The GreenThumb Team

Adrian Griego
Co-Founder, Project Manager, Product Designer and Specialist
Available full time

$60/hr	$10K/mo	$30K/qtr

Richard Gieske
Co-Founder, Full Stack Software Engineer, System Architect
Available 5 hrs/wk

$60/hr	$1.2K/mo	$4.8K/qtr

Geoffrey Knox
Full Stack Software Engineer, Lead Developer
BS in Computer Science and Engineering
Available full time

$30/hr	$5K/mo	$15K/qtr

Dominic D'Angelo
Social Media Manager, Video Content Creator, Product Designer
BA in Moving Image Arts
Available full time

$40/hr	$6.7K/mo	$20.1K/qtr

Melanie Lamphere
Market Research, Content Writer/Editor, Administrative Assistant
BA in English, BA in Psychology, Experience in Business
Available full time

$18.5/hr	$3.1K/mo	$9.3K/qtr

*Jim Domenico
Initial Concept Co-Creator
Licensed Contractor, HVAC Certified, Electrical/Agricultural Experience
3 month contract

$30/hr	$5K/mo	$15K for contract

1 Journeyman

$20/hr	$3.3K/mo	$9.9K for contract

1 Apprentice

$15/hr	$2.5K/mo	$7.5K for contract

*Devin Antonelli
Sales Manager
Licensed Electrician, Certified NABCEP Solar Installation Professional
Available full time

$34.72/hr	$5.8K/mo	$17.5K/qtr

*Janine Grant
Accountant, Administrative Assistant
AA in English, Network and IT Experience
Available full time

$27/hr	$4.5K/mo	$13.5K/qtr

* potential team members, not actively employed by GreenThumb

Product Tiers for Sub-Verticals

The same software and hardware technology stack can potentially serve 3 distinct types of client,
each with different monthly subscription rates, hardware/functionality limits, and initial sales goals.

Mint

Casual residential users

Single user/location

$9.99 per month

Okra

Gardening hobbyists

Single user/location

$24.99 per month

Avocado

Commercial agricultural producers

Multiple users/locations

$199.99 per month per location

Potential Clients

Mint	Okra	Avocado
33 million U.S households	**33 million** U.S gardeners	**2 million** U.S farms

Initial Implementation Goals (less than 0.3% of potential clients)

Mint	Okra	Avocado
100,000 users	**5,000** users	**1,000** locations

Revenue if Goals are met

Mint	Okra	Avocado
$999,000 monthly	**$124,950** monthly	**$199,990** monthly
$11,988,000 annually	**$1,499,400** annually	**$2,399,880** annually

Additional revenue may be realized through installations and/or affiliate/reseller partnerships with Insteon and other hardware providers.

Market Research

In April 2018, Garden Research reported that American gardeners spent a record **$47.8 billion** on lawn and garden retail sales, with a record average household spend of $503 – up nearly $100 over the previous year.

Some Industry Players

Company	Year	Revenue
Hunter Industries Incorporated	2018	$304.26 million
Orbit Irrigation Products LLC	2020	$57.19 million
Smartlabs, Inc. (Insteon parent)	2019	$28.19 million
The Scotts Miracle-Gro Company	2019	$3.16 billion

Avocado Tier Direct Competitor: **Growlink**

A recent Google search for "greenhouse automation" revealed a new rising star in the agricultural automation space, and they seem to have quite a sophisticated setup, having achieved the loftier aspects of our large-scale vision for GreenThumb Automation.

Growlink powers farmers' greenhouses and indoor vertical growing facilities using Internet of Things devices to monitor growers' air quality, temperature, humidity, and more. The system centralizes the data all on one mobile platform that farmers can use to monitor and remotely control their systems.

Founded in 2015, this Denver company's revenue has grown 3,263 percent over the past three years.

Their website reports that they currently have **2600 controllers** and **13000 devices** actively running for **2028 users** at **225 companies**.

Valuation and Shares

Cash Contributions that Add Value (made by Adrian Griego and Richard Gieske, split evenly)

Category	Amount	50%
3D Modeling	$722.00	$361.00
Development/Marketing	$4435.00	$2217.50
Equipment/Supplies	$952.50	$476.25
	$6109.50	$3054.75

Time/Cash Contribution Breakdown

Contributors	Hourly Rate	Hours In	Value of Time	Paid In	Paid Out	Share Value	Share Percentage
Adrian Griego	$60	1037	$62,220.00	$3,054.75		$65,274.75	47.92%
Richard Gieske	$60	1037	$62,220.00	$3,054.75		$65,274.75	47.92%
Geoffrey Knox	$30	253.5	$7,605.00		$3,635.00	$3,970.00	2.91%
Dominic D'Angelo	$40	47	$1,880.00		$525.00	$1355.00	1.00%
Melanie Lamphere	$18.50	17	$314.50		$125.00	$189.50	0.14%
Casey Gierke	$50	6	$300.00		$150.00	$150.00	0.11%
		2397.5	$134,539.50	$6,109.5.00	$4,435.00	$136,214.00	

Estimated base value derived from Value of Time and Paid In put towards product/business development:

$136,214.00

51% of current estimated base value:

$69,469.14

Technical Overhead

Payee	Category	Monthly	Annually
A2 Hosting	Web Hosting	$24.99	$299.88
A2 Hosting	Domain Registration		$14.95
Apple	Developer Program		$106.80
Comcast	Internet	$48.54	$582.48
Google	Developer Program		$25.00
Google	Gmail for Domain	$44.70	$536.40
			$1565.51

Overhead has been covered thus far with combined member contributions of **$150.00** per month.

Additional contributions have been made on an as available/as needed basis.