

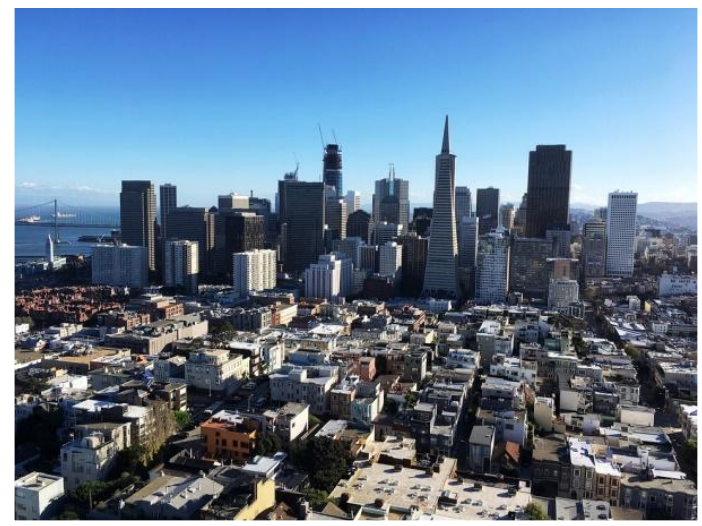
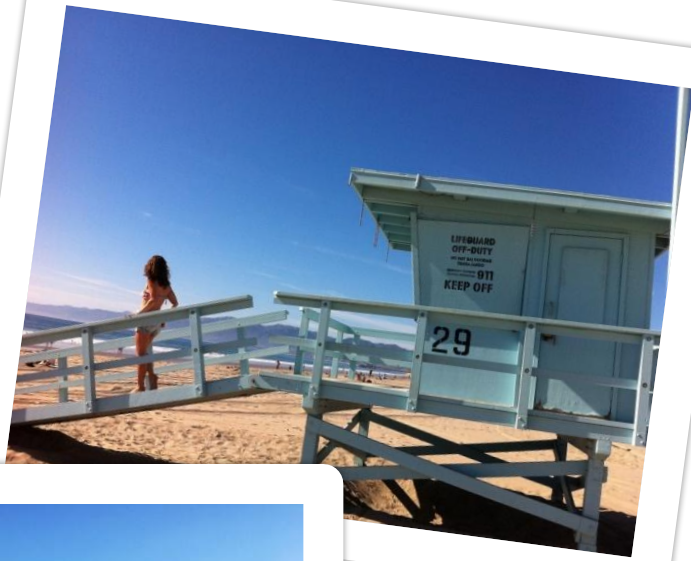
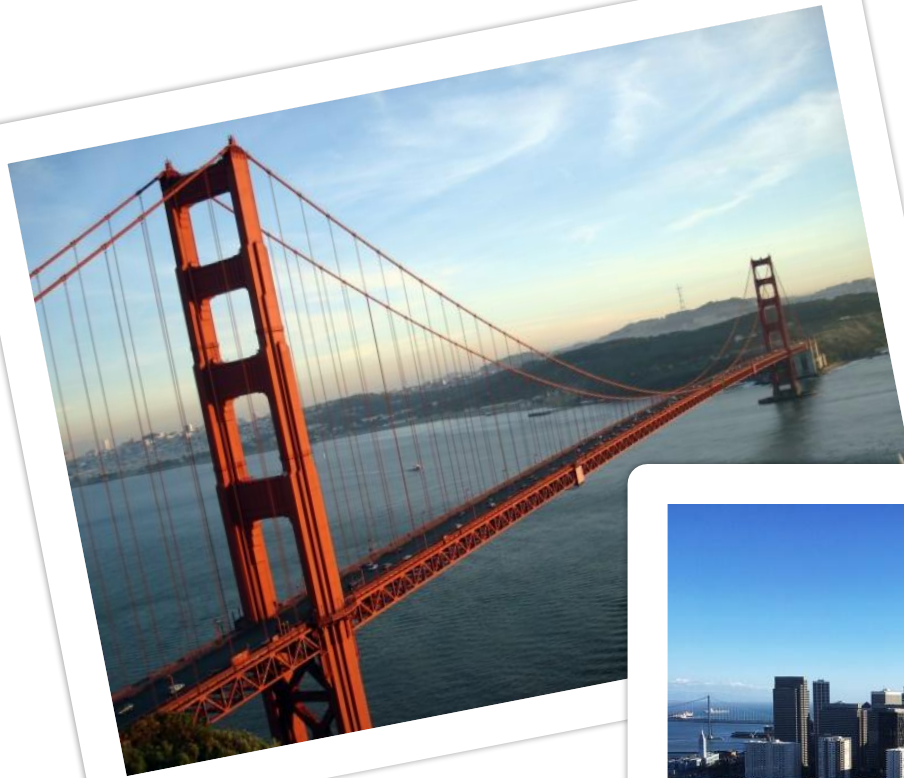


HYGROW Ltd

Rhona Savin
Sarah Farthing
Bunmi Omorotionmwan
François Seys

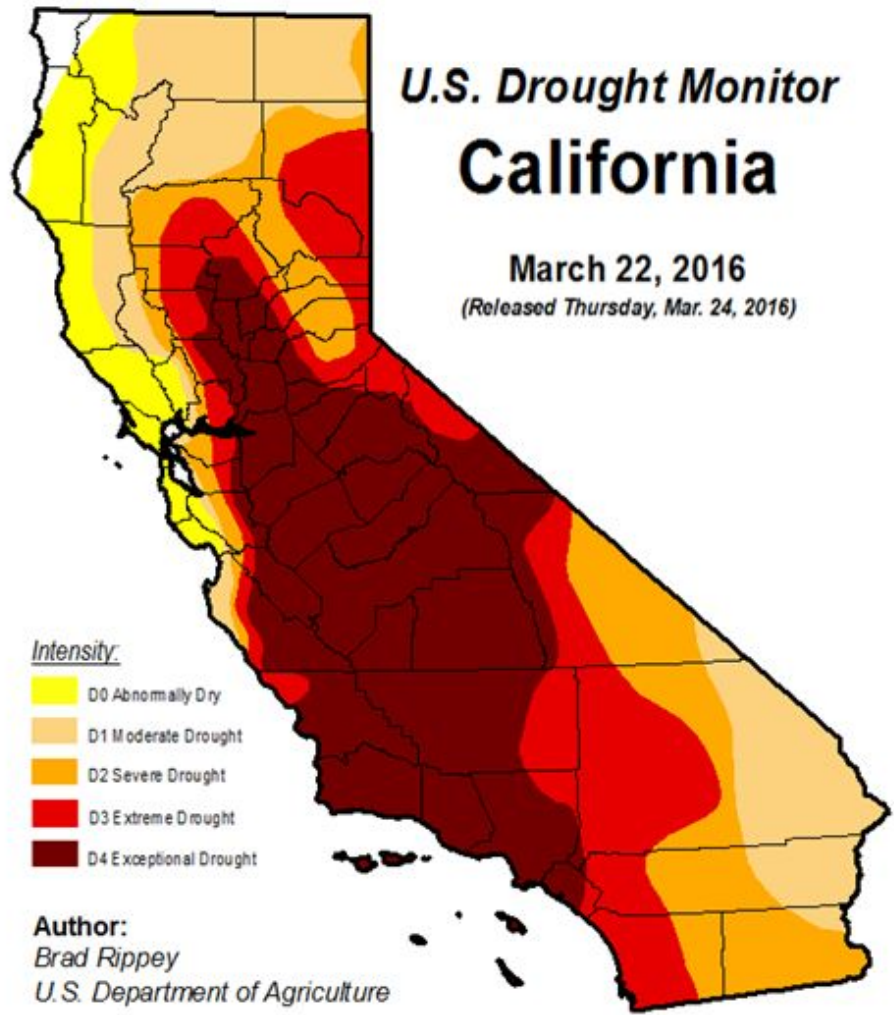


What do you think of when I say 'California'?





But did you know?



**NO WATER = HIGHER
FOOD COST!**

**NO JOBS =
FOOD COST!**





But did you know?



This is a GLOBAL problem!





Company Aims

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

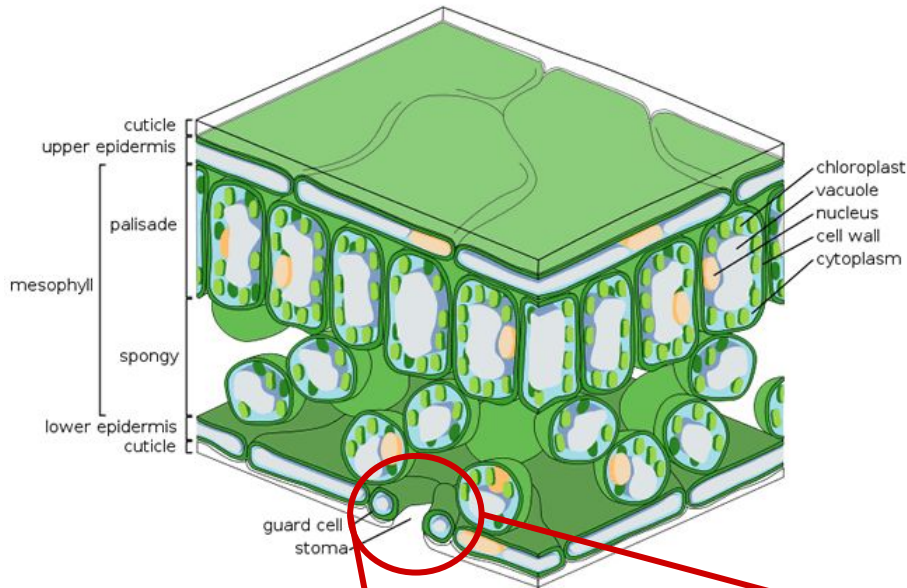


Patent Attorney Firm: Adamson Jones



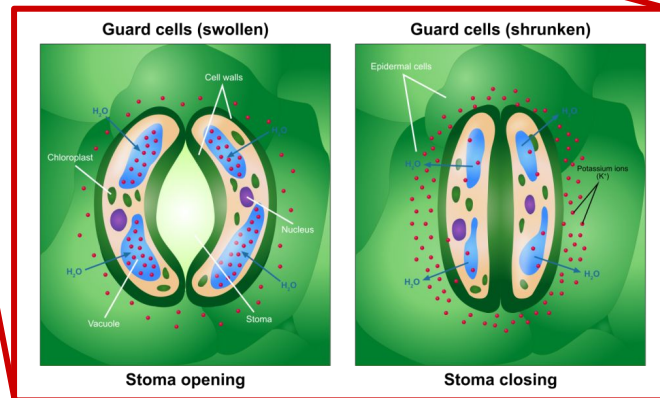


Natural Plant Defence



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.

CHLOROBLAST!®



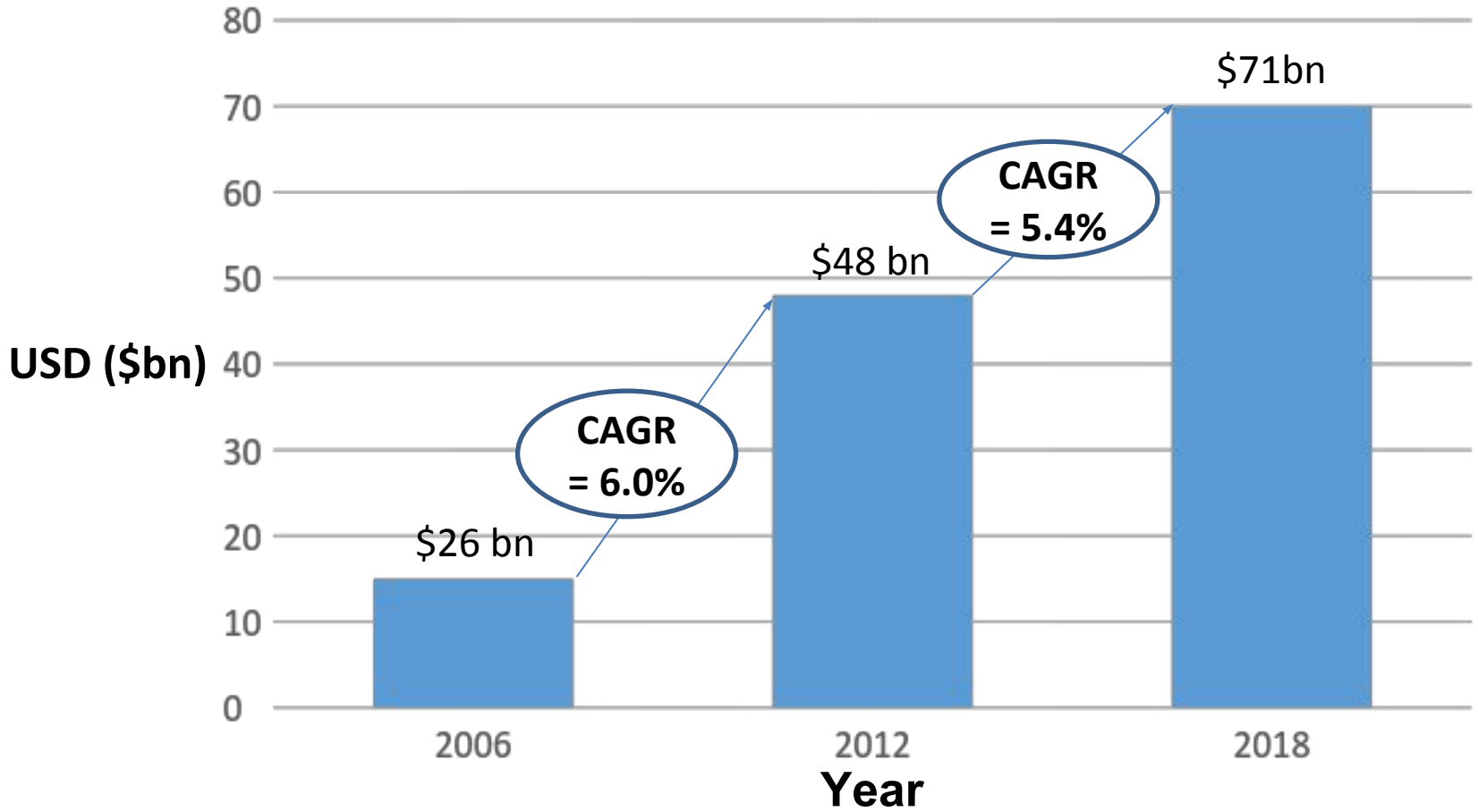
Weather Forecast

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





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

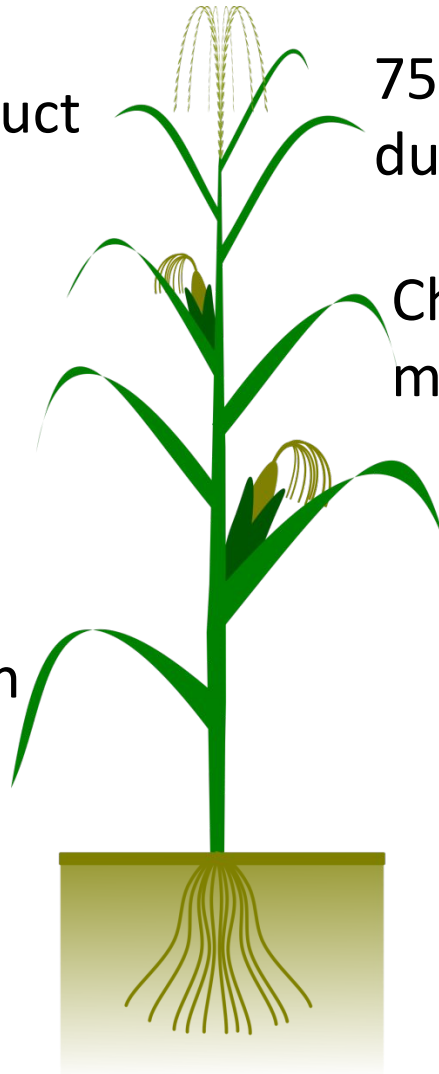
75% increase in crop yield during drought

Cheap and simple manufacture

Can use on existing GM and traditional crops

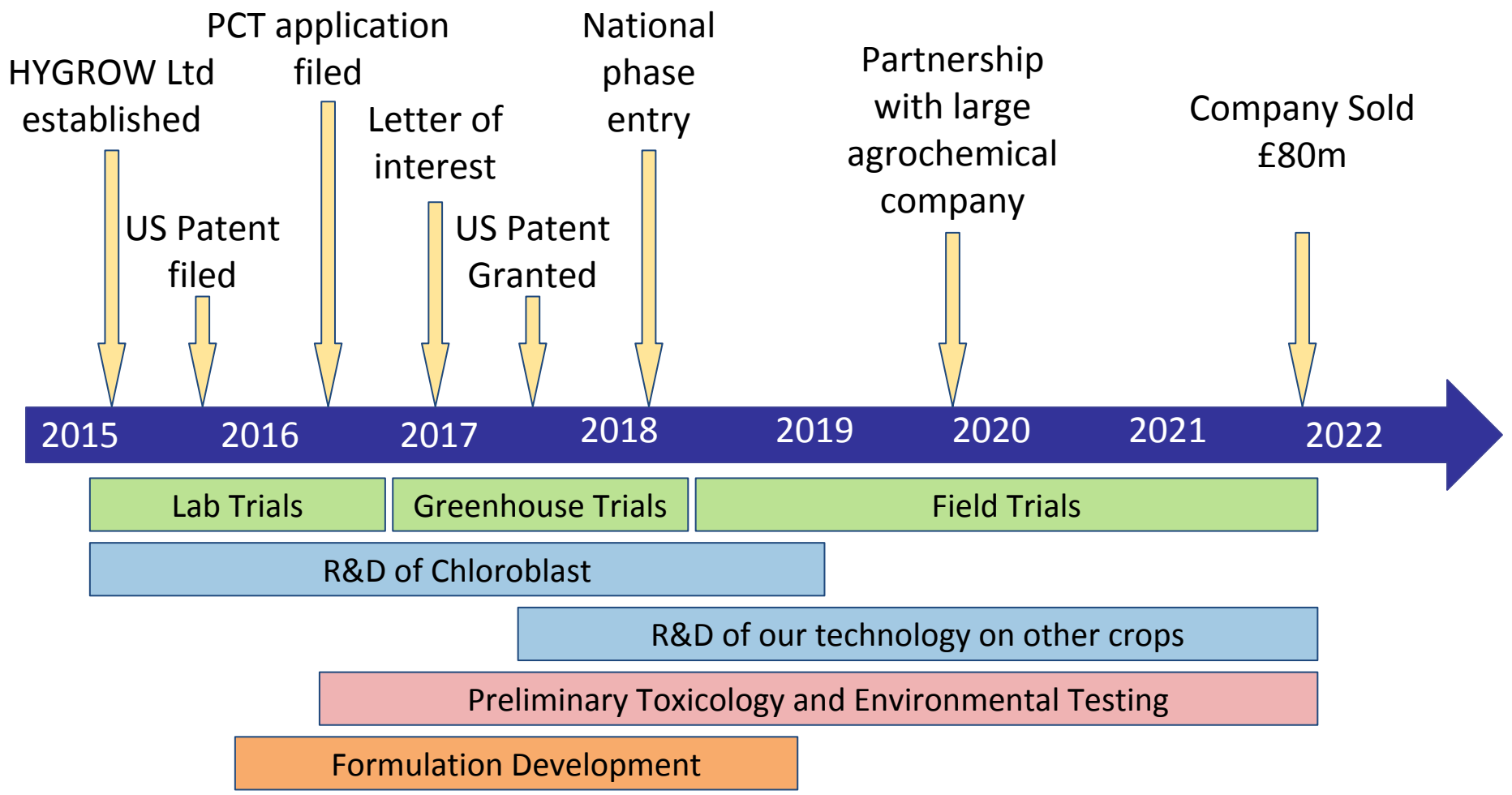
Can be applied using existing farm equipment

Can be developed for use on other crops





Project Timeline

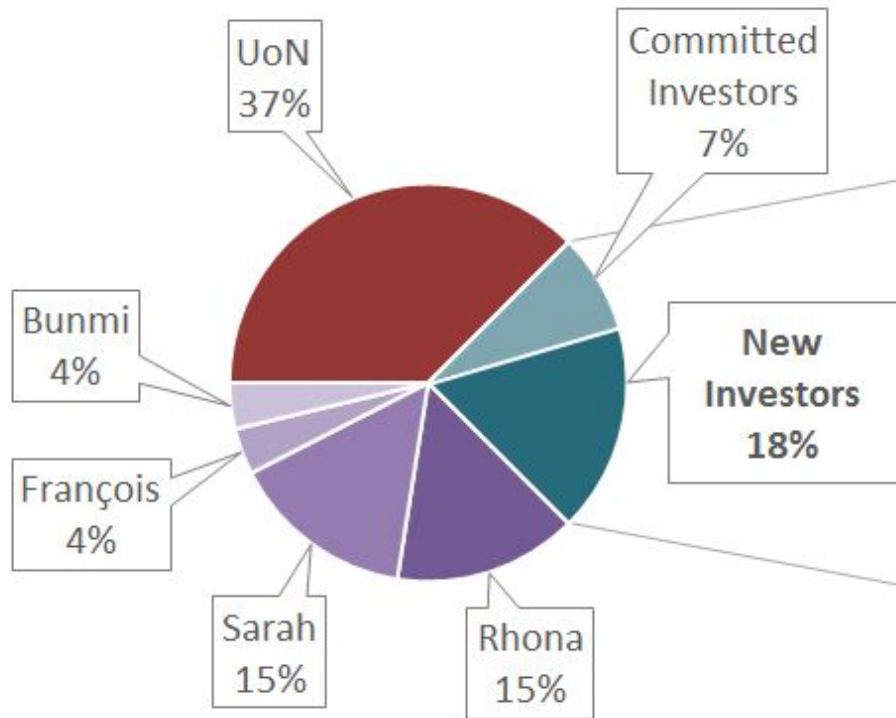




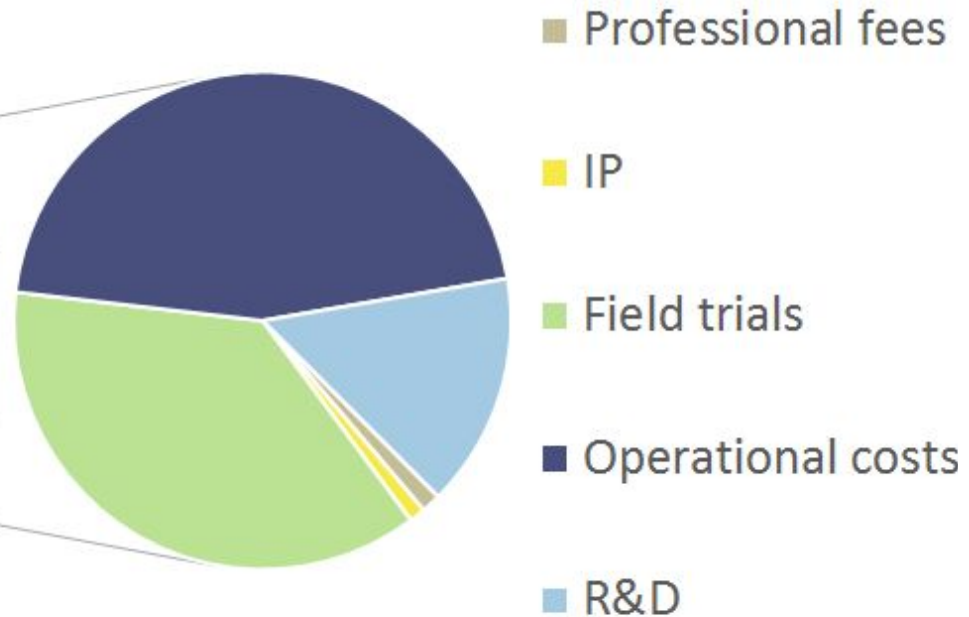
Your Investment

We're looking for a £2.5M investment today for an 18% share of our business

Proposed Shareholding



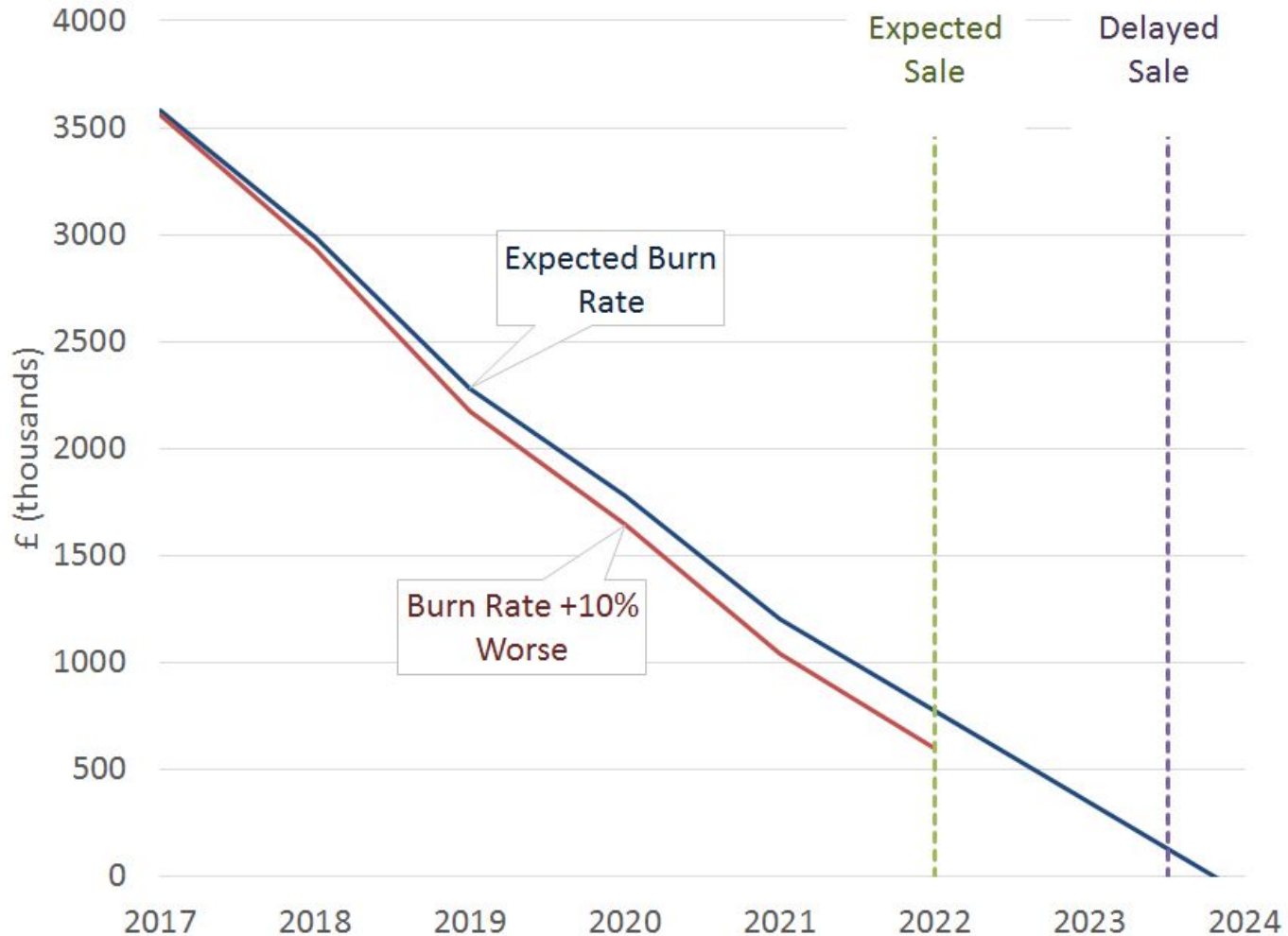
Investment





Sensitivity Analysis

Cash Flow/Burn Rate





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



HYGROW Ltd

Thank you for listening and
to our partners and sponsors



University of
Nottingham
UK | CHINA | MALAYSIA



Impact
The Nottingham Campaign



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 advice

- **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

- **Storytelling (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

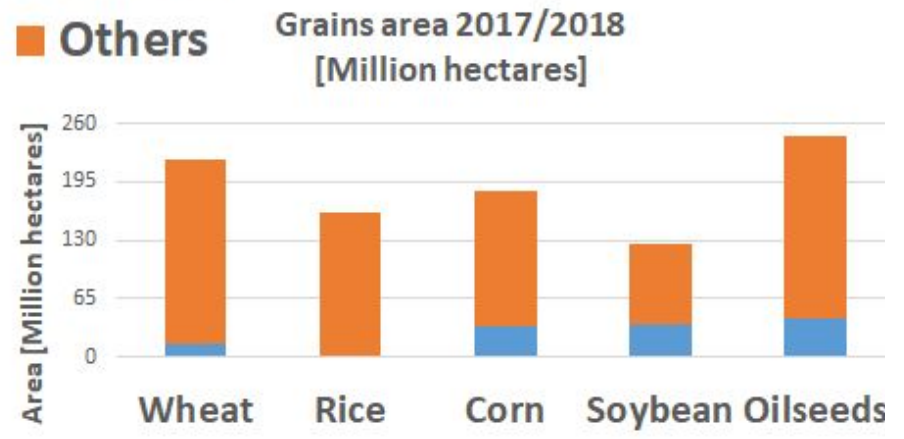
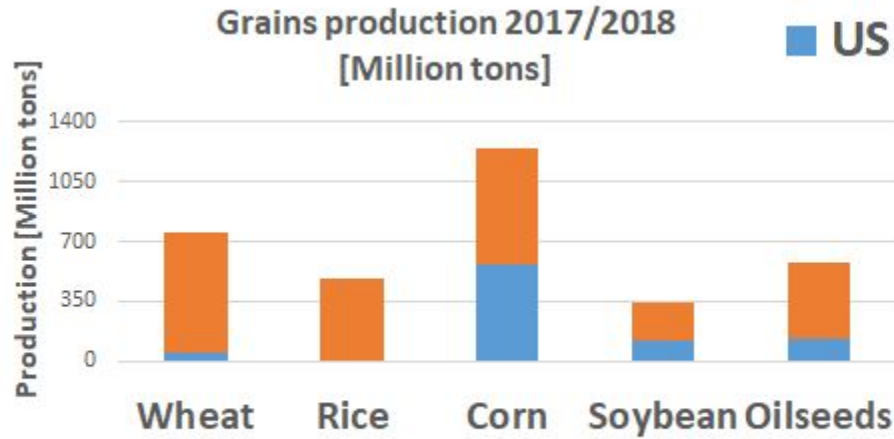


Teamwork advice

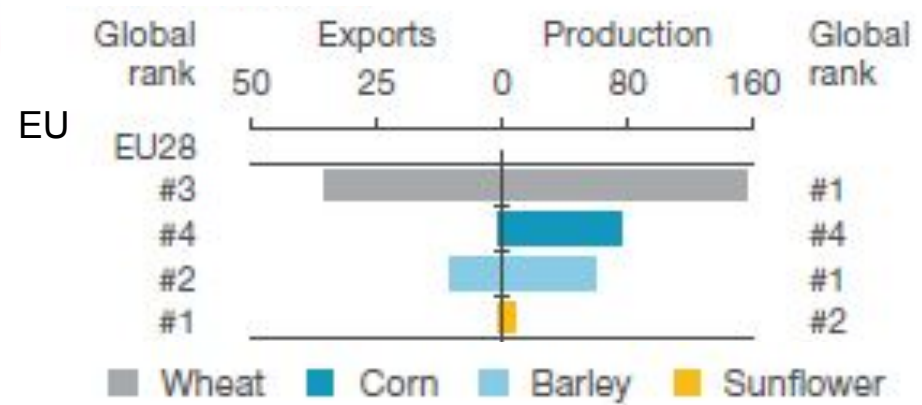
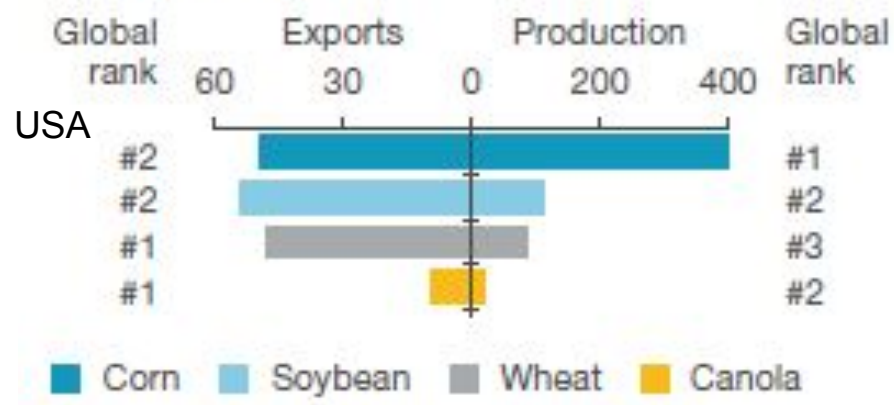
- **Q/A (Rhona):**
 - **Practice** as much as possible in front of real audiences, **encourage nasty questions!**
 - **Identify how you instinctively answer**, and officialize that for the actual presentation (i.e. the guy that feels compelled to answer the same question every time should be the one 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



Major grain exports and production in 2014
millions of tons (mt)





Market Research

Corn in 2016	California	10% California	USA	10%USA
Total revenues (M\$)	800.0		51500.0	
Loss (M\$)	54.0		3476.3	
Area (Macre)	0.4	0.04	86.0	8.6
Loss/area (\$/acre)	128.6		40.4	
Chloroblast protection (\$/acre)	96.4		30.3	
Chloroblast costs (\$/acre)	20.0		20.0	
Farmer savings (\$/acre):	76.4		10.3	
Farmer savings (%)	59%		26%	
Hygrow revenues (M\$)	8.4	0.84	1720.0	172.0
Hygrow benefits (M\$)	7.6	0.76	1548.0	154.8
Grain yield (ton/acre)	5.5		4.5	
Silage yield (ton/acre)	26.0		20.1	

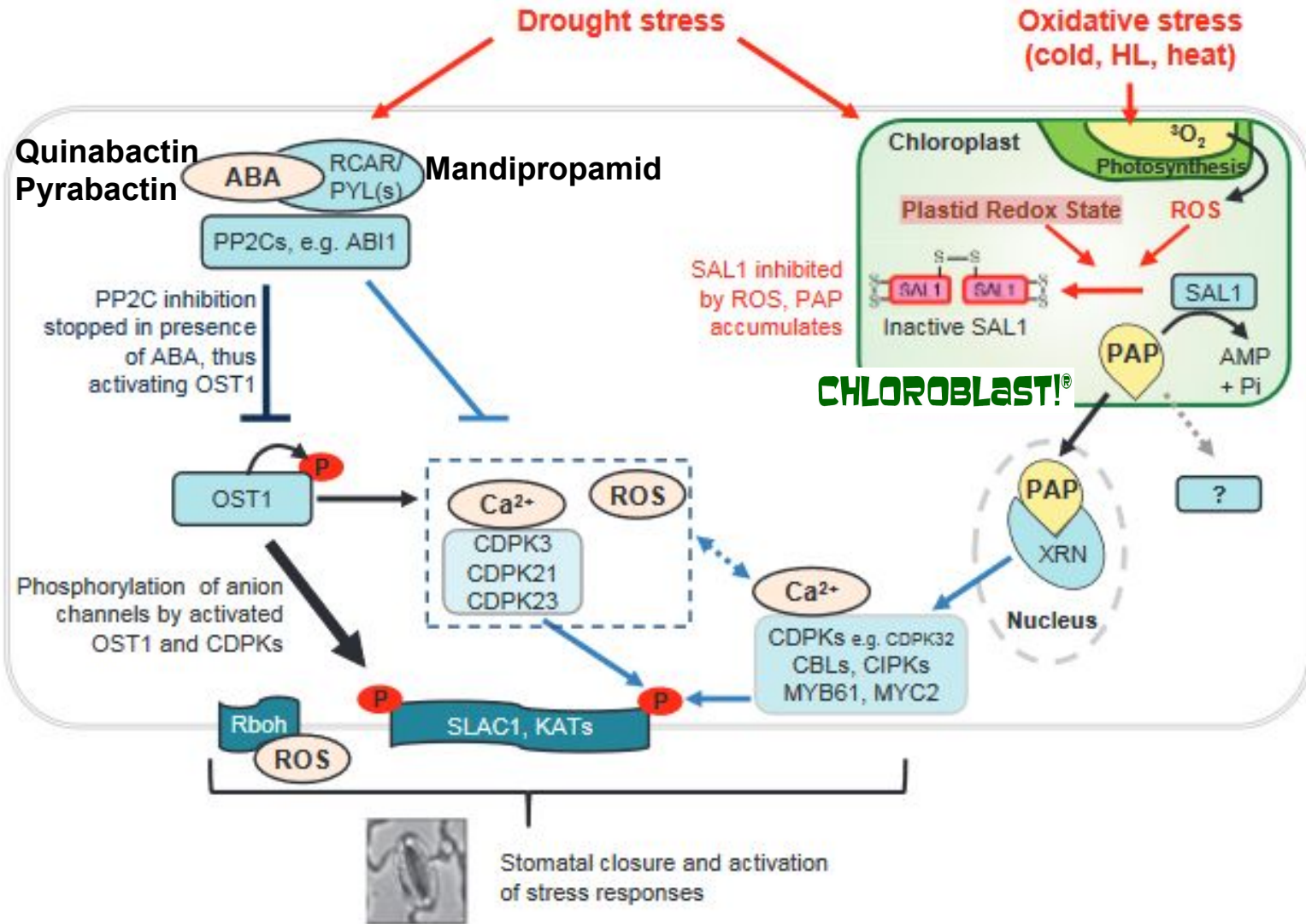


Market Research & Competition

Company	Dupont	Monsanto	Syngenta	Total GM corn	Total corn
Product	Optimum Aquamax	Genuity Droughtgard	Agrisure Artesian		
Acres planted (millions) 2016	9.5	2.76	1.5	13.76	86
Market share (%)	11%	3%	2%	16%	100%



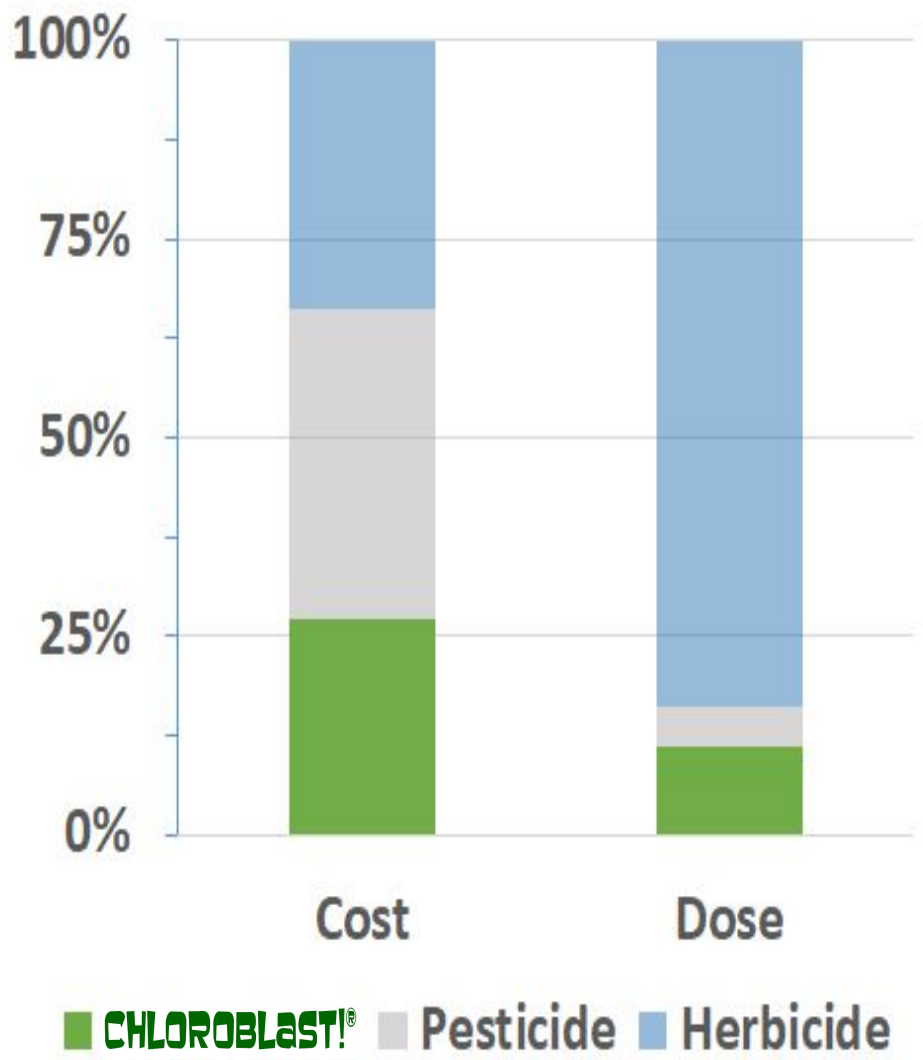
Competitor's Pathway





End User Perspective

End-user perspective	
Chloroblast cost (\$/ha)	20
total pesticide cost (\$/acre)	29
total herbicide cost (\$/acre)	25
Chloroblast dose (kg/ha)	0.4
Herbicide dose (kg/ha)	3
Pesticide dose (kg/ha)	0.18
Chloroblast price (\$/kg)	50
pesticide price (\$/kg)	8-1200
Cost	27%
Dose	11%
Price/kg	4%





Cash Flow

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

	2015	2016	2017	2018	2019	2020	2021	2022
Founder investment	100							
Executive chairman	50							
Grant		150				50		
Profits from prev. company	200							
Committed investors			1000					
Investment			2500					
Professional fees	5	5	6	7	7	8	9	
IP	4	10	1	10	2	2	1	
Field trials				250	350	150	150	
Rhona Wages		60	60	70	70	85	80	80000 SALE
Sarah Wages		50	55	65	65	70	75	
Francois Wages			40	50	55	60	65	
Bunmi Wages				45	50	55	65	
Premises	15	15	15	20	20	20	20	
R&D	30	40	60	70	90	100	110	
Total exp. p/a	54	175	241	589	712	553	578	
Total exp. +10% p/a	60	182	250	625	759	581	607	
Cash flow	296	321	3580	2991	2279	1777	1198	
Cash flow +10%	290	309	3559	2935	2176	1645	1037	
	Total exp. 2015-2017:		470	Total exp. 2018-2021:				2431
	Total inv. 2015-2016:		550	Total inv. 2017-2021:				3550



Risk Assessment

Risk	Likelihood	Impact	Mitigation
No sale to agrochemical company	L	H	Non profit investors eg Bill Gates Foundation
Increased competition	M	L	Continued R&D into other crops
Not as effective during field trials	L	M	Alternative plants/markets explored
Fails toxicology or environmental studies	L	H	Further R&D into similar chemicals



IP Timeline

IP timeline for Hygrow Ltd

	2015	2016	2017	2018	2019	2020	2021	2022
US	Filing, attorney fees	Arguing	Renewal					Renewal
PCT		Appl.						
Europe				Appl.	Renewal	Renewal	Renewal	Renewal
Australia				Appl.	Renewal	Renewal	Renewal	Renewal
Trademark		Prod 1			Prod 2	Prod 3		



Intellectual Property

Patent

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

Trademark

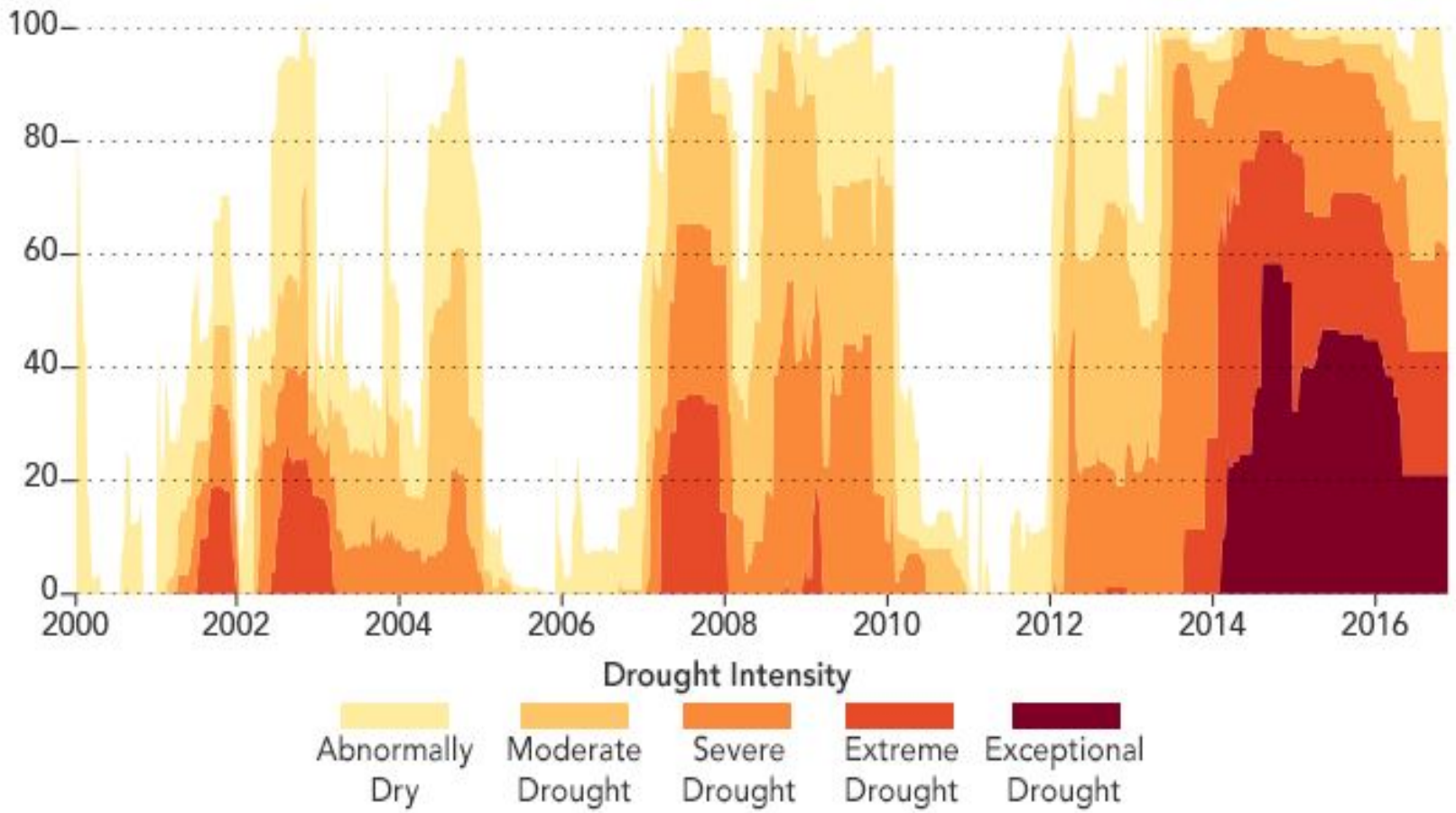
CHLOROBLAST!®





Drought Distribution in California

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





Drought Distribution in USA

