



The logo for EDEN GROW SYSTEMS is displayed in white, bold, sans-serif capital letters. To the right of the text is a circular logo featuring a stylized blue and green leaf or water droplet. Below the company name, the tagline "Feed the future." is written in a bright orange, sans-serif font. The entire graphic is set against a background of a dense field of green leafy plants.

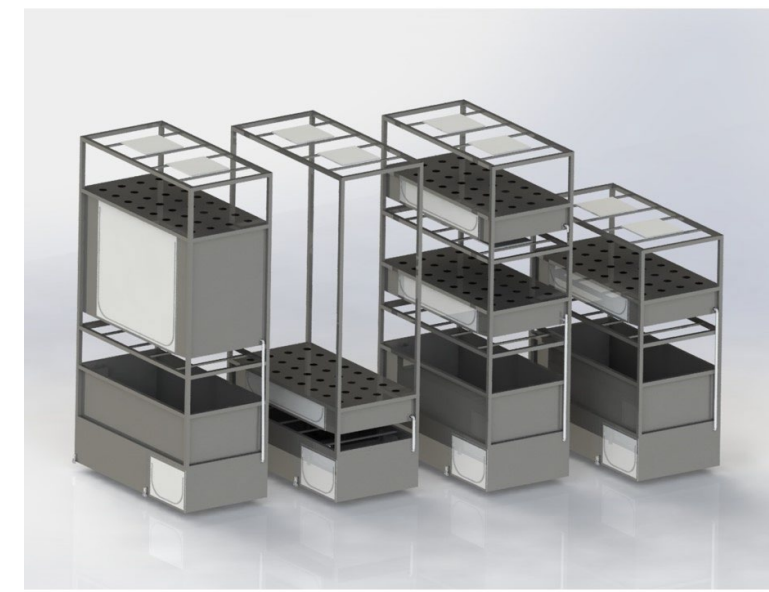
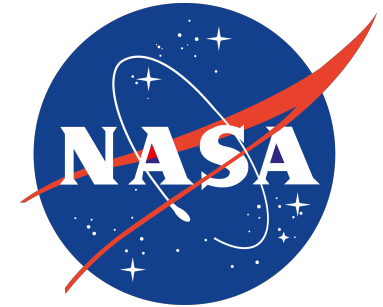




PHOTO: NASA

— ABOUT US



Who is Eden Grow Systems?

At Eden we bring NASA farming technology down to Earth and into your home or business.

We create modular farming systems that allow business and individuals no matter their level of experience to grow their own food without using herbicide, pesticide, or fertilizers. We make indoor farming affordable and simple.

— OUR CHANGING WORLD

Customer Problems

More than ever before communities and businesses are becoming more concerned with where and how their food is grown.

Two major trends are leading this change:

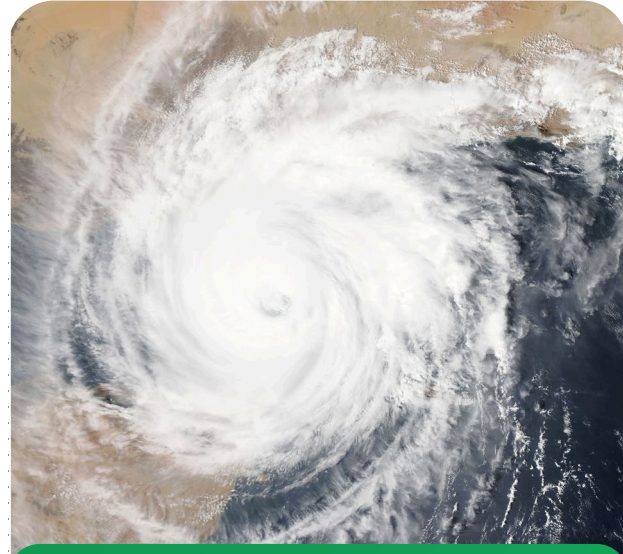


PHOTO: NASA

Unstable food supply chains are forcing people to think local and personally.



PHOTO BY MEGAN (MARKHAM) BUCKNALL ON UNSPLASH

A growing number of people that are making new demands in how they buy their food; they want local, organic, and green.

Currently the AgTech ecosystem is lacking in solutions geared toward consumers, small businesses and communities.



— THE SOLUTION

EDEN GROW SYSTEMS



Eden's line of consumer growing products, provide consumers with an automated, simple, and intuitive way to grow food.

Modular, low maintenance, and easy to assemble, consumers can create a system that is perfect for their needs. No prior knowledge of farming or gardening is needed.

With multiple tower configurations users can scale from small to large growing operations. *Scalable and affordable.* The system is plug and play. 24/7 access to Eden's monitoring system and virtual help desk ensure farming success.

— OUR PRODUCT

Presenting the

ET Series

Food Growing Robots

Producers can grow food year-round, regardless of environmental conditions, with no pesticides, herbicides, or fertilizers in a system that is carbon-neutral and sustainable.

They produce organic, locally-sourced, and environmentally-friendly fruits, vegetables, and fish.

The ET-Series of Food Growing Robots are the only commercial system capable of growing a wide profile of plants: potatoes, carrots, corn, hemp, fruits, vine plants such as tomatoes and grapes, bell peppers, jalapenos, lettuces, kale, herbs and many others.



\$232bn TAM for the ET-100 across two high-growth segments:

The Global Indoor Farming Market is valued at \$121 billion in 2021 and is expected to reach \$178 billion by 2027.



Indoor farming is a type of modern agriculture for growing crops or plants in a closed and protected environment.

The shortage of arable land and the breakdown of the global supply chain offer an extreme opportunity for growth in this sector. The concept of indoor farming has brought a paradigm shift in food production with minimization of land and resources use.

The benefits of indoor agriculture, such as limited land use, year-round cultivation and longer life span as well as less water and fertilizer use are the main economic drivers of its adoption. This combined with the ability to grow in areas previously unsuited for growing offers extreme opportunity.

Since COVID we've witnessed explosion in interest in emergency preparedness and home growing systems.



Emergency management is a \$107B global industry that is projected to grow to \$149B in the next 5 years.

With the deterioration of the global supply chain we have seen an explosion in interest by the mainstream populace in the US to grow their own food.

With every event inkling of civil unrest or a possible infringement on personal freedoms, the doomsday market sees a public groundswell: sales went up in the wake of the 2007 financial crisis, presidential re-elections, the nuclear tensions between the US and North Korea in 2017.

Since 2020 the Covid pandemic and now threats of war with Russia have only continued to accelerate these trends.

Go To Market Strategy

Q1 2022

- ✔ Creation of a product video, customer-focused product description, product instruction manual, and customer Q&A
- ✔ Further development and buildout of website including e-commerce functionality

Achieved **50 preorders**.

Filling current production capacity through YE 2022.

Q2 2022

- Expand current manufacturing capabilities at EDEN North, Work with Fargo Economic development Council to initiate grow ops and manufacturing in Fargo with grants and 0 percent interest loans (2-5 million)
- Execute Phase-2 contract with the US Force for 750k on Ascension Island as well as Pilot projects with Texas grocery store chain HEB and US Army

Q3 2022

- Expand media and Sales partnerships, begin expansion into India, Japan, Iceland, and Peru
- Release of Grow Boxes and associated marketing and PR campaigns

Q4 2022

- Roll out of updated marketing materials for Phase II market outreach

Meet Our Team

— PRINCIPALS —



Bart Womack
CEO, Founder

- Proven entrepreneurial leader
- Multiple successful ventures
- Inventor of the EGS LifePod



Jeff Raymond
CTO, Co-Founder

- Genesis System inventor
- Proven pioneer
- 25 years management and leadership experience



Dr. Gary Stutte
Head of Plant Research

- Head of plant research at NASA for over 20 years
- PHD in plant science
- Leading voice in indoor growing

— BOARD OF DIRECTORS —



Leo Womack
EGS Board Chairman
CEO Ramsey Financial Group



Rick Tumblison
Founder: SpaceFund, New Worlds Institute,
Earthlight and Space Frontier Foundation



Megan Crawford
Co-Founder: SpaceFund,
Rice MBA

Collaborations



Plant
Research



SBIRS

Commercial



Strategic Partners

Media Partners



TimCast IRL

1.26M
SUBSCRIBERS



Adapt 2030

161K
SUBSCRIBERS



The Real Martian

34.1K
SUBSCRIBERS



Oppenheimer Ranch Project

78.7K
SUBSCRIBERS

— SERIES A

Current Raise

- \$1,000,000 in \$10 par value preferred shares
- 6% pick yield
- Pre-money valuation of \$5 million

May 2022 RegCF \$1M raise at \$10M followed by
 Sep 2022 RegA+ \$6–12M raise at \$15–20M valuation



Use of Funds

BASED ON 6-MONTH BUDGET

Set up manufacturing facility in Fargo	\$250,000
Inventory of manufacturing parts	\$75,000
New product development work in Oregon	\$65,000
Setting up retail marketing center in Fargo	\$50,000
G&A expense @ \$60k per month	\$360,000
Contingency	\$200,000

— CONTACT US —

If you need any info, please contact us!

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PHOTO: ANDRES CARRENO ON UNSPLASH

Addendums



Competitive Analysis

	AeroGarden Farm 24XL	Grobo Solid	SuperCloset	Eden ET-100
Price per Unit	\$639.99	\$1,999.99	\$1,384.00	\$1,250.00
Power Consumed per Month (kw hrs)	86.40	172.80	164.19	145.57
Ground Area Required (ft ²)	11.38	1.36	8.00	8.00
Grow Area Created (ft ²)	8.53	1.36	8.00	16.00
Space Usage Efficiency	75.00%	100.00%	100.00%	200.00%
Number of Adults Fed per Day	0.20	0.03	0.19	0.38
Grow Height Available (inches)	36.00	48.00	84.00	72.00
Unit Cost per Person Fed	\$3,100.00	\$60,704.00	\$7,150.00	\$2,583.00
Monthly Cost per Person Fed	\$35.58	\$446.04	\$72.11	\$95.90
Crop Variety	Limited (Leafy greens, herbs, flowers)			Unlimited
Ability to Grow Protein (fish, etc.)	No			YES

Eden is the lowest cost provider and the only product capable of unlimited crop variety and the ability to grow protein.



Revenue Stream and Milestones

7
Habitat
Sales
TBD Margin

Stationary Genesis System - targeted at off-grid, survivalist, commercial growers, island chains, 3rd world countries (includes living unit)

6
Lifepod
Sales
TBD Margin

Mobile Genesis System - targeted at off-grid, survivalist, hotel chains, grocery stores

5
Starter Pods
Sales
Very High Margin

EGS has location where we start plants in our custom pods, customer can buy starts on our website, we mail to them, shortening the time for their crops to mature.

4
Direct Produce
Sales from EGS
Grow Operations
Medium Margin

EGS has location where we grow produce/crops and sell via our digital farmers market direct to customers. We also use this location to learn better techniques for growing.

3
Grow Box/Wall
Sales
High Margin

Price: \$300/unit
Profit: \$ 50/unit
@ Peak: 64/month

Pre-LRIP

Price: \$250/unit
Profit: \$ 50/unit
@ Peak: 1511/month

LRIP

Price: \$200/unit
Profit: \$ 75/unit
@ Peak: 9987/month

Production

2
Eden App
Ad Revenue, App & transaction revenue
Very High Margin

App feature released every six months

Release 2.0

Digital Farmers Market in Place

Release 2.5

Release 3.0

Release 3.5

Release 4.0

1
Grow Tower
Supplies, Accessory and Add-On Sales
Low Margin



WE ARE HERE · April 20, 2021

Marketing Plan

10%

PAID



Facebook and Google Ads, hyper-targeted by demographic and search terms

Produce Google Web Stories, use Accelerated Mobile Pages (AMP) focus on product content

80%

EARNED



Press releases on product achievements, contracts, and partnerships

Pitch stories around the future of homesteading, survival, human interest and sustainable gardening

10%

OWNED



New website with ecommerce, product photography, brand video, email marketing and blog

Patents

— ONE PATENT FILED

EFS ID
36344592

INTERNATIONAL APPLICATION NUMBER
PCT/US19/37895

CONFIRMATION NUMBER
9953

TITLE
SCALABLE, BIOGENERATIVE CROP AND ENERGY
PRODUCTION SYSTEM FOR TERRESTRIAL AND NON-
TERRESTRIAL USE

Two additional patents in process.

