SLOW PHILOSOPHY®

May 2022

1.a / Problems

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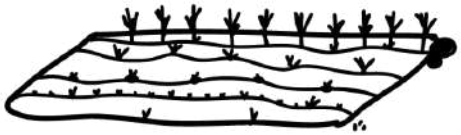
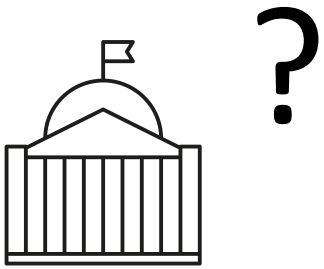


Millions of **empty fields** and lots of **degraded soil** across the globe

Overpopulation and **food shortages**



Are governments pursuing the **right policies** to encourage the **most suitable crops in their regions**?

What can I plant on my empty farm, and is my current crop **the best for** this field?

1.b / Our Solution: The Crop

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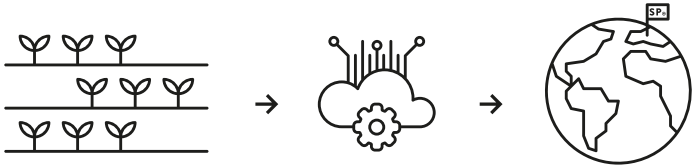
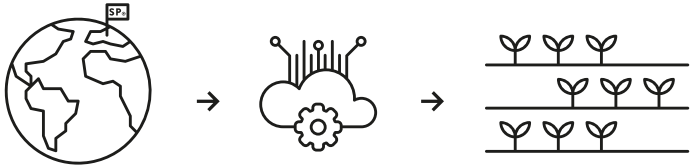
https://thecrop.slowphilosophy.com

Search by crop and get locations

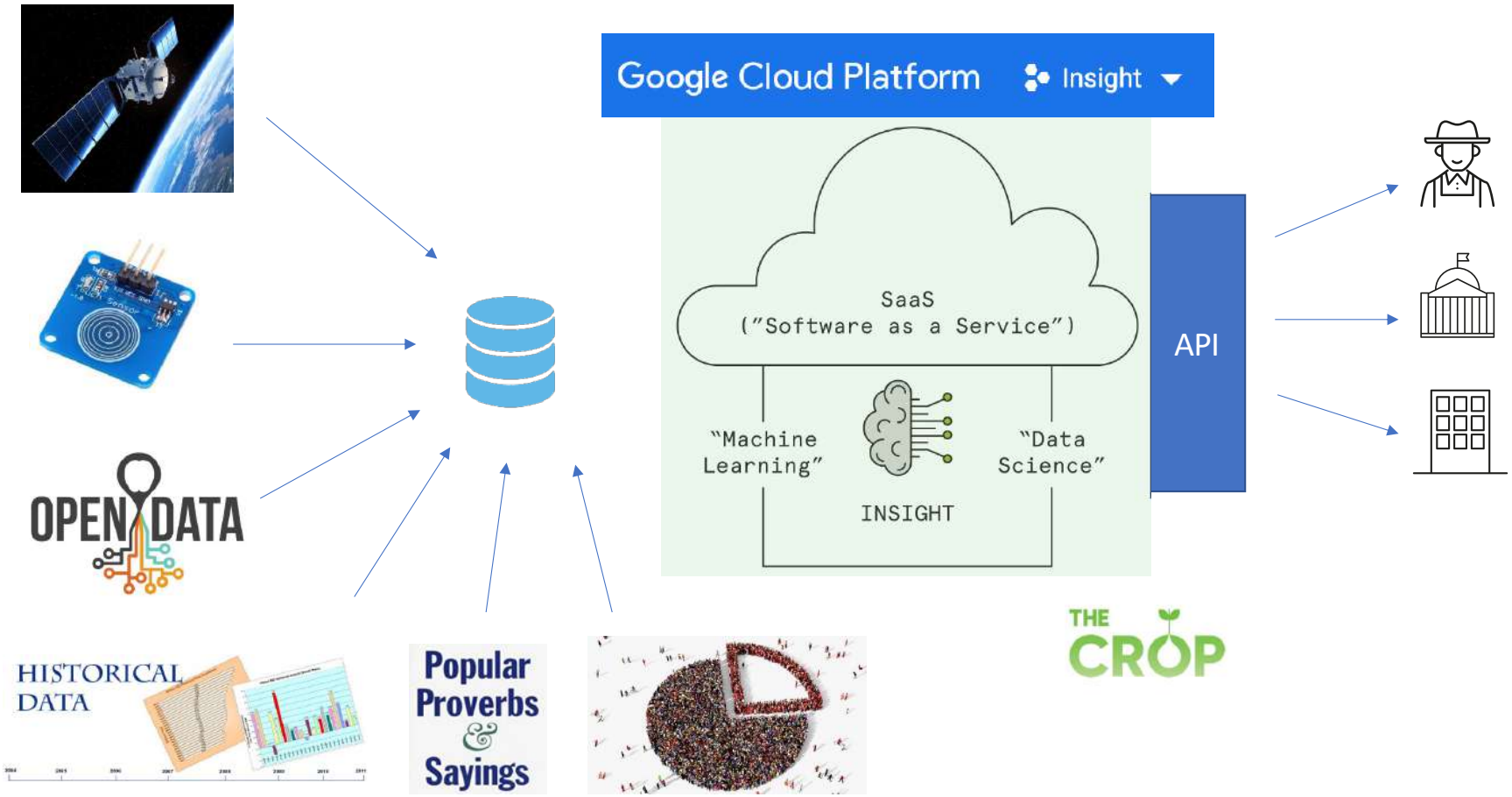


Search by location and get crops



"Viable turnkey agricultural projects"

1.c / Our Solution IA



1.c / Our Solution: Insight

Insight v1.0.0 in production

2.a / GTM Strategy: Markets and Customers

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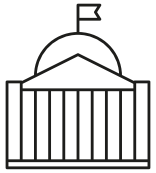
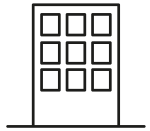
		B2C		B2A	B2B
	EMPTY AND/OR PARTIALLY DEGRADED HECTARES READY FOR CULTIVATION*	UNHAPPY PEOPLE**	AGRICULTURAL ENTREPRENEURS*	GOVERNMENTS***	BUSINESSES & ORGANISATIONS
					
TAM Worldwide	1.7 B	2.8 B	2,5 B	2 M	250 M
SAM 50% TAM	850 M	1.4 B	1,25 B	1 M	125 M
SOM 25% of SAM	212M	350M	313M	250K	31M

**FAO // **World Happiness Report // ***OECD.Stats*

2.b / GTM Strategy: Business Model A

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- "The Crop" platform access
- Viable turnkey agricultural projects

Created by Irvan Rhomad

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The Crop: SaaS

Created by Icomoon from the Noun Project

UNHAPPY PEOPLE

AGRICULTURAL ENTREPRENEURS

300€/year

subscription

2.b / GTM Strategy: Business Model B

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- Licensing by regions/countries
- Explotation of IP rights

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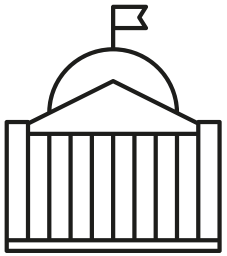
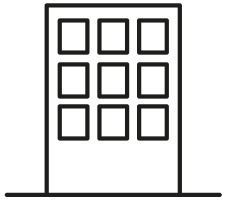
The Crop: License



GOVERNMENTS



BUSINESSES & ORGANISATIONS

250.000€/license

2.c / GTM Strategy: Increase CLV

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Rustic Land Certification

=

2.c / GTM Strategy: Increase CLV

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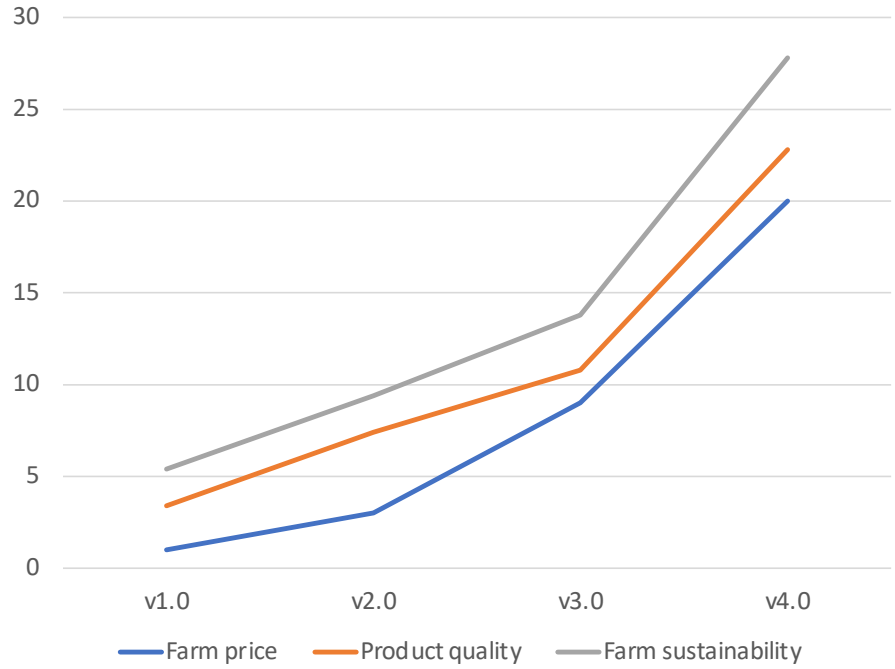
Rustic Land Certification

Land_V1.0
- Business Model Agro Viable
- Organic certifications (BIO, USDA)

...

Land_V2.0
- High biological levels in soil
- Cultural/social certifications (Kosher, Halal, Rainforest, Arborigen) ...

Land_V4.0
- Low carbon emission levels
- Blockchain traceability
- Alternative financing facility



2.d / GTM Strategy: Competitors

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At present there are **NO** technical solutions like ours on the market, but there **ARE** competitors with small scalability: **consultants** and **agronomists** who can conduct bespoke studies.

3.a / Success Story

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2 Hectares of Saffron

8 Locations: Andalusia, Spain

1 Brand: Azafrán del Oasis (azafrandeloasis.com)

3.b / Cases under investigation

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4 / Our partners

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Biological soil analysis

BIOME MAKERS

https://biomemakers.com

Soil monitoring experts

BrioAgro Technologies

https://brioagro.es

Government research centre

GOBIERNO DE ESPAÑA · MINISTERIO DE CIENCIA, INNOVACIÓN Y UNIVERSIDADES · Ciemat Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas

https://ciemat.es

khaos RESEARCH

https://khaos.uma.es

Agro-food and big data research group

PREDICTLAND

https://predictland.com

Experts in Big Data and Artificial Intelligence

esfirus

https://esfirus.com

Software factory

5 / Our Journey

SLOW PHILOSOPHY®

December 2015
Company established

SLOW PHILOSOPHY SL - Nº Acto: 000038421 - Fecha Acto: 29/01/2016
Constitución. Comienzo de operaciones: 28.12.15

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October 2017
Success Story - Azafrán del Oasis

AZAFRÁN DEL OASIS

azafrandeloasis.com

May 2020
Fundraising European grant - DIVA (€10 K)

https://www.projectdiva.eu/

DIVA
Boosting innovative Digitech Value chains for Agrofood, forestry and environment

June 2020
Fundraising Spanish grant - ICEX Next (€35 K)

ICEX

https://icexnext.es/

February 2021
Best Company of the Year 2020 (Grenada)

June 2022
Alternative financing: Crowdfunding + Tokenised Equity

6.a / Investment

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€500K*

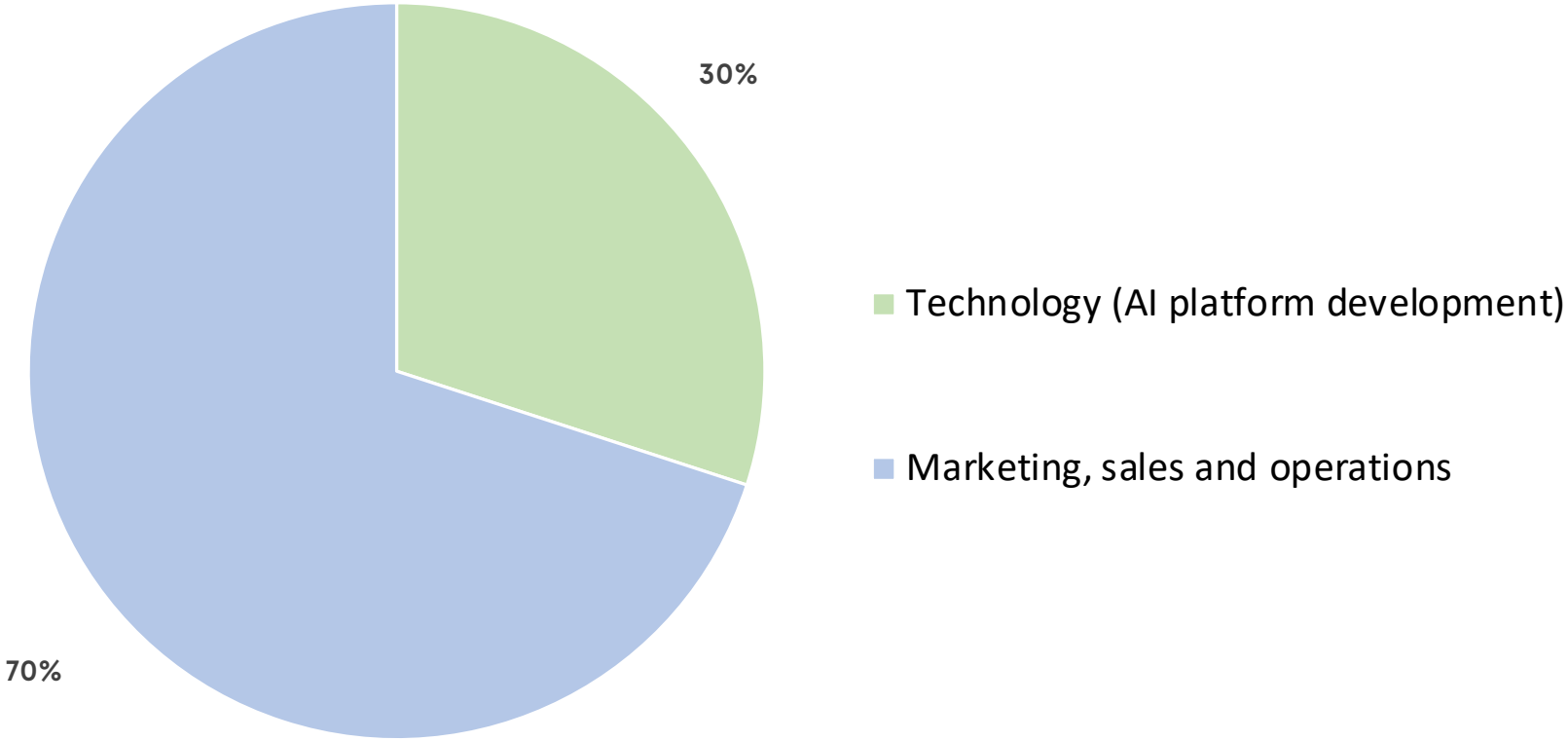
15 June 2022

€1.5 M

Pre-Money

*We provide the option to tokenise the investment

6.b / Investment by Area



6.c / KPIs

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JANUARY 2023	SEPTEMBER 2023	SEPTEMBER 2024	SEPTEMBER 2025
- 50 new subscriptions to The Crop	- 550 new subscriptions to The Crop	- 1920 new subscriptions to The Crop	- 2900 new subscriptions to The Crop
- 3 new crops included	- 10 new crops included	- 20 new crops included	- 30 new crops included
- Insight v2.0	- Insight v3.0	- Insight v4.0	- Insight v5.0
- 1 licence	- 3 licenses	- 15 licenses	- 25 licenses
- 45% Insight success	- 75% Insight success	- 85% Insight success	- 90% Insight success

- no. new subscriptions to **The Crop**
- % "successful matches" of **Insight** predictions
- no. insight's software version
- no. new licences issued
- no. different crops already planted

6.d / Milestones

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December 2022
Insight v2.0

INSIGHT by SLOW PHILOSOPHY
v2.0

June 2023
Closing round €1.5 M
Internationalisation

June 2022
Closing round €500 K
Crowdfunding + Tokenisation

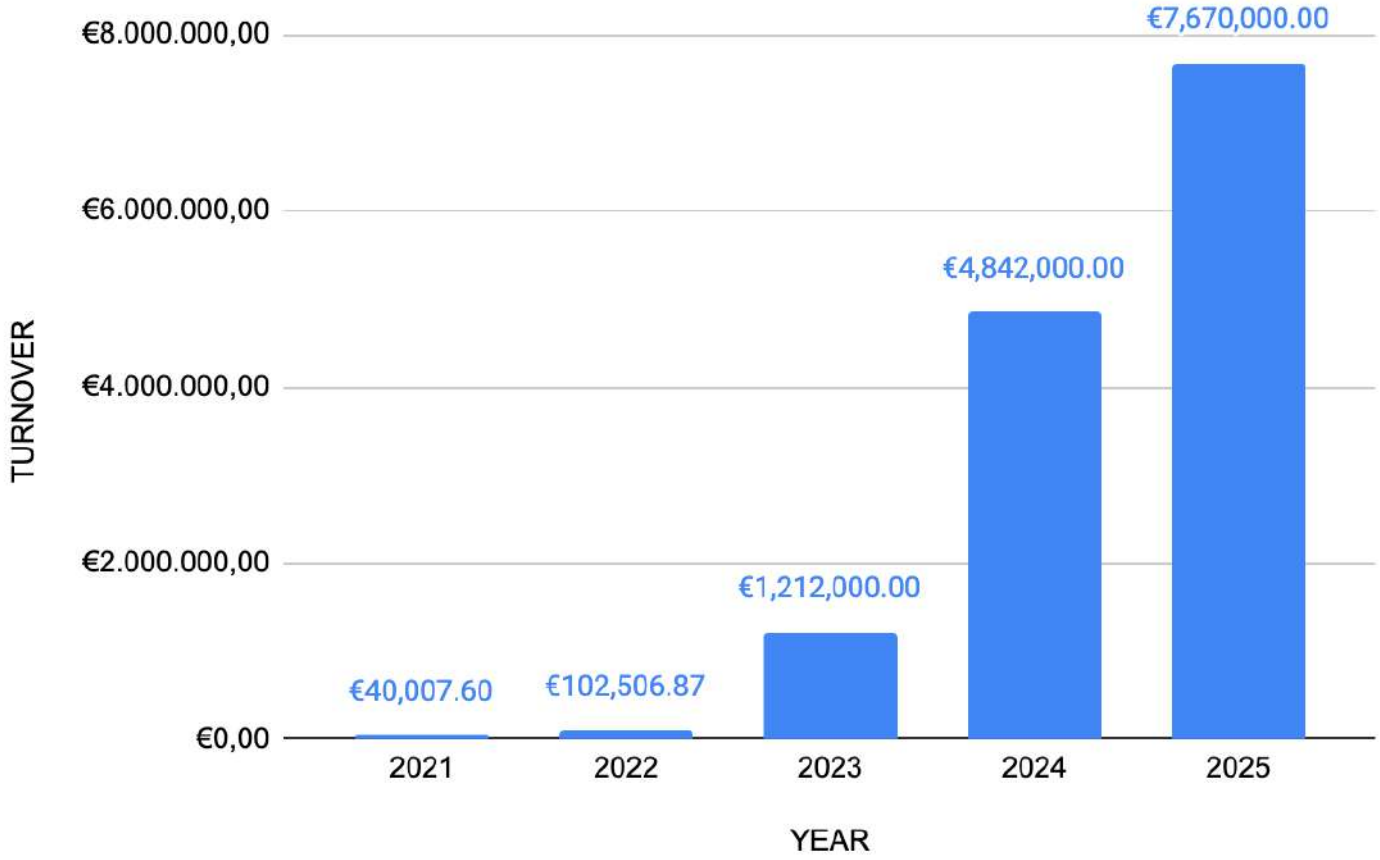
January 2023
1ª International Licence

SLOW PHILOSOPHY®
USA

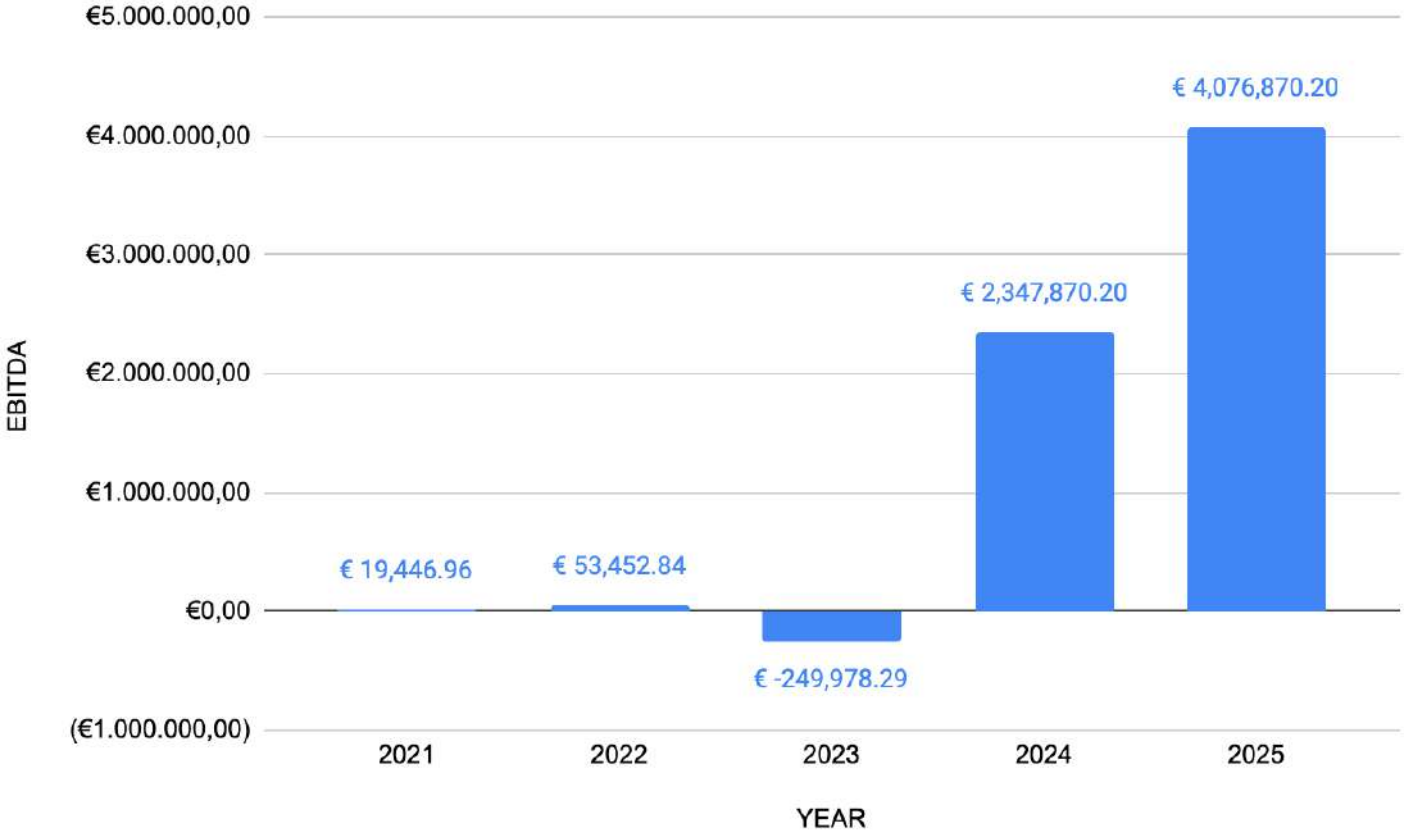
September 2023
Insight v3.0 - Country matching

INSIGHT by SLOW PHILOSOPHY
v3.0

6.e / Turnover


€8.000.000,00
€6.000.000,00
€4.000.000,00
€2.000.000,00
€0,00
TURNOVER
€40,007.60
€102,506.87
€1,212,000.00
€4,842,000.00
€7,670,000.00
2021
2022
2023
2024
2025
YEAR

6.f / EBITDA


€5.000.000,00
€4.000.000,00
€3.000.000,00
€2.000.000,00
€1.000.000,00
€0,00
(€1.000.000,00)
EBITDA
€ 19,446.96
€ 53,452.84
€ -249,978.29
€ 2,347,870.20
€ 4,076,870.20
2021
2022
2023
2024
2025
YEAR

7 / The Team

SLOW PHILOSOPHY®

Founder & CEO

Raúl Sánchez
Computer Engineer
https://www.linkedin.com/in/raulsc/

Head of Agronomy

Francesca Berti
Master's in Agricultural Sciences
https://www.linkedin.com/in/francesca-berti-24b6a9147/

Adviser in Engineering

Marc Manzano
PhD in Computer Science
https://www.linkedin.com/in/marcmanzano/

Head of Marketing & Project Management

Salvador Martínez
Degree in Advertising and Public Relations
https://www.linkedin.com/in/salva-martínez-fernández-58b18a34/

Head of Sales

Eleonora Infuso
Master's in International Business and Sinologist
https://www.linkedin.com/in/eleonorainfuso/

Head of Brand & Communication

José Miguel Nieto
Master's in Graphic Design and Journalist
https://www.linkedin.com/in/josé-miguel-nieto-pascual-45217466/

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