

Evergreen





For nature. By nature.



Consumers around the world have shifted to plant-based foods, plant-based beauty, plant-based cleaners, even plant-based forks. So when do our plants get the same plant-based treatment?

Evergreen is a suite of science-backed, non-toxic products that nourish and support the vegetation in and around our homes. Effective formulas for nature, by nature, that help us reconnect and protect the earth. All, while making sure our kids and pets stay safe.





The Chemical Industry's Dirty Little Secret

Herbicides, Pesticides & Fertilizers are killing people and the planet

Of the 30 most common pesticides:

12

are linked to birth defects

16

are potential Carcinogens

29

are toxic to bees & birds

Things are escalating:



Huge decline in songbirds linked to common insecticide



Neonicotinoid pesticides are slowly killing bees



Jury Awards \$2 Billion to Couple for Weed Killer-caused Cancer

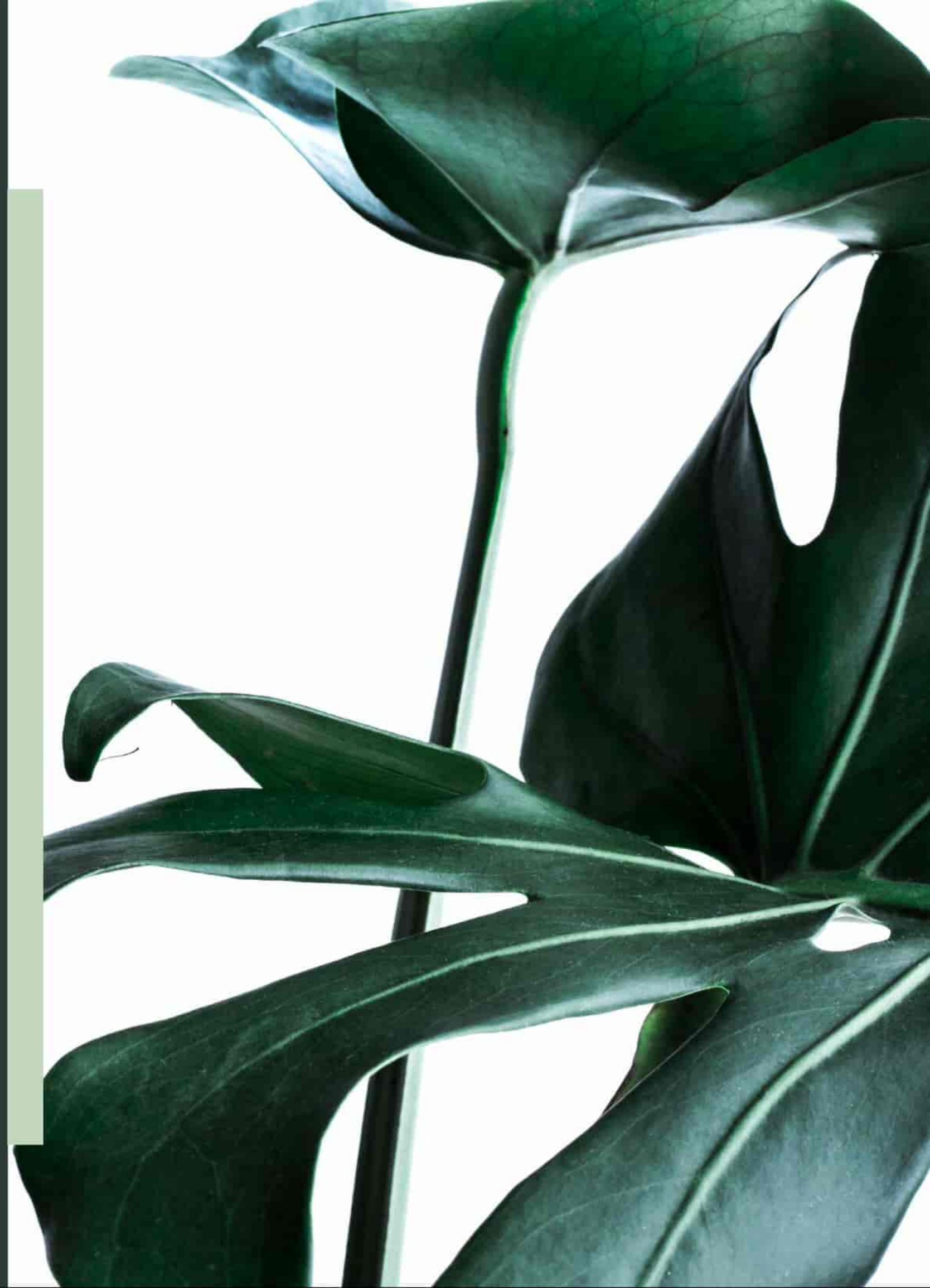


60 Years of Farming Left If Soil Degradation Continues



"Environmentally conscious consumers have begun demanding product lines that feature natural, sustainably sourced ingredients from their favorite brands."

CRUNCH BASE





Households have gone clean. Time to clean up gardening.



Acquired by P&G - \$250M



Acquired Unilever - \$600M+



Acquired by General Mills - \$820M

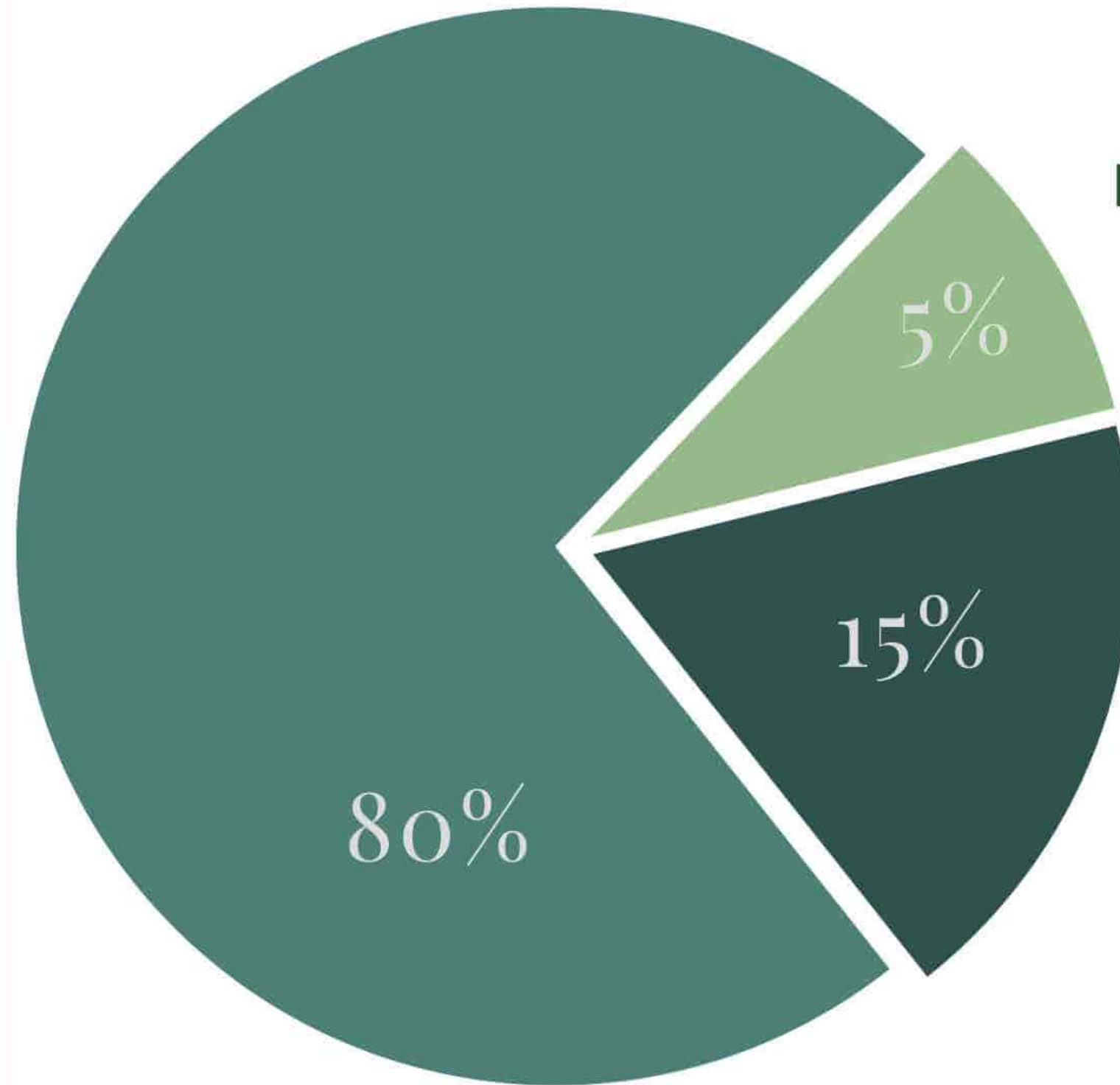


Current Landscape

A majority of the industry involves toxic products that are unsafe for the environment, pets & kids. All, while “organic” products operate with little innovation or transparency.

Currently, there are no safe, but effective brands that connect with the customer & meet their desired needs.

A category that hasn't seen innovation in 30+ years



DIY Methods

i.e. Vinegar, Hot water, Pepper Spray, Baking soda | Tedious to apply, low efficacy, high misuse, continuous application

'Natural' Products

i.e. Nature's Care, Safer, Natria | #Greenwashing, old active ingredients that are often toxic and environmentally unsound

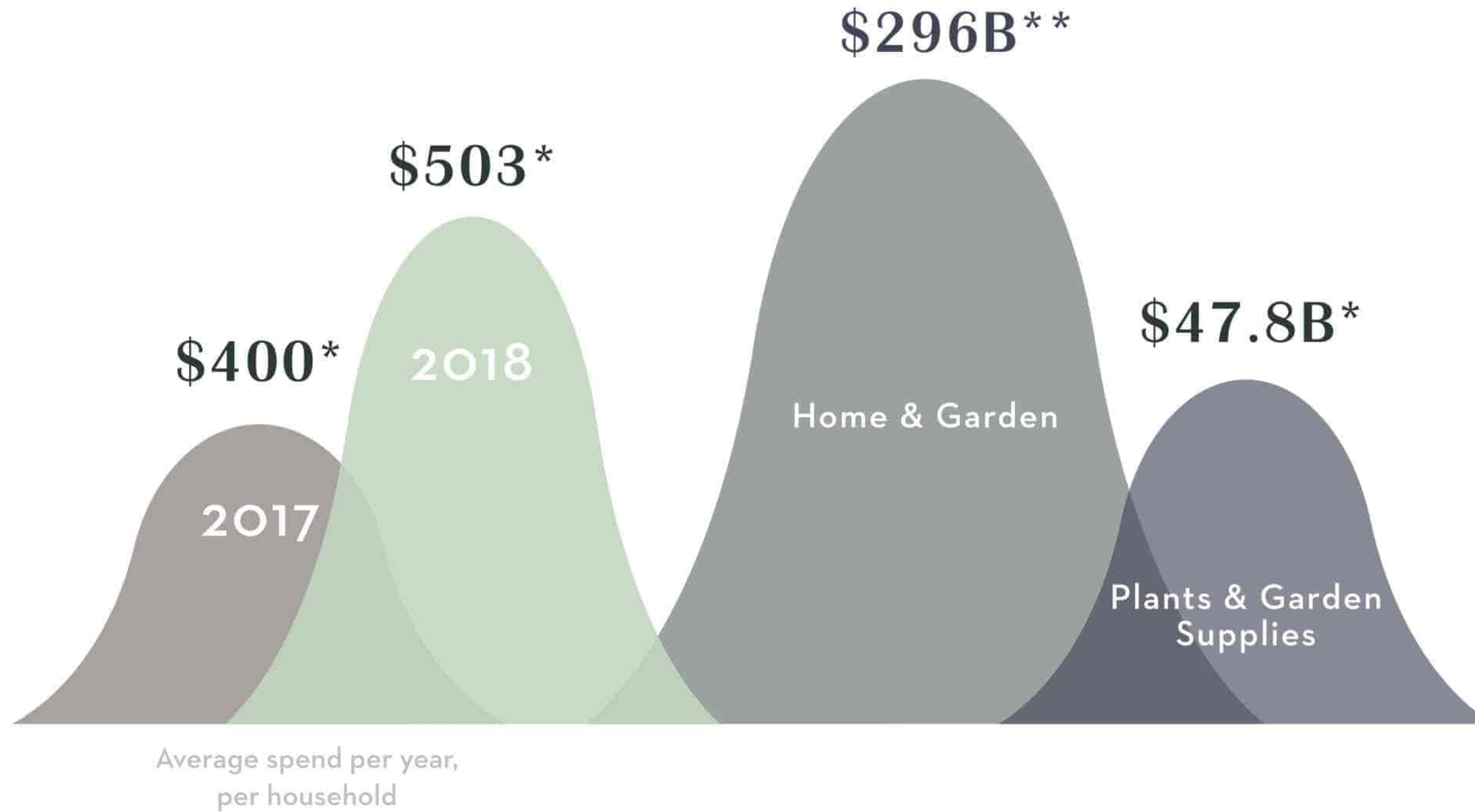
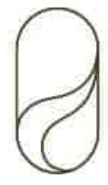
Chemical Products

i.e. Scotts Miracle Grow, Bayer Advanced, Raid | Horrible for People, Pets and Planet, Pests are becoming resistant, can cause plant and leaf burn harming instead of helping



"Consumers are more willing to spend additional dollars on organic food products, and value organic purity in making purchasing decisions."

- Agrobiotechnology Management & Economics



Market Opportunity: Fertile Ground

*National Garden Survey 2018
** Harvard Center For Housing

A Growing Drive to Purchase

Plant Snap is the #1 downloaded paid app in the app store



Over 80 million Americans

have lawns



\$15 billion

spent by American Millennials on home and gardening in 2019



1 in 3 Households

bought a household plant in 2019





Customer Priorities



Safe for pets
and kids



Efficacy



Brand that
speaks to me



Safe for the
environment

**based on a customer survey of over 250 participants

Market Timing

Legal

Law suits abound and retailers are dropping harmful products like Glyphosate

Environmental Deadline

The way our products impact the world, our soil and our air matters

Technology & Innovation

New product science exists that consumers just haven't seen.

Garden Enthusiasm

We are finding joy in nature to achieve peace and purpose

It's time to
reinvent the
gardening aisle.

But no brand is
delivering what
customers want.





Products for nature. By nature.





Product Technology

Managing biology with biology

Organic Biologicals are pesticides, herbicides and regenerative products derived from natural materials, like plants, bacteria & minerals.

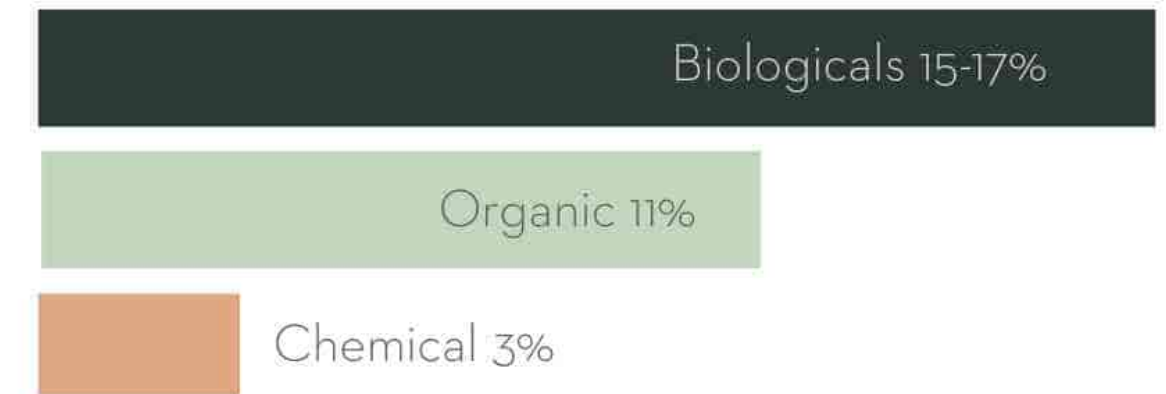
30 years of product research has gone into our Sustainable and Effective Bio-Based Solutions.

This proprietary technology isolates naturally occurring microorganisms and plant extracts from unique habitats around the world.

Products are then re-grown or manufactured in a lab setting, allowing us to create effective and safe pest management products, that also promote plant health & soil regeneration.

Biologicals Vs. Chemical Market

CAGR



There are many factors driving the focus on biologicals and rapid growth. Toxicity aside, the main factors are:

1. Consumer demand, reflected by purchasing behavior.
2. The unsustainable cost of developing traditional chemical pesticides (a single pesticide can cost \$300M+ and take more than 10 years to develop).



Safe For People, Pets & Planet

Doesn't pollute water, air or soil. Safe for beneficial insects, birds, bees, pets and kids. Spray and harvest, garden or play in the same day



Broader Spectrum

A single biological product can be used to tackle a wide range of problems and improve plant immunity



Carbon Capture

Biologicals likely reduce greenhouse gas emissions 69% to 91%, as compared with conventional chemical pesticide products



EPA Approved

All products have undergone rigorous EPA approval, leading to a competitive first to market advantage in Home & Garden



Organic or Omri Certified

All products are EPA approved, certified Organic and Omri Certified



Low Resistance

Complex mode of action significantly minimizes possibility of resistance. Unlike Chemical counterparts that are single mode of action

Organic Biologicals. The Evergreen Difference.



Effective, But Safe.

All products have undergone third-party testing against chemical and organic equivalents. Likewise, all perform at scale in commercial ag applications.

With Evergreen



With Chemical Competitor



With Evergreen



Without Evergreen



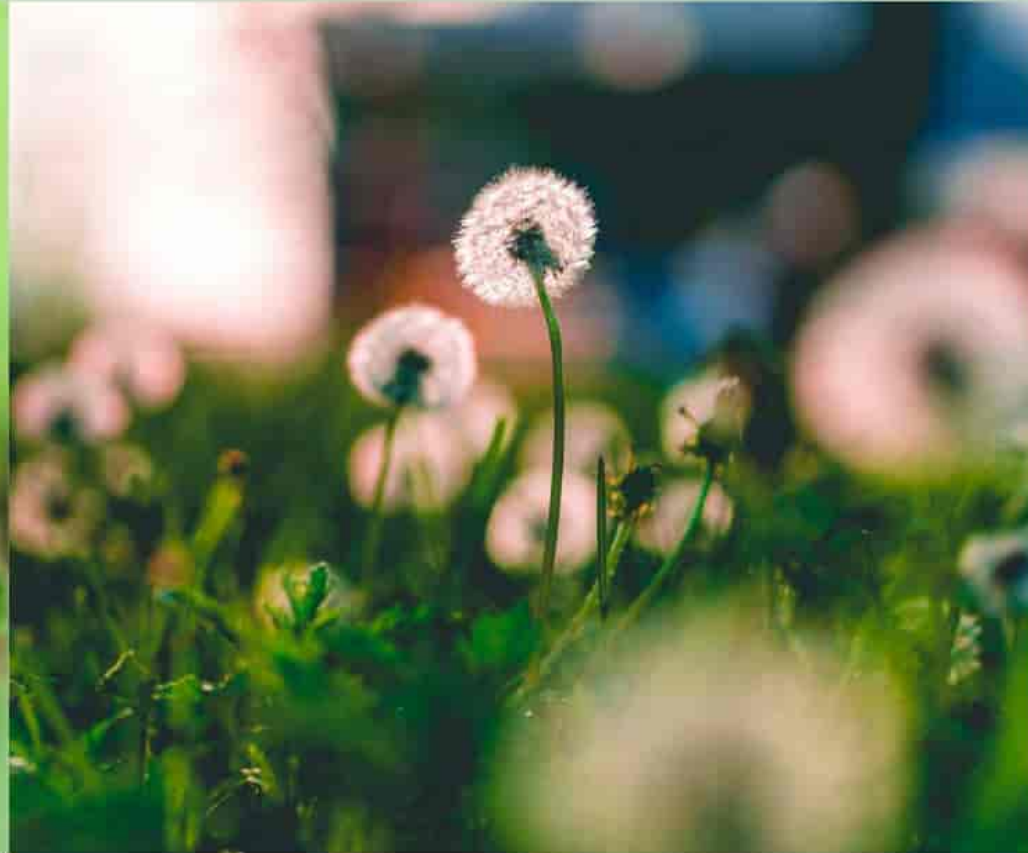


The 4 Most Common Problems



Bad Bugs

Aphids, Japanese Beetles, Grubs,
Caterpillars, Slugs



Weeds

Crab Grass, Chickweed, Dandelions,
Thistle



Fungus, Mold, Mildew

Black Spot, Downy Mildew and
Powdery Mildew



Soil Health

Lack of proper nutrients and
appropriate water content



A Robust Pipeline of Proprietary Products



Launch - Year 1

Bugs

Controls a broad range of sucking and chewing pests and flies, aphids, mites, mealybugs, leafhoppers, caterpillars, grubs, leaf beetles, weevils and fruit flies. Works on contact to stop pests from growing.

Soil & Root Regeneration

Activates the natural immune system of plants to prevent disease, boost plant growth, and enhances your plants' flowers, growth and green-ness.

Fungus, Mold & Mildew

Prevents and controls fungus, mildews, molds, rot and root diseases. Produces natural compounds that inhibit plant pathogens and trigger natural immunity.

Progressing - Year 2

Ready-To-Use

Launch all products in a ready-to-use retail format. Here, a lower price point can be achieved for retail customers.



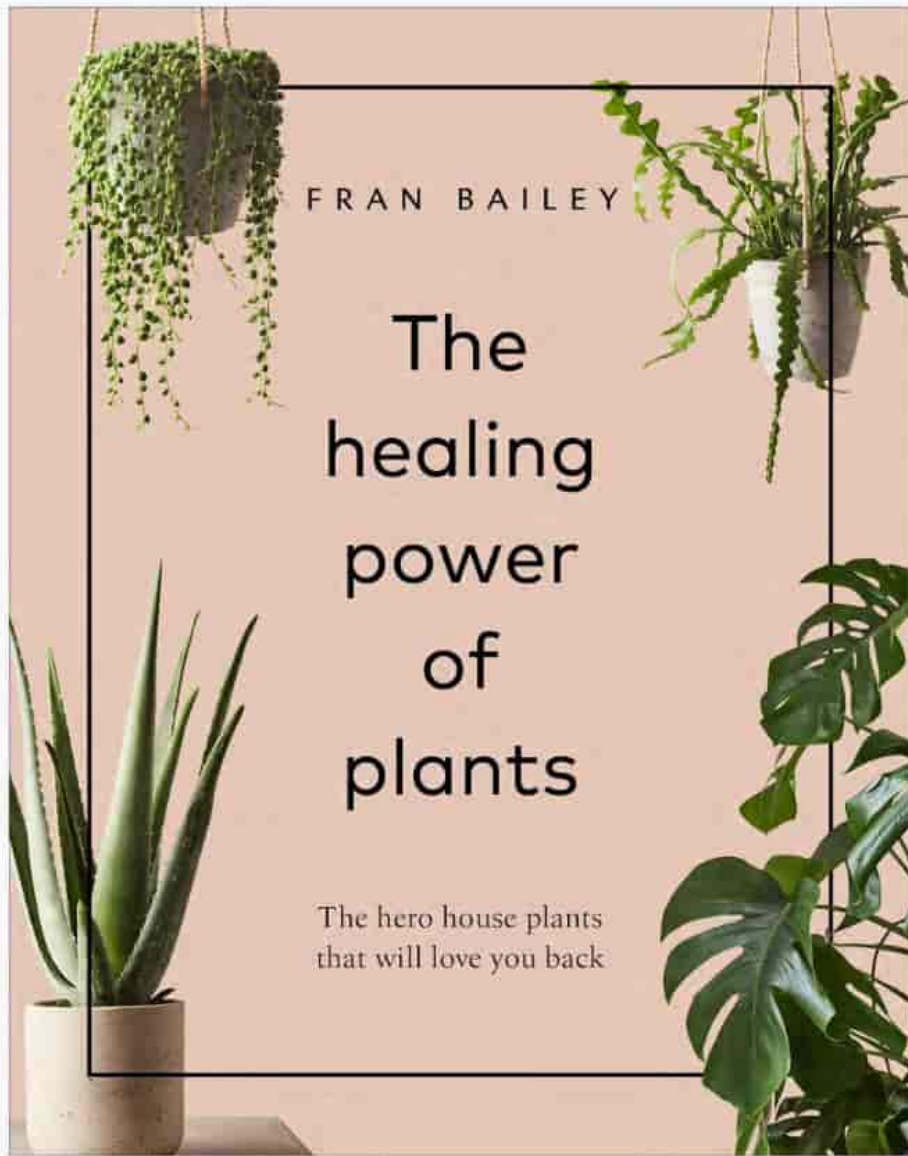
Sun Shield

Reduces plant stress from sunny, hot and dry weather. Lowers your water use and improves plant quality in intense growing conditions. Offers major B2B sales applications.

Weeds & Lawn

Broad spectrum pre-emergence weed control and selective post-emergence control. Controls annual bluegrass and dandelions on turf. Also offers major B2B sales applications.





Obsession with with plant-based life. Food, medicine and surroundings.



Influencers lead the way

On trend greenery becomes part of "IT" interiors



Plant delivery startups, explode



Masterclass jumps on the gardening trend with Gansgta Gardener Ron Finley

Gardening used to be for Grannies. Suddenly, it's cool.



Primary Target Millennials

Early Adopters



Meet the Fiddle Fig Lover

She's on the move, but cares about making her home Instagram-ready. She's vegan. She uses clean beauty and embraces intentional sustainable brands. But she's equally obsessed with showing the world she's a conscious consumer.

"I just bought a few houseplants for my apartment. Not sure how or when to water them. They don't seem to be doing too well. I wish I had one product an app for that."



Meet the Proud Plant Parents

A dad mastering the next-level in his garden and yard space. He never wants yard work to feel like a grind. He's into it as long as it stays simple and fun. So he wants to know the most effective go-to brand that still keeps his pets and kids safe.

"I want a yard that feels like an extension of my home – fun and safe – but all the products that kill weeds/bugs are full of harmful chemicals; not safe for my kids & pets."

A Perfect Time to Talk to Millennials

Millennials aren't kids anymore. They're young parents whose priorities have shifted.

Willing to spend more for organic and toxic-free



Nesting with children, now want to create a beautiful and healthy home

New to gardening, eager to learn, absorb and share content and product ideas



Secondary Target

The Boomer Buy-In



Early-adopting millennials love to introduce their parents to new modern brands.

Often, these brands are more sustainable and health conscious. But Boomers just like them because it makes them feel youthful and hip with the times.

NETFLIX



seventh^{gear}
generation™



KOMBUCHA™
organic & raw

west elm



Unit Economics



Premium Pricing Ecomm

UNIT PRICE **\$22.00**

VOLUME **16 Ounces**

COMPETITOR ORGANIC **\$18- \$20**

COMPETITOR CHEMICAL **\$12-\$15**

MARGIN **73%**

\$30

Optimized BCAC

Purchase Behavior



3
Products

Encourage Bundling

Via discounts, free shipping and premium add ons

\$60

AOV



2x
a year

Smart Replenishment

Education & tribe-building will continue to drive seasonal growth

\$120

Customer Spend / Year



Launch Timeline



Omni-Channel Growth Strategy

Online - DTC

Primary launch channel will be direct to consumer

Customers can purchase single items or custom bundle of gardening essentials to keep their Vegetation Clean & Green

Retail

Launch with a big box retailer during spring set time. Limited geographies and doors.

We have identified 3 ideal partners who we are in talks with

Door to Door

Optimize unique opportunity to onboard products into a trial run of door-to-door sales models in SLC and Orange County

Lower better margins and lower CAC to balance out DTC

B2B Sales

Pursuing three B2B opportunities via efficacy tests and partnerships in year one

- Municipalities
- Golf Courses
- Landscaping Companies



Go to Market Strategy

Search & Paid

- Optimize paid ads across Facebook and Instagram
- Leverage lead-generation lists & beta groups



Press & Gifting

- Expecting 50+ press hits to drive awareness and leverage our Earth Day launch
- Share spring garden guides and a UGC campaign #forceofnature to win a free landscaping session from our landscape partner



Referral & Ambassador Program

- Referral program for online gardening companies promoting our product to their audiences



Affiliates & Partnerships

- Set to launch with two strategic online marketplaces for organic goods. PO's 10K+ units
- Purchase orders from select Garden Magazines set to exclusively carry our product

Influencers

- Garden Gift Baskets to top 50 garden bloggers and influencers
- Partnerships with leading advocacy groups to increase word of mouth and dry run B2B sales





Investment Opportunity

We are seeking \$1.5M for our Pre-Seed round.
This will get us to launch and revenue generation.

Use of Funds

Inventory/Regulatory

Initial product run and development costs, year one product. EPA sub-registration across 50 states.

Brand / Packaging / Design

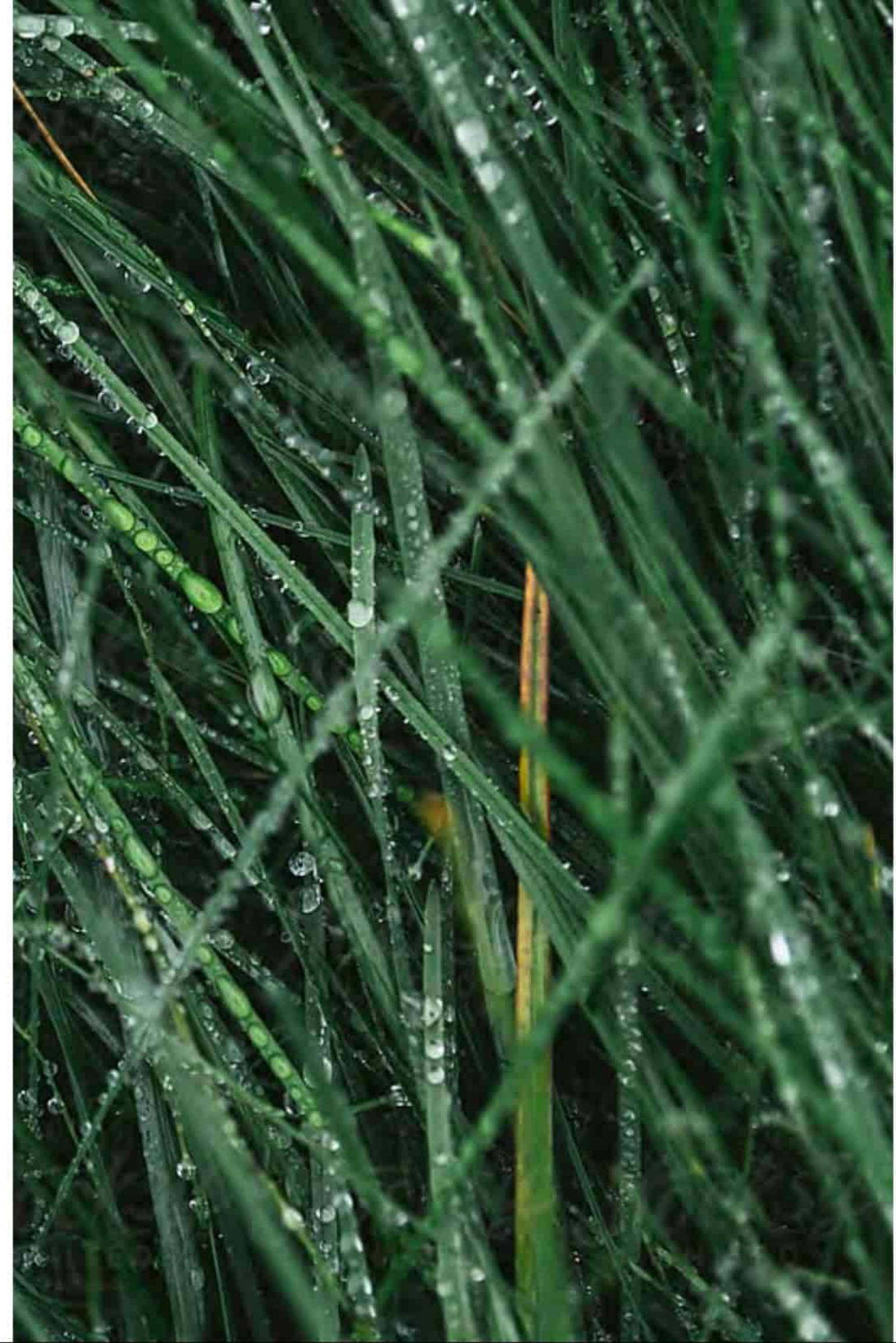
Design and brand assets, social content, video, packaging web design and optimization

Marketing & Acquisition

Ads, affiliates partners, PR, referral and ambassador programs and unique marketing opportunities

Team / Ops/ Legal

Salary for CEO, channel marketing, content manager, customer service



Team



Vanessa Dawson

Founder & CEO

Angel Investor & Founder @ Vinetta
ProjectScouting @ P&G Ventures, Ecom Platform
& Mobile Development: Bonobos, Food52,
Priceline & Hearst, Curbed
Private Equity and Venture Capital : \$16B+ AUM



Dr. Pam Marrone

Chief Product Advisor

30+ years experience, leading and creating
and innovating in the Biologicals industry.
PhD, Entomology, Serial entrepreneur.
Launched, scaled and exited three
successful Agbio companies.



Rebecca Alvandi

Director of Sales

14+ years of experience in the Natural Products
and CPG Industries. Took a limitedly funded
start up from inception to profitability with
double digit sales growth. Product development,
P&L management, Sales



World Class Advisors & Investors



Corey Lieblein

Investor & Advisor

16+ years as a consumer products entrepreneur, recently exited. Sales, marketing, product development and negotiations



Michelle Arnau

Advisor

11+ years on leadership team at Method
Led P&L of company's largest business



Morgan Buehler

Advisor

Co-Founder & President of fastest growing brand in the natural products industry: Primal Kitchen, Acquired by Kraft



Ben Zises

Investor & Advisor

SuperAngel.vc, Investor #1 quip & Caraway



Products for Nature. By Nature.

