What do you think of when I say ‘California’?
But did you know?
But did you know?

This is a GLOBAL problem!
Our vision is to revolutionize crop protection industry by:

✓ Reduce the economic, social and environmental impact of drought worldwide

✓ Increase food security for future generations

✓ Empower agricultural communities

Our product **CHLOROBLAST!®** enhances the plant’s natural defence against drought!
Our Team

CHIEF EXECUTIVE OFFICER
Dr Rhona Savin

Her 2nd Company. Sold 1st company for £30M

PhD, Crop improvement Nottingham

CHIEF FINANCIAL AND OPERATIONS OFFICER
Ms Sarah Farthing

Worked with CEO in successful execution of previous business

Chartered Management Accountant
5 years working experience at KPMG

CHIEF MARKETING DIRECTOR
Mrs Bunmi Omorotionmwan

MBA, Harvard University

6 years experience in industry

CHIEF TECHNICAL DIRECTOR
Prof. Francois Seys

Prof. in plant science at University of Nottingham

5 years experience in Agricultural Research Institute (INRA)
Advisory Board

Mike Young
NON-EXECUTIVE CHAIRMAN

Founder and Former CEO of Plant Free Inc.
Highly experienced in pioneering products into new markets
Invested £50,000 into Hygrow Ltd

Accounting Firm: Smith Emerson

Solicitors: Fraser Brown

Patent Attorney Firm: Adamson Jones
Natural Plant Defence

CHLOROBLAST!

1) Sprayed onto the crops before a drought
2) Crop thinks there is a drought
3) Closes stomata early
4) More water retained by plant
5) Plant survives drought conditions longer
Our Product

THE US DAILY
Fears of Drought in US

By Sheila Wright 16th March 2017
The Nation Drought Mitigation centre has issued a warning this week to farmers of a possible drought as predicted by the US Drought Monitor.

Weather Forecast

- **Sun**: 10% humidity, 2% chance of rain
- **Mon**: 8% humidity, 5% chance of rain
- **Tues**: 5% humidity, 1% chance of rain
Market Projection

Crop Protection Industry

USD ($bn)

Year

2006
2012
2018

$26 bn
$48 bn
$71bn

CAGR

CAGR = 5.4%
CAGR = 6.0%
Market Research

- **Global Drought losses = $8bn**
- **California Drought losses = $247m**
- **California Corn Drought losses = $54m**

- ✅ Company profit per acre = $18
- ✅ Annual profit from 10% of target market:
  - $760,000 from California
  - $154,000,000 from USA
End User Perspective

- 95% of 1000 farmers interviewed would use **CHLOROBLAST!®**
- Farmer **saves $3.80 for each $1 spent**
- Fraction of total pesticide usage
Competition

GM Crops and Selective Breeding
- Mistrusted
- Long term obligation
- Expensive

Untreated Crops
- Lower annual yields

Quinabactin Pyrabactin
- Still in development
- Less effective
- Environmental concerns
Unique Selling Points

- Non-GM product
- Can use on existing GM and traditional crops
- Can be developed for use on other crops
- 75% increase in crop yield during drought
- Cheap and simple manufacture
- Can be applied using existing farm equipment
Project Timeline

HYGROW Ltd established

2015

US Patent filed

2016

PCT application filed

2017

Letter of interest

2018

National phase entry

2019

US Patent Granted

2020

Partnership with large agrochemical company

2021

Company Sold £80m

2022

Lab Trials

Greenhouse Trials

Field Trials

R&D of Chloroblast

R&D of our technology on other crops

Preliminary Toxicology and Environmental Testing

Formulation Development
We’re looking for a £2.5M investment today for an 18% share of our business.
Sensitivity Analysis

Cash Flow/Burn Rate

- Expected Burn Rate
- Burn Rate +10% Worse

Expected Sale
Delayed Sale


£ (thousands)
Summary

• Great management team with a proven record of success

• Large and growing market

• Patent protected Chloroblast!® enhances the natural defence of crops against drought

• £1m from existing investors, £2.5m today for 18% equity

• Target to sell in 4-5 years for £80m with 6x return for investors
Thank you for listening and to our partners and sponsors.
**Teamwork advice**

- **Logistics (Francois):**
  - Coordinate work on **Office 365 groups** (shared emails and documents) and **google docs/slides** (simultaneous work on same document). **Whatsapp** for daily communication.
  - **Plan meetings beforehand:** why are you meeting, for how long and what needs to be achieved.
  - Find market information in **annual report from competitors/** governmental agencies/** NGOs.**
    - **Relate to others.** Identify who in real life is closest to your case? How did they do it?
    - **Approximate.** You won’t find everything you need, use common-sense extrapolations.
    - **You will present <10% of your data.** The remaining 90% are there to boost your confidence!
  - **Ask for help:** if you are missing some expertise, ask friends or mentors if they know someone that could help.
● Teamwork (Bunmi):
  ○ **Listen more than you speak**: if you are in a team of 5, you should not be speaking more than 20% of the time!
  ○ **Logic over feeling**: make decision matrices and establish criteria to be met for difficult decisions.
  ○ **Don’t fight** over leadership, instead **fill gaps** where it is lacking.
    ■ Don’t fight over who does your favorite task, find out what still needs to be done and do it.
  ○ **Don’t be stubborn**. No solution is perfect, and even if yours is better, is the difference really worth fighting for 1h and alienating everyone?
  ○ **Be flexible**. It is ok to meet if one teammate is missing. It is ok if one teammate works slightly more/less than the others.
  ○ **Have fun!** It is ok to joke around, don’t bring bad energy to the meeting. **POWEEER!**
Teamwork advice

- **Storyteling (Sarah):**
  - One message/slide
  - **Delete as much as you can.** Write down exactly what message each slide is supposed to communicate.
    - Could it be done more efficiently?
    - Does it really need to be communicated at all?
    - You won’t be able to say everything.
  - MANY rehearsals with friends, mentors, strangers,... **Listen** to feedback.
  - One person/theme: let the audience associate a whole subject to one particular person, instead of trying to all speak a bit about the same thing.
  - Divide slides following each teammate’s comfort zone. The one that did the research and designed the slide should probably be the one presenting it.
  - Pretty pictures,
  - As few words and graphs as possible on each slide.
  - ~30s-1 min/ slide
Teamwork advice

- **Q/A (Rhona):**
  - **Practice** as much as possible in front of real audiences, **encourage nasty questions!**
  - **Identify how you instinctively answer**, and officialize that for the actual presentation (i.e. the guy that feels compelled to answer the same question every time should be the one to answer it on D day)
  - **Coordinate** to re-direct the questions to your teammates in a professional way, decide in advance who should answer what.
  - **Prepare answering the questions you fear the most.**
  - **Have additional slides** with all your data to back you up
  - **Have emergency answer** to question you can’t answer (e.g. *we will consult our IP advisors on the issue*). **You are not supposed to know everything.**
  - **Answer as briefly as possible** and to the point. It is better that they ask more question than you to blabber.
  - **Avoid adding things** to what your teammate answers.
  - **Mind the body language!** Stay calm, grounded, in control. Even when you’re not answering.
## Market Research

### Corn in 2016

<table>
<thead>
<tr>
<th></th>
<th>California</th>
<th>10% California</th>
<th>USA</th>
<th>10% USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenues (M$)</td>
<td>800.0</td>
<td></td>
<td>51500.0</td>
<td></td>
</tr>
<tr>
<td>Loss (M$)</td>
<td>54.0</td>
<td></td>
<td>3476.3</td>
<td></td>
</tr>
<tr>
<td>Area (Acre)</td>
<td>0.4</td>
<td>0.04</td>
<td>86.0</td>
<td>8.6</td>
</tr>
<tr>
<td>Loss/area ($/acre)</td>
<td>128.6</td>
<td></td>
<td>40.4</td>
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<tr>
<td>Chloroblast protection ($/acre)</td>
<td>96.4</td>
<td></td>
<td>30.3</td>
<td></td>
</tr>
<tr>
<td>Chloroblast costs ($/acre)</td>
<td>20.0</td>
<td></td>
<td>20.0</td>
<td></td>
</tr>
<tr>
<td>Farmer savings ($/acre):</td>
<td>76.4</td>
<td></td>
<td>10.3</td>
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<tr>
<td>Farmer savings (%)</td>
<td>59%</td>
<td></td>
<td>26%</td>
<td></td>
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<tr>
<td>Hygrow revenues (M$)</td>
<td>8.4</td>
<td>0.84</td>
<td>1720.0</td>
<td>172.0</td>
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<tr>
<td>Hygrow benefits (M$)</td>
<td>7.6</td>
<td>0.76</td>
<td>1548.0</td>
<td>154.8</td>
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<tr>
<td>Grain yield (ton/acre)</td>
<td>5.5</td>
<td></td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>Silage yield (ton/acre)</td>
<td>26.0</td>
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<td>20.1</td>
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</table>
## Market Research & Competition

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<thead>
<tr>
<th>Company</th>
<th>Dupont</th>
<th>Monsanto</th>
<th>Syngenta</th>
<th>Total</th>
<th>GM corn</th>
<th>Total corn</th>
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</thead>
<tbody>
<tr>
<td>Product</td>
<td>Optimum Aquamax</td>
<td>Genuity Droughtgard</td>
<td>Agrisure Artesian</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acres planted (millions) 2016</td>
<td>9.5</td>
<td>2.76</td>
<td>1.5</td>
<td>13.76</td>
<td>86</td>
<td></td>
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<tr>
<td>Market share (%)</td>
<td>11%</td>
<td>3%</td>
<td>2%</td>
<td>16%</td>
<td>100%</td>
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</table>
Competitor’s Pathway

Quinabactin
Pyrabactin
Mandipropamid
## End User Perspective

<table>
<thead>
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<th>End-user perspective</th>
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<tr>
<td>Chloroblast cost ($/ha)</td>
<td>20</td>
</tr>
<tr>
<td>total pesticide cost ($/acre)</td>
<td>29</td>
</tr>
<tr>
<td>total herbicide cost ($/acre)</td>
<td>25</td>
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<tr>
<td>Chloroblast dose (kg/ha)</td>
<td>0.4</td>
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<tr>
<td>Herbicide dose (kg/ha)</td>
<td>3</td>
</tr>
<tr>
<td>Pesticide dose (kg/ha)</td>
<td>0.18</td>
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<tr>
<td>Chloroblast price ($/kg)</td>
<td>50</td>
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<tr>
<td>pesticide price ($/kg)</td>
<td>8-1200</td>
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<table>
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<tr>
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<th>Cost</th>
<th>Dose</th>
<th>Price/kg</th>
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<tr>
<td></td>
<td>27%</td>
<td>11%</td>
<td>4%</td>
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![Bar chart showing cost and dose perspectives](chart.png)
# Cash Flow

## Historic and predicted cash flow of Hygrow (£1000s)

<table>
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<tr>
<td>Founder investment</td>
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<td>Executive chairman</td>
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<td>Grant</td>
<td>150</td>
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<td></td>
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<td>50</td>
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<tr>
<td>Profits from prev. company</td>
<td>200</td>
<td></td>
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<td>Committed investors</td>
<td>1000</td>
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<td>Investment</td>
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<td>Professional fees</td>
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<td>6</td>
<td>7</td>
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<td>8</td>
<td>9</td>
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<td>IP</td>
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<td>1</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Field trials</td>
<td></td>
<td></td>
<td></td>
<td>250</td>
<td>350</td>
<td>150</td>
<td>150</td>
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<td>Rhona Wages</td>
<td>60</td>
<td>60</td>
<td>70</td>
<td>70</td>
<td>85</td>
<td>80</td>
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<td>Sarah Wages</td>
<td>50</td>
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<td>65</td>
<td>70</td>
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<td>Francois Wages</td>
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<td>50</td>
<td>55</td>
<td>60</td>
<td>65</td>
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<tr>
<td>Bunmi Wages</td>
<td></td>
<td></td>
<td>45</td>
<td>50</td>
<td>55</td>
<td>65</td>
<td></td>
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<tr>
<td>Premises</td>
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<td>15</td>
<td>15</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td></td>
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<tr>
<td>R&amp;D</td>
<td>30</td>
<td>40</td>
<td>60</td>
<td>70</td>
<td>90</td>
<td>100</td>
<td>110</td>
<td></td>
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<tr>
<td>Total exp. p/a</td>
<td>54</td>
<td>175</td>
<td>241</td>
<td>589</td>
<td>712</td>
<td>553</td>
<td>578</td>
<td></td>
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<tr>
<td>Total exp. +10% p/a</td>
<td>60</td>
<td>182</td>
<td>250</td>
<td>625</td>
<td>759</td>
<td>581</td>
<td>607</td>
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<tr>
<td>Cash flow</td>
<td>296</td>
<td>321</td>
<td>3580</td>
<td>2991</td>
<td>2279</td>
<td>1777</td>
<td>1198</td>
<td></td>
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<tr>
<td>Cash flow +10%</td>
<td>290</td>
<td>309</td>
<td>3559</td>
<td>2935</td>
<td>2176</td>
<td>1645</td>
<td>1037</td>
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</tr>
</tbody>
</table>

- **Total exp. 2015-2017:** 470
- **Total inv. 2015-2016:** 550
- **Total exp. 2018-2021:** 2431
- **Total inv. 2017-2021:** 3550
## Risk Assessment

<table>
<thead>
<tr>
<th>Risk</th>
<th>Likelihood</th>
<th>Impact</th>
<th>Mitigation</th>
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</thead>
<tbody>
<tr>
<td>No sale to agrochemical company</td>
<td>L</td>
<td>H</td>
<td>Non profit investors eg Bill Gates Foundation</td>
</tr>
<tr>
<td>Increased competition</td>
<td>M</td>
<td>L</td>
<td>Continued R&amp;D into other crops</td>
</tr>
<tr>
<td>Not as effective during field trials</td>
<td>L</td>
<td>M</td>
<td>Alternative plants/markets explored</td>
</tr>
<tr>
<td>Fails toxicology or environmental studies</td>
<td>L</td>
<td>H</td>
<td>Further R&amp;D into similar chemicals</td>
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<tr>
<td>----------------</td>
<td>---------------------------</td>
<td>---------------</td>
<td>---------------</td>
</tr>
<tr>
<td><strong>US</strong></td>
<td>Filing, attorney fees</td>
<td>Arguing</td>
<td>Renewal</td>
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<tr>
<td><strong>PCT</strong></td>
<td></td>
<td>Appl.</td>
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<tr>
<td><strong>Europe</strong></td>
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<tr>
<td><strong>Australia</strong></td>
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</tr>
<tr>
<td><strong>Trademark</strong></td>
<td></td>
<td>Prod 1</td>
<td></td>
</tr>
</tbody>
</table>
Patent

• Covers the structure and synthetic route to CHLOROBLAST!®
• Owned by HYGROW Ltd
• IP for Quinabactin has no overlap

Trademark

CHLOROBLAST!®

Patent Applications

- Granted 2016
- Filed 2017

Trademark Applications

- 2018
Drought Distribution in California

Percent of California in Drought (as of November 8, 2016)

Drought Intensity:
- Abnormally Dry
- Moderate Drought
- Severe Drought
- Extreme Drought
- Exceptional Drought
Drought Distribution in USA

Percent of US in Drought

Drought Intensity
- Abnormally Dry
- Moderate Drought
- Severe Drought
- Extreme Drought
- Exceptional Drought

April 25, 2017
6% of US in drought