



groguru

STRATEGIC IRRIGATION MANAGEMENT FOR THE SMART FARM

Patrick Henry – President & CEO



July 2020



An aerial photograph of a vast agricultural landscape, showing a patchwork of green and brown fields. A large, semi-transparent white oval is centered over the image, containing the text. The background image has a circular pattern overlay, with many small green circles of varying sizes scattered across the entire scene, creating a textured, mosaic-like effect.

**\$2.4 Trillion Annual
Agriculture Market**

A Global Crisis is Brewing!

A photograph of a large-scale center pivot irrigation system with multiple wheels and long metal arms stretching across a vast green agricultural field under a clear sky.

800M

Chronically
Undernourished
People Globally Today

A close-up photograph of a lush green cornfield with tall stalks and developing yellow cobs, showing rows receding into the distance.

70%

Increase Needed in
Global Food Production
by 2050

A photograph showing a series of parallel furrows in a field, filled with water, used for drip or surface irrigation of crops.

70%

Freshwater Used
Globally for
Agricultural Irrigation

Source: FAO

Global Crop Yield Must Increase To Meet Growing Demand

Farmers Faced with Many Difficult Challenges



WATER



WEATHER/CLIMATE



REGULATORY



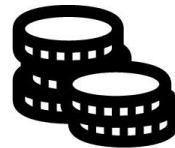
SOIL HEALTH



FARM LABOR



COMMODITY PRICING



INPUT COSTS

It's ALL About the Roots!

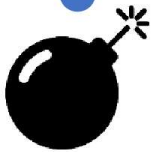
Optimal Irrigation
has the single biggest
impact on *crop yield*
and *crop quality* by
creating a robust
root system



Most Farmers Struggle with Irrigation Decisions



Look at the neighbors



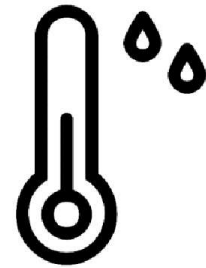
Expensive soil sampling and “pressure bombs”



Feel the soil



What did I do last year



Only 10% of farmers uses soil sensors

Annual Install/Removal of Competitive Alternatives



Annual
Seeding

Destructive
Harvest



All Competitors Use
Annual Install and Removal

AquaSpy®

 **WaterBit**

cropx / **CropMetrics™**

 **HORTAU**

 **Sentek**

IRR0METER

Annual Install and Removal Has Major Issues



High Total Cost of Ownership



Scalability Issues

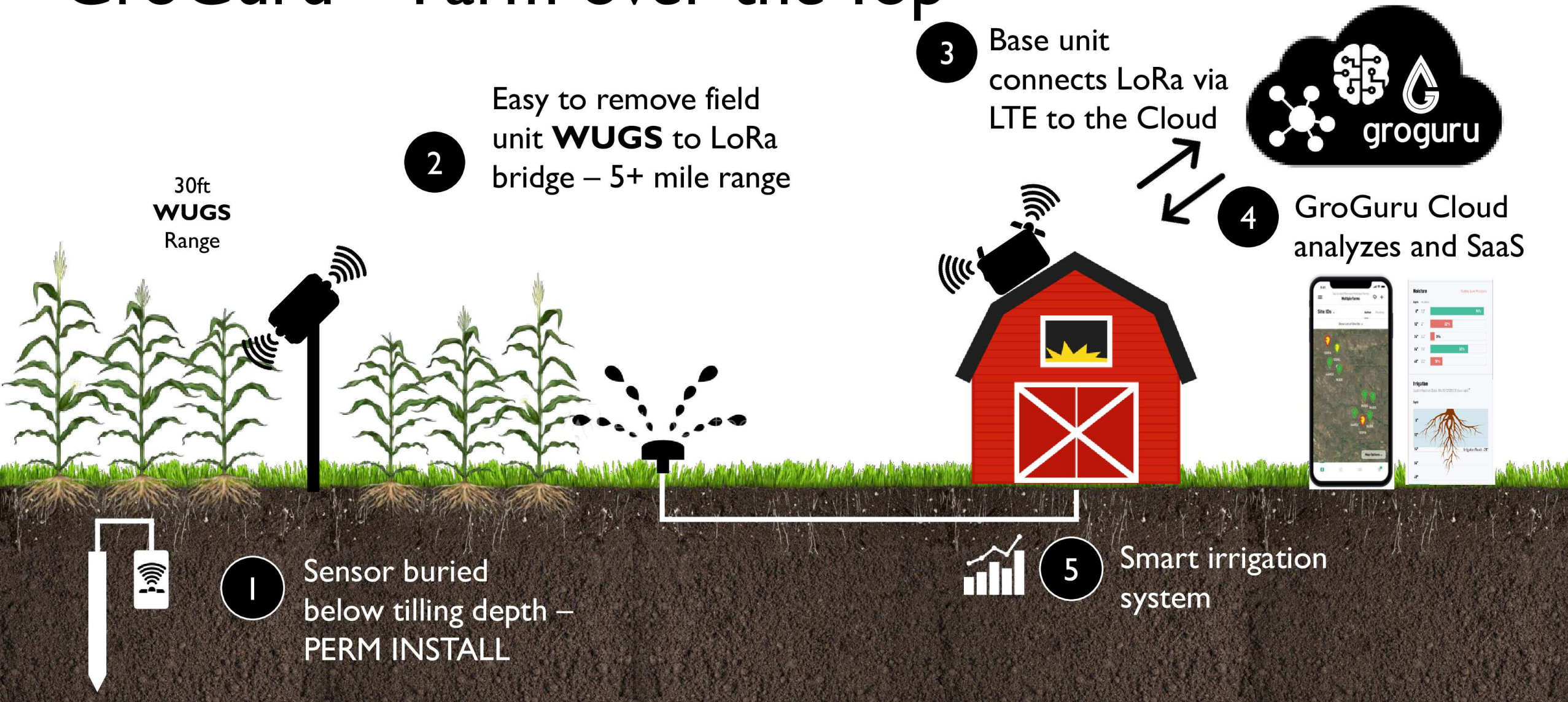


Sub-Optimal Yield Improvement

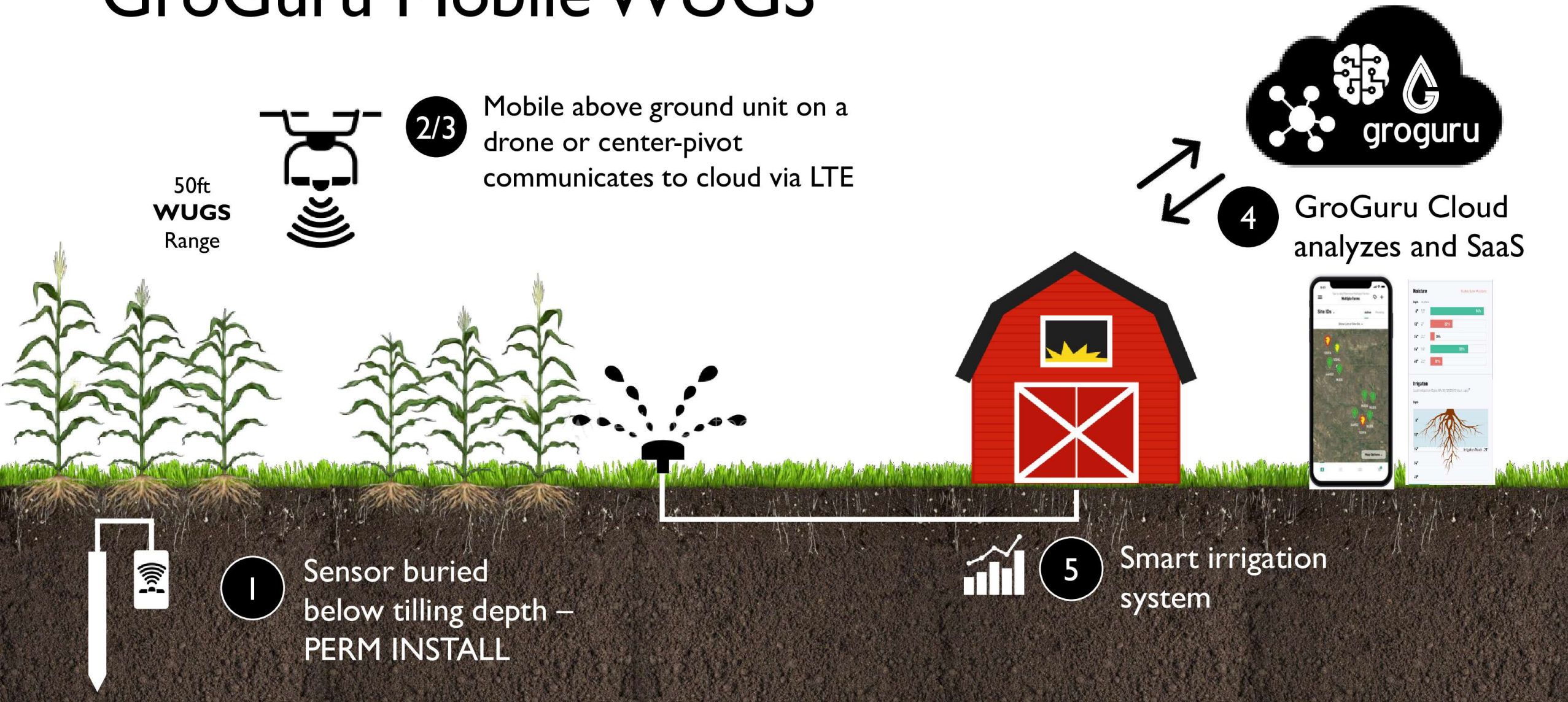


Insufficient Data Continuity for AI





GroGuru – Farm over the Top



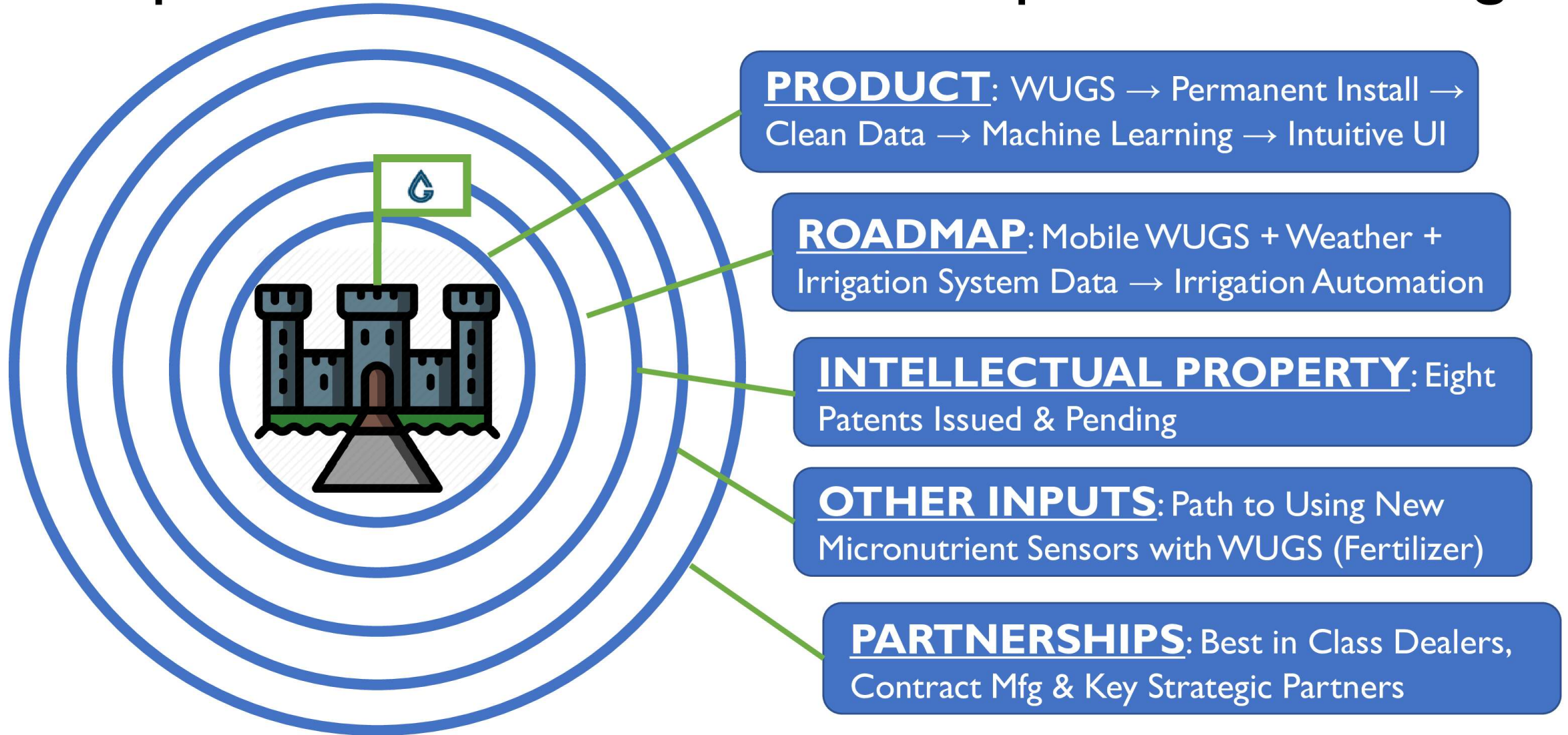
GroGuru Mobile WUGS



GroGuru Delivers Superior Value Proposition!

-  **Reduce Total Cost of Ownership** – Eliminate Annual Install/Removal
-  **Improve Scalability** – Perm Install (30X ↑) – Software Ease-of-Use
-  **Increase Yield Impact** – 10-20% Increase as a Starting Point
-  **Enable Data Continuity & Aggregation** – AI Massively Reduces Agronomy Support – System Gets Better with Time

Multiple 'Moats' – Sustainable Competitive Advantage



Farmers See WUGS as a Game Changer

"Permanent install and the data all throughout the year and across multiple years from the same spot is priceless."



Grant Norwood,
Norwood Farms
3,000 acres

"The ability to permanently install soil moisture sensors will greatly improve our ability to manage water and should improve our yields and sustainability."



Tom Moore,
Moore Brothers Farming
15,000 acres

"A permanent probe is the only solution to accurately measure soil moisture the entire year."



Harold Grall,
Hasta Farms
6,500 acres

Massive Market Opportunity

US Market
\$2B per year

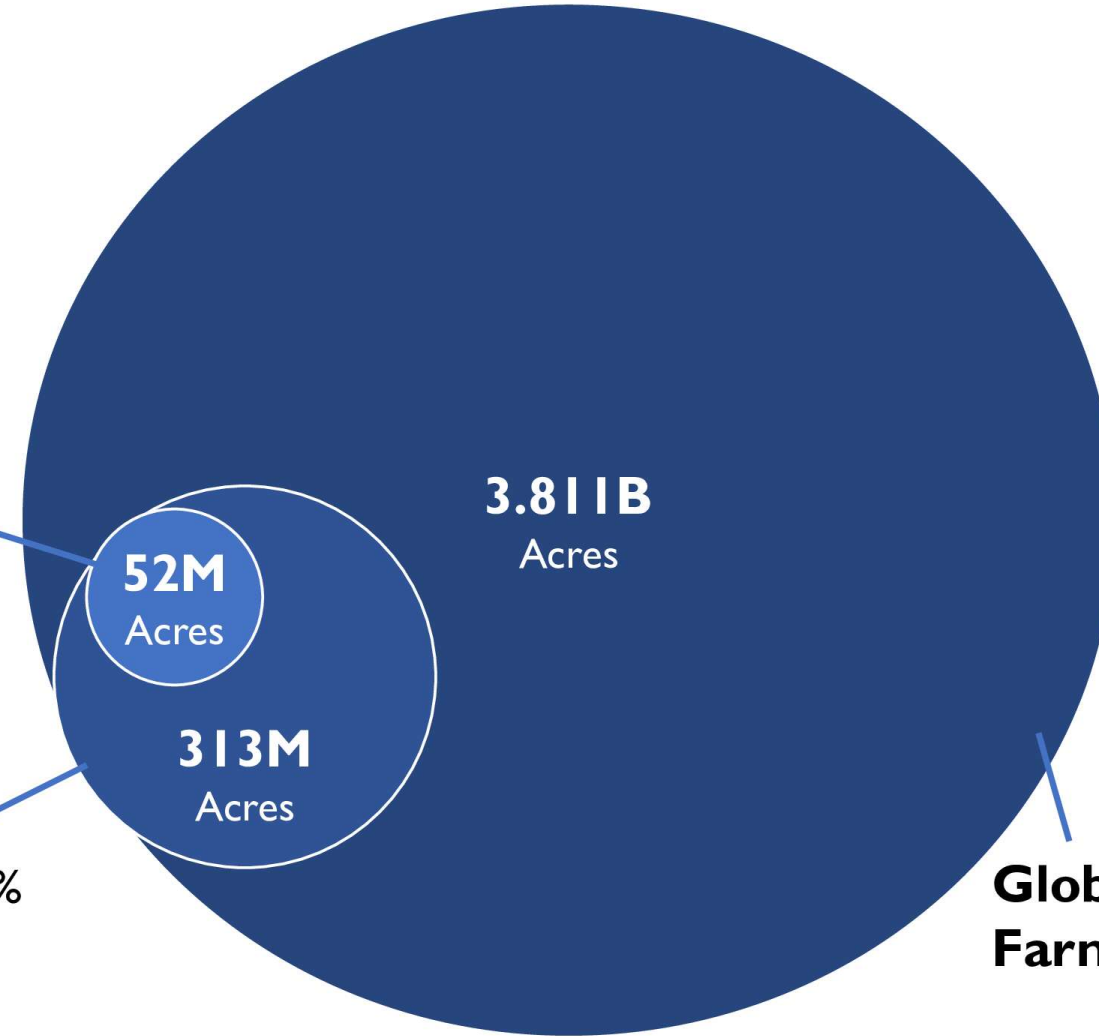


US Irrigated Farmland

Annual Field Crops 85%
Perennial Crops 15%

US Farmland

Irrigated 16%
Non-Irrigated 84%



WW Market
\$20B per year



Global Farmland

Target Business Model and Go-To-Market



Business Model

Hardware-enabled SaaS,
IOT for AgTech

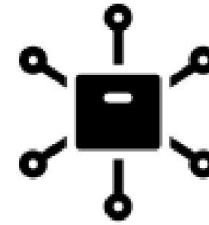
Hardware Sales

50% Margins

Annual Subscription

95% Margins

(Subscription-only revenue
model with volume and
additional capital)



Go-To-Market

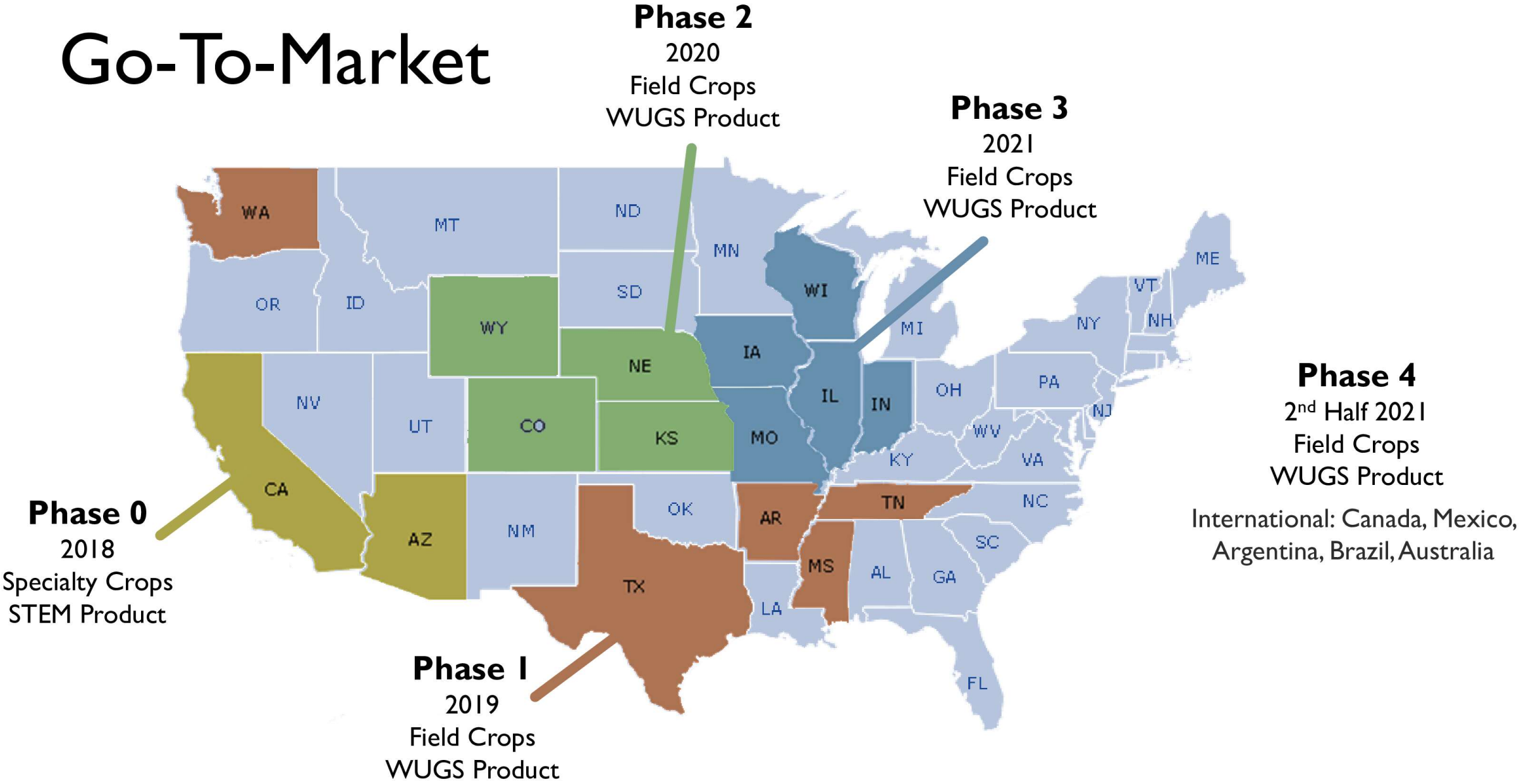
Contract manufacturing
& dealer channels

Market Access



Channel Sales:
Irrigation & Farm
Equipment Dealers
and Co-ops

Go-To-Market



GroGuru Deployments To-Date



Crop Types

- Almonds
- Pistachios
- Lemons
- Wine Grapes
- Olives
- Walnuts
- Tomatoes
- Green Beans
- Roses
- Corn
- Cotton
- Alfalfa
- Soybeans
- Blueberries
- Cannabis
- Hemp
- Sorghum
- Raisins
- Oranges

2,000+ sensors deployed over 80 customers & 20+ crop types

Seasoned Team - Domain, Technical and Business Expertise



Patrick Henry

CEO

Multiple exits, IPO with \$1 billion valuation



David Sloane, PhD

Chief Agronomist

20 years experience in irrigation agronomy



Farooq Anjum, PhD

Co-Founder, CTO and VP of Engineering

Designed wireless networks deployed in 30+ countries



Vince Ferrante

VP of Sales

Built/managed sales teams and a rep company



Jeff Campbell, PhD

Co-Founder & Chief Architect

Inventor of various soil sensors, Stevens Hydraprobe



Advisors

Farmers Advisory Board



Kevin Wright
President



Grant Norwood
NORWOOD
FARM



Harold Grall



Mike Jarrard



Tom Franscioni



Matt Shekoyan
Ex-CFO, COO



Business/Financial Advisors



Rory Moore
CEO



Umair Khan
Founding Partner



Denise & Steven Longley
Managing Partners



Affiliations and Awards



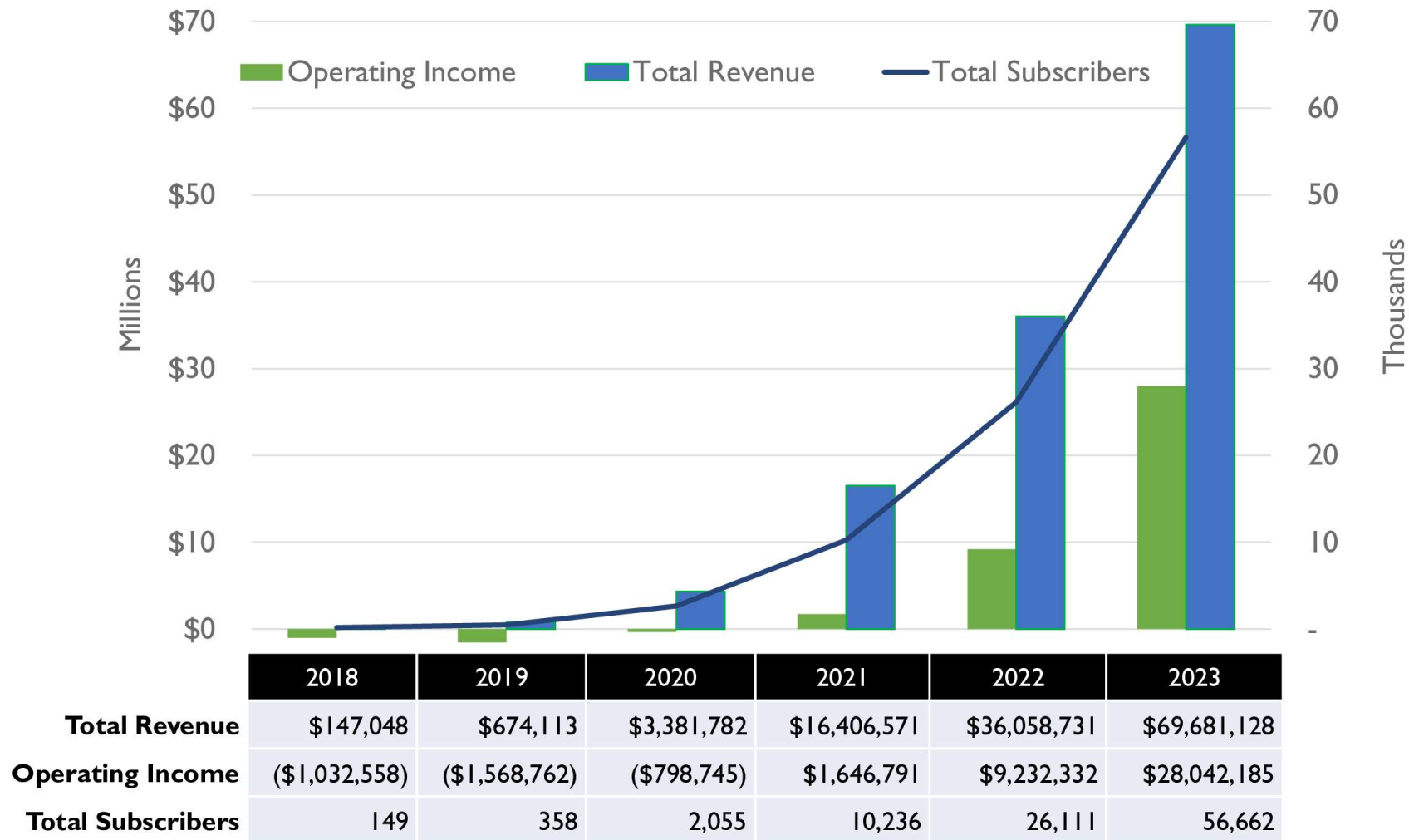
Affiliations



Awards



Explosive Growth Opportunity



\$1.5M Run-Rate in 4Q2019

500% CAGR over the last three years

Recession resilient business: Farmers will farm

Current dealer network covers ~6 million deployable acres

NOTE: Future looking projections which cannot be guaranteed. 2020 is unconstrained demand.

Investment Opportunity

- Seeking \$1 – 1.5M Series Seed convertible note financing
- Previously raised \$3.8M in Angel, Family Office and Accelerator Funding
- Use of Proceeds: product development & commercialization and channel & sales expansion

2020/2021 Operating Expenses



GroGuru Will Break-Open the Market!

- Large and explosive market - recession resistant
- GroGuru WUGS enables permanent installation
- AI-enabled cloud-based engine
- Payback period of one growing season for farmers
- Business model moves to subscription-only
- Multiple 'moats' - sustained competitive advantage



groguru

LEADERSHIP IN STRATEGIC IRRIGATION MANAGEMENT

Patrick Henry

A solid blue horizontal rectangle is positioned directly below the name 'Patrick Henry'.