The New Era of Urban Indoor Farming

Wireless plug and play grow tech

microgreenbox gmbh

Current problems

Automated grow boxes - private

All aerate (limited control range, lower output, hygiene,...)

Noise, inflexibility, complexity and watering are huge issues

Expensive, fixed size and dependent on installation space

Our answer Fridge Grow

Closed system – Perfect conditions, stable and precise (T,rH, CO2)

Fully-automated including watering and climate recipes

Works in every housing without changing the hardware

Indoor farms/gardens – Industrial and Private

Isolated solutions and several manufacturers need to be combined

Expensive, wired and hard to install (experts needed)

Either high-end industrial solutions or DIY solutions

Our answer **FlexoGrow**

Wireless automation and integration of existing installations

Automates every device by using smart sockets

All-In-One solution and disruptive features for 30% better crops

Indoor Farming Democratization

We provide wireless plug and play grow tech (Monitoring, Automation)

We make grow automation systems

- affordable
- easy and effortless to use/install
- high efficient and environment friendly
- with CO2 fertilizing/flooding for **30% better crops**
- to control the climate

We use the same SW/HW base for all products to reduce complexity

We are the first system which can integrate and automate existing installations

Universal automation and monitoring for

- open systems
- sealed systems

What we do

First-class Grow Monitoring as base for all our products

Optimize plant growth by smart AI algorithms

Remote control and wireless grow automation via app

Alert functions, webcam, secured data, climate programs

Data collection and blockchain technology to improve yields

24/7 monitoring, all sensors on board, wireless communication, extendable





The world is changing- A new market is rising

In 2026 **\$ 1688** Indoor Farming Market data forecast In 2026

\$ 25B Indoor <u>grow tech</u> market _{Future Farming}

78% of indoor farms want automation/climate control/data analytics

Increase of food demand by **50%** until 2050

50% of indoor farms plan to invest in automation and data analytics Saving of 33I water for every kg crop (greenhouse vs. indoor farm)





Our offer



~5 €/month

FLEXO GROW

Monitoring, Peripherals

350€ - 1800 €

Gross margin 60%

Recurring revenues

Consumables

Nutrients, Fertilizer Additional App Features Fridge Grow soil EC/PH probe Active carbon filters

~150 €/year/user

Next Monthly base Blockchain data, Grow diary Multiple controller connection

~20 €/month



PLUG & PLAY BOX

Planned

2.000 €

Gross margin 60%

Recurring revenues

Consumables

Nutrients/Fertilizer cartridge PH cartridge, CO2 cartridge EC/PH probe

~350-400/year/user

Monthly base Blockchain data/Remote access, climate recipes

~10 €/month

Traction and Strategy



Traction

- Over 250 customers in over **10 EU-countries**
- 2 patents
- Seal of Excellence by EU commission
- R&D coop with more than 5 top Austrian Universities
- 3 accelerator programs accomplished
- Retail partners in Austria and Germany
- 100% of Know-How in our team
- Amazon Launchpad invite only accelerator starts soon

Strategy

- Currently B2C, but future focus on **B2B**
- Enlarging retail partner network
- Establishing more recurring revenue streams
- Extending social media influencer network
- Affiliate programs
- Amazon Launchpad program

Funding and use of money

€ 740 ks

funded by public grants

- Revenues (Started mid 2020)
 - ~ €100 ks last year



	2021/22	2022/23	2023/24
Revenues	520.000	2.200.000	6.000.000
EBIT	-310.000	210.000	2.100.000

€ 300ks Seed-Round 2021/22

Marketing and Amazon Launchpad Blockchain implementation



Series A round in 2022/23

Market/Team expansion, Marketing



20% R&D

20% Team extension 60% Marketing, Sales



Team and Founders





Mag. Christian Hofellner Education Univerity: Mathematics ↓↓↓↓↓ Work Leading tech projects Now R&D, QA

Thomas Mahringer Education Electr. Engineering/Informatics Work Self-employed developer Now Software/Hardware Dev.



Elena Kritsimas Education Diploma Web-Design Work Self-employed web designer Now Web design, Orders/Shop



Tobias Moosbrugger, BScEducationIndustrial
DesignIndustrial DesignLinzWorkStill studyingNowSocial-Media Content

Philip Mühlbacher, BScEducationIndustrialIndustrial DesignLinz

Work Still studying Now Construction, Graphics

DI (FH) Markus Riegler, MSc Founder

Education

2 University degrees (Tech and Business Dev.) Work

Int. Enterprise IT projects (marketing, sales, project) **Now**

Marketing, PM, Sales





Ing. Alexander Polivka Founder

Education HTL: electronical engineering/informatics Work Automatization and control, HW Now Tech, HW/SW, R&D



...INTERESTED?



Ing. Alexander Polivka DI(FH) Markus Riegler, MSc



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...let's grow together

How Fridge Grow works

No smell, discrete and completely self-regulated

Wide control range (10-40° C, 50-95% rH, VPD, free ppm CO₂)

Isolated, airtight housing \rightarrow independent from installation space

Humidity/CO2 stays inside, self-watering based on simple physics

Controller is switching components via remote controlled sockets

Choose temperature, CO2 and humidity or use predefined *climate recipes. Also suited for drying*



How Fan Grow works

Remote controlled sockets are switched by measured values

I/O board can dim devices or read additional sensor data (coop,...)

Existing installation can be upgraded by using our sockets or I/O board

Our peripherals: dimmable fans/LEDs, hydro measurement and auto doser

CO2-Flooding combined with a dimmable fan for CO2 fertilizing and better grows





Unique CO2 Flooding

Our app in detail



Overview



6.000 🚔 Climate Presets Z Ŷ ŗ P /T Vegetation Flower Drying Custom Greenhouse Custom Mode Use your own settings below 🖓 Day / Night cycle The clock is synchronized with your mobile device or computer every time you click "save settings". Please keep in mind that the cycle stays the same even your local time changes because of summer/winter time change. 02:00 Daybreak 20:00 Nightfall Daytime climate 29 °C Temperature • Ð May rise up to 31 °C 60 % Humidity O • May vary from 50 to 70 % \square

Climate programs