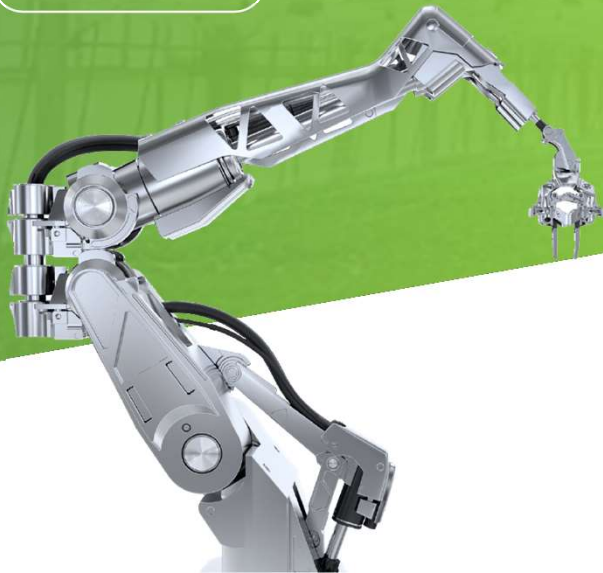


PlantennasTM

Plant lifecycle data management that integrates automation for efficiency and profitability

▶ www.plantennas.com

▶ Let's Start





Plantennas Leadership and Board



AJ Moran

CEO

PNW Faculty and Finance Professional,
Farm Operator



Mont Handley

Founder

EIR at PNW, past Shark Tank Winner
Founder/Inventor of PittMoss





Plantennas Leadership and Board



Dale Hunt

Plant Scientist
Patent Attorney And
Cannabis Lawyer



Rich Christakes

Nursery And Greenhouse Leader
CEO Alsip Nursery,
Founder Ship My Plants



Mason Day

Agriculture B2B leader
Director of Growth





The Problem

Gaps in plant lifecycle management



Let's See



- ✓ **Human labor costs 40%**
of gross horticulture revenue –
it is repetitive and labor is Elusive



- ✓ **Chain Of Custody,**
From seed to shelf, does not exist – there is no
data that stays with a plant through lifecycle

- ✓ **High value and patented plants**
Complain that 15%+ of revenue is stolen – there is
no plant id data to easily assess stole plant patents



The Solution

Unit Level Identification
from Seed to Shelf



RFID in the propagation pot

Where readable and writeable data stays with plant through lifecycle



RFID accelerates automation

Robotics reduce labor costs, CPS and IOT applications are easily accessible, and anti infringement is feasible



Plantennas are patented

And seamlessly integrate into RFID systems, US patent #10,834,877





High Value Plant
Yearly Sales

\$3.8B in US



Propagation
Materials Annually

\$2B in US

Market Size

- Sustainable
- Removes plastics
- Removes foams
- Ubiquitous in commercial, retail, and row crop applications

Competition



RFID tag

Metrc

Customized
RFID systems

Status Quo



Market

IP Protection

Automation

Price

Any,
Non specialized



\$3.15

Cannabis



Subscription, it's
simply software

Large horticulture
operations



Robotics and
software

\$100k+ software,
plus \$3/tag

Any,
Non specialized



\$0.20 before labor

Horticulture,
nursery, cannabis

Horticulture,
nursery, cannabis

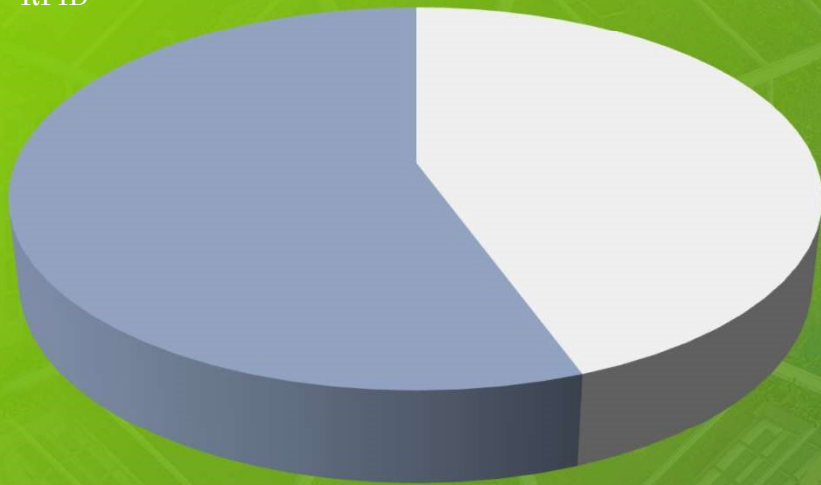
Yes – software and
hardware applications

Target \$2 retail/
\$1 Commercial





\$0.30
RFID



■ Pot ■ RFID

\$0.20
Pot

Business Model Strategy

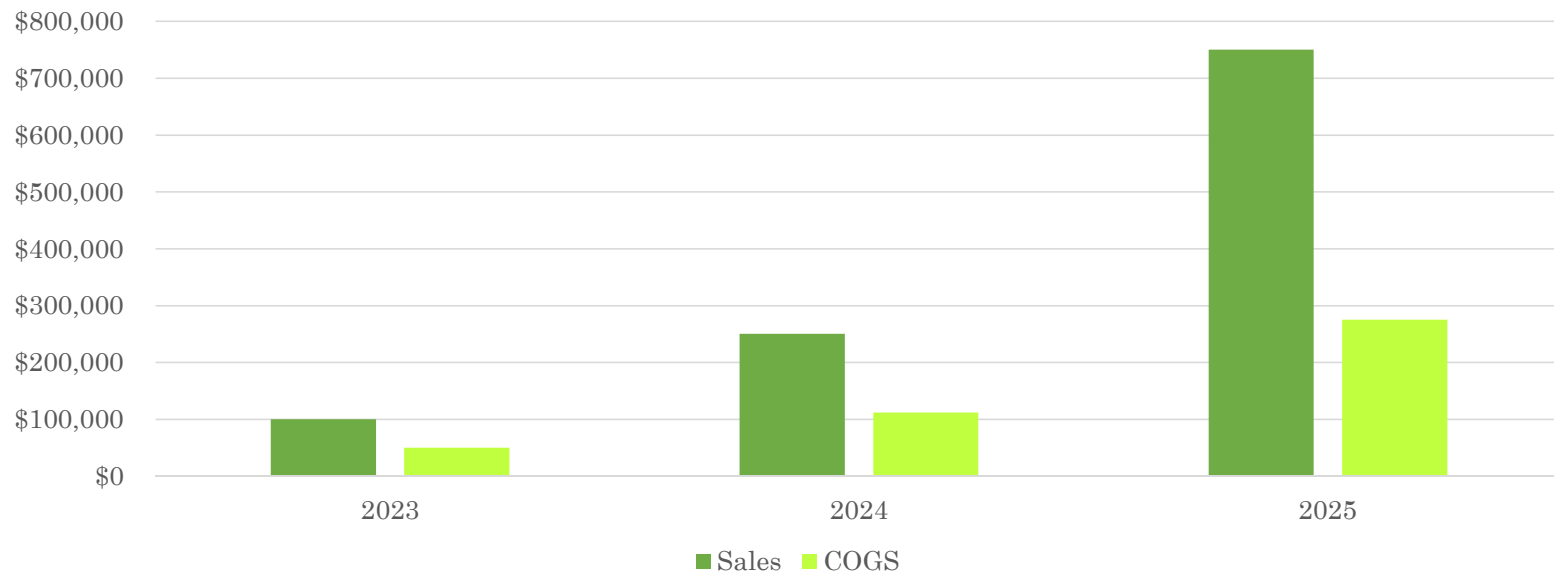
- Entry point of \$2 retail, \$1 commercial
- Retail has a platform app, commercial is customized applications
- IOT and CPS integrations already exist and are interchangeable



10. _____ Let's See.

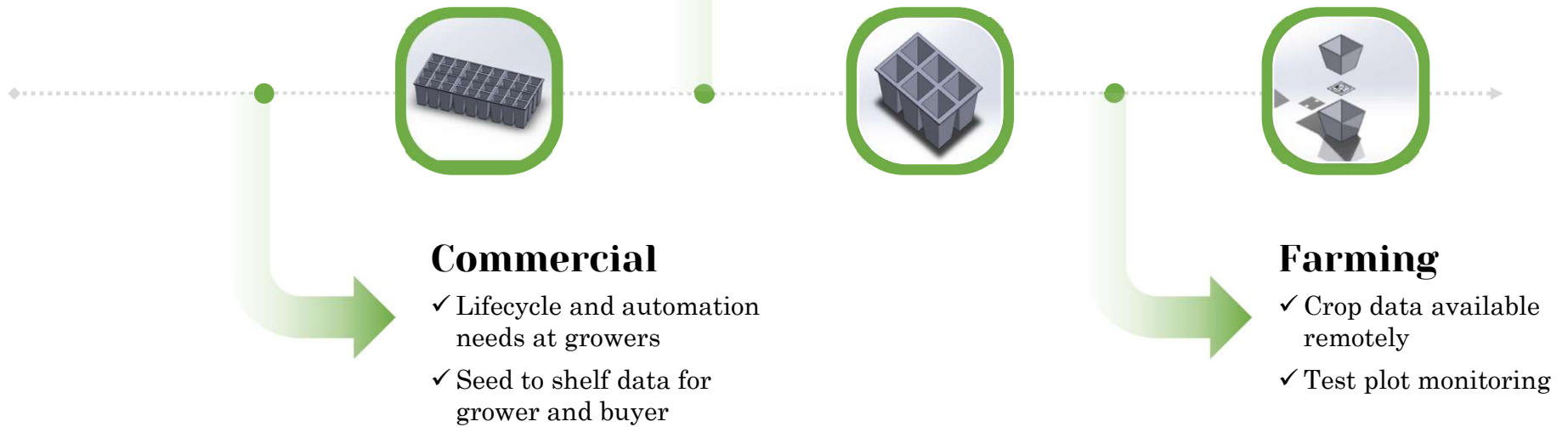
Financials

Commercial and Retail Sales Forward Looking





Marketing & Sales





Traction and Go To Market Strategy

Commercial



Strategic relationships create the introductions to large growers of high value plants

Selling to this market happens at key conferences and through relationships

01

Consumer



Ship My Plants uses Plantennas for its national network

Direct advertising to plant parents

Locations secured in retail outlets

02

Strategic Channels



Orders already for pots without RFID

Building sales through ag IOT, CPS, robotics

MVP for whole systems financing secured

03



Where Plantennas Has Been

- > NSF ICorp grantee
- > \$1.2M EDA grant participant
- > 2022 \$80k first VC in
- > 2022 first manufacturing run of 30,000 Plantennas
- > 2022 first sales to multiple channels



Where Plantennas is Headed



\$1.5M Seed round

to support strategic relationships, hire fulltime CEO and CDO, create inventory runway | Early 2023



Building our MVP App

Selling at identified conferences and through strategic relationships to commercial clients, building our MVP app for retail clients
End 2023



Add Manufacturing towards

Scale, selling into season, building out MVP package for growers 2024