

BaBYLōn FaRM

LOCALLY YOURS

Controlled environments - Urban Farming - Local food year-round

OVERVIEW

HERE IS OUR STORY...SO FAR...

We have always been passionate about agriculture and dream of turning the food industry around. Here are a couple reasons why:

It's broken:

- It's almost impossible to generate profits when a middleman is in the picture.
- Farmlands are over exploited. Pesticides and chemicals have depleted the land from its essential nutrients
- Giants like Monsanto have monopolized an entire industry that is greatly responsible for our health and wellbeing.

There is tremendous room for growth:

- The world population is expected to be 9 billion people by 2050- 71% urbanites.
 - People are becoming more health conscious regarding their dietary intake.
- There are practically no healthy and affordable options on the market.

Vertical Hydroponic systems with LED lights offer the perfect solution

Our goal is to produce high quality, local food all year round through our innovative distribution system.

BABYLON FARM



URBAN INDOOR FARM FOR LOCAL FOOD YEAR-ROUND

HIGH QUALITY AT SCALE

SOLUTION



ORGANIC &
HEALTHY



SUSTAINABLE



LOCAL FOOD
FRESHER
TASTIER



YEAR-ROUND



VERTICAL



SAVING WATER



CONTROLLED BY
TECHNOLOGY



NO WEATHER
PROBLEM



TAILORED
ON-DEMAND



SCALABLE

HERE IS OUR SECRET SAUCE THAT MAKES US DIFFERENT

RARE, SCARCE & EXOTIC PRODUCTS
ON-DEMAND VEGETABLES
HIGH QUALITY CROPS



WILD STRAWBERRIES
EXCEPTIONNAL



MICROGREENS
HEALTH BENEFITS



AROMATICS
SCARCE



EDIBLE FLOWERS
HIGH PRICE

LOCAL FOOD YEAR-ROUND

FRESH

RIPE ON TIME - MATURITY

LOCAL

NO TRANSPORTATION

BABYLŌN FARM

ORGANIC

PESTICIDE FREE

MARKET

US MARKET OPPORTUNITY

2015

\$500 Million Market



2022

\$5.8 Billion Market



\$ 1.1B
Urban US

\$ 11.9B
Local Food

\$ 43.3B
Organic US

\$ 5.32T
US Food Market

\$ 15T+
Global food
Worldwide

82% live in Urban Areas = 260M people

**Source: IBIS World 2015 - TechSci Research - Technavio*



RESTAURANT
CHEFS

40+ CHEFS AFTER 5 MONTHS
CHEFS' CREDIBILITY



RETAILERS

10+ KEY ACCOUNTS
VOLUME



FINAL CONSUMERS

B to C
BRAND AWARENESS

Babylōn FARM

YR1-LAUNCH YEAR

YR2

YR3

YR4

YR5

REVENUE
\$224k

EXPENSES
\$307k

CULTURE AREA
1,000 sq. ft

NUMBER OF SHELVES
4/8

GROWING AREA
+4,000 sq. ft

NUMBER OF FARMS
1

REVENUE
\$697k

EXPENSES
\$670k

CULTURE AREA
2,000 sq. ft

NUMBER OF SHELVES
4/8

GROWING AREA
+8,000 sq. ft

NUMBER OF FARMS
2

REVENUE
\$2,532k

EXPENSES
\$2,111k

CULTURE AREA
8,000 sq. ft

NUMBER OF SHELVES
6/12

GROWING AREA
+44,000 sq. ft

NUMBER OF FARMS
3

REVENUE
\$5,269k

EXPENSES
\$3,673k

CULTURE AREA
8,000 sq. ft

NUMBER OF SHELVES
6/12

GROWING AREA
+80,000 sq. ft

NUMBER OF FARMS
4

REVENUE
\$8,120k

EXPENSES
\$5,065k

CULTURE AREA
16,000 sq. ft

NUMBER OF SHELVES
6/12

GROWING AREA
+116,000 sq. ft

NUMBER OF FARMS
5

RAISING \$500,000 OBJECTIVES FOR Q1 2018

OBJECTIVES

1,500 sq. ft farm in NYC

40+ Chefs as clients in New York

High quality POC

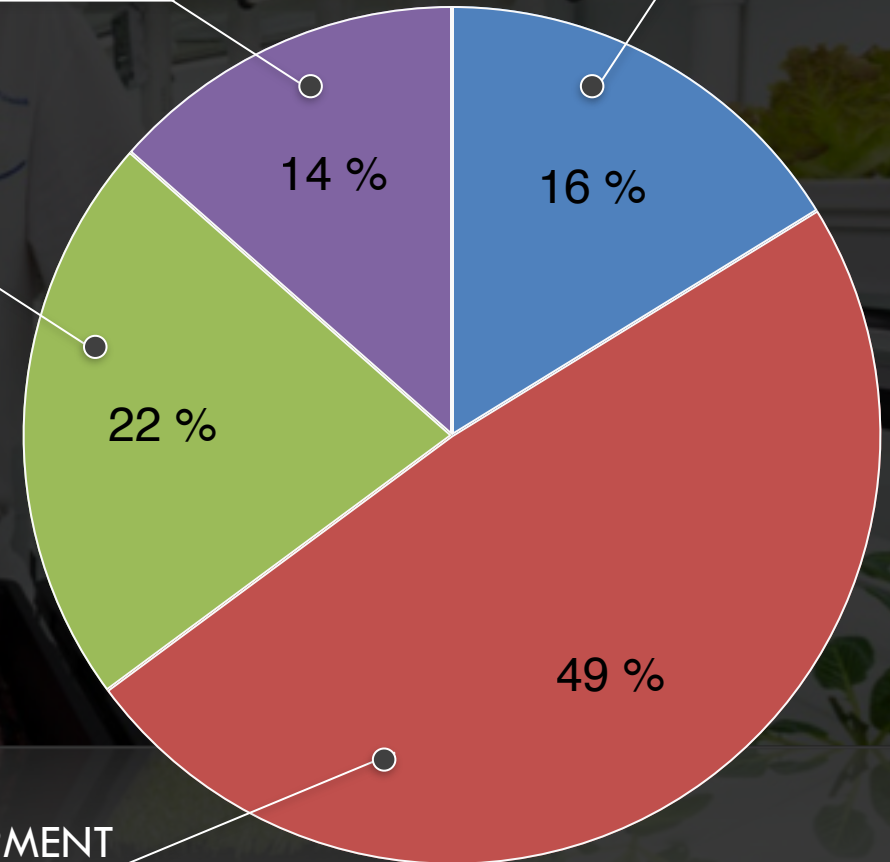
Press as pioneer

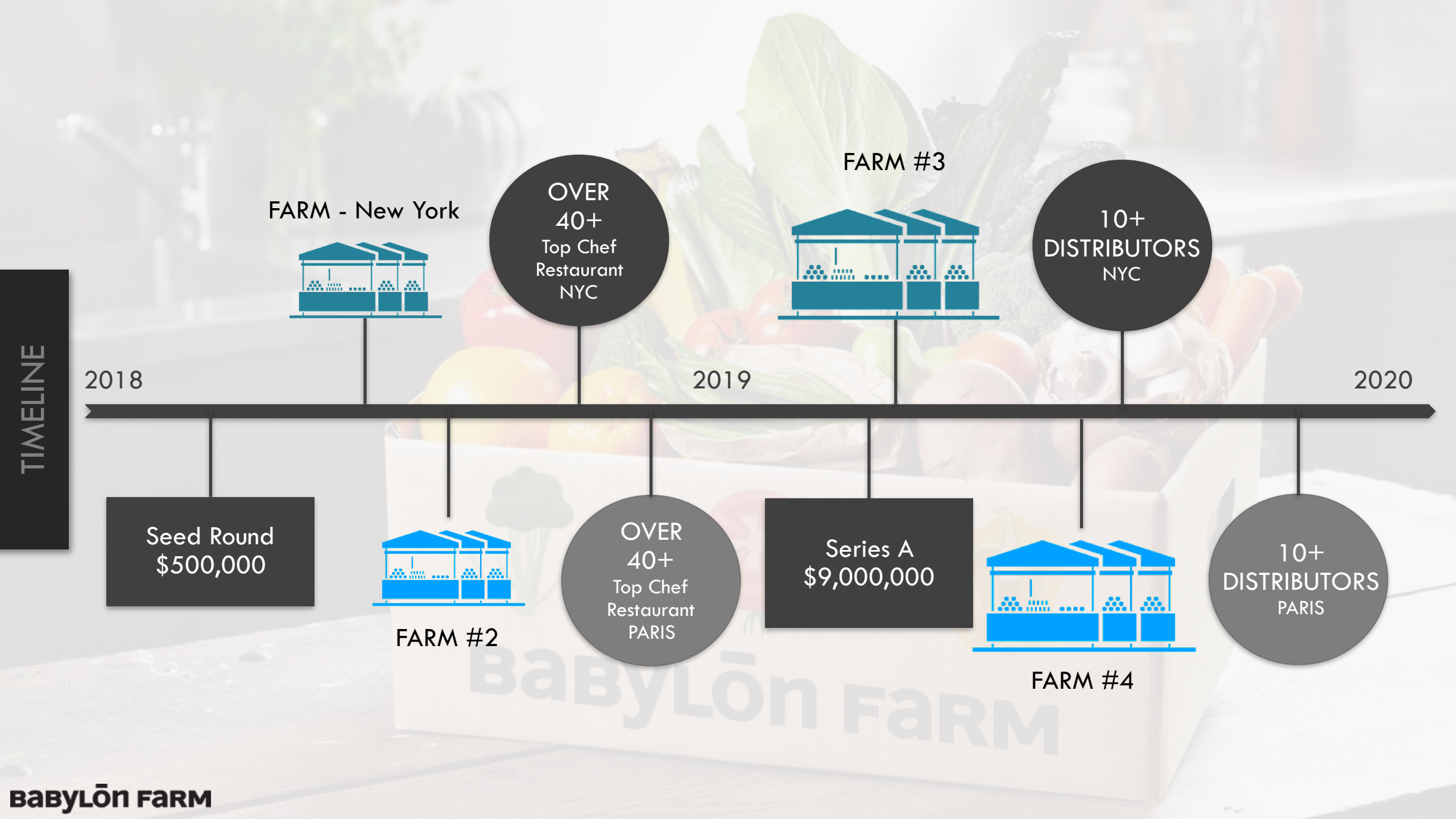
MARKETING

SALES COSTS

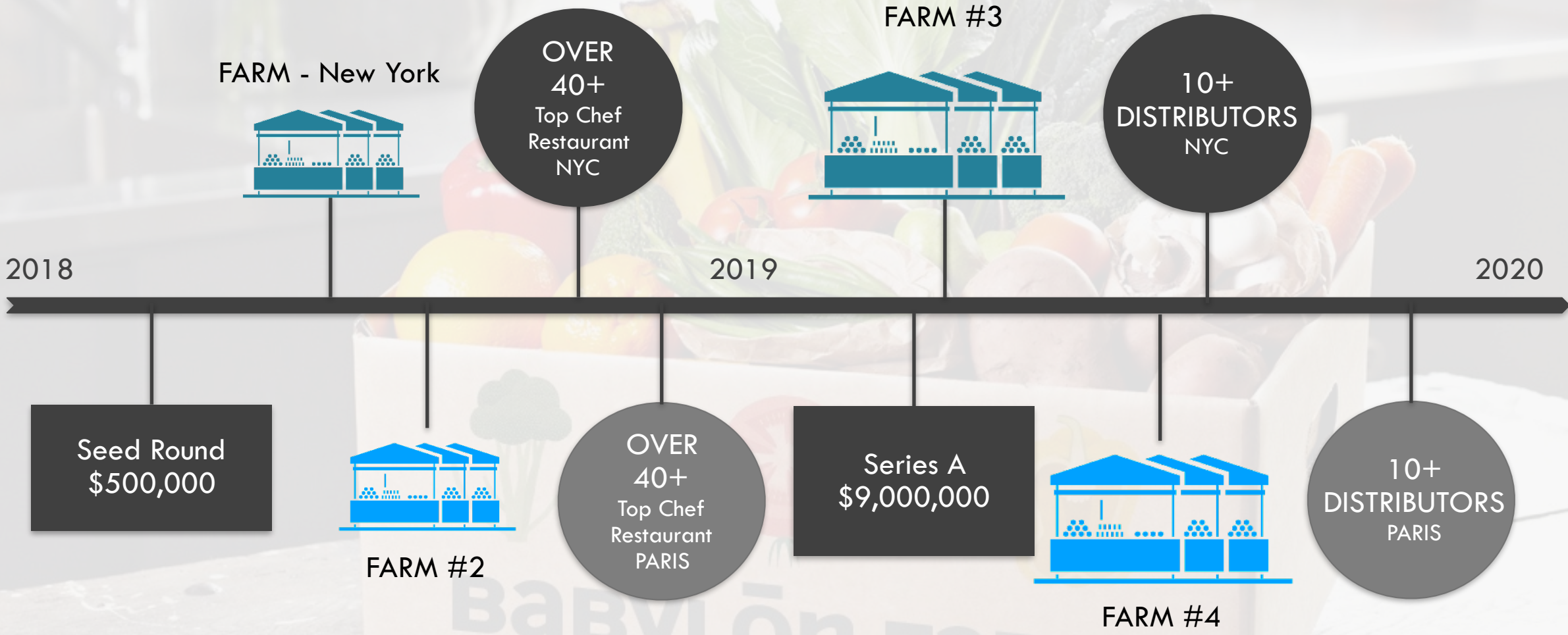
R&D

FARM / EQUIPMENT





TIMELINE



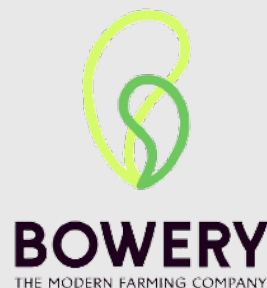


Founded:
2014

Equity raised:
\$1.5M - Seed (2016)
\$24M - Serie A (2016)
\$200M - Serie B (2017)

Headquarter:
San Francisco

Products:
Salads (soon)



Founded:
2015

Equity raised:
\$3.5M - Seed (2015)
\$7.5M - Seed (2017)
\$20M - Serie A (2017)

Headquarter:
New York

Products:
Salads



Founded:
2004

Equity raised:
\$500k - Seed (2010)
\$5M - Serie A (2010)
\$36M Venture (2014)
\$20M - Serie B (2015)
\$34M - Serie D (2017)

Headquarter:
New Jersey

Products:
Salads

AGRÍCOOL

Founded:
2015

Equity raised:
\$4.3M - Seed (2016)
\$9.1M - Serie A (2017)

Headquarter:
Paris, FRANCE

Products:
Strawberries

SQUARE ROOTS

Founded:
2016

Equity raised:
\$700k - Seed (2016)
\$5.4M - Seed (2017)

Headquarter:
New York, USA

Products:
Salads



THOMAS MOREAU

Thomas started his career in AdTech using data for optimizations. Observing the food quality in the US and the market opportunity he decided to use data into farming to grow local food year-round in climate controlled by data.



JONATHAN FRIEDLANDER

Trained as an engineer in agronomy, Jonathan kept a deep interest in food and sustainability. After a PhD in cell biology and some experience in renewable fuels, he decided to combine science and business to help bringing locally sourced, organic, and tasteful foods to cities across the US.

Babylōn FARM



VICTOR BRASILÈS 
AGRONOMIST ENGINEER

Graduate from Ecole d'Ingénieur
PURPAN - Toulouse - France



ARNO FAIVRE 
AGRONOMIST ENGINEER

Graduate from Gembloux
AGRO-BIO TECH School - Belgium



LEO LACOSTE 
AGRONOMIST ENGINEER

Graduate from Ecole d'Ingénieur
PURPAN - Toulouse - France



HENRY GORDON-SMITH 
URBAN AGRICULTURE CONSULTANT

Graduate from Columbia
University of New York - USA



ABBIGAIL BROOKS 
AGRICULTURAL / GROWER / HORTICULTURE

Graduate from University of San
Diego & New Botanical School - USA



VINCENT BISCAYE

ADVISOR

High-performing team leader and entrepreneur at heart, with background of 10+ years in financial services and 3+ years in Food & Beverage startups (Partner and CFO of a NY Based Organic beverage company for 2 years and currently Director of Business Development at Blue Marble Organic Ice Cream). After a successful career in commodity trading, moved to a local juice operation and helped grow the business for 2 years before starting a consulting firm to help early stage CPG (startups grow services)



JEAN-CHRISTIAN JUNG

ADVISOR

Repeat entrepreneur and consultant with vast expertise in strategy planning & execution in various industries and geographies with background of 10+ years in consulting services for Pierre Audoin consultants as partner and many companies as advisor, strategic development and CEO.



CHRISTOPHE GARNIER

ADVISOR

Technology entrepreneur with expertise in SaaS, Digital Media, E-Commerce, Mobile Tech & Ad Tech verticals between the US & Europe. Specialist in US expansion & cross borders development.

Results-oriented with P&L responsibility and experience in setting business strategy, scaling distribution, building/leading teams up to 200 people & ultimately driving business growth. Primarily focused on revenue generation through sales efforts, strategic partnerships, joint ventures, strategic M&A & licensing deals.

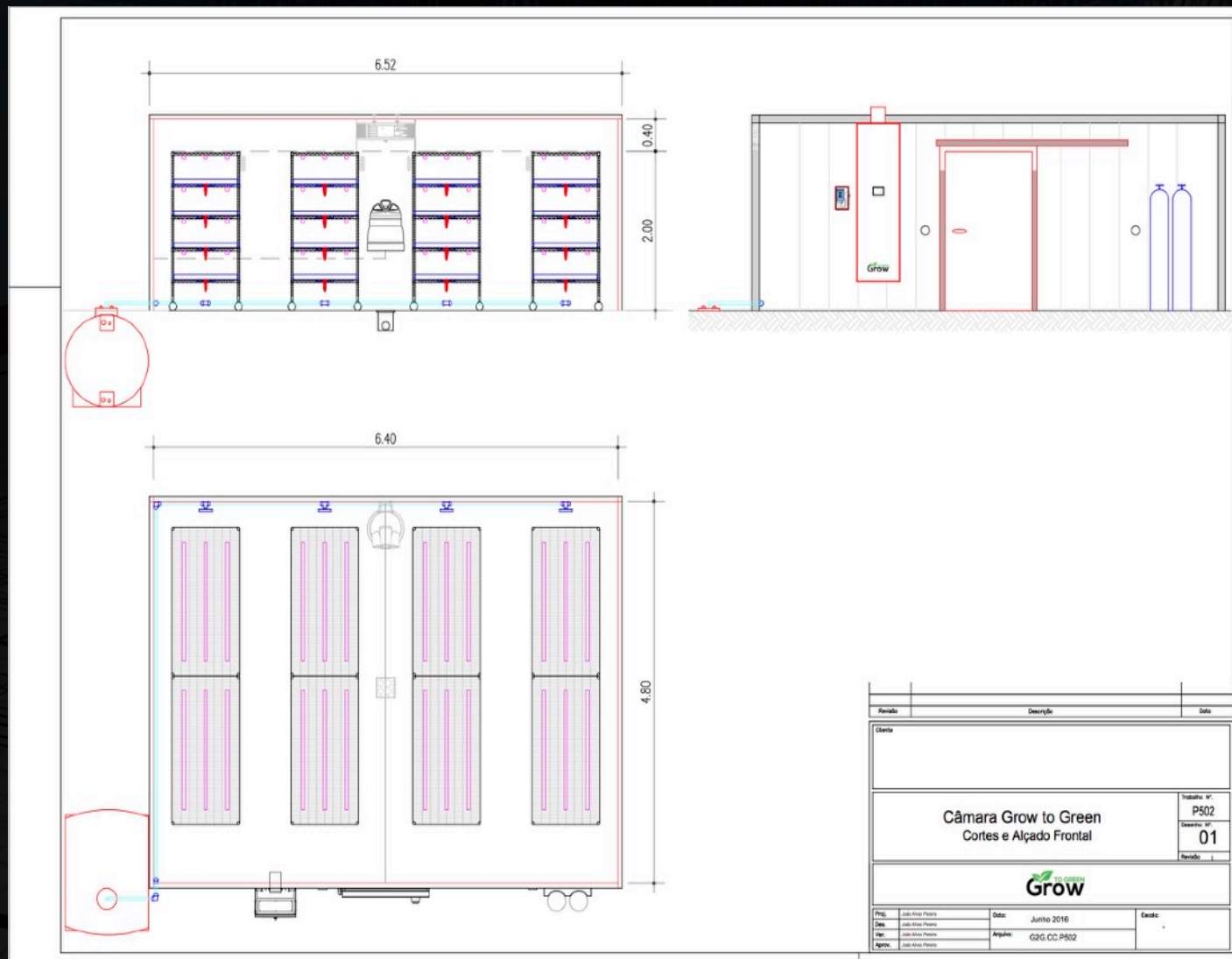


PROJECT NYC

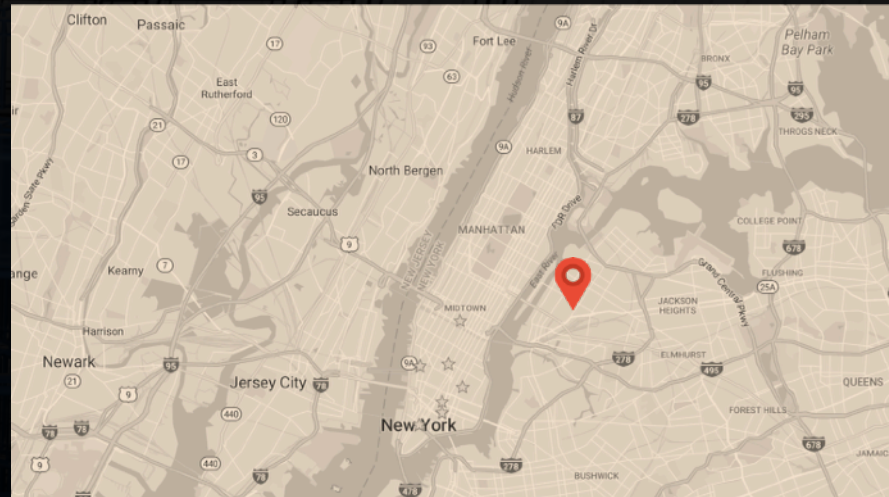
NEW YORK PROJECT

URBAN INDOOR FARM TO GENERATE
REVENUES WITH:

CHEFS & RESTAURANTS
DISTRIBUTORS
CONSUMERS



X2 CHAMBERS FOR BABYLON FARM NYC
100m2 OF GROUND SPACE
600m2 to 800m2 OF GROWING AREA



STRATEGIC IMPLEMENTATION IN THE CITY
LOCAL FOOD, SAVING ENERGY/TRANSPORTATION



BROOKLYN - New York - NY
520 KINGSLAND



10 Minutes From MANHATTAN BY BIKE
520 KINGSLAND



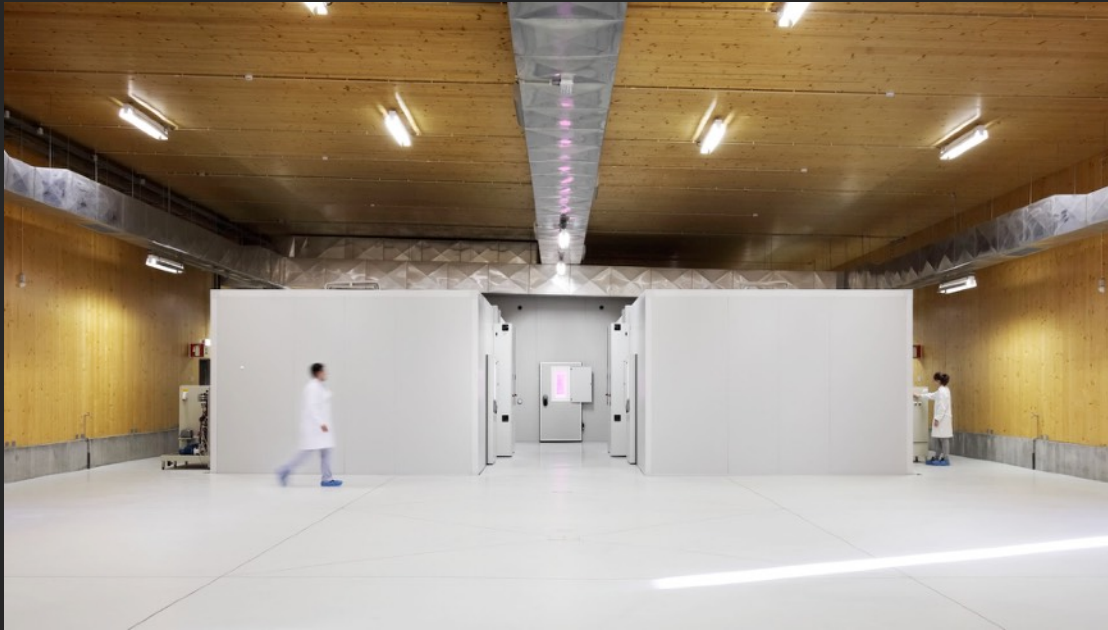
+5,000 Sq Ft
PERFECT SPACE TO ORGANISE VISITS, EDUCATION AND
ACTIVATING COMMUNITY AROUND



GROWTH ROOMS

MULTI-TIER CHAMBERS FOR INDOOR
VERTICAL FARMING

CONTROLLED ENVIRONMENT ROOMS FOR
GERMINATION, NURSERY & PRODUCTION



INDOOR FARM

INDOOR VERTICAL FARMING

CONTROLLED CHAMBERS ROOMS IN
REGULAR WAREHOUSES



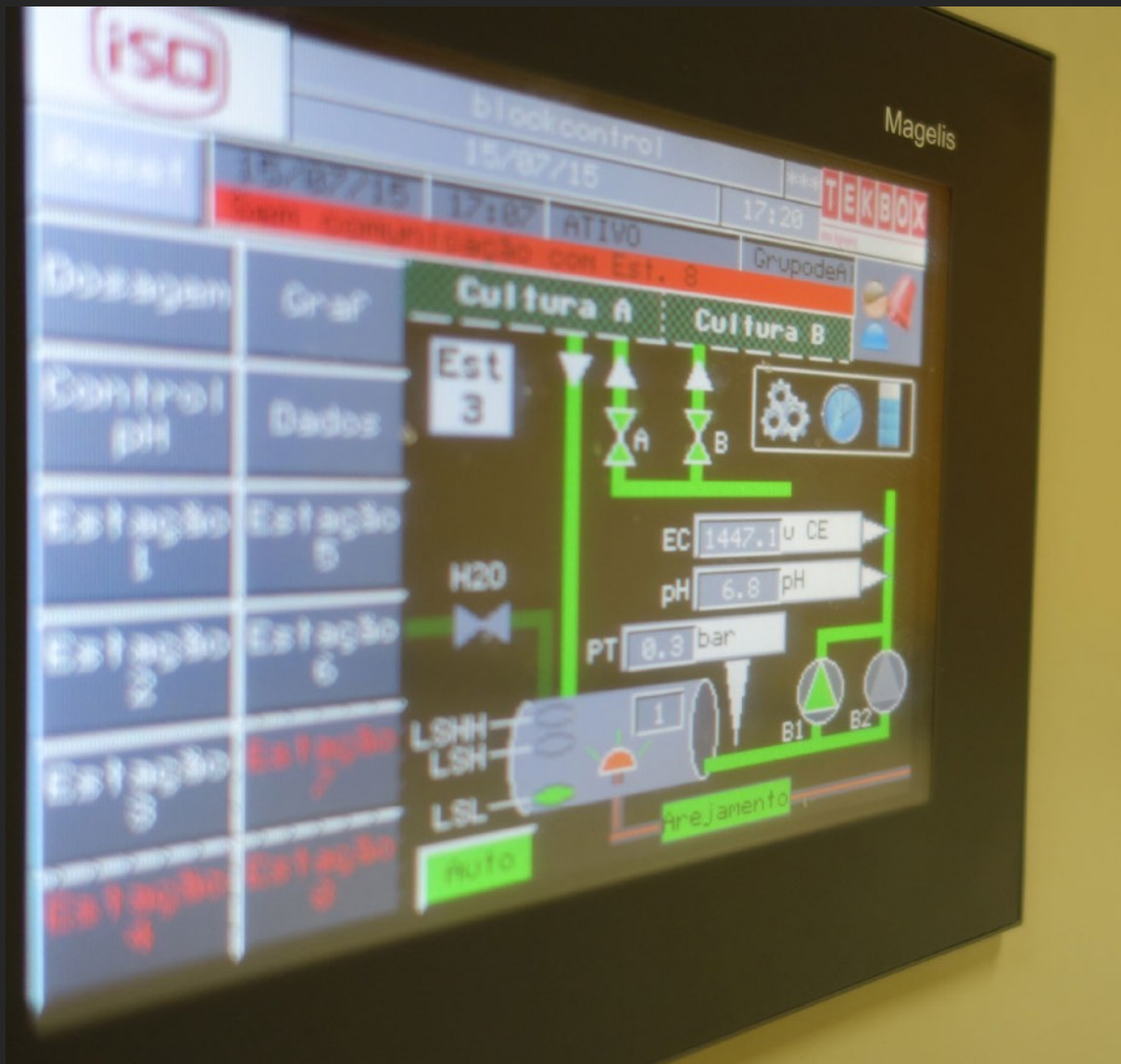
TECHNICAL SPECIFICATIONS

MULTI-TIER CHAMBERS FOR INDOOR VERTICAL FARMING

CONTROLLED CHAMBERS ROOMS IN REGULAR WAREHOUSES

TECHNICAL SPECIFICATIONS

TEMPERATURE RANGE	LIGHT ON LIGHT OFF	+10°C to + 45°C +5°C to +45°C
HUMIDITY RANGE	LIGHT ON LIGHT OFF	50 to 80% RH 50 to 90% RH
TEMPERATURE RANGE	FLEXIBLE INTERIOR CONFIGURATION, ALLOWING UP TO 6 TIERS ON EACH SIDE OF THE CHAMBER. NUMBER OF SHELVES AND LIGHT BANKS DEPENDENT ON CHAMBER SIZE AND TIERS	
STANDARD AREA / PRODUCTION CAPACITY	EBB & FLOW	NFT
5,000	9m ²	600 PLANTS
12,000	18m ²	1,200 PLANTS
20,000	27m ²	1,800 PLANTS
25,000	36m ²	2,400 PLANTS
400,000	324m ²	12,960 PLANTS
GROWTH HEIGHT	APPROXIMATELY 45-50 CM PER SHELF/TIER WITH THE 5 TIER CONFIGURATION. MORE OR LESS GROWTH HEIGHT CAN BE CONFIGURED IN 4.5CCM INCREMENTS.	
LIGHTS TYPE AND INTENSITY	LIGHT TYPE	APPROXIMATE INTENSITY PER SHELF (± 10%)
	LED MODULES, WITHOUT DIMMING	+200 µmoles /m ² s (+15.000 Lux)
	LED MODULES, WITH DIMMING	+300 µmoles /m ² s (+22.000 Lux)
	FLUORESCENT, DIMMABLE	275 µmoles/m ² s (+20.000 Lux)
AIRFLOW SPEED	BETWEEN 0,2 TO 0,7 METER PER SECOND. ADJUSTABLE BY SET-POINT % AT THE TOUCHE-SCREEN CONTROLLER	



CLIMAPLUS CONTROLLER

MULTI-TIER CHAMBERS FOR INDOOR
VERTICAL FARMING

CONTROLLED ENVIRONMENT ROOMS FOR
GERMINATION, NURSERY & PRODUCTION

CLIMAPLUS CONTROLLER

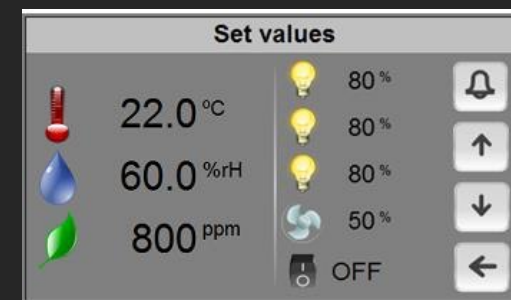
PROGRAMMABLE LOGIC CONTROLLER EXCLUSIVELY DEVELOPED FOR THESE CHAMBERS

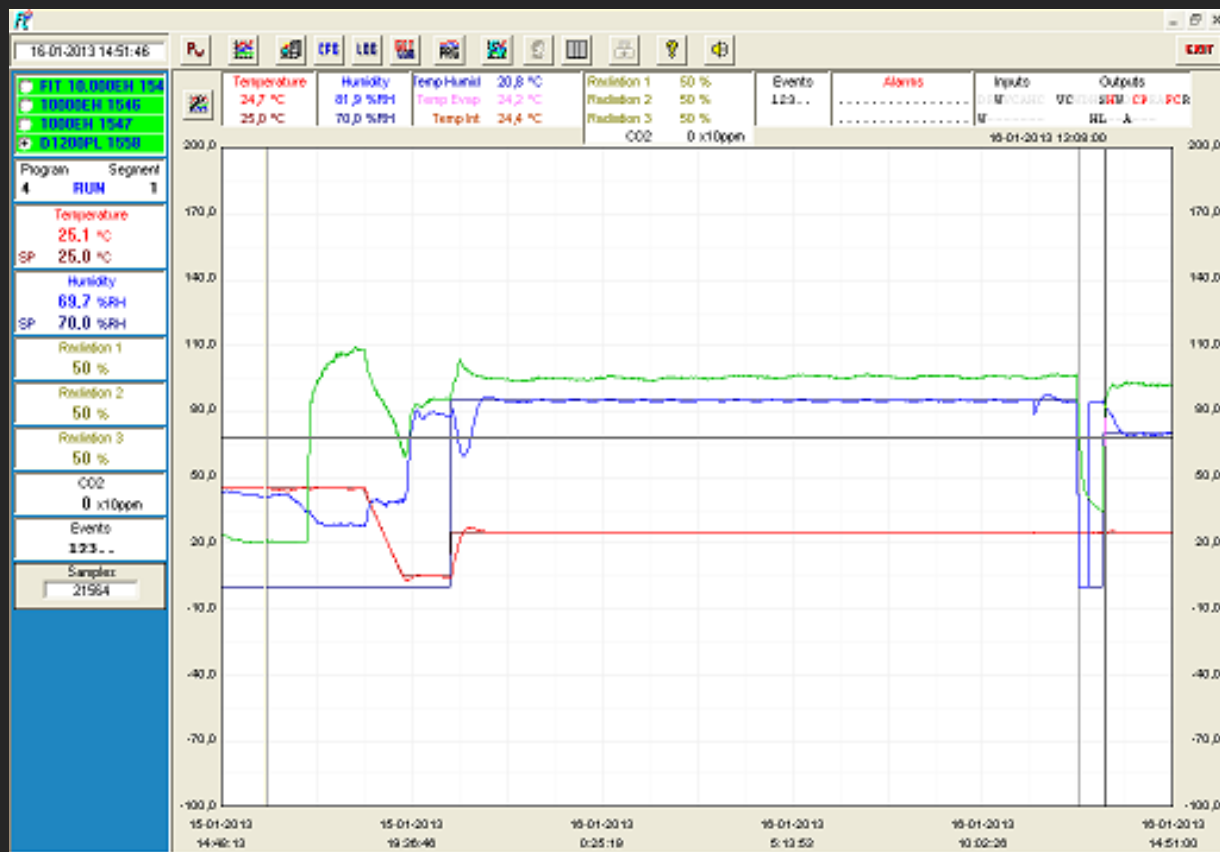
CONTROLS EVERY ENVIRONMENTAL VARIABLE AVAILABLE FOR ANY SPECIFIC MODEL (TEMPERATURE, HUMIDITY, LIGHTS, AIRFLOW, CO2, O2 AND CONNECTED EXTERNAL DEVICES)

CONTENT AND RESEARCH PROTECTION FEATURE, WITH CONFIGURABLE HIGH AND LOW TEMPERATURE AND HUMIDITY ALARMS AND AUTOMATIC NOTIFICATIONS

FRIENDLY PROGRAM EDITOR FOR CREATING 32 PROGRAMS OF 24 SEGMENTS EACH, ALLOWING THE DESIGN OF COMPLEX AND COMPREHENSIVE CLIMATIC SIMULATION PROGRAMS

REAL-TIME MONITORING OF ALL THE FUNCTIONS AND ACTIVE COMPONENTS OF THE EQUIPMENT



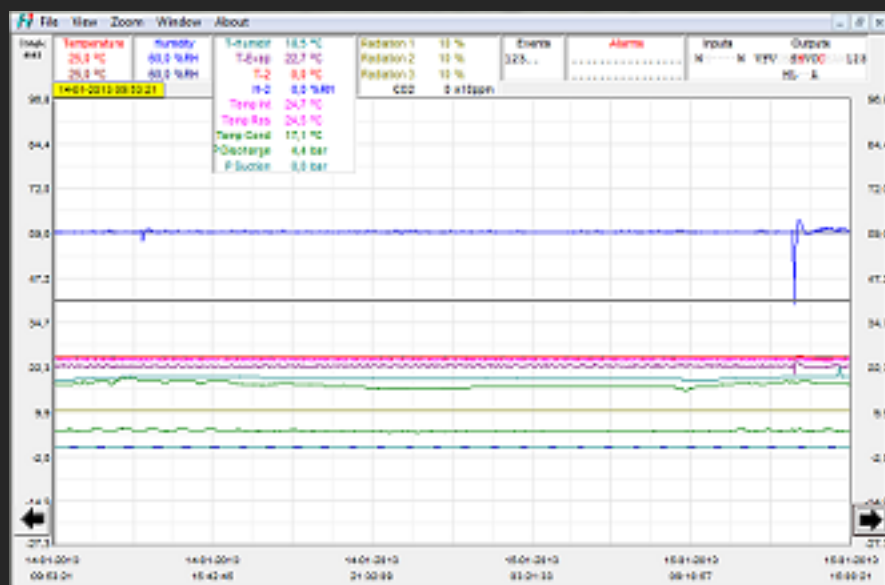


FITOLOG SOFTWARE

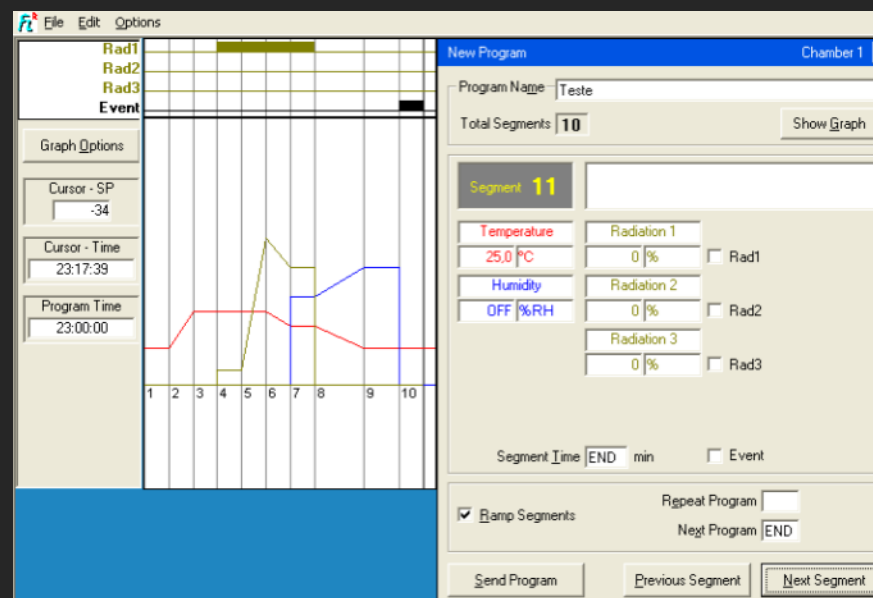
MULTI-TIER CHAMBERS FOR INDOOR VERTICAL FARMING

THE FITOLOG SOFTWARE PACK IS A SET OF APPLICATIONS DESIGNED TO FACILITATE THE MANAGING, MONITORING AND RECORDING OF PROGRAMS AND DATA FROM THE FITOCLIMA CHAMBERS. IT CONSISTS OF 3 APPLICATIONS: FITOLOG, FITOLOGVIEW AND FITOPROGRAM.

FITOLOG SOFTWARE

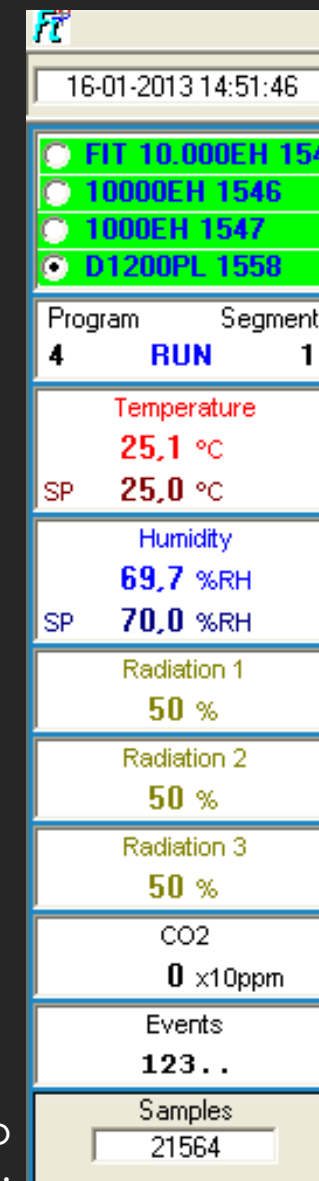


FITOLOGVIEW: WORKING TOOL TO PROCESS THE DATA RECORDED BY THE FITOLOG PROGRAM. ANALYSE THE DATA IN OTHER DATA MANAGEMENT SOFTWARE (EXCEL, STAR OFFICE, ACCESS OR OTHERS).



FITOPROGRAM: THE APPLICATION SIMPLIFIES THE CREATION OF PROGRAMS AND ITS INTEGRATION ON THE CHAMBER CLIMAPLUS CONTROLLER. UP TO 32 PROGRAMS FOR 24 SEGMENTS, CREATE DETAILED ENVIRONMENTAL PROFILES AND SIMULATIONS.

FITOLOG: RECORDS AND DISPLAYS IN REAL TIME ALL DATA AND DETAILS RELATED TO THE SET-POINTS, RUNNING VARIABLES AND EQUIPMENT BEHAVIOUR.



COMMON ACCESSORIES

FITOLOG® SOFTWARE PACK FOR PC/LAPTOPS, ENABLING DATA MONITORING, LOGGING AND MANAGING OPERATIONS DIRECTLY ON A COMPUTER

CO2 MONITOR AND CONTROLLING UNIT

LIGHT INTENSITY CONTROL WITH INTERNAL QUANTUM LIGHT METER

LED MODULES WITH FIXED / ADJUSTABLE SPECTRAL DISTRIBUTION

POSITIVE/NEGATIVE PRESSURE UNIT WITH HEPA FILTER

ADDITIONAL INTERNAL ELECTRICAL CONNECTION SOCKETS

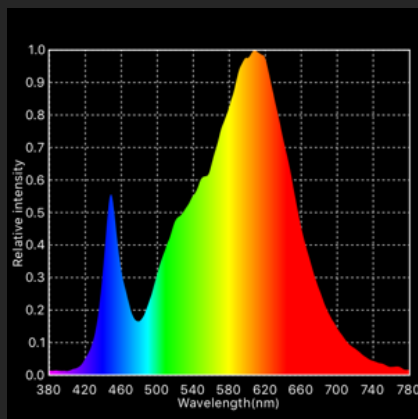
FULLY AUTOMATED AND INTEGRATED HYDROPONICS SYSTEM WITH PH AND EC REAL-TIME MONITORING AND MANAGEMENT



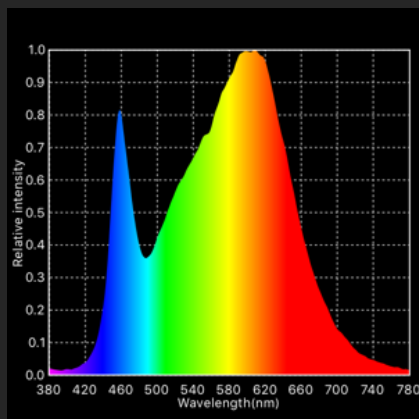
CUSTOM LIGHT SPECIFICATIONS



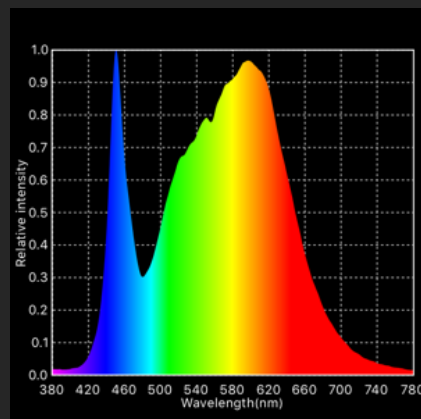
WHITE GROWING FILM



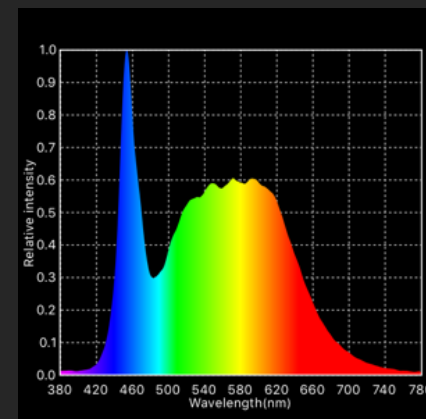
288 LEDs/sheet
1.85 mols/hr
6.4 hrs for a DLI = 12 mol



288 LEDs/sheet
1.94 mols/hr
6.2 hrs for a DLI = 12 mol

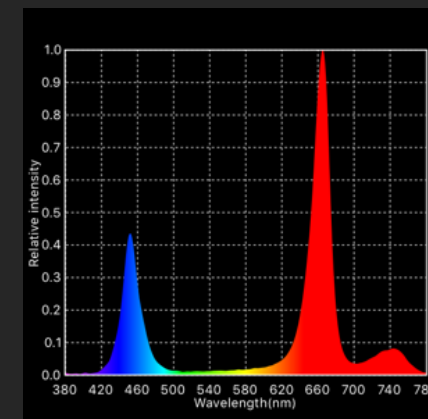


288 LEDs/sheet
2 mols/hr
6 hrs for a DLI = 12 mol



288 LEDs/sheet
2.1 mols/hr
5.7 hrs for a DLI = 12 mol

PATRIOT GROW FILM



144 LEDs/sheet
0.9 mols/hr
13.3 hrs for a DLI = 12 mol
*Does not include contribution from Far Red LEDs

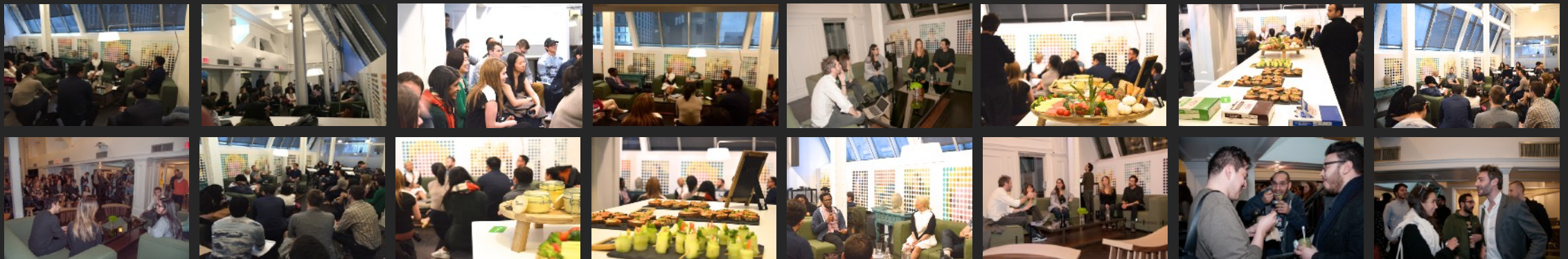
BABYLON FARM REGULARLY HOSTS FOOD COMPANIES AND ORGANISE ROUND TABLES WITH POWERFUL NY FOODIES



FUTURE OF FOOD EVENT I
110 VISITORS - PANEL: 5 PEOPLES



FUTURE OF FOOD EVENT II
125 VISITORS - PANEL: 5 PEOPLES



ANCOLIE
the epicurean cantine



EATER

Spark
labs
global club for innovators

TEDx



BABYLŌN FARM

THANK YOU

FOR MORE INFORMATION PLEASE CONTACT: THOMAS@BABYLON-FARM.COM



AGRITECTURE
CONSULTING



TO GREEN
Grow

Babylōn FARM