



STRATEGIC WATER MANAGEMENT FOR THE SMART FARM

Patrick Henry – President & CEO



GroGuru – Who We Are and What We Do

- Helps farmers make more money by increasing crop yield, while more efficiently using water and other scarce resources in a sustainable way – IoT and SaaS for strategic water management
- Focus on delivering a more scalable, more cost effective, and more complete water management platform for farmers
- GroGuru® WUGS - Hardware scalability: 30X improvement in hardware with our patented wireless underground system (WUGS) that enables permanent installation of soil sensors in broad-acre field crops
- GroGuru® InSites - Software scalability: Hardware agnostic software as a service, more usability, more highly integrated, and enterprise level features



Farming is **COMPLEX** – Time is **SCARCE!**

WATER

FARM LABOR

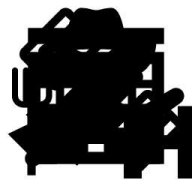
WEATHER/CLIMATE

SOIL HEALTH

REGULATORY

INPUT COSTS

COMMODITY PRICING



How Do Farmers Manage Water Today?

Look at the neighbors



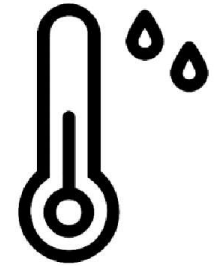
Overhead
imagery



Feel the soil



Look at the
calendar



~10% of farmers use
soil sensors,
BUT...

Prior Generation: Install & Remove **EVERY** Year!



Seeding – Install Probes

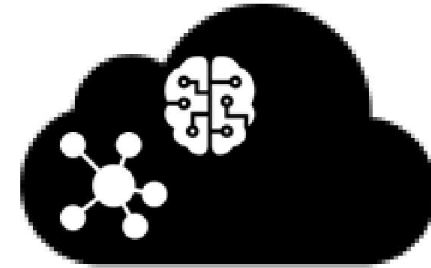
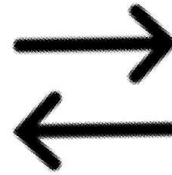
Remove Probes – Harvest

GroGuru® Wireless Underground System (WUGS)

No
Cable
WUGS

2

Easy to remove
wireless bridge
connects to Cloud



3

GroGuru Cloud
Artificial Intelligence
and SaaS

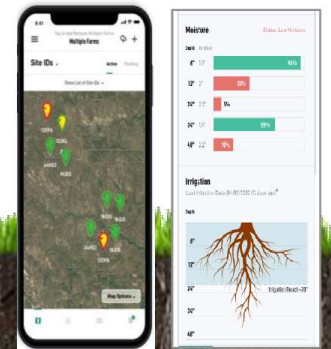
1

Sensor buried
below tilling depth –
PERM INSTALL



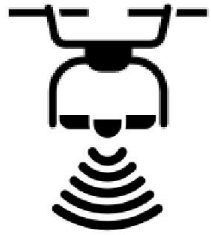
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Smart water
management system



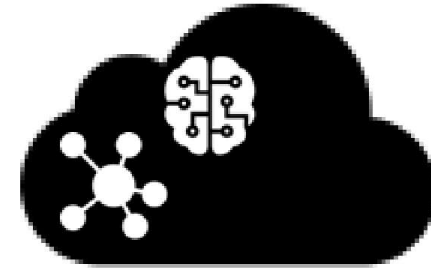
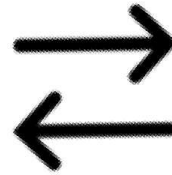
GroGuru® Wireless Underground System (WUGS)

No
Cable
WUGS



2

Mount on a drone or
center-pivot irrigation
system



3

GroGuru Cloud
Artificial Intelligence
and SaaS

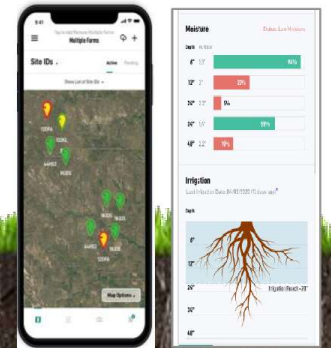
1

Sensor buried
below tilling depth –
PERM INSTALL



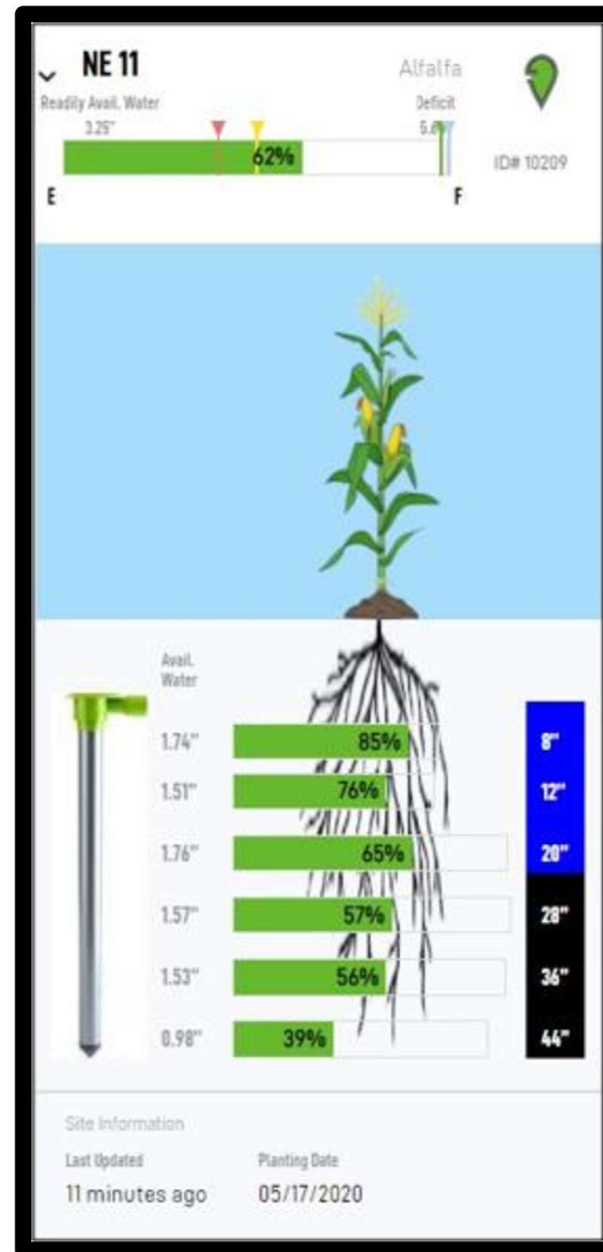
4

Smart water
management system





Superior Water Management SaaS



EASY BUTTON for smart water management

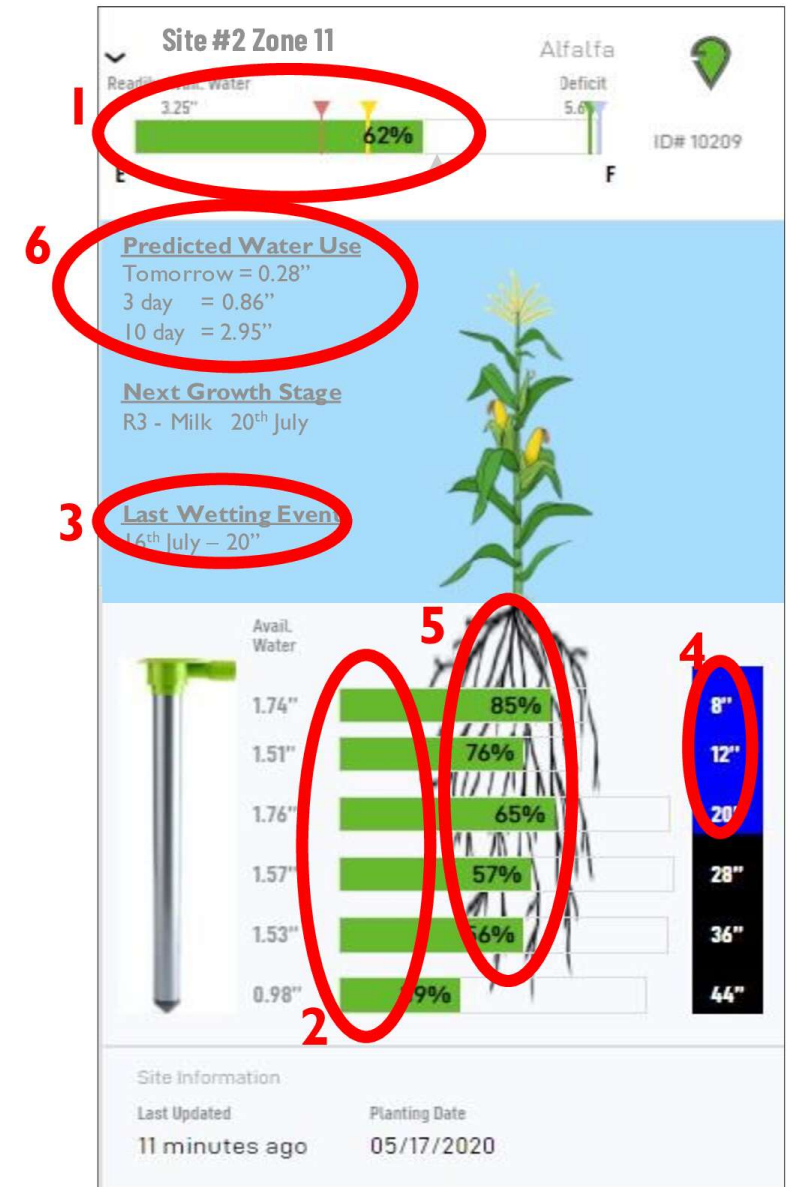
Irrigation system 'agnostic'

Market leading partnerships

API to broad farm management system

GroGuru AI/ML Models

1. To determine the overall state of soil moisture at site
2. To determine water holding capacity at each depth
3. To determine irrigation events
4. To determine depth of percolation
5. To determine the root growth
6. To determine predicted water use





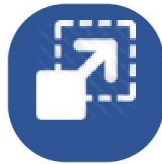
Why Do Farmers Buy the GroGuru Solution?



Typically, a 30% Increase in Water Efficiency (yield increases and input cost savings) - Payback Less than One Growing Season



Reduce Total Cost of Ownership – Eliminate annual install/removal

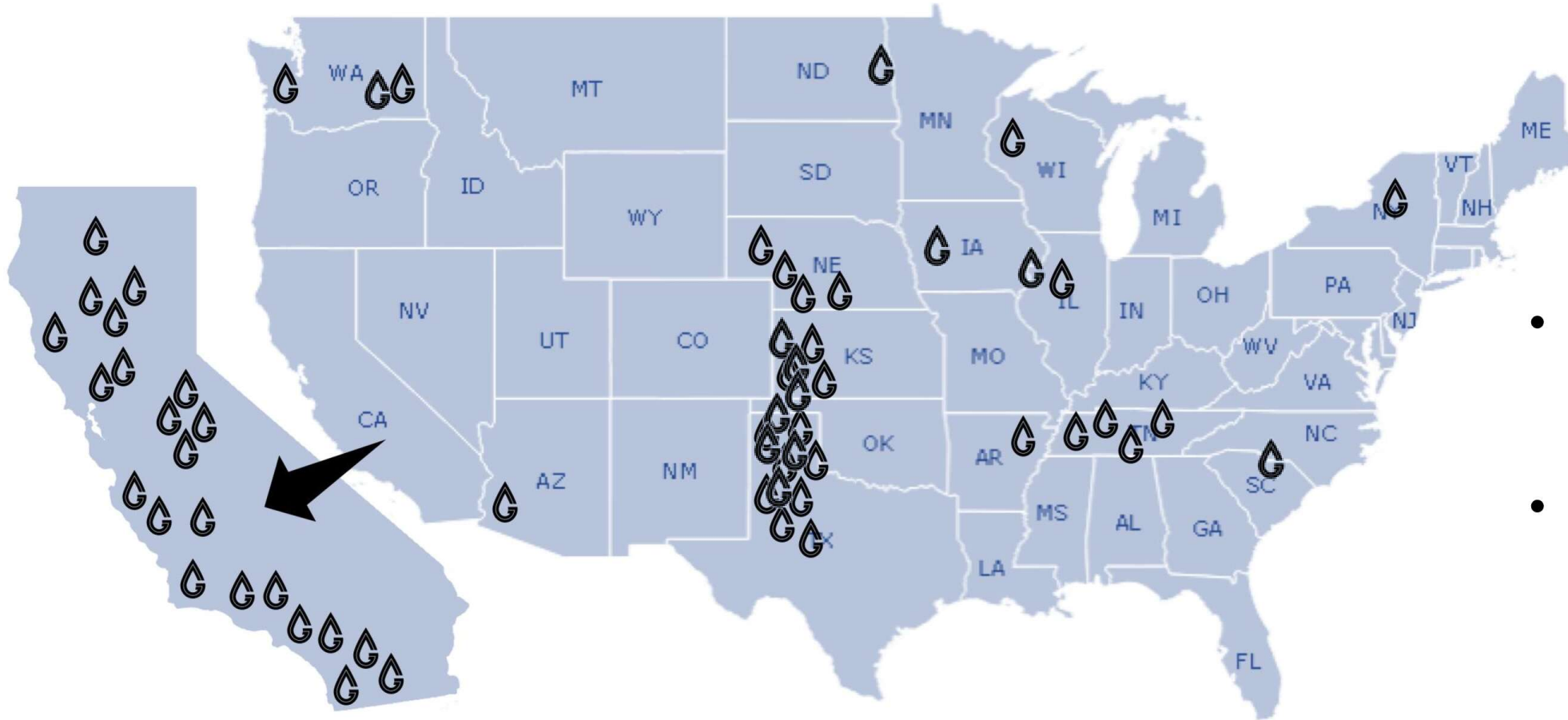


30X Improvement in Scalability



Precursor to Irrigation Automation - The Easy Button

Significant Traction: Deployments To-Date



- Hardware-Enabled SaaS
- Market Channel Partnerships

4,000+ sensors, 1,000+ locations, 100+ customers, 20+ crop types

Massive Market Opportunity

US Market
\$2B per year

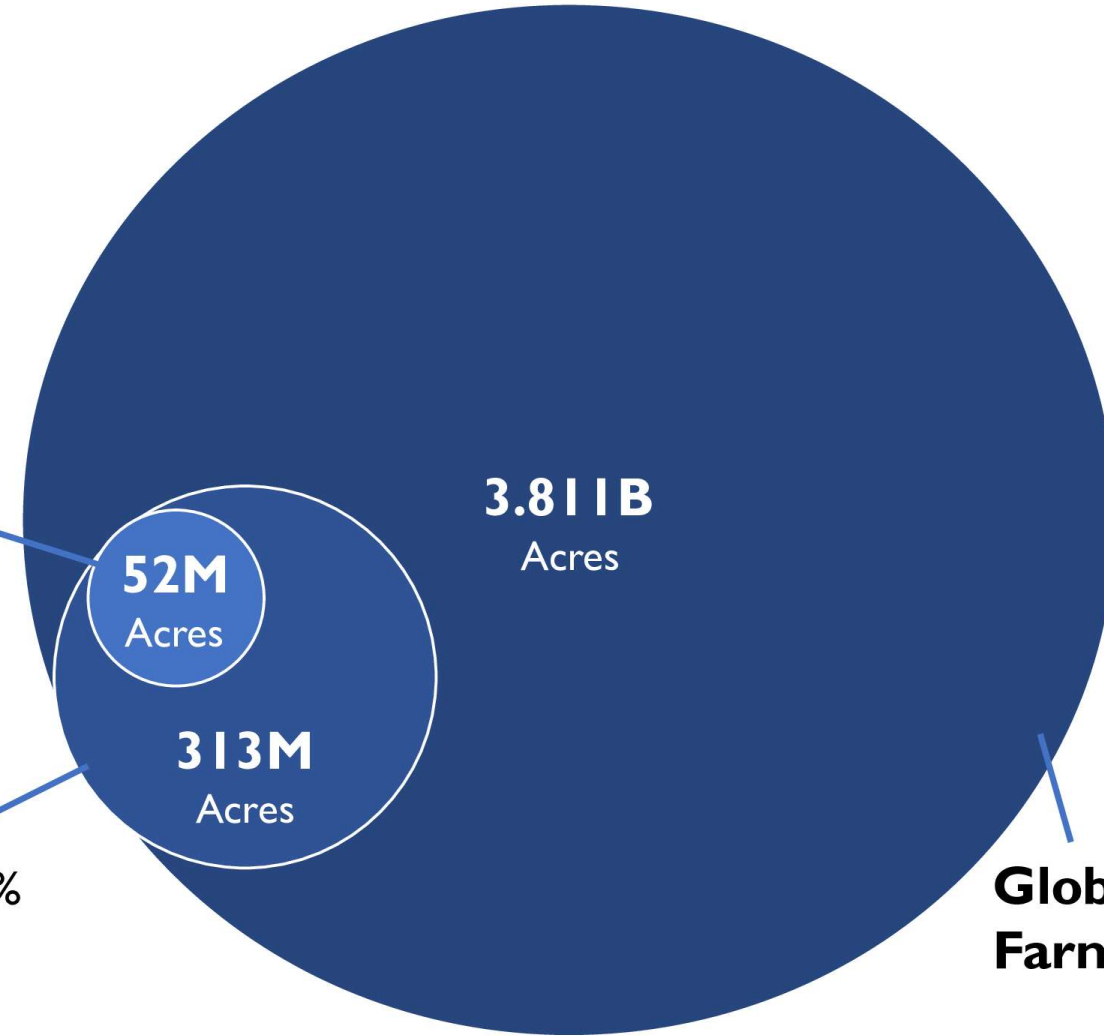


US Irrigated Farmland

Annual Field Crops 85%
Perennial Crops 15%

US Farmland

Irrigated 16%
Non-Irrigated 84%



WW Market
\$20B per year



Market Traction

- **Revenue**: \$1M+ run-rate business and ramping
- **Customers**: 200+ farms, 20+ crop types, 1,000+ sensing sites, over 100,000 acres under management - Existing customers representing 1M deployable acres of footprint
- **Channel Partners**: USA dealer network now has about 5M acres of coverage
- **Sales Funnel**: Over \$20M in our sales funnel for 2022/2023 deployments, including a top 3 seed producer and a major ag retailer
- **Product-Market Fit**: Proven success with an average ROI of 6X to 8X in the first growing season
- **Strategic Partnerships**: Key strategic partnerships like DTN, Valley Irrigation, Sentek, AquaCheck, Syngenta Digital and others
- **Worldwide Expansion Plan**: Intent to selectively enter the non-USA market in 2022/2023: Australia, Canada, Mexico, South America

Seasoned & Experienced Team



Patrick Henry
CEO

Multiple exits, IPO with \$1 billion valuation



Farooq Anjum, PhD
Co-Founder, CTO and VP of Engineering

Designed wireless networks deployed in 30+ countries



Jeff Campbell, PhD
Co-Founder & Chief Architect

Inventor of various soil sensors, Stevens Hydraprobe



David Sloane, PhD
Chief Agronomist

20 years experience in irrigation agronomy



Vince Ferrante
VP of Sales

Built/managed sales teams and a rep company



Impact Investing!

GroGuru = Save Water, More Food, and More Carbon in the Soil



What Do We Need from You?

- Seeking \$5M Preferred Stock Financing
 - WeFunder financing (extension from Equity Crowdfunding on StartEngine in 2020)
 - \$14.7M pre-money valuation – early bird and large check size discount incentives
- Use of Proceeds from Financing:
 - New product commercialization
 - Channel & sales expansion
 - Conversion to all subscription business model
 - Expand strategic partnerships

2022/2023 Operating Expenses





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