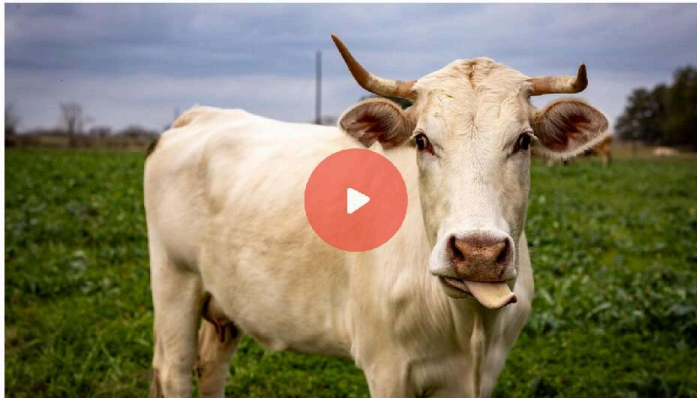


The accelerator for regenerative farmers & ranchers




godownland.com Austin, TX     

Highlights

- 1 Advisors with over 90 years of farming & ranching experience, featured in Common Ground film, TEDx
- 2 Over 200 ranching residency applicants on our waitlist
- 3 \$61,000 in farm product pre-sales
- 4 Founded by 3x startup executive named to #10 on Inc. 5000 in Financial Services
- 5 Signed letters of intent from 17 landowners (and counting!)
- 6 Over 7,000 email subscribers

Featured Investor

**Brittany Conard** 
Syndicate Lead Follow

Invested \$1,000 

Head of Ops, Cat Herder, and Motorcycle Rider

"Care about where your food comes from and support local produce. The food we consume has a significant impact on our health. Witnessing Jessi and her team's unbelievable passion for this cause is truly exhilarating. They are dedicated to promoting the importance of knowing the origin of our food. This movement is essential for the future we envision. Our society has long been in need of a greater emphasis on locally sourced and sustainable food options."

Our Founder



Jessi Roesch Founder

3x startup executive named to #10 on Inc. 5000 in Financial Services, Terra.do
Climate Fellow, ex-GE, unicorn alumni (Degreed)

Pitch

Farming & ranching is about to change.

According to the USDA, over 1,500,000 farms will change hands in the next 20 years — that's over 70% of them. 🥰 Those without an heir to carry on the operation have limited options for maintaining their land in agriculture, putting local food supply chains at risk and exacerbating food security challenges for communities

Summary

As of January 1, 2024, the U.S. beef cattle herd was at its lowest level since 1951, according to the U.S. Department of Agriculture (USDA). 🐄 The total inventory of beef cows, milk cows, bulls, replacement heifers, other steers and heifers, and the calf crop for the year was 87.2 million head, which is 2% lower than the same time in 2023. The calf crop was also estimated at 33.6 million head, which is down 2% from 2023 and the smallest since 1948.

In 2023, the US imported more food than it exported for the first time in many years, according to the USDA with over a \$17 billion deficit. 🇺🇸

Over 1,500,000 farms will change hands in the next 20 years.

That's 70% of US farms, many without an heir to manage it.



THE PROBLEM

Soil health is human health.

Remember the food chain? 🌱 Nutrients from the soil end up in our food and end up in us.

In the US alone, \$44 billion is lost each year from soil erosion. Erosion from agricultural lands pollute waterways and contribute to climate change. Less nutrients in the soil mean less nutrients in our food. The food we eat today contains less protein, minerals and vitamins than 50 years ago, according to the Rodale Institute.

Regenerative agriculture improves soil health through ecologically-minded agronomic principles like cover cropping, rotational grazing and reduced tillage. Regenerative agriculture operations are 120% more profitable, require fewer inputs and are expected to generate \$1.4 trillion in increased crop production by 2050.

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Regenerative practices are 120% more profitable, require fewer inputs and are expected to generate \$1.4 trillion in increased crop production by 2050.
Source: Rodale Institute, USDA, EPC, Rodale Institute, Rodale Institute



THE SOLUTION

Soil health is human health.

Regenerative is the new organic.

Besides being good for health, regenerative markets are growing quickly. The regenerative market today is valued at \$8.7 billion, a similar size to the organic market in 2000. 📈 Since 2000, the organic market has grown into a \$65 billion industry. Demand for regenerative products is forecasted to grow at a 14% CAGR by 2030, nearly 2x the rate of organic.

THE OPPORTUNITY

Meanwhile, demand for products that prioritize nutrition and sustainability is growing.

Regenerative markets are growing at twice the rate of organic.

This means a \$30 billion market by 2032.
Source: Statista, Statista, EPC, Rodale Institute


Regenerative is the new organic.

Downland is a marketplace that matches landowners and the next generation of land stewards.

Aspiring residents apply to the program for community and training. Residents who succeed to farm, research, own, and/or practice regenerative agriculture to establish their


who proceed to farm or ranch ownership receive assistance in establishing their entity. Downland earns income through a revenue share model on ongoing farm revenues. Trained farmers are matched with land for their operation, with an initial go-to-market focus on absentee landowners. Farm businesses receive access to blended capital through investments, loans and grants.

- 17 Landowner LOIs (and counting!)
- Over 200 ranching residency applicants
- \$61,000 pre-sales
- Over 7,000 email subscribers



downland

Our marketplace matches landowners with the next generation of regenerative land stewards.



We’re laser-focused on land and accelerate with world-class partners.

With lightweight succession planning tools, landowners can understand if Downland fits their long-term plan. Our succession planning tools are designed in partnership with attorneys and landowner advocacy groups. We accelerate the training and operations with world-class partners and experts in the food industry supporting back office operations, grant access, debt financing and go-to-market delivery.

Product Roadmap

We’re laser-focused on land

With lightweight tools, landowners can understand if Downland fits their long-term plan.



Design Partners





Downland has an early-mover advantage in the US.

Downland’s competitors focus on existing farms, rather than new ones. We have a distinct, first mover advantage when it comes to matching and launching operations for new regenerative operations in the USA. Other similar operations are outside of the US, don’t provide startup support through capital or land matching, or simply offer a tech solution without hands-on engagement in operations. Think of us like a startup accelerator or franchise for farms, but with more skin in the game: We invest in their success and stay engaged for the long-term.

Competition

We have an early mover advantage in the US

	SLM Partners	MAD Ag	Lonetrends	ReNature	Soil Heroes	downland
Training & Community		✓		✓	✓	✓
Land Matching			✓			✓
Go-to-Market Support	✓	✓	✓			✓
US-Based	✓	✓				✓
Carbon Capture					✓	Roadmap
Nonprofit Arm		✓	✓	✓	✓	Roadmap
Succession Support						Roadmap

STRATEGIC CONFIDENTIAL

Our scale will enable entry into adjacent industries.

Downland’s long-term investment in its community of farms is our most powerful moat. As we scale, we are poised to enter adjacent industries that are enabled by food and land.

Examples include direct land acquisition, supply chain coordination, nature-based carbon solutions, inseting/offsetting, succession planning support, ecotourism and farming as an amenity.

We remain relentlessly focused, but excited for the future.



We've got the best team in the field (pun intended).

Our extended team has 90 years of farming & ranching experience, and are sought after experts. They include startup founders and industry leaders. Our team are alumni of organizations like TechStars, Save Barton Creek Association, Texas Conservation Corps, City of Austin, and General Electric. They have been featured in TED Talks, *Kiss the Ground* and *Common Ground* documentaries, the Enviro Aware YLS Summit and other climate and industry events.

Our founder, Jessi Roesch (rhymes with "fresh") has over a decade of experience driving transformation at startups, unicorns and enterprise companies. Her credentials include:

- Terra.do Climate Fellow
- BCarbon Soil Health Committee Member
- Entrepreneur-in-Residence at Antler VC (selected from less than 3% of applicants)
- 3x startup executive
- Led prior company to #10 in Financial Services on the 2023 Inc. 5000 list
- General badass: CrossFit L2, 5th Place Olympic Weightlifting for the 2023 Texas State Championships (W35 59kg division), election volunteer, was once nearly robbed at knife point but stopped the crime in progress by sternly saying "NO".

We've got the best team in the field

downland

Jessi Roesch
Founder & CEO
Antler, GE, Regeneris, Spruce

Eirik Olsen
VP, Finance
Capchord, Harvard

Brittany Conard
VP, Marketplace Operations
Spruce, Buildplace

Leron Giesling

Alejandro Carrillo

Understanding Ag

Rebecca Tasker
Community & Training
Program Director
Texas State, Texas A&M

Cassidy Stillwell
Ranching Resident
Texas Conservation Corp

Regenerative Agriculture Advisory Team

Don't miss out. Invest today.