



GREEN COLLAR FOODS

URBAN AEROPONICS.
CLOUD TECHNOLOGY.



Leadership Team



Ron Reynolds

Chairman,
Co-Founder



Daniel Casanas

Executive Director,
Co-Founder



Ray Quatrochi

Chief Engineer,
Co-Founder



Frank Gublo

Agriculture &
Food Specialist



Darren Riley

Operations
Director



Carlos Oliveira

Technology,
AgCloud



Jim Walker

Advisor,
UK Initiatives

Experienced Leadership Team with strong individual success history and excellent domain expertise (see bio details on AgFunder.com page).

This team is supported by a brain trust of world-class agricultural research institutions to ensure GCF consistently innovates.

Partnerships & Clients

EDUCATIONAL

FLORIDA **A&M** UNIVERSITY

UConn
UNIVERSITY OF CONNECTICUT



SPONSORS & CLIENTS



Rotherham
Metropolitan
Borough Council
Where Everyone Matters

PIVOT
MINISTRIES

AGRICULTURAL

P3
Plant Production
and Protection



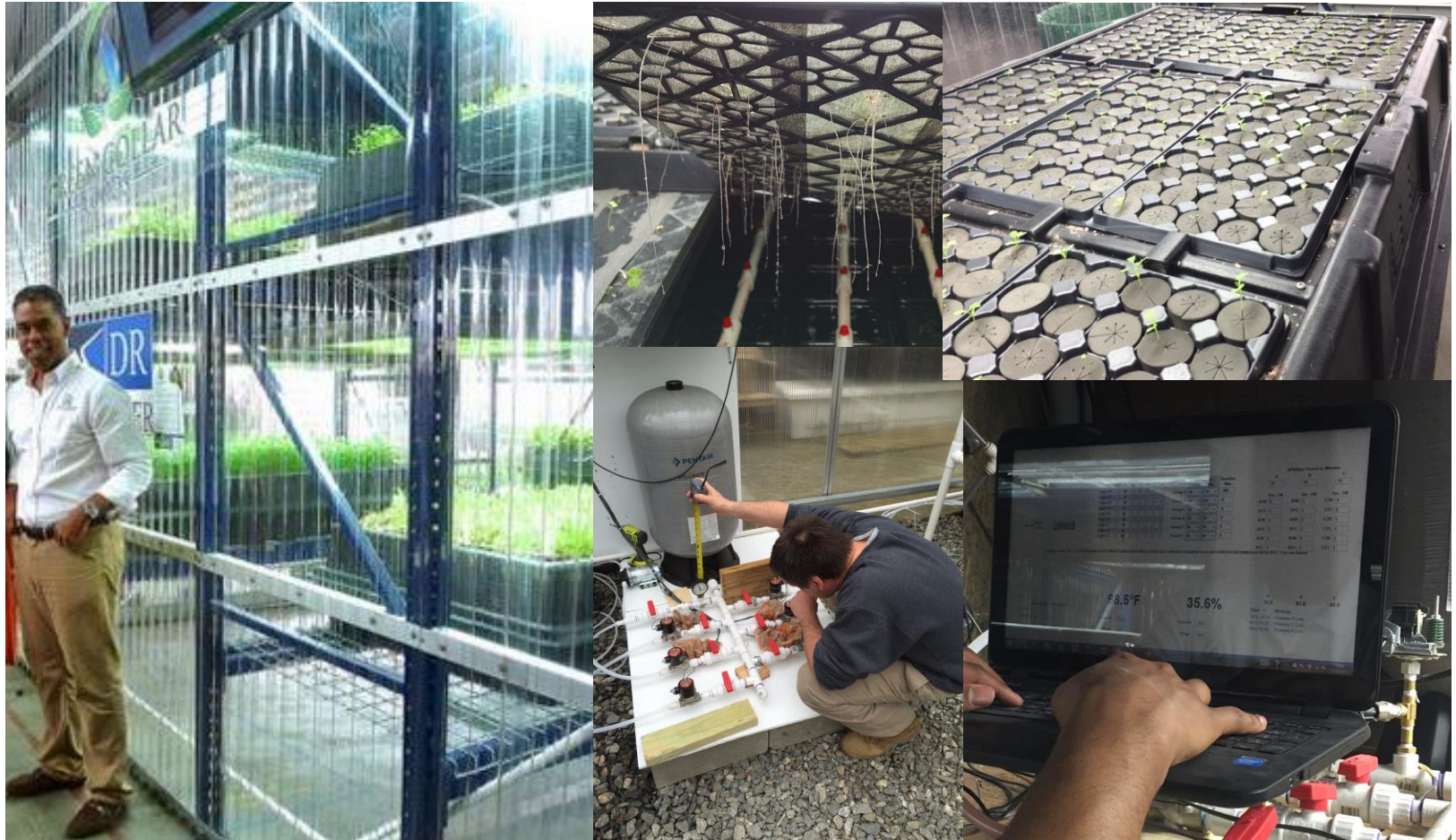
TECHNOLOGICAL



Microsoft Partner
Gold Cloud Platform

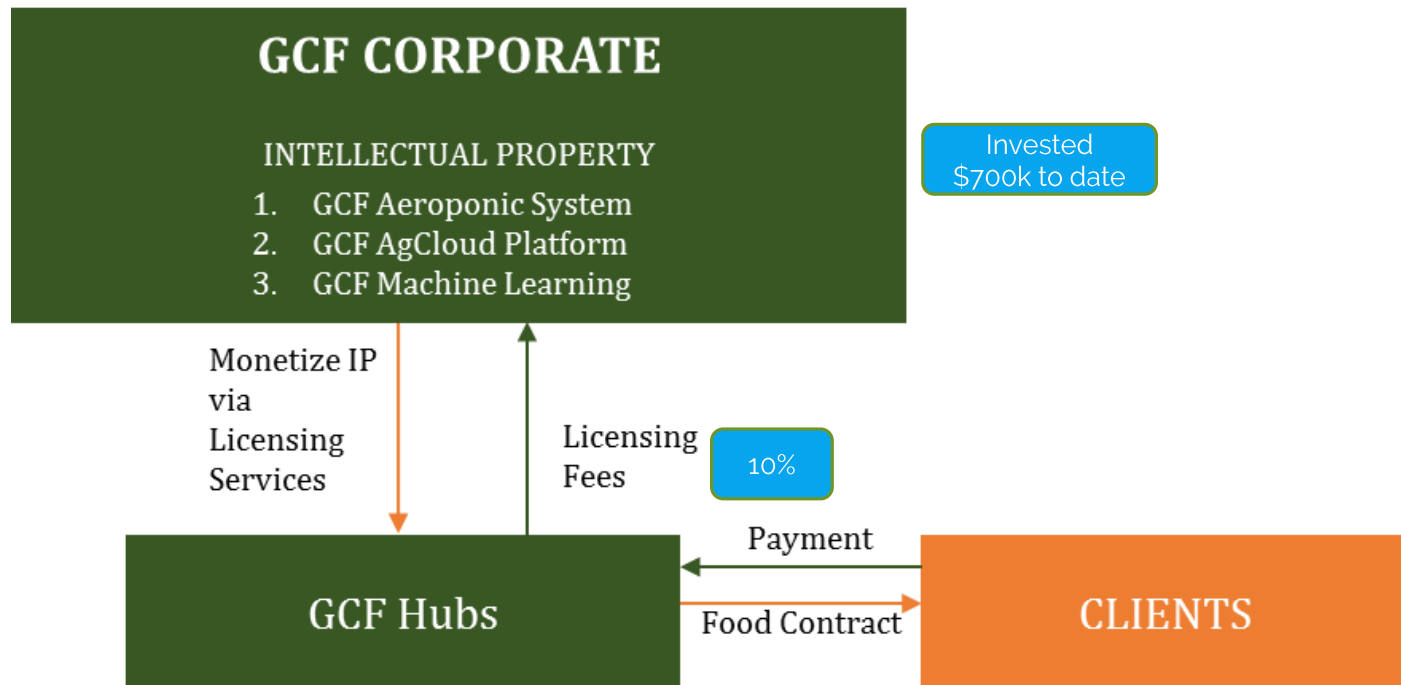
What is GCF?

Green Collar Foods is a controlled environment agriculture (CEA) platform that combines indoor aeroponic food production with next generation cloud technology.







Business Model: Core Mechanics

GCF Corporate licenses intellectual property to GCF Hubs that grow food for their institutional clients. Multiple revenue streams within a structure that is simple and robust:



Competitive Advantages

GCF has a range of competitive advantages over current indoor agricultural producers. Most notably, price point and strength of distribution method as a **direct result of operating in a low-cost inner city environment.**

				
Growing System	aeroponics	aeroponics	aeroponics	hydroponics
Cloud Technology	✓	✓	✗	✗
Agriculture Research	✓	✓	✗	✗
University Integration	✓	✓	✗	✗
International	✓	✗	✗	✗
Distribution Method	universities food processors	B2B mixed	upscale retail upscale restaurant	upscale retail online
Final Goods Price Point	\$\$	\$\$\$	\$\$\$	\$\$\$\$
Purchasing Agreement Strength	strong	limited	strong	medium
Optimal Square Footage	5,000 sq ft	10,000 sq ft	70,000 sq ft	60,000 sq ft
Urban Redevelopment Impact	strong	none	none	none

Vision

Our vision is to empower inner-city farmers with an affordable controlled environment agriculture (CEA) business solution that is technologically intuitive and financially profitable.



CURRENT INNER CITY
FARMING



FUTURE INNER CITY
FARMING



Problem

LARGE-SCALE CONTROLLED ENVIRONMENT AGRICULTURE



- x Huge Investment Upfront
- x Lacking Accessible Data
- x Private-Sector Dominated
- x Tier 1 Cities (Chicago, NYC, etc.)
- x Questionable Power Usage
- x Limited to Leafy Greens

URBAN AGRICULTURE ISSUES



- x Heavily Reliant on Grants
- x Remains Seasonal
- x High Commercial Failure Rate
- x No Organized Distribution
- x Sub-Scale
- x Inconsistent Soil
- x Poor Real-Estate Economics

Solution is Green Collar Foods

SCALABLE, FRANCHISE-READY SMALL-SCALE INNER-CITY CEA

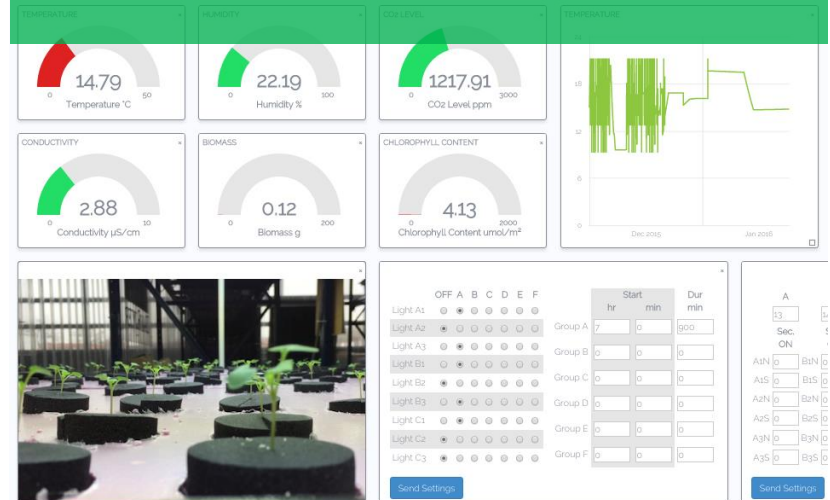


- ✓ Lower Upfront Investment
- ✓ 90%+ Water Efficiency
- ✓ Technologically Connected
- ✓ Private & Public collaboration
- ✓ Financial Self-Sustaining
- ✓ Scalable to 150+ GCF Hubs
- ✓ "Inner City" – 2nd and 3rd tier cities within the US and UK

INDOOR AGRICULTURE: AEROPONICS



REAL-TIME DATA ANALYTICS: DECISION SUPPORT TECHNOLOGY



Why the Timing for GCF is Now



Strong Local Food Demand

- 2009: \$1 Billion
- 2014: \$7 Billion

- ✓ GCF Hubs supply local, urban areas with fresh locally produced food.



Urban Redevelopment High on the National Agenda

- Public-Private Partnerships, & Science, Technology, Engineering and Mathematics (STEM)

- ✓ GCF creates owners and jobs within GCF Hub cities.



Year-Round Supply Chain Management

- Weather and seasonality disturbances are increasing

- ✓ GCF Hubs are 100% indoor and resilient to external weather and climactic disturbances



Technological Costs Decreasing

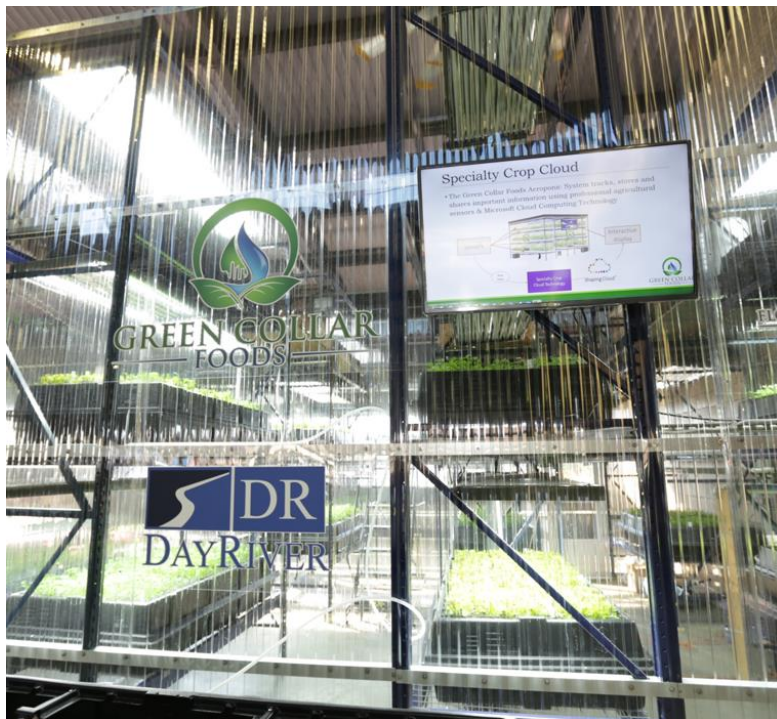
- 24% decrease in LED cost between 2010-2012

- ✓ GCF Aeroponic System uses cost efficient hardware solutions that keep price very low

GCF Hub 1 – Detroit, Michigan

“GCF Hub 1: Detroit” is currently producing Kale and Cilantro in Detroit, Michigan.

The Detroit R&D Hub was used to develop the GCF Aeroponic System and to test the GCF AgCloud in real time.



Specialty Crop Production

GCF Hubs focus on high yield, aeroponically produced specialty crops within inner cities deeply plagued by deprivation and urban blight.

Pictures of delicious, nutrient-dense crops growing in actual GCF Aeroponic System:



Cilantro

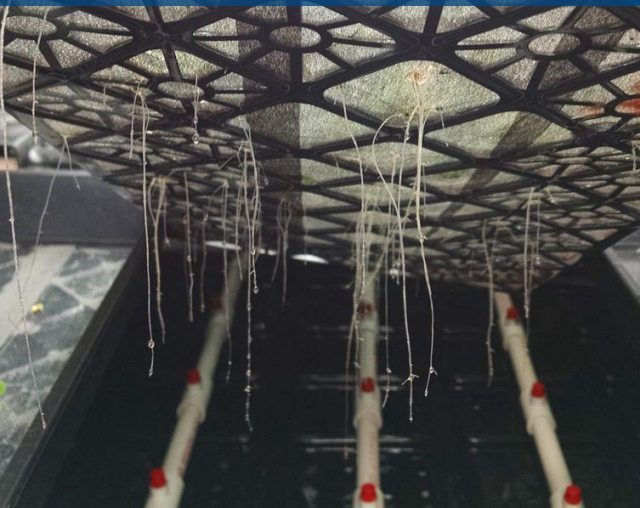


Kale



Hot Peppers

AEROPONICS



STAGED GROWTH



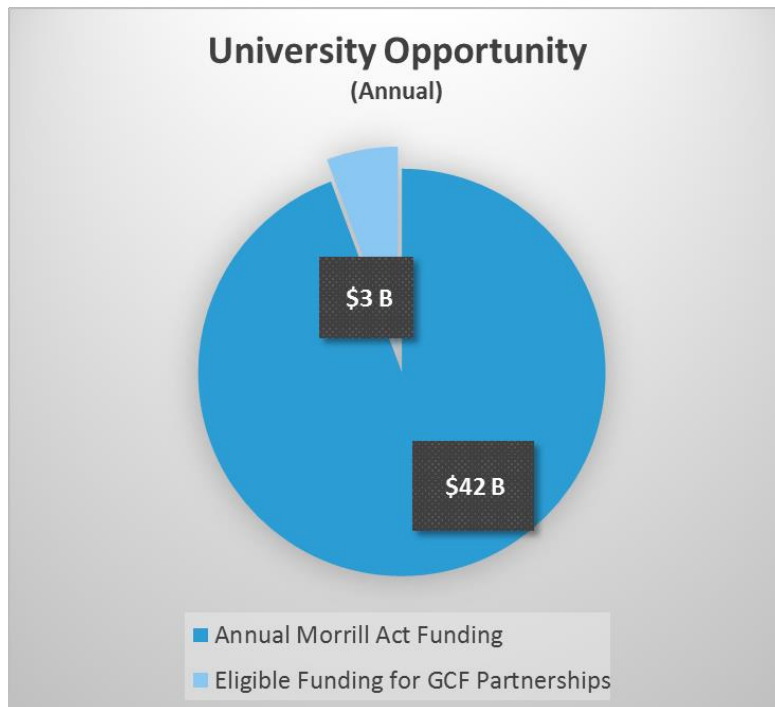
MATURITY



Addressable Market

SECTOR & CLIENT 1: **LAND GRANT UNIVERSITIES**

Land Grant Universities under the Morrill Act receive c.\$3B to make research progress with companies like GCF

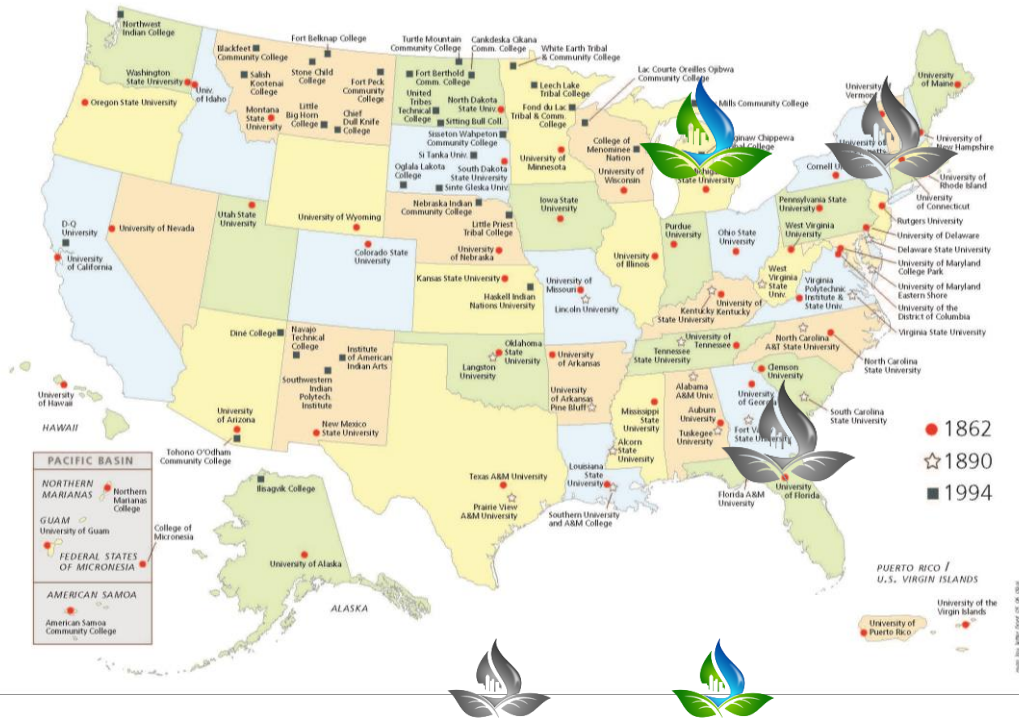


SECTOR & CLIENT 2: **FOOD PROCESSORS**

Food processors have an immense market that GCF has tremendous opportunity to participate in.



Existing Client 1: Universities



Pipeline Operational

SUCCESS SPOTLIGHT:

Florida A&M University has secured \$2m in supplemental funding, in part to build a full-scale GCF Hub in Tallahassee, Florida.

1. Association of Public & Land Grant Universities (**APLU**) has **237 organizations for GCF to partner with.**
2. APLU annually enrolls **4.7m undergraduates** and **1.2m graduate students** that demand healthy, clean food, and hands-on AgTech courses in order to successfully join the "Green Collar Economy"
3. **GCF is a great educational fit** because these land grant universities by law are *"teaching practical agriculture, science, military science and engineering"*
4. GCF intends to partner with the **23 historically black colleges and universities (HBCUs)**

Existing Client 2: Food Processors

BENEFITS TO FOOD PROCESSORS

1. **GCF reduces shipping & freight costs** for food processors.
2. **GCF secures forward purchase agreements from food processors** who commission local GCF Hub to grow one crop to it's exact specifications, **reducing production risk**.
3. **GCF System produces food that tastes unbelievably clean and fresh**, thus food processors gain an **advantage over competition**.

REAL EXAMPLE: GARDEN FRESH GOURMET SALSA

Garden Fresh Gourmet transports approx. **4,000 lbs. of Cilantro daily** from California and Mexico.

GCF can reduce a portion of these transportation costs by **growing cilantro locally** in Detroit and **selling 100%** of it's output to Garden Fresh.

Campbell Soup Co, purchased Garden Fresh for **\$231 million in 2015**.



SUCCESS SPOTLIGHT:

Garden Fresh Gourmet agrees to support GCF specialty crop Cilantro once GCF is at scale

Traction

GCF Management achieves success in underprivileged inner cities where others fail. This is a unique differentiating factor.

HUB NAME	LOCATION	UNIVERSITY RELATIONSHIPS	CITY STAKEHOLDER ALIGNMENT	GCF HUB FUNDING SOURCES
GCF Bridgeport	Bridgeport, Connecticut	UCONN	Yes	HNWI Investment Firms
GCF Detroit	Detroit, Michigan	Kettering University	Yes	Greenstone Farm Credit Service Michigan Good Food Fund
GCF Tallahassee	Tallahassee, Florida	Florida A&M University	Yes	HNWI Imagine Tallahassee University funding
GCF Sheffield	Rotherham, United Kingdom	University of Sheffield: P3 Centre	Yes	HNWI Family Offices
GCF Pittsburgh	Homewood, Pittsburgh	In progress	In progress	Investment Firm Non-profit Lender

As of May 2016, five (5) GCF Hub locations are in the development pipeline, and many could proceed almost immediately with investment into GCF Corporate.

Technology

THE GCF AGCLOUD

- ✓ Sensor Technology
- ✓ Microsoft Azure Environment
- ✓ Purpose-built for GCF
- ✓ Dedicated Technology Partner

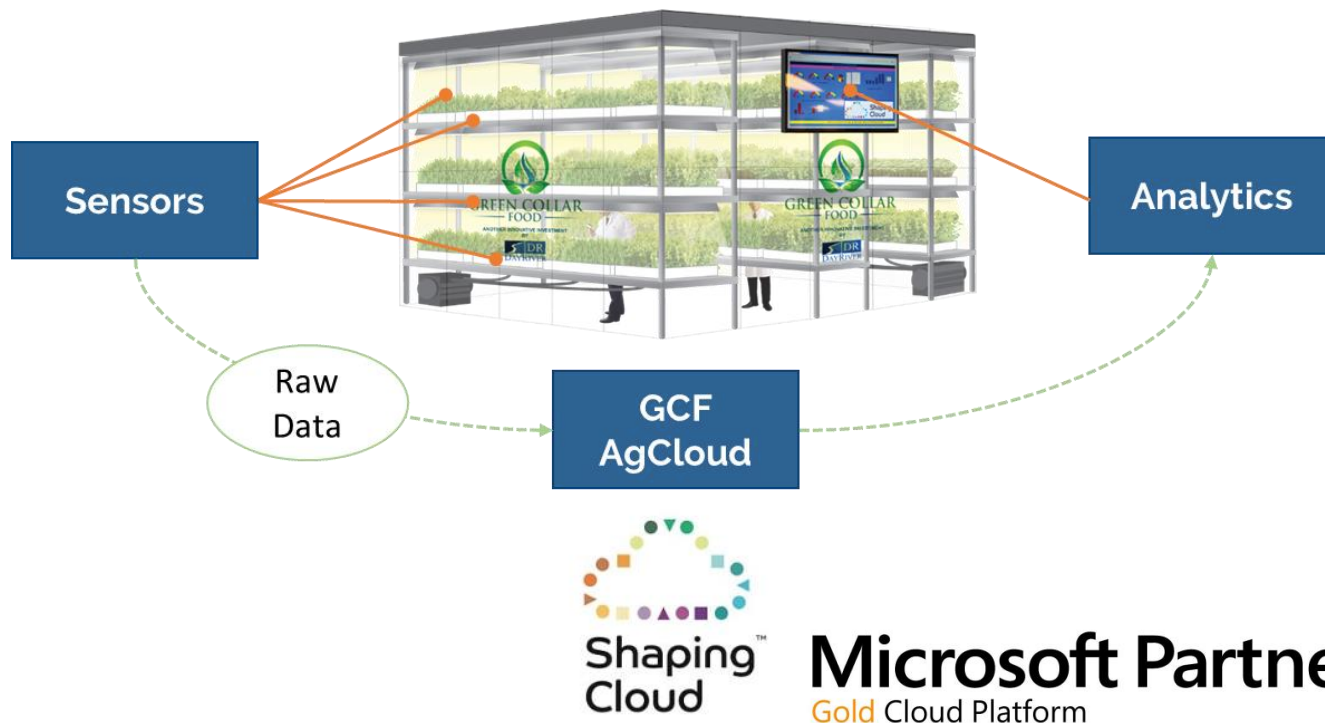
BENEFITS

- ✓ Increase yield
- ✓ Reduce risk
- ✓ Track data across GCF Hubs
- ✓ Analyze & improve
- ✓ Video crop production
- ✓ Make recommendations
- ✓ Boost confidence
- ✓ pH, Temperature, biomass



GCF AgCLOUD

In partnership with Microsoft Gold Cloud Partner *Shaping Cloud*, GCF has built a dedicated "GCF AgCloud" on the **Microsoft Azure Platform** to monetize an agricultural dataset unique to GCF.



Roadmap & Goals

2014



System & Software
Development

2015



Beta Hub
Complete

2016+



Expand Platform:
Urban Cities &
Universities

2016 Growing Our Platform



Establish GCF Hubs
for Clients



Estimate Future Yield
from GCF Cloud Data



Capture Data
From Hubs



Increase crop
production efficiency



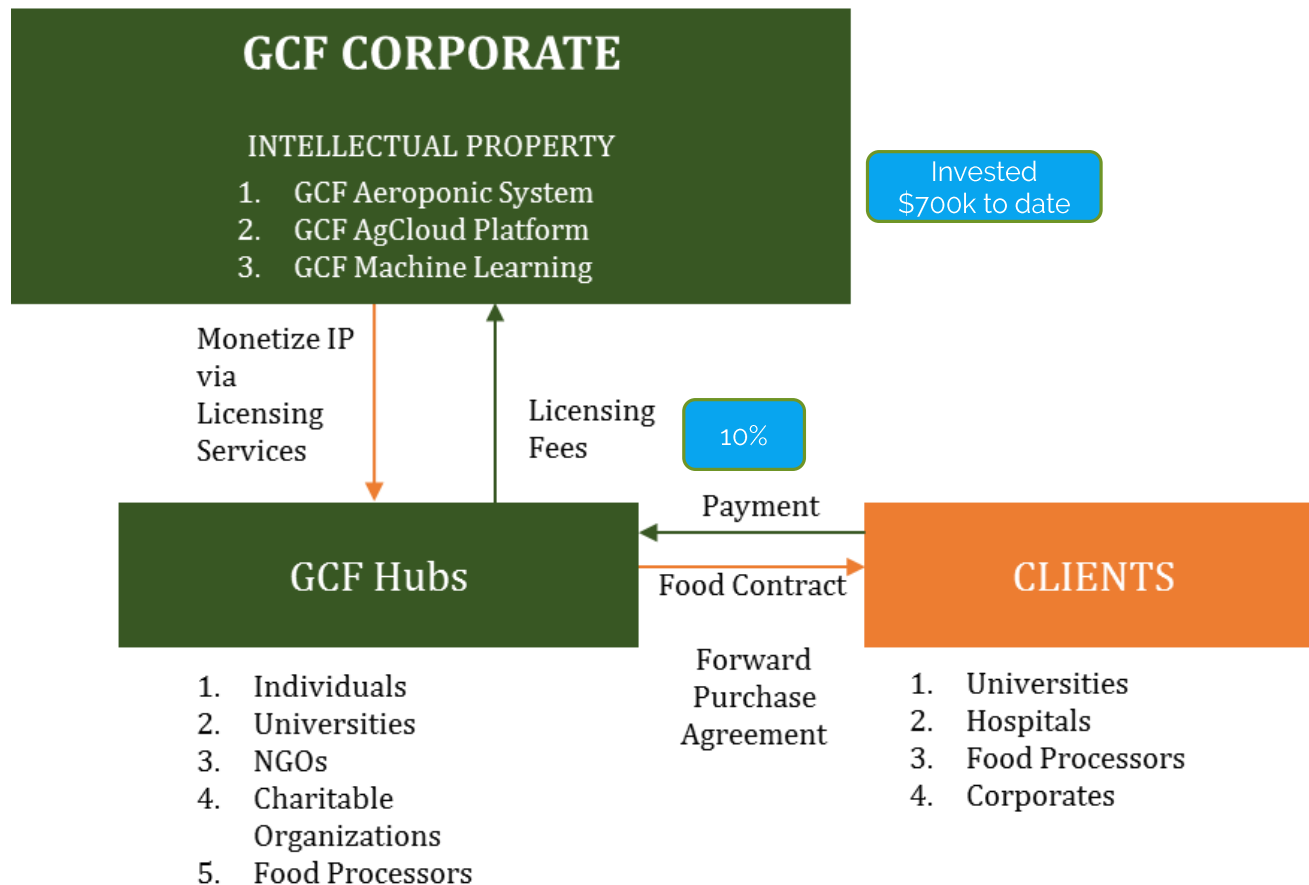
Subscription Model for
GCF Cloud



Experimentation,
Innovation, &
Products

Business Model: Core Mechanics

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Financial Snapshot

GCF HUB & GCF CORPORATE REVENUES

2017F Metrics

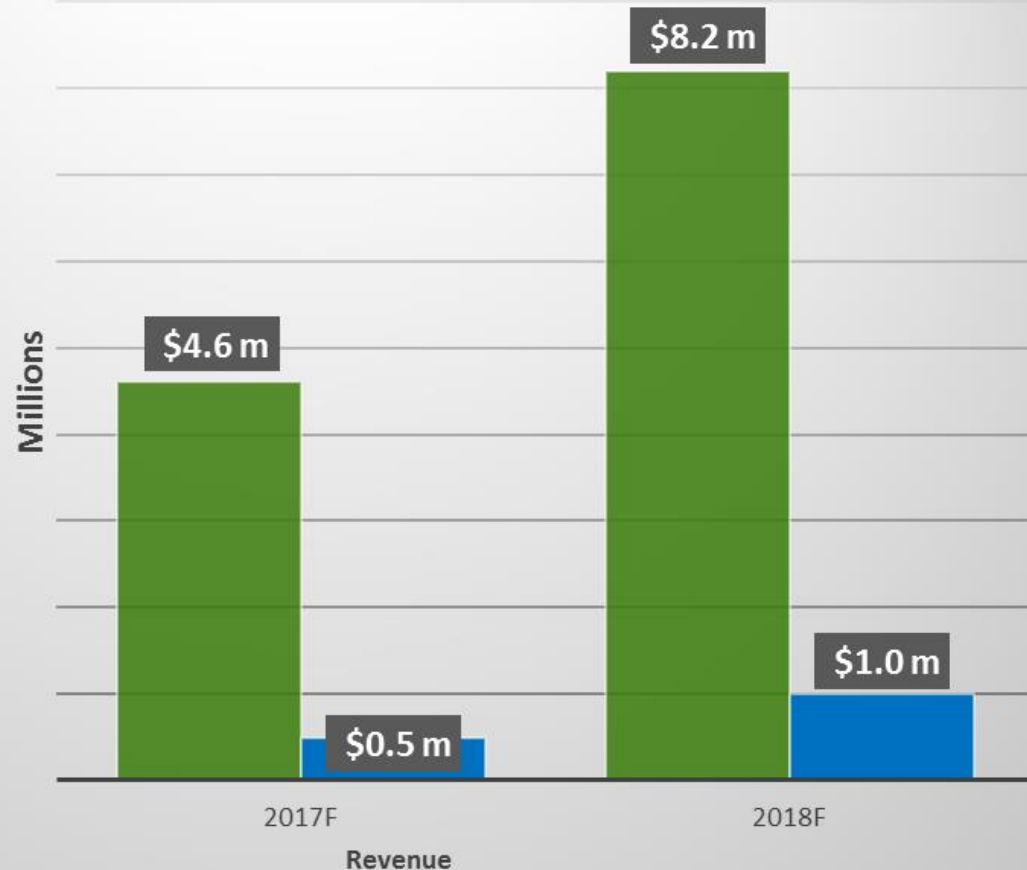
Completion of 5 Hubs
currently in pipeline

25,000 sq ft Redeveloped

6 FTE Headcount in GCF Corp.

5.4m healthy plants
produced across all locations

These are achievable,
conservative figures with
\$1.5m in expansion capital



■ Total Revenue - All GCF HUBs ■ GCF Corporate Revenue

Sources & Uses

THE OFFER

500,000

Common Stock

\$3.00

Per Share

26.3%

Of the Company

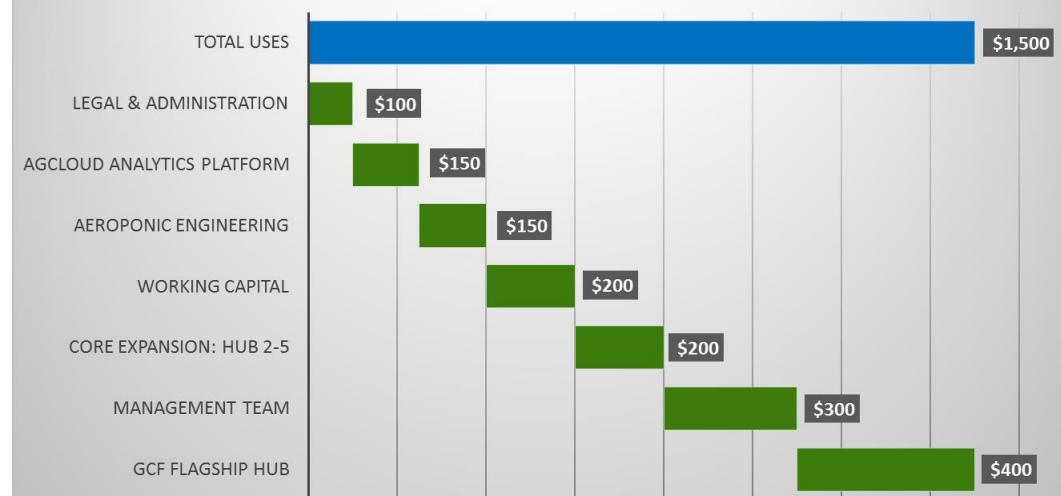
\$1,500,000

Investment

3-5 year

Hold Period

USE OF FUNDS



```

var Message = request.azure-queue-jmsMessage;
var connectionString = 'HostName=GcfIotHub.azure-devices.net;DeviceId=Sensor_';
var client = clientFromConnectionString(connectionString);

// Helper function to print results for an operation
function printErrorFor(op) {
    return function printError(err) {
        if (err) console.log(op + ' error: ' + err.toString());
    };
}

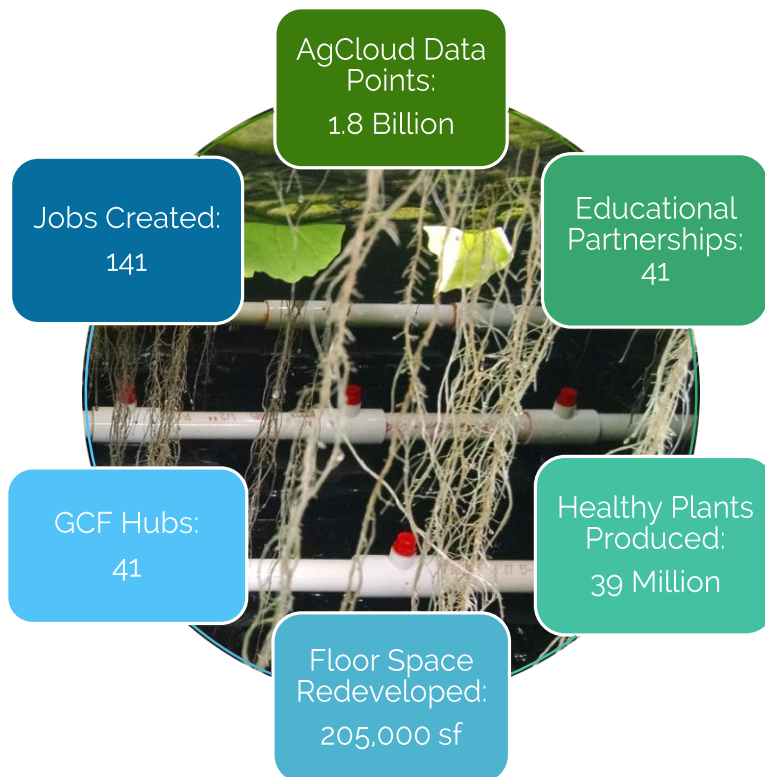
var isWaiting = false;
function waitForMessages() {
    isWaiting = true;
    client.receive(function (err, msg, res) {
        printErrorFor('receive')(err, res);
        if (!err && res.statusCode !== 204) {
            console.log('receive data: ' + msg.getData());
            try {
                var command = JSON.parse(msg.getData());
                console.log('command received: ' + JSON.stringify(command));
                client.complete(msg, printErrorFor('complete'));
            } catch (err) {
                printErrorFor('parse received message')(err);
                client.reject(msg, printErrorFor('reject'));
            }
        }
        isWaiting = false;
    });
}
    
```

Committed to Managing Risk

RISK FACTORS	MITIGATION STRATEGY DEPLOYED	LEVEL OF RISK
GCF New Location Financing	Early clarity on local funding sources is commercially addressed well before costly and time consuming city engagement. The GCF team take a traditional approach to credit worthiness of new partners (5C's), while also working with local universities/public partners to leverage a deep local understand on viable financing options.	Medium - High (subject to location)
Securing Forward Purchase Agreements with Local Institutions	Upon the selection of a local partner, GCF corporate proceeds with securing a conditional Forward Purchase agreement that includes early milestone produce deliverables, quality checks, unit pricing etc. - all based on collaborative alignment to reasonable timelines to build, test and refine a new GCF location. Frank Gublo, having worked in both banking and Ag, is very familiar with these contractual arrangements.	Medium
Finding qualified future owners in inner-city locations	Engagement with local partners (Universities, Community leaders & local funding sources) creates a natural pipeline of viable GCF candidates. ❖ Qualified inner-city expertise remains a small community, however, links to Land Grant Universities and their broader Extension services normally yields 5-7 qualified individuals and/or investment groups per GCF location. ❖ Developing relationships with the Association of Public & Land Grant Universities (APLU) to streamline our message - which has 237 organizations for GCF to partner with.	Medium
Produce price fluctuations.	Specialty "super food" leafy crops within the GCF model, such as Kale, are not assumed to be at premium pricing for sustainability and hence major fluctuations are priced into our models.	Low
Aeroponic Vulnerabilities: mold, pests, etc.	On-going Model Health & Safety Plans (HASP), active crop engagement, high pressure water system configuration, coupled with Ag plant science support from GCF and University partners will de-risk much of this.	Low

Value Creation Snapshot

5 YEAR GOALS



SIGNIFICANT IMPACT

GCF will have a considerable impact in:

- ✓ Job Creation
- ✓ Inner-City Redevelopment
- ✓ Educational Development
- ✓ Agricultural Advances
- ✓ Technological Applications

Accretive core business growth will drive these goals to completion.



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URBAN AEROPONICS.
CLOUD TECHNOLOGY.

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