



modgardenTM

Restoring Nutrient Security from Soil to our Cells

EXECUTIVE SUMMARY

- **End Goal:** To shift food control and nourishment from centralized corporations to urban dwellers. Failure to act risks a future dominated by big corporations, endangering the survival of organic farmers.
- **Our Solution:** Vertical organic farming in soil—putting urbanites in charge of their own food production and addressing the impending food crisis through nutrient security.
- **What Sets Us Apart:** Our proprietary soil blend is teeming with beneficial microbes, mimicking the soil health of a 100 yrs ago; our focus is **nutrient security**. Modgarden's products fit into a closed-loop food/waste system for cities aiming for net-positive impact.
- **Market Insight:** Over 99% of the \$15B indoor plant growing market relies on soil-less Hydro/Aero-Ponics systems. These are extensions of industrial agriculture and fail to produce nutrient we need daily.
 - We are **four months** & \$500K away from commercial release
 - TAM: US Gardening Households \$17B+, Global Greens \$69B

TRACTION

- Pilot at **5-star** Hotel (restaurant) in Austin
- MOU for 50 homes
- Pre-sold 142 units, including a senior living home
- Two hardware patents, soil recipe
- Winner **QVC/HSN Channel** - (Kitchen Electrics group)
- Winner Milan Design Week - out of 543 global products





FOOD IS THE CULPRIT

- Just four agro-chemical giants control 60% of global seed sales
- Less than **1% of the 911 million** acres of US farmland is certified organic

As a result,

- Food quality: **pesticides, micro plastics¹** have driven average nutrient values **30-50% lower**
- **Affordability** is a concern with price premiums ranging from 7.5% to 30%+³
- Organic food market at \$50B. **Demand** growing +14% YoY. With capacity of <1% of organic cultivable land, **consumers are underserved⁴**
- New systems such as **Hydroponics** (\$25B by 2024) are extensions of industrial agriculture, have significantly lower nutrition²

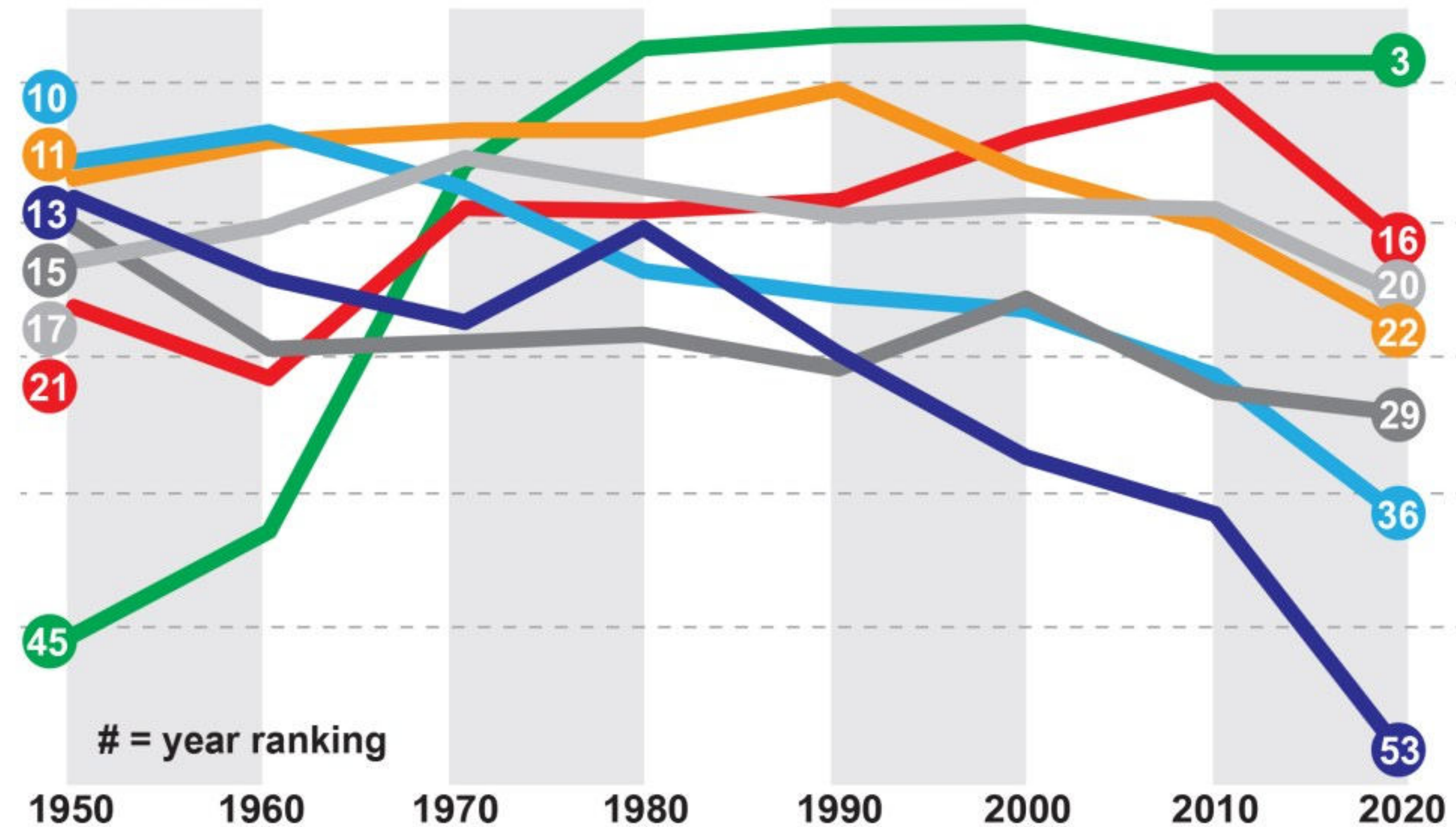
So what,

- Life expectancy rates are **dropping**
- Organic farms going extinct

Source:
¹[ScienceDirect Environment Pollution](#)
²BioNutrient Institute
³Nielsen 2019
⁴Zion Market Research 2019

G7's International life expectancy rankings

UK • Canada • France • Germany • Italy • Japan • USA





SOLUTION

- Modgarden helps people without yards easily grow organic vegetables so they can eat a fresh salad every day
- Our main difference is a proprietary soil blend that grows plants with balanced nutrients that are more absorbable
- Small spaces or larger families, tinyFarm is modular with various sizes and soil depths, stackable like LEGO





SOCIAL IMPACT*

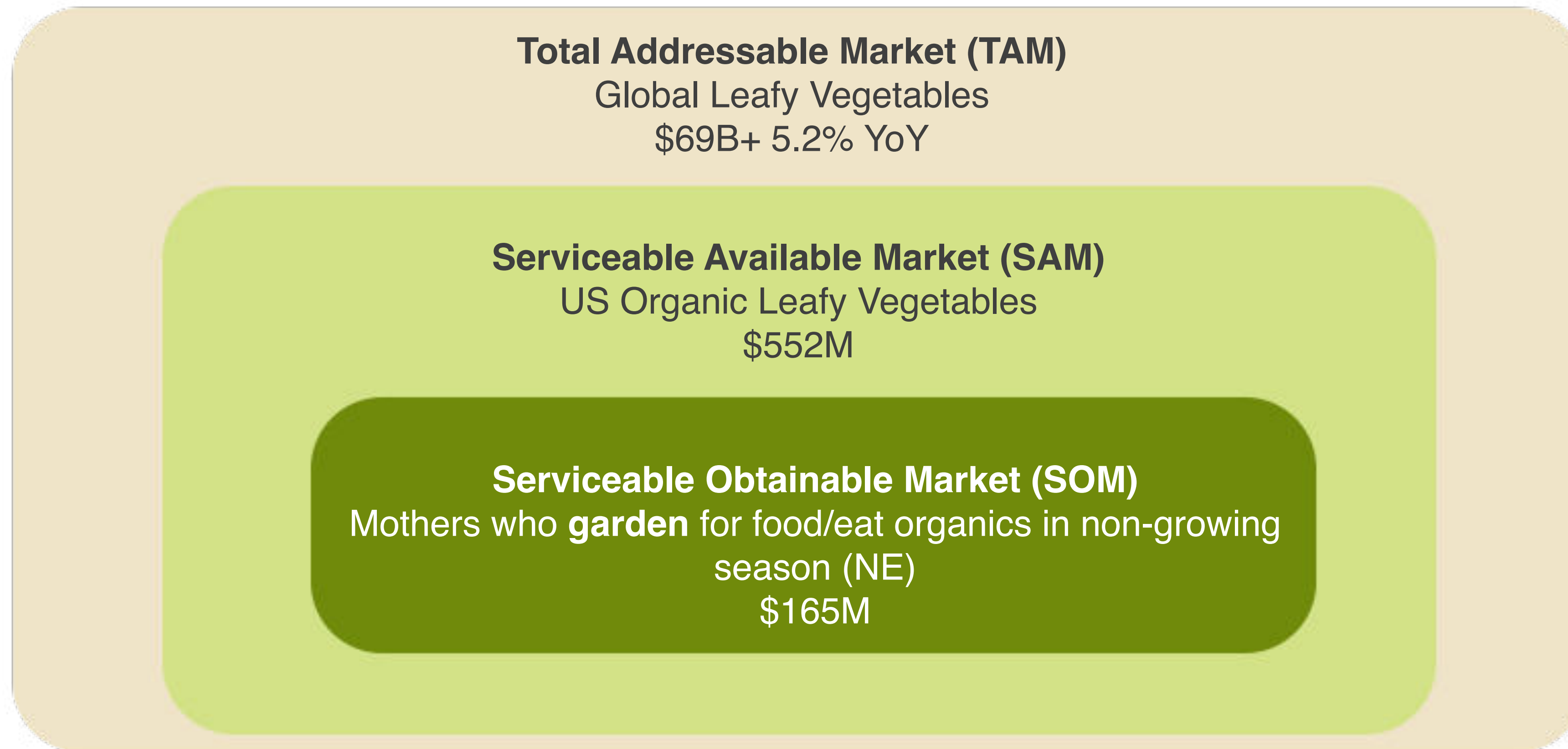
- Our mission: Save lives with pure organic food. By improving food quality, we can tackle chronic health issues.
- We're helping at-risk communities to grow their own food
- Reach children through curriculum designed for schools, and educate inner-city families about their food sources



*Impact programs are administered through [ModgardenFoundation.org](https://www.ModgardenFoundation.org)



MARKET: TARGET ORGANIC LEAFY VEGETABLE GARDENERS



*In **Phase-II** we will pilot in a B2B TAM of \$16B+: B2B residential tower market, Schools, Grocery and Restaurants

**Food gardeners flocked to our product.



EXPERIENCED TEAM



Amar Khwaja
Founder and CEO

xInvestment banking from debt & equity markets. NYU/UPenn. Disciplined & obsessed to change our food paradigm.



Evan Folds
Agriculture

Leading US soil scientist, well published. **Strategic Advisor:** *Kiss the Ground*



Maryam Nizam
Operations & Bus. Dev.

Thrives in hyper-growth work environments where the focus is on rapid adaptability and accelerated scale.



Fractional CMO

TBD



Paul Gordon
Fractional CTO

Computer scientist HW/SW/ AI in a consumer friendly integration



Design, Engineering, Manufacturing

20 yrs+ design and engineering firm specializing in software, electronics, robotics and AI. Over 700 products.



Fractional CFO

20 year international firm, informed \$100's millions in venture raise



Soil Partner/Supplier

Soil partner status under confidentiality.



WE HAVE PRE-SALES AND PARTNER INTEREST

142 Pre-paying customers, (88 over 8 day exhibit), QVC Channel Kitchen Electrics winner; 'Expert Preferred Vendor' for NGO



Present
(2019 - Present)



Awards/Recognition
Q4 '19 - Q3 '21



Soil Launch
Q1 '20

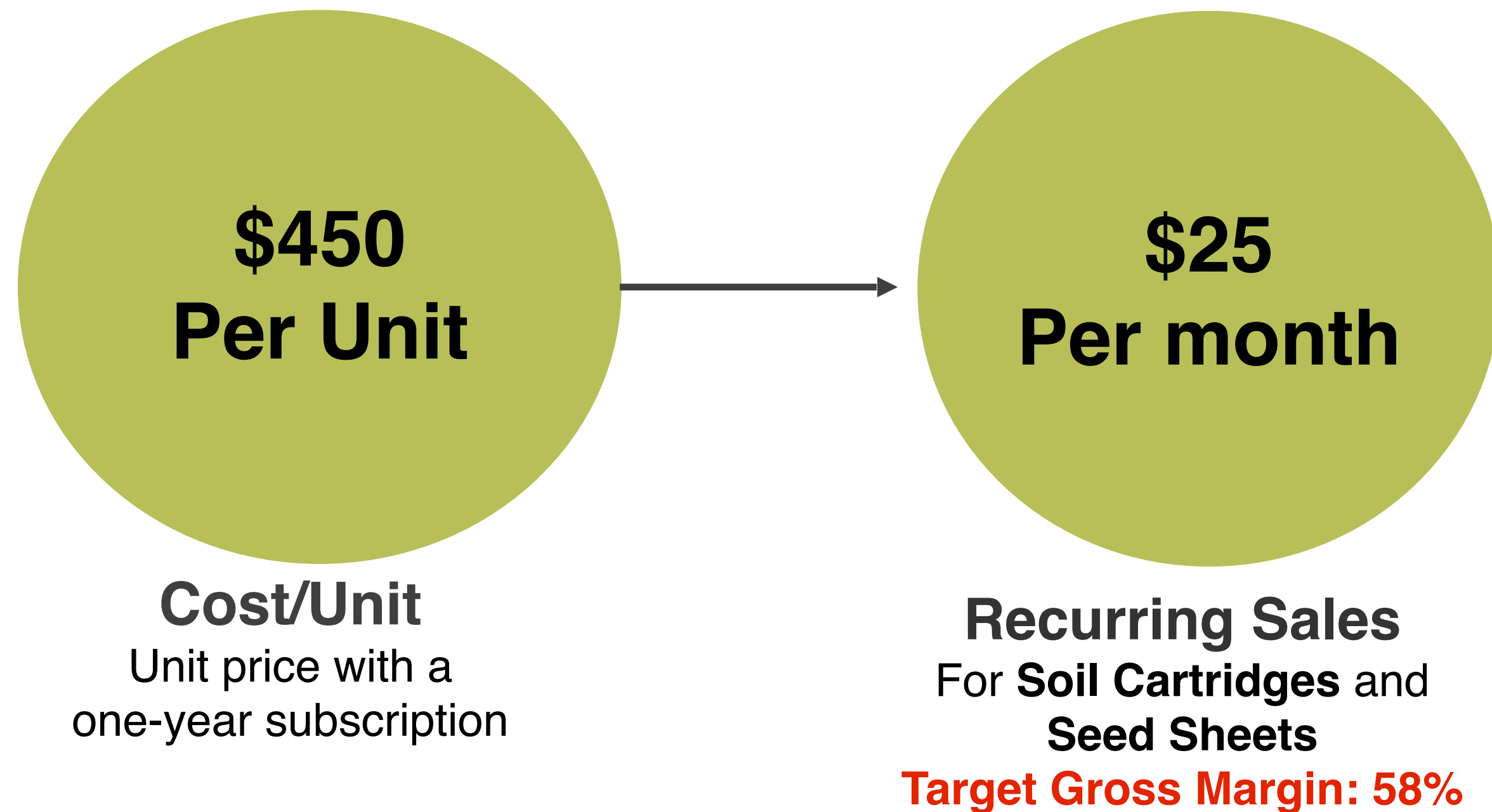


Customers
2021 - 2022

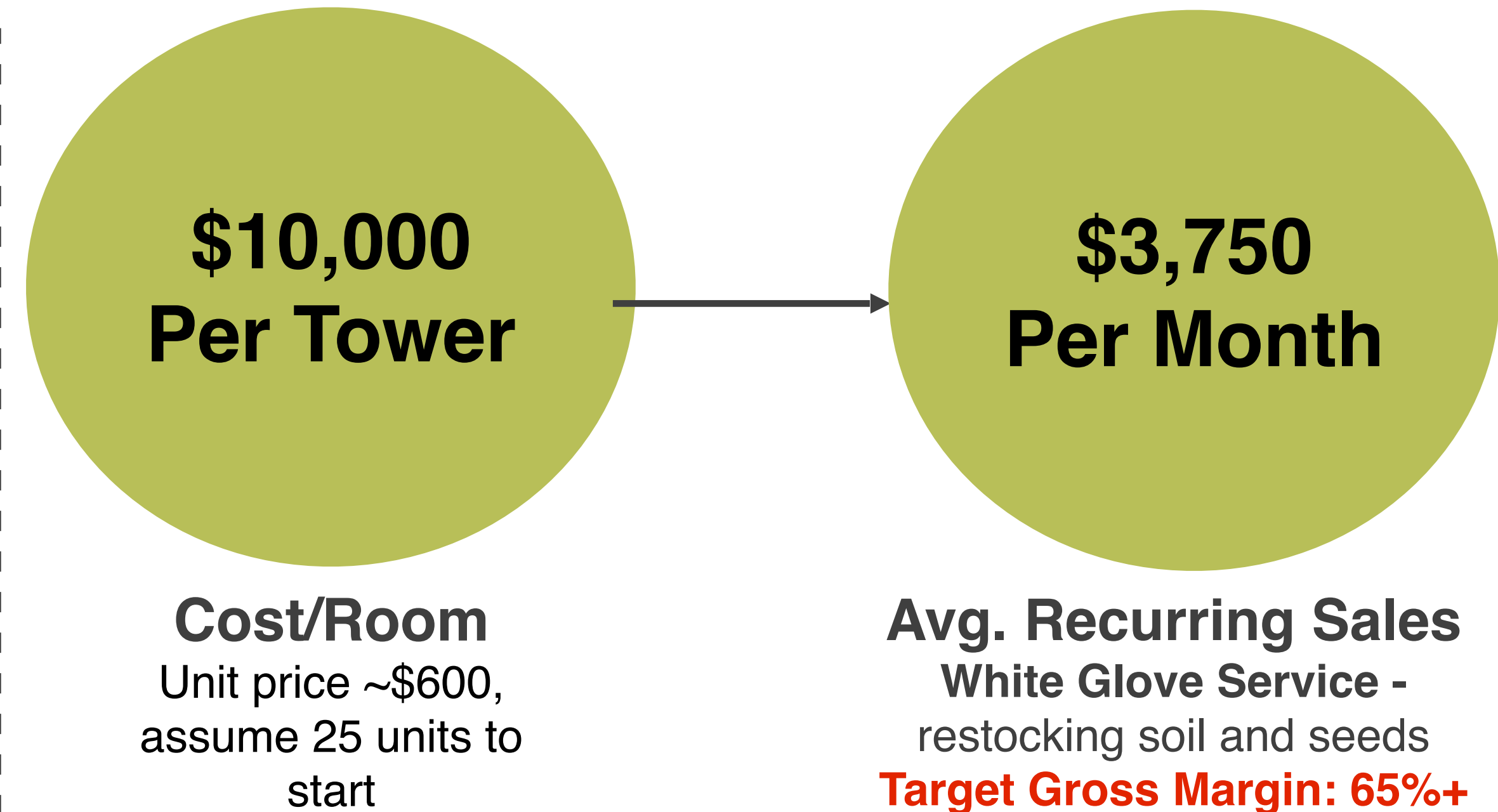


RECURRING D2C MODEL, AND MOVE TO B2B

Phase I - D2C Recurring Revenue



Phase II - B2B (Residential Towers)



** Interest/Pre-Purchases from B2B clients: Grocery, Restaurants, Senior Living Homes, Schools, Homeless shelters, Co-ops, Government DOD



FINANCIAL PROJECTIONS

5-Year Financial Projections

Income Statement (thousands)	Year 1	Year 2	Year 3	Year 4	Year 5
Cum. Subscription # of Units*	5,227	20,731	118,123	254,782	452,554
Revenue	\$1,885	\$6,608	\$41,232	\$80,376	\$150,541
Cost of Goods Sold	(\$730)	(\$2,570)	(\$17,067)	(\$33,487)	(\$59,992)
Gross Profit	\$1,155	\$4,037	\$24,165	\$46,889	\$90,549
Gross Profit Margin	61%	59%	58%	57%	59%
Total Expenses	\$1,889	\$3,337	\$11,844	\$18,382	\$35,182
EBITDA	(\$734)	\$700	\$12,321	\$28,507	\$55,367
Region	-Austin, Toronto	-NA Scale/ EMEA Pilot	-EMEA Scale/ Asia Pilot	-Asia Scale	-Global Partnerships
Channel	-D2C Online	-B2B Towers Pilot	-B2B Grocery Pilot	-B2B Scale	-Global Scale

- Current sales for an existing competitor is 355,000+ units. Modgarden is projecting to achieve sales of 118,000 units by Year 3.

*30% yearly churn

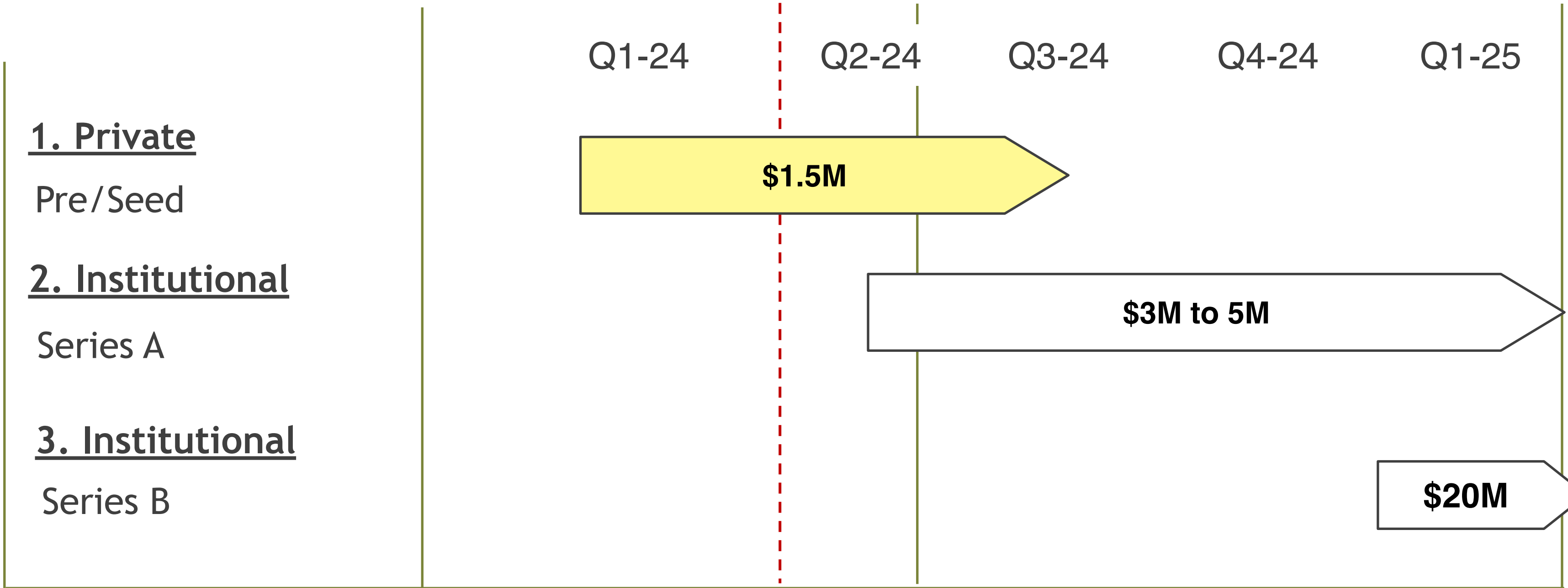


FUNDING NEEDS

Started

- **Funding-to-date, \$500K**
 - Soil Version I and II ✓✓
 - Presales of 142 units ✓✓
 - 6th Prototype, ready to commercialize ✓
 - Social proof - Awards, media ✓✓
 - Product Mkt Fit: Initial personas ✓✓
- **Current Seed round \$1.5M**
 - BETA units, then general commercialization
 - Indiegogo presales campaign
 - Pop-ups & Digital sales
 - Soil specialty development
 - Patent portfolio
- SAFE Note
- \$150,000 raised in current round

Fundraising Calendar





PRODUCT ROADMAP

We are here

C - Custom
O - Off-Shelf

Complete
Started

F&F

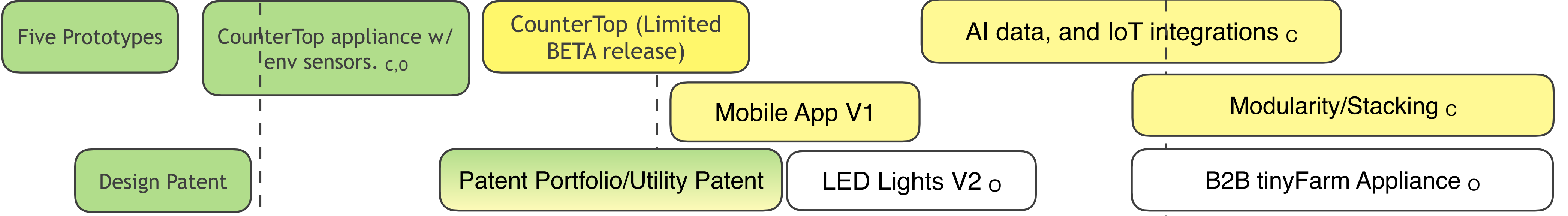
PreSeed (\$500K)

Seed (\$1.0M)

Series A

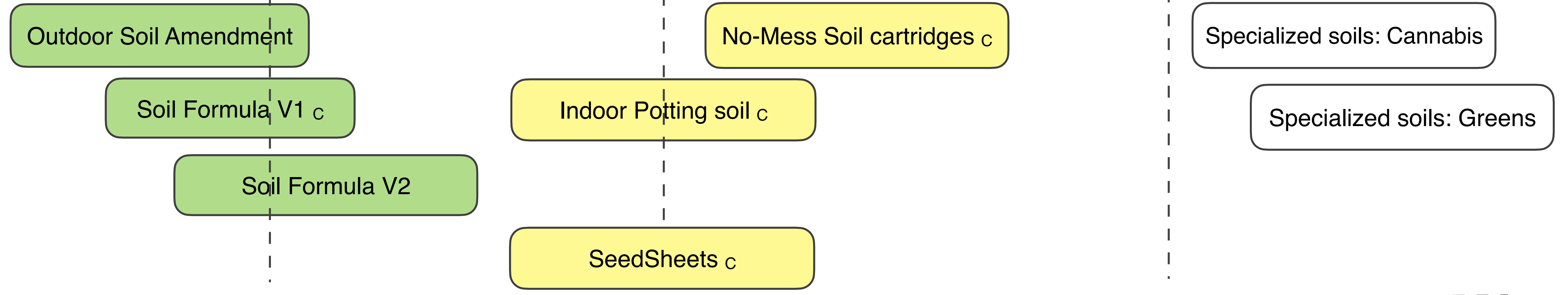
Ongoing Design/Engineering

TinyFarm



Ongoing soil research, version releases

Soil



GOTO MKT

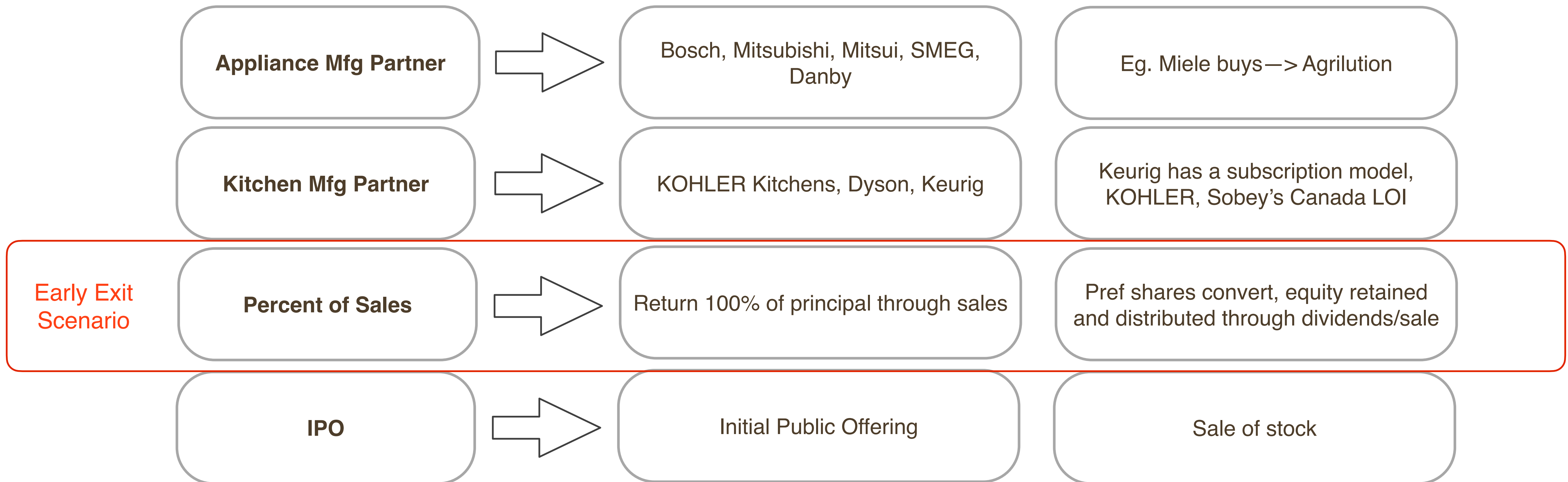




EXIT SCENARIOS FOR INVESTORS

Modgarden has multiple investor exit opportunities with high ROI

Viabile M&A/Strategic Alliances and/or ROI Prospects



*Founder committed to long-term vision; no intent to exit.



UNITED NATIONS SUSTAINABLE GOALS

2 ZERO HUNGER



The pandemic has exposed the fragility of our food systems. Modgarden's solutions express themselves by empowering people to grow their own organic food with the highest nutrient densities, without supply chain risk, at half the cost of the supermarket.

3 GOOD HEALTH AND WELL-BEING



Without abundant health, wealth is impossible. At Modgarden, we've developed biological soils with a brain-trust of global advisors, scientists, researchers, influencers and like, to ensure food grows in the purest ways, like "medicine" in the body. Health starts with the choices we make with food.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Our smart farm solutions are built with biophilic and biogeometric principles in mind. It starts with the regenerative soil, to the design modularity of each tinyFarm and the ability to, modularly stack various sizes in LEGO[®] -like fashion.

11 SUSTAINABLE CITIES AND COMMUNITIES



Modgarden's goal is to empower and provide self-sustaining solutions for shelter programs to grow food year-round. Initiatives will include educational opportunities for kids, employment opportunities for at-risk communities, cultivating pure food for inner cities.

13 CLIMATE ACTION



Industrial agriculture is the largest contributor to climate change. At Modgarden, we close the loop on compost waste and rejuvenate it for our regenerative farming partners. As a result, we're able to take up to 30% of compost waste out of landfills in cities.

15 LIFE ON LAND



Actually 'Life *in* Land', Modgarden's solutions aim to rejuvenate soil to rebuild soil structure for healthier microbial communities. A healthy and just as critical, balanced microbial population, is a non-negotiable component to sustain all healthy life **on** land.



modgarden

Aamar Khwaja

Founder

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