

Overview – GoGreen Organics, LLC

What does your company do? Answer in 140 characters or less.

We manufacture simple growing units so busy / unskilled people can grow abundant supplies of fresh greens, vegetables and herbs indoors.

What specific pain point does your company solve for your customers?

Our 'Ferris Wheel' design brings plants to you so anyone - including seniors - can plant, tend and harvest them.

Please describe your current business model in 100 words or less.

Our business model is to make our growing units SIMPLE, INNOVATIVE and EASY-TO-USE, while providing an unbeatable VALUE + OUTPUT + ROI PROPOSITION in 3 unique markets:

1. Table-top unit for schools, teaching K-12 students how to grow food.
2. Home unit allows consumers to grow up to 36 plants in a 3' x 3' x 7' footprint.
3. Commercial unit uses provisionally-patented 'Ferris Wheel' chain drive to rotate plants around a single light source and parabolic mirror light distribution, cuts power need by 70% and allows growth of 96 plants in a small 5' x 2-1/2' x 7' footprint.

Describe your technology in layman's terms.

We have 'dumbed down' the process of growing food so anyone can do it, even people with little time or expertise in growing crops - even for people who have little to no interest in gardening as a new hobby.

How large is the addressable market? (Be specific in your answer and tell us how you calculated this number.)

School market: total of 131,890 schools (Natl. Dept. of Education.)

Home market: There were 118,450,000 home gardeners in the US in 2016 (www.statista.com).

Commercial market: Institutions that prepare food for their constituents. These include Public & Private Schools, Postsecondary Title IV institutions, Hospitals, Nursing Homes, Jails / Prisons / Juvenile Institutions, Military Bases.

Total in US = 167,115 (<https://nces.ed.gov>)

Please indicate which of the following categories your innovation fits best:

New, innovative technologies - crop production, harvest & storage

What stage is your company in?

Prototype

Copy and paste your One-Page Executive Summary.

ONE-PAGE OVERVIEW – GoGreen Organics, LLC (GGO)

MISSION STATEMENT

We manufacture simplified indoor growing units (greenhouses) that make it easy for busy / unskilled / non-hobbyist individuals to grow abundant supplies of fresh greens, vegetables and herbs indoors.

PRODUCTS

GGO manufactures indoor growing units in three sizes:

- 1) Table-top size for school education
 - 2) Home unit for condos and apartments. Small 3'x 3' x 7' footprint.
 - 3) Commercial unit to be placed in shipping containers or warehouse space.
- Unique 'Ferris Wheel' design rotates 9 trays around a single light source; facilitates 288 plants simultaneously in a 40' container.

PRODUCT DIFFERENTIATION

Our units were designed by New Creations Consulting Co., Inc. (NCCO) of Westmoreland, TN. They are LED lighting gurus who have consulted with many of the indoor farming companies in America. GGO approached NCCO in January of 2017 with three stated goals:

- Make our products SIMPLE
- Make them INNOVATIVE and EASY-TO-USE
- Develop an unbeatable VALUE + OUTPUT + ROI PROPOSITION

NCCO responded by designing three highly-efficient growing units. They all operate on 12 volts (to eliminate the need for UL approval), and they reduce electrical consumption by up to 70% over competing units. All three units use single band-width LED light strips to reduce heat build-up, and they use parabolic mirrors in a highly inventive way to blend and distribute the light array for maximum plant growth and yield. GGO has successfully filed a provisional patent on the NCCO design and owns all rights to it.

MARKET PLAY

There are three clearly-defined market opportunities here:

1. Consumer in-home growing of vegetables, greens and herbs.
2. Commercial high-volume food production for restaurants + direct consumer subscription sales. Also, Non-Profit food pantry operations.
3. Educational / institutional market; start small, add capacity.

UNIQUE ASSOCIATION WITH WHT

GGO will be the primary supplier to World Hunger Team, Inc. (WHT), a 501(c)3 organization established in 2008 in Nashville, TN. WHT has determined that setting up a manufacturing operation in the non-profit environment would be counter-productive, hence the formation of GGO.

WHT will promote the units as a way to help end world hunger, providing exceptional market awareness and penetration through free publicity. GGO will manufacture the units and sell at wholesale prices to WHT. GGO will also sell the units directly to consumers through Amazon.com. Our goal is to generate significant feel-good “buzz” about the units, drawing the attention of a large consumer goods company like Home Depot or Loews, or possibly a food-related company like Kraft Foods or ADM to purchase GGO. Adding GGO to their portfolio can demonstrate their commitment to reducing the hunger crisis in America.

INVESTOR “ASK”

We seek an initial investment of \$150K to pay off NCCO (\$13k), cover cost of prototypes (\$25k), design UI/UE packaging for table-top and home units (\$10k), print start-up materials (\$10k), legal / CPA / patent attorney (\$20k) production

start up / tooling / materials for all three units (\$50k) + travel / misc. (\$22k).

Our preferred business partner will have experience in manufacturing operations, and be willing to float inventory costs as sales expand. We seek a long-term partner who can handle all negotiations in flipping the company in 3 to 5 years.

What do you hope to get out of your funding relationships?

We seek investor(s) and ag industry consultants who "get" our big-picture opportunity and want to help us implement it on a grand scale.

Is there anything else we should know?

We are partnered with World Hunger Team, Inc., a 501(c)3 non-profit operated by our founder, Randall Putala. WHT is 9 years old and was founded to help solve the world hunger crisis. In January 2017, we enlisted the counsel of New Creations Consulting Co., Inc. (NCCO) of Westmoreland, TN, to better engineer our indoor farming solutions. NCCO completely turned our technical approach upside down and helped us develop a world-class system for growing food. In consulting with non-profit experts at the Center for Nonprofit Management in Nashville, TN, we learned that it was NOT advisable to establish a manufacturing operation under a non-profit umbrella. We decided to form GoGreen Organics LLC as a separate entity that will focus on manufacturing, while WHT will focus on crop selection, growing methodology, and serving the mission of helping feed the world.