The Farmer’s Problems

- Conserve Water
- Reduce Energy, Fuel & Labor Costs
- Reduce Pollution
- Increase Crop Yields
- Improve Profitability
Remote Well Pumps
Our Solution

Panel
Pump Electronics
Control Unit

Well Pump

Flow Sensor

Moisture Sensors

RF Module

Precision Irrigation Control
How It Works

Precision Irrigation Monitoring
The Team

- Bob Farinelli  BSEE, MBA, 22 Patents  
  - President
- Steve Christensen  BSCS, MSCE  
  - Chief Hardware Architect
- Andy Watske  BSCS  
  - Chief Software Architect
- Ken Salyer  BSME, MSEE  
  - V.P. Operations
- Ryan Heringer  BA Business  
  - V.P. Sales & Marketing
- Brandon Finch  BA Ag. Mgmt  – Farm Expert
• Millions of irrigation wells in service globally
• Precision Irrigation is a $2B Market
Customers

Custom Installer → Dealers → OEM Sales Distributors → Farm Equipment Distributor

John Deere Engine V.A.R. → Dealers → OEM Sales Distributors

Grain Silo V.A.R. → Dealers → OEM Sales Distributors
## Competition

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<th>Turn Key Solutions</th>
<th>Low Up Front Cost</th>
<th>No Sat / Cell Fees</th>
<th>Adaptive Learning</th>
<th>Monitor &amp; Control</th>
<th>Maint. Minder</th>
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Precision Irrigation Impact

Net Profit Impact Per Pump Site

15% improvement in average crop profits

Existing Solutions

Smart Farm Solutions
Go To Market Strategy

SMART FARM

1st

Direct Dealers

2nd

V.A.R.S.

3rd

Parts Dist.

SMARTER FARMER
Stage 1: Opportunity Assessment

Stage 2: Concept Validation

Stage 3: Feasibility & Architecture

Stage 4: Design Eng Models

Stage 5: Pilot

Stage 6: Launch

Ship!

$60K Founder’s Money Invested Thus Far
Why Will We Succeed

THE TEAM

CHANNEL PARTNERS

PATENT PENDING

TURNKEY SOLUTIONS

Automation Industry Veterans