capital	Post-money valuation	Issue Premium
M.Gandecki	3333	23,6%	6 666 €	1 720 258 €	1 593 800 €
J.Nazaraly	3333	23,6%	6 666 €	1 720 258 €	
M.Urban	3333	23,6%	6 666 €	1 720 258 €	
O.Rebiffe	501	3,6%	1 002 €	258 581 €	
M.Vidgen	500	3,5%	1 000 €	258 065 €	
Investor	3100	22,0%	6 200 €	1 600 000 €	
	14100		28 200 €	7 277 419 €	

Value per share = 516 €

Nominal value = 2 €

Issue premium = 514 €