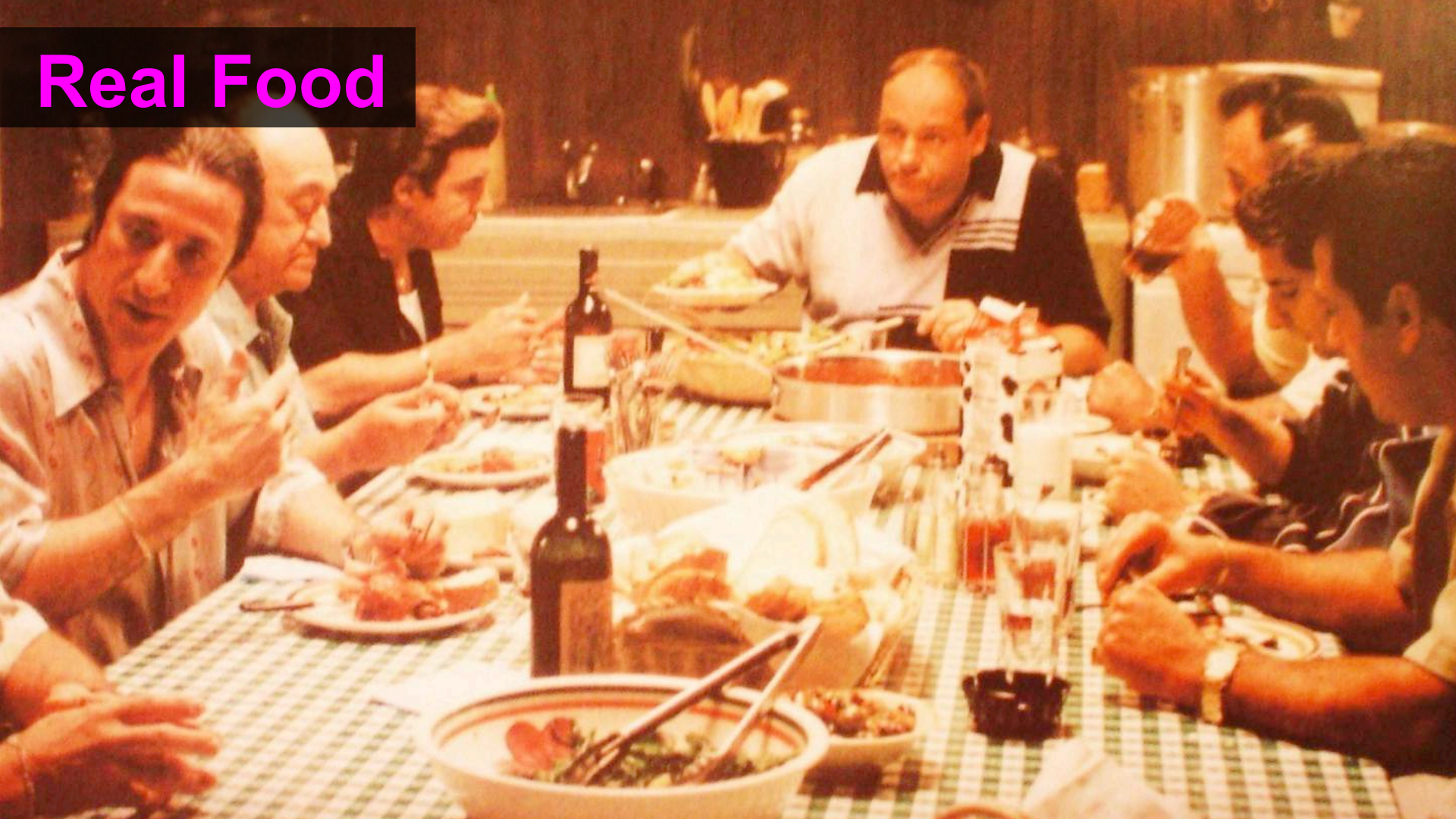


Eddy by flux

Plants talk. We listen.

Real Food



Not Real Food

A photograph of a grocery store aisle, densely packed with shelves of canned goods, primarily soups, and various dry goods like rice and pasta. The shelves are filled with numerous brands and varieties of products. In the foreground, there are bags of rice (Ultra Earts, Fresh Step) and boxes of pasta (Allied Cat, Whitefish). The background shows more shelves with canned soups and other food items. The text "Not Real Food" is overlaid in large, pink, bold letters at the top left of the image.

*“Food is the
New Internet”*

Global Software Market
\$400 Billion

Global Food Market
\$4.8 Trillion



A photograph of a vertical farm. The image shows multiple levels of leafy green plants, likely lettuce, growing in a controlled environment. The plants are arranged in rows on different levels, creating a dense, green wall of vegetation. The lighting is bright, and the overall atmosphere is clean and modern. The text "\$6 Billion Vertical Farm Market" is overlaid in the center in a bold, pink font.

\$6 Billion Vertical Farm Market

**Real Men Grow
Real Food**



Hydroponics = No dirt



能水培种菜神器--菜鸟必备

Organic

健康
操控
互动
知识



Designer Plants



Profitable



Tastier



More Nutritious

























**Home:
Gimmick**



**Small Business:
Needs know-how**



**Commercial:
Big \$\$\$**

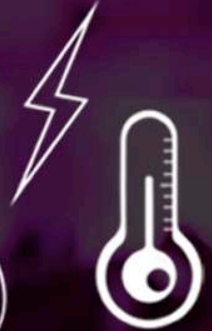
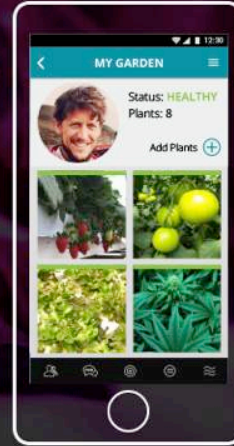


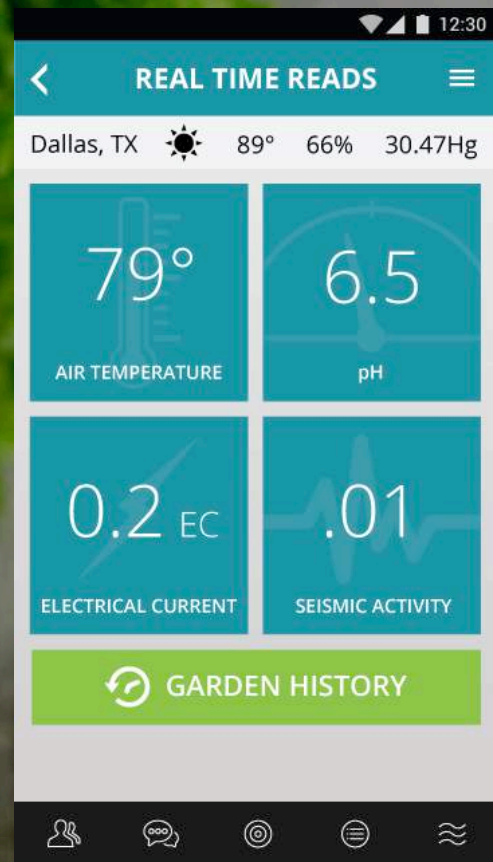
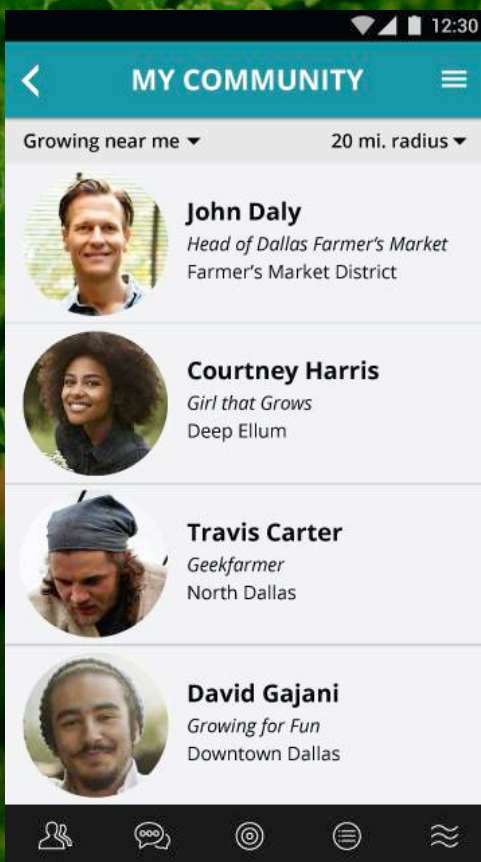
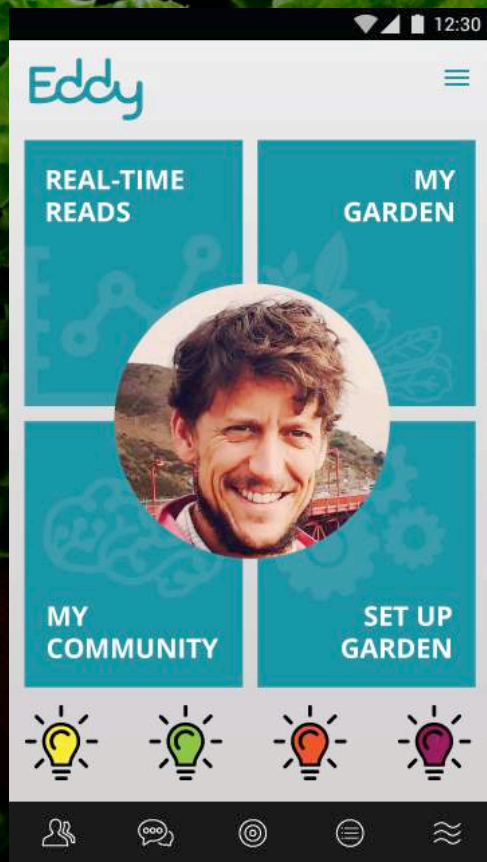


Tools are manual and outdated or expensive



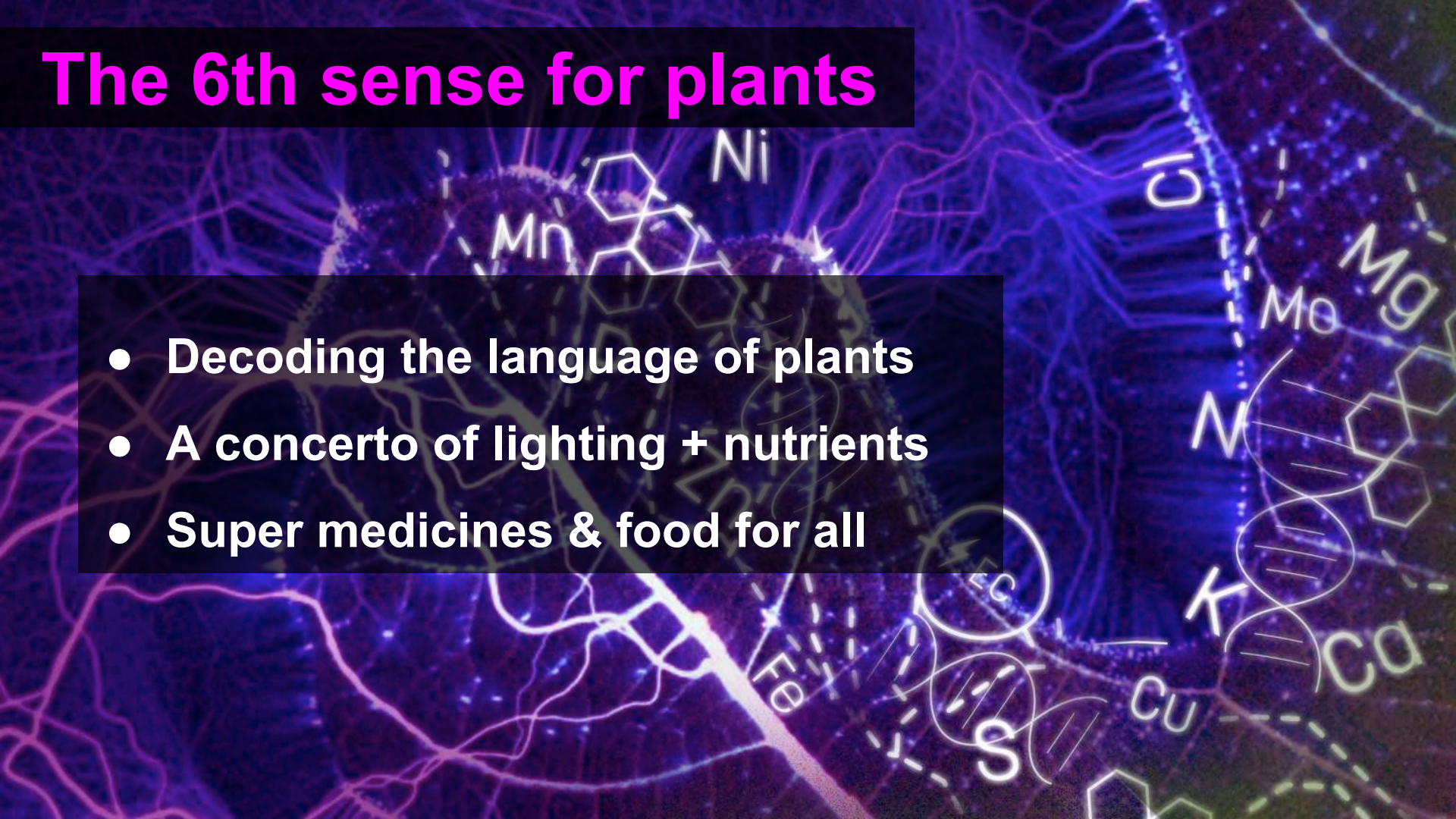
“Eddy” makes the Average Joe an **Expert Grower**





The 6th sense for plants

- Decoding the language of plants
- A concerto of lighting + nutrients
- Super medicines & food for all



Dream Team



**Blake Burris -
CEO**



Karin Kloosterman
Founder + Pure Hustle



Nir Hertzman
Cofounder + VP OP



Amichai Yifrach
Cofounder + CTO



amazon



Google





Personalizing plants



Self-driving farms





Meet me in Jaffa



Karin Kloosterman
Karin@fluxiot.com

COMPETITIVE LANDSCAPE

Feature	 bluelab [®] success by simplicity	 OSMO SYSTEMS	 grove	 SMART BEE [®] Controllers	 cortica [™] In Every Image	
Grow Protocols	–	✓	✓	–	–	✓
SaaS for Supply Chain	–	–	–	–	–	✓
Community	–	–	✓	–	–	✓
Artificial Intelligence	–	–	–	–	–	✓
Low Price	–	–	–	–	–	✓
Scalable	–	–	–	–	–	✓
Security	–	✓	–	–	–	✓
Image recognition	–	–	–	–	✓	✓

Customer Persona Profiles

Evan, 25

“The Survivalist”



- Natural, not too trendy
- Lives in outskirts of Seattle
- Background in poly sci, social science, about to get his first real job
- Has first serious girlfriend
- Eats Paleo, conscious of what's in his body
- Always a little late
- Has a “mind blowing” garden
- Not too careful about what's legal

Lindsey, 36

“The Nurturer”



- Has 2 kids (5 and 3), owner of a Montessori school
- Lives in Kansas City, MO
- Values teaching kids
- Goes to farmers markets every week with her kids; likes canning
- Has a home garden, and school hydro system

James, 32

“The Hacker”



- Engineer-type
- Looking to hack with the newest sensors, gadgets
- Not money/financially driven, but likes to buy cool new things
- Sweet, not critical
- Antiestablishment, but wants to change it from the inside- not too rebellious
- Stays in the background, doesn't need to be front and center