



# AGGRESSIVELY ORGANIC INC.

A PUBLIC BENEFITS CORPORATION

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GIVING EVERYONE ACCESS TO AN AFFORDABLE, SIMPLE, SUSTAINABLE MEANS OF PRODUCTION AND CONTROL OVER THEIR OWN FOOD SUPPLY CHAIN.

**GROW FOOD – TEACH KIDS - SAVE THE WORLD™**

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# AGGRESSIVELY ORGANIC

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## Our What and Why...

**Aggressively Organic's Mission: End Food Insecurity In Our Lifetime.**

Sustainable, affordable, scalable, predictable, diverse foods and herbs can be grown by a 5-year old on location year round with our technology.

The current means and methods of agriculture and supply chain are failing the current population – not to mention the exponential growth in world populations. We want to decentralize the means of production and empower individuals to have access to healthy food and more efficiently use space in an ever more crowded world.

Our current offerings use the Partlow Method, Processes and Systems which are protected with patents (pending), copyrights, and trademarks in 153 countries.



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# OUR TEAM



JONATHAN PARTLOW

Chief Executive Officer

- Social Good Advocate & Industry Disruptor
- Founder of Health Insurance for Pets Business in USA
- Created new appraisal process – taking it from 28 days to 72 hours
- Designed a more high quality/safer flying module for pilots in half the time



DIVYAM BALANI

Chief Technical Officer

- Indiana University – BA Psychology, MS Data Science
- Co-Founder Strategic Design Association
- Systems Design Thinking Data Scientist



CHRIS CHICK

Chief Science Officer

- Texas A&M – Masters Molecular Environmental Plant Science
- University of Maryland – Masters Marine Environmental Science
- Hendrix College – Biology
- Monsanto's Beachell-Borlaug International Plant Breeding Fellowship



MIKE CONK

Chief Evangelist

- Maintained 125lb Weight Loss Using the AO System
- Commercial Property owner/manager
- Indiana Farm Bureau – Risk Management Insurance Professional
- Other Industrial Experience
- Our Guy Kawasaki



STEVEN BEACH

Chief Happiness Officer

- Ball State University – Biology
- IU School of Law
- In House Counsel – Insurance Billing
- Assistant City Attorney
- Private Practice Attorney
- Raft Guide



KRIS EDWARDS

Chief Operating Officer

- Michigan State University – Materials and Logistics Management
- Business Process Transformation Consultant
- Sales and Business Development Leader – Xerox
- 20 + Years in Business Solutions Roles



TROY MARCHAND

Chief Financial Officer

- IUPUI – Finance
- Founder and Portfolio Manager of Middle Market PE Fund
- Socially Conscious Capital Consultant
- 10 + years in Finance Investment Roles
- Lifetime Health Advocate



# ACTIVE ADVISORS & SHAREHOLDERS



ANDY MALLOY

OPERATIONS & GROWTH  
TO SCALE

Executive Advisor and Growth, Retail  
and Distribution



KC COHEN

FINANCE &  
GENERAL COUNSEL

Financial Advisor and In House  
General Legal Counsel



TERRI WILKINSON

MANUFACTURING AND  
LOGISTICS AT SCALE

R&D, Manufacturing and Fulfillment  
Support Globally



LANCE KIDDER

MARKETING, SALES &  
SUPPORT AT SCALE

Sells, Marketing, Support and  
Operational Strategy & Systems



PADMANAND WARRIAR

PRODUCT & IT  
MANAGEMENT

Product and Project Management  
Across Systems and Verticals



# ACTIVE ADVISORS & SHAREHOLDERS



CHRISTOPHER MYLES

E-COMMERCE AND FULL  
STACK DESIGN

Ecommerce & Product Design, UX,  
and Additional Product Design



JACK WAITE

COMMERCIAL CLIENTS  
& OPERATIONS

Commercial, Community, School &  
Org Sales and Farm Support



GREG HARDESTY

CHEFS, RESTAURANTS &  
HOSPITALITY INDUSTRY

Celebrated Chef and Restaurateur



MARSHALL TRUSLER M.D

MEDICAL, HEALTH AND  
WELLNESS

Orthopedic and Wellness Physician



BLAKE O'MARA

FOOD DISTRIBUTION AND  
LOGISTICS

Veteran Grocery Store and Food  
Operator



# THE PROBLEM



## VULNERABLE SUPPLY CHAIN

- Our food supply chain is becoming more centralized and less local, requiring more shipping, time, processes, storage ... every step makes it more vulnerable from weather, disease, fuel prices, labor, etc.

## SHIFT IN DIETARY PREFERENCES

- Consumers' preferences have shifted and so have their spending habits - the markets must adapt.
- The percentage of plant based diets is 76% and increasing

## DIET IMPACTS IQ & PERFORMANCE

- Eating healthy impacts IQ, performances and creates habits with life-long consequences.
- 36% of all college students are food insecure.

## HEALTH AND WELLNESS

- Our diet and access to healthy food are a major contributor to health and wellness.
- Food Insecurity cost the U.S. \$160 billion a year in associated health cost.

## RESOURCE DEPLETION

- The world has lost 30% of its arable land in the last 40 years.
- If we continue there is only about 60 years of farming remaining.

## POPULATION GROWTH & SHIFT

- 83,000,000 additional people a year added to the population.
- 80% of the U.S. population is shifting to urban areas.



# THE CURRENT MEANS OF PRODUCTION ARE EXPENSIVE, INEFFICIENT, UNSUSTAINABLE, VULNERABLE AND INADEQUATE TO FEED OUR CURRENT AND GROWING POPULATION.

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## CONSUMERS AND CITIZENS

45 million Americans are already food insecure and there is a growing and shifting population to urban areas.

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## FARMERS

Barriers to entry and risk are high with results that (best case) are multi-variable dependent, unpredictable and are not sustainable.

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## SCHOOLS AND EDUCATION

Food Insecurity Cost the US \$28 billion per year because of poorly nourished children and school performance.

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## HEALTH AND WELLNESS

Food Insecurity is considered a major health crisis that cost the US over \$160 billion annually.

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## RESTAURANTS, RETAIL & MANUFACTURERS

Availability, quality & cost are already unpredictable. Consumers are requiring diverse, local, fresh & mindful offerings.

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## COMMUNITIES: LOCAL AND NATIONALLY

The Annual Cost of Food Insecurity in the U.S. exceeds \$200 billion



THE CONSEQUENCES OF THE CURRENT SYSTEMS IMPACT ALL OF US.

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# THE COST TO OUR SOCIETY

Hungry children are more likely to be hospitalized. These costs are passed along to the business community and cause insurance and tax burdens. The average pediatric hospitalization costs approximately \$12,000. Long-term, this contributes to high health care costs. (Feeding America/Children's HealthWatch report: "Child Food Insecurity: The Economic Impact on our Nation")

Workers who experienced hunger as kids are not as well prepared physically, mentally, emotionally, or socially to perform effectively in the contemporary workforce (Feeding America/Children's HealthWatch Report)

## The annual cost of food insecurity is:

- \$130.5 billion due to illness costs linked to hunger and food insecurity
- \$19.2 billion - value of poor educational outcomes and lower lifetime earnings linked to hunger and food insecurity
- \$17.8 billion – charitable contributions to address hunger and food insecurity
- Hunger costs \$542 for every citizen (Center for American Progress, Hunger in America)
- Child hunger leads to greater absenteeism, presenteeism, and turnover in the work force, which is costly to employers. Children's sick days are linked to parent employee absences. (Feeding America/Children's HealthWatch report)
- In total, due to high school absenteeism and repeating grades, food insecurity led to a loss of \$19.2 billion in life-time earnings in 2010. (Center for American Progress)
- Child hunger itself costs the U.S. economy at least \$28 billion per year because poorly nourished children perform less well in school and require far more long-term health care spending (Brown, Shepard, Martin, Orwat, 2007)
- Workers who experienced hunger as children create a workforce pool that is less competitive, with lower levels of educational and technical skills, and seriously constrained human capital. (Feeding America/Children's HealthWatch Report)





# COMPETITION

COMPETITORS	HOW OUR SOLUTION IS BETTER
<i>Traditional Growing</i>	Use Less Resources - Always Available
<i>Current Hydroponics</i>	Less Expensive, Better Quality, Easy
<i>Big Ag - Centralized</i>	Environmentally Safe and Sustainable
<i>Grocery Stores</i>	Real Local, Organic and Fresh Food
<i>Large Farms</i>	Anyone Can Grow in Existing Space



# AGGRESSIVELY ORGANIC SYSTEM ADVANTAGES

## SIMPLE

No Pumps, No Filters



## EVERYONE CAN GROW

No Skill Required



## USES LESS WATER

16 oz vs. 30.5 Gallons



## HIGHER NUTRIENTS

Plant to Plate Fresh™



## LITTLE / NO WASTE

Sustainable Harvesting™



## INEXPENSIVE

Lowest Total Cost Means of Production for Home or Scale



## SCALABLE

9 per Horizontal sf that scales on demand



## DIVERSITY IN PLANTS

Multiple Types of Plants Side by Side



## 365 DAYS A YEAR

What We Need, When & Where We Need it.



# OUR SYSTEMS & SOLUTIONS



MICRO DENDRITIC PODS



AGGRESSIVELY EFFICIENT GROW LIGHT



SUSTAINABLE GROWTH MEDIUM



OPTIMIZED NUTRIENT SOLUTION



# TOTAL ADDRESSABLE MARKET



- U.S. Gardeners
- Schools (K-12)
- Small & Micro Farmers
- U.S. Urban Farmers
- Fundraising & Orgs

172.4M  
Prospects

Market size \$255B



# WHERE WE HAVE BEEN...

Only winner ever of both Food + City and People's Choice Award at SXSW



# WHERE WE ARE AT...

<i>Month 2018</i>	<i>Orders</i>	<i>Total Gross Sales</i>	<i>Marketing Spend</i>
June	352	\$97,168	\$0
July	883	\$216,700	\$75,000
August	598	\$136,623	\$50,000
September	78	\$15,943	\$0
October	227	\$30,282	\$0
November	1,482	\$162,109	\$98,000
December	1,743	\$185,650	\$65,000
Totals	5,336	\$845,031	\$288,000



# POTENTIAL BULK ORDERS

\*The following are not included in our forecast and are not guaranteed.

## Recent Inquiries and Potential Orders:

- Amway (\$7.5M potential order – Early 2019)
- Qatar Government Asked for a 3,000 square foot model for food products (\$3.5M Proposal Sent Out, follow up proposal potential of \$500M)
- Costco (Meeting with CEO)
- Schools – multiple schools have requested 1 to 18 systems to use as STEM Projects
- Set up 4 victory gardens each for a display in a network of 11 geriatric care physicians in Southern California that plan to sell or "prescribe" Victory Gardens to their patients
- Gardening Renaissance seeking to repurpose warehouse spaces in food deserts and use AO systems as a food supply to those in need
- Edible learning garden of 30 AO Systems for the community of Woodland, California
- Use in a 17 state "Therapy Garden" program that will take the AO systems to nursing homes and allow residents to grow in their community areas and/or rooms



# READY TO HELP SAVE THE WORLD ONE SQUARE FOOT AT A TIME?

Use of Capital: Hire out team, Inventory, & Advertising



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