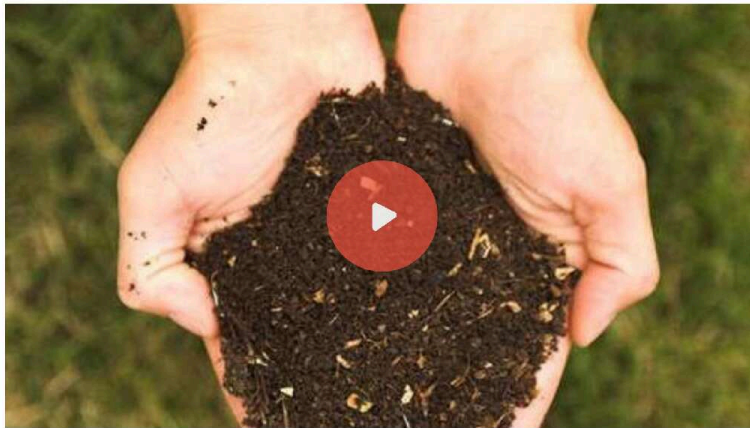


## Setting the Standard in Soil Health



[persistence-data.com](https://persistence-data.com) San Diego CA



Technology

Infrastructure

Food

Female Founder

Sustainability

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

### Highlights

- 1 Our solution increases crop yields by 13% and reduces costs by 15%
- 2 Healing the Environment by reducing the introduction of Chemicals
- 3 Already producing Revenue
- 4 Healthy Soil absorbs more fossil fuel emissions
- 5 Partnering with Mahindra, John Deere, USDA and the United Nations
- 6 Soilytics™ puts real-time data in the Farmer's hands
- 7 Multi Billion dollar market that is recession/pandemic proof
- 8 Climate Change and World Hunger are hot topics we can help with

### Our Team



**Brian Zamudio** CEO

Has founded several entities and has extensive experience with technology development and fundraising.

We realized that technology developed by NASA to identify IED's could be used to analyze soil. This can enable farmers to become profitable and heal the environment



**Penelope Nagel** President

A 9th Generation farmer with experience working for global financial institutions such as HSBC and Santander



**Henry Bonner** Director, CFO

Management and Investing experience with corporations like GE Capital and MetLife

[SEE MORE](#)

## Pitch



### Healthy Soil = Healthy Food = Healthy Planet

Soil and plants (treated correctly) have the potential to restore our climate, all while increasing food production to provide for growing populations.



This slide has a light grey background. On the left is the title and a paragraph. On the right is a photograph of a lush green field. A small logo is in the bottom right corner.

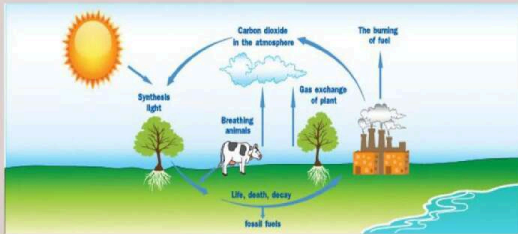
### OUR SOLUTION



Through years of research and development, we have established technology and techniques to enable sustainable global analysis of carbon and soil nutrients. Our mission is to give rise to healthy soil, provide nutritious food, and ultimately assist carbon in moving from our atmosphere to the soil, enabling global cooling.

This slide has a light grey background. At the top is the title. Below it is a photograph of a healthy green field. At the bottom is a paragraph of text. A small logo is in the bottom right corner.

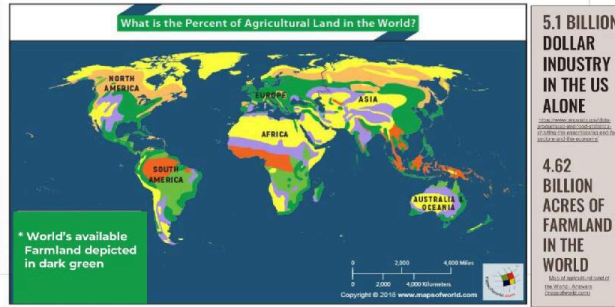
### HEALTHY SOIL COMBATS CLIMATE CHANGE



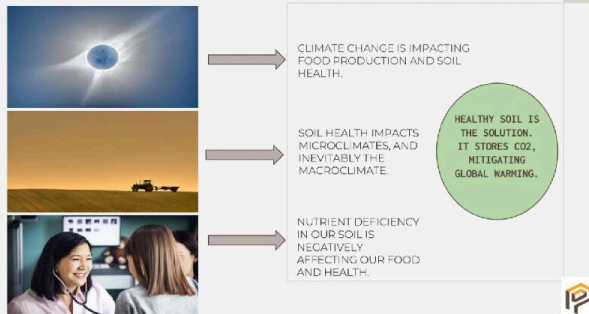
WE SEEK TO ENSURE HEALTHY SOIL. WE SEEK TO ENSURE CLIMATE CHANGE IS COMBATED.

This slide has a light grey background. At the top is the title. Below it is a diagram of the carbon cycle. At the bottom is a line of text. A small logo is in the bottom right corner.

## AGRICULTURAL LAND MARKET



## THE GLOBAL CRISIS IMPACTS EVERY LIVING BEING

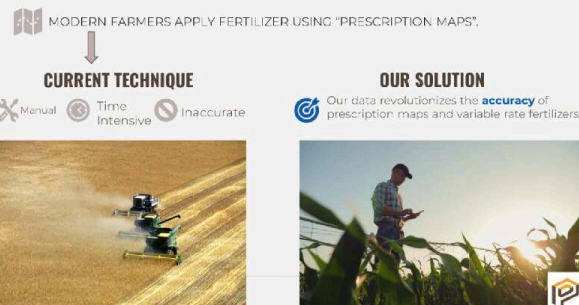


## UNITED NATIONS' 17 SUSTAINABLE DEVELOPMENT GOALS

SOILYTICS® IS DEDICATED TO GOALS HIGHLIGHTED BELOW:



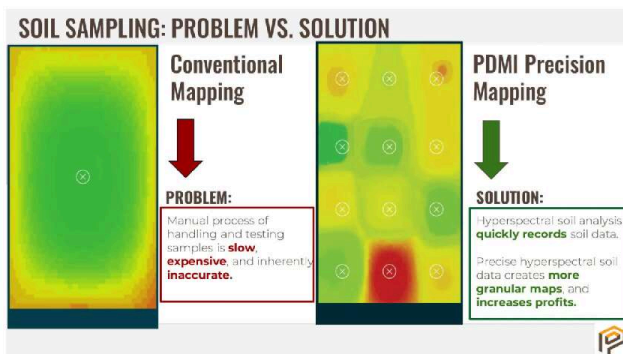
## HOW WE WILL MEET THESE GOALS: SOILYTICS™



## FASTER, MORE ACCURATE RESULTS

**Hyperspectral Analysis**

**Chemical Analysis**



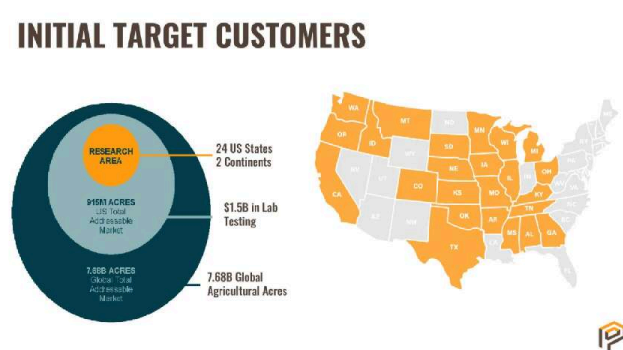
### PATH TO PROFITABILITY

FARM BUDGET CORN 2018	CURRENT	PROPOSED
Yield per acre	215	243
Price per bu	3.7	3.7
Gross Revenue	796	899
<b>Direct Costs</b>		
Fertilizer	130	111
Pesticides	73	73
Seed	115	115
Other	56	56
Total Direct Costs	374	355
<b>Other Costs</b>		
Total Power	121	121
Total Overhead	70	70
<b>Total NonLand Costs</b>	563	563
<b>Land Costs</b>	253	253
<b>FARMER RETURN</b>	<b>-\$21</b>	<b>+\$83</b>

*Note: These projections are not guaranteed.*  
<https://humboldt.illinois.edu/2018/05/09/2018-corn-bud/>

Increasing yield & Decreasing costs takes farmers from losing money to making a profit.

- ### COMPETITIVE ADVANTAGE
1. Protects the environment / Curbs climate change
  2. Automation of Existing, Labor-Intensive Process
  3. Easier, Faster and Less Expensive
  4. Actionable Real Time Information
- 



### GO TO MARKET STRATEGY

**EQUIPMENT MANUFACTURERS**

- Partner with equipment manufacturers to integrate our technology for field use.
- (when grid soil sampling season)
- Track technology progress through data comparison.
- Encourage technology adoption.

**SOIL LABORATORIES**

- Partner with commercial soil laboratories to acquire soil sample libraries and existing soil nutrient image data.
- Improve sensor machine learning and refine algorithms.
- Encourage technology adoption.

**UNIVERSITIES**

- Communicate progress of technology to Agriculture focused Universities.
- Coordinate research collaborations with existing PDMI team members associated with the University of Nebraska and Iowa State University.
- Publish white paper through University research collaboration.

**PUBLIC AGENCIES**

- Partner with public agencies to acquire soil sample libraries and existing soil nutrient image data.
- Improve sensor machine learning and refine algorithms.
- Encourage technology adoption.

## OUR STRATEGY

We are currently working with a number of Agronomic Service Providers, Equipment Manufacturers, and Labs to test and deploy services. We will provide better data to users, more quickly.

Our method is easier, faster and less expensive for the ASP's taking samples, all while increasing granularity, resulting in higher profits for Farmers.

## FINANCIAL PROJECTIONS

Our model targets the agronomic service providers taking the soil samples.

**\$130,250**

Positive Operating Income for 2021

---

**30**

Agronomic Service Providers Next Year

	2021	2022	2023	2024
Total Revenue	\$2,550,000	\$4,100,000	\$19,500,000	\$46,500,000
Operating Income	\$130,250	\$2,277,500	\$7,337,500	\$18,857,500
Clients	30	100	200	600

Note: This slide contains future looking projections which cannot be guaranteed

## FUNDRAISING: USE OF FUNDS

Seeking to raise \$1,070,000

PDMI Use of Funds	
Equipment Sensors	\$300,000
Software Development	\$250,000
Personnel Costs	\$200,000
Marketing Costs	\$150,000
General Operating Costs	\$100,450
WeFunder Fees	\$69,550
<b>TOTAL</b>	<b>\$1,070,000</b>

## DEVELOPMENT PARTNERS

## OUR TEAM: EXECUTIVE TEAM

**Brian Zamudio**  
Director & CEO

Brian has extensive experience as a founder, in fundraising, technology development, joint ventures, debt, equity financing and financial brokerage. He was a co-founder of Tonogold Resources Inc. Assisted in Capital Formation and served as Board Member for Tonogold, Nery's,

**Penelope Nagel**  
COO-President

Penelope is a 9<sup>th</sup> generation Farmer and brings extensive experience with asset management, project management, funding and consumer finance with leading global financial institutions.

**Henry Bonner**  
Director and CFO

Henry brings a broad experience gained from investing in, managing and advising finance and technology companies for VC Capital and M&A.

**Chris Todter**  
CTO

Chris has over 30 years' experience providing consulting and engineering contract services in a wide variety of engineering, electronics, optical, naval architecture, developing hydrodynamics, aerodynamics, software strategy and management positions. Chris holds 11 patents.



## OUR TEAM: TECHNICAL TEAM



**Kim Fleming, PhD -  
Lead Agronomist**

Kim has more than 20 years of experience in Precision Agriculture, Farming and Agronomy. He led Precision Ag research efforts at Colorado State University and the University of Nebraska.



**Sergio Oliveras -  
CIO**

Skilled in integration, process management and proper application of technologies based on requirements. Strong business development professional with a Master degree focused in Information Technology from Virginia Polytechnic Institute and State University.



**Warren Clark -  
Marketing Director**

AgMarketing communications consulting services ACT, ASFA, NAWA, FFA, LLC, FFA Alumni, Iowa State, agriculture, farm. Specialties: agricultural e-database development, marketing & management.



**Amy Gardner -  
Agronomist**

15 years of experience in Precision Agriculture, Farming, and Agronomy.



## ADVISORY BOARD: OUR BOARD MEMBERS



**Walt Dufflock -  
VP of Innovation at Western Growers**

VP of Innovation at Western Growers focused on accelerating commercialization and helping AgTech startups scale in a couple of key and challenge areas: **SVG Thrive**



**Mark Rosen -  
Chemist**

Extensive background in evaluating and managing domestic and international contract research organizations (CROs). Comprehensive network of academic, industrial, and key opinion leader contacts.



**Ruzanna Sataryan -  
UN Development Program**

Social change advocate currently leading the Impact Investment initiative at UNDP.



**Amy Wu -  
Communications manager at the Hudson Valley Farm Hub**

Amy Wu is the communications manager at the Hudson Valley Farm Hub where she is charged with all aspects of communication including the newsletter, website and social media. Amy is also an accomplished journalist who writes passionately about women (especially minority women) and Ag (especially Salinas Valley).



## CONTACT US

to be apart of the solution.

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[www.persistencedatamining.com](http://www.persistencedatamining.com)

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