



**Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?** ▾

Our world is seeing an increase in natural disasters & changing weather patterns. Infrastructure settlements & ground degradation reduces our food supply's farmable acreage. Vertical farming provides this quickly growing market with the only solution.

We all know plants require light. There have been only two commercially viable ways to provide that, recently: sunlight or greenhouses equipped with HPS lamps. Calyx provides "game changing" innovative technology with proprietary lighting solutions to distinguish itself from the traditional horticulture lighting market. Our mission is to find fulfillment in every step, continually improving the quality of human life. Calyx provides technology to feed the world.

**What is your proudest accomplishment?** ▾

Reshoring of technology and manufacturing from China to Houston, granting of patents for grow light color spectrum and fixture AI, and enlistment of talented innovators with diverse experience who possess a 'do whatever it takes' mentality.

**How far along are you? What's your biggest obstacle?** ▾

Access to raw materials was a former challenge which has recently been resolved. Market introduction was delayed as Calyx ensured international suppliers were in place and patents for technology had become finalized. The recent changes in legislation enabling domestic and international growth opportunities furthered our demand for product manufacturing.

Today, Calyx is ready for market.

R & D is complete, contracts with suppliers have been executed, and individual color spectrums for each plant strain have been identified. Our biggest obstacle has been receiving funding in drips rather than in buckets to propel us forward. We hope to see a change in this former trend.

**Who are your competitors? Who is the biggest threat?** ▾

Our competitors and biggest threats have been manufacturers from China who dump inferior products into the market. This tarnishes the industry arena when product failures occur.

**What do you understand that your competitors don't?** ▾

**How will you make money?** ▾

Domestic manufacturing, marketing, and worldwide sale of proprietary advanced horticultural lighting provides multiple money making advantages. Calyx has the ability to provide our customers with a unique tailored boutique style experience while possessing large scale manufacturing abilities. The current indoor farming technology market is projected to reach over \$40B by 2022 with a compound annual growth rate of 9.65%. The demand for products in this industry will have no choice but to rise exponentially with the compounding issues of soil mineral depletion, changes in weather patterns, and an ever-expanding population.

**What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?** ▾

Theft of intellectual property would affect business in addition to cannabis legislation or failing to reach funding targets in a timely manner.

**What do you need the most help with?** ▾

Marketing to the commercial and consumer grower by cost effective methods with proven returns.

**What would you do with the money you raise?** ▾

19% Business Development/Marketing:  
• Hire Managers for Business Development & Marketing (traditional, web, design)  
• Social media & Industry magazine ads  
• Schedule 3 industry shows

36% Raw Materials:  
• Manufacture LED chips & fixture bodies (3 commercial, 2 consumer)  
• Hire 3 assembly personnel

15% Sales Personnel:  
• Hire 2 Regional Sales Managers to oversee & direct distributors, resellers, retailers, & corporate clients  
• Hire 2 sales personnel to draw/commission

10% Continue R & D:  
• Support patents, maintain grow room, complete AI software & prototypes

12.5% Working Capital:  
• Operational support

7.5% WeFunder:  
• Intermediary Fees

**Do you plan to manufacture your LED chips and fixtures in the USA?** ▾

Yes! Product assembly in Houston will ensure a higher level of quality control and craftsmanship. Local manufacturing not only benefits R&D but stimulates the economy by providing American jobs.

In line with our culture for continuous improvement, Calyx Cultivation's emphasis on USA-built products represents our company's focus to meet and exceed industry standards rendering long supply chain networks obsolete. By expanding domestically, Calyx can streamline and accelerate order fulfillment while simultaneously improving upon our powerful and innovative products.

We know that keeping production in the USA with domestically-sourced parts not only transforms the level of quality and service we can achieve, but that it is also the right thing to do.