



Introduction to FMS & Granular

InfoAg

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Granular

Introductions



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What do we mean by FMS?

OUR DEFINITION

- Software that collects, synthesizes and analyzes data on **FARM BUSINESS PROCESSES** like planning, budgeting, production, inventory management, marketing, etc.

GENERAL BENEFITS

- Increased productivity
- Access to data / electronic historical records
- Easier to collaborate with others
- Improved business decisions



Factors to Consider

CUSTOMIZATION

Do what extent do you need something uniquely built for your operation? How much time are you able to invest to get setup?

SPECIALIZATION

Depth vs. breadth: Are you focused on a few key functionalities in detail? Do you want a bit of everything? Many crops vs. a few?

VALUE

Free vs. premium: think about value, not price

DATA PRIVACY POLICY

Who owns, or has access to, the data you generate? Do you agree with their policies?

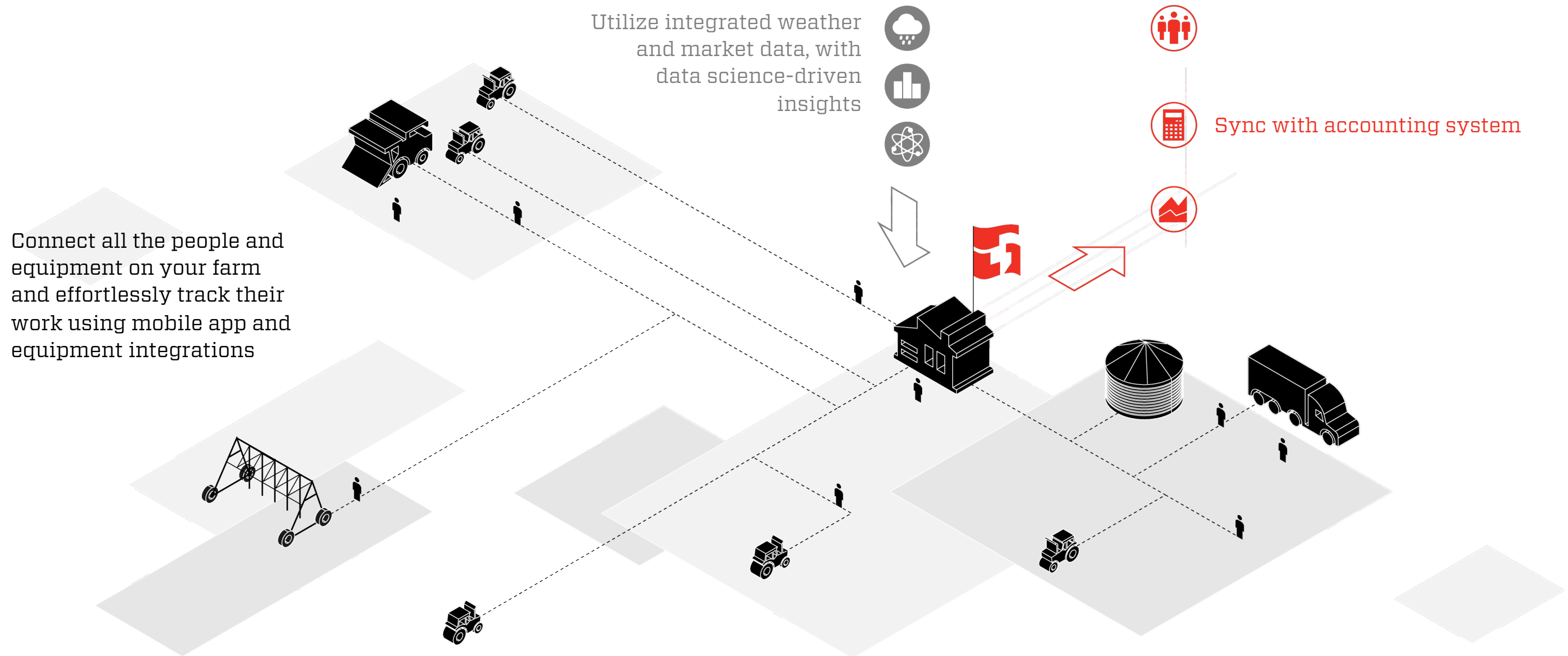
WHO WILL WIN

In this emerging category of software, are you choosing the right software? Will they be the industry standard?

What will success in FMS look like?

- **A custom-built solution for the ag industry**
- **Connects data from historically disconnected sources**
- **Supports the farm as it scales and complexity increases**
- **Creates network effects – the more growers use it, the more valuable it becomes**
- **It will help create and protect the farm's IP**

Granular: Operating System for Farms



Who is Granular?

OUR TEAM



- Headquartered in San Francisco
- ~50 employees
- Local support teams near our customers
- Deep technical expertise building software and analytics for multiple industries
- Led by individuals who have built successful, large tech companies in the past

ADVISORS

Leading Farmers

- Kip Tom
- Clay Mitchell
- David Hughes

Industry Experts

- Danny Klinefelter
- Paul Neiffer
- Lance Woodbury
- Dr. Bruce Sherrick

INVESTORS

Google
ventures



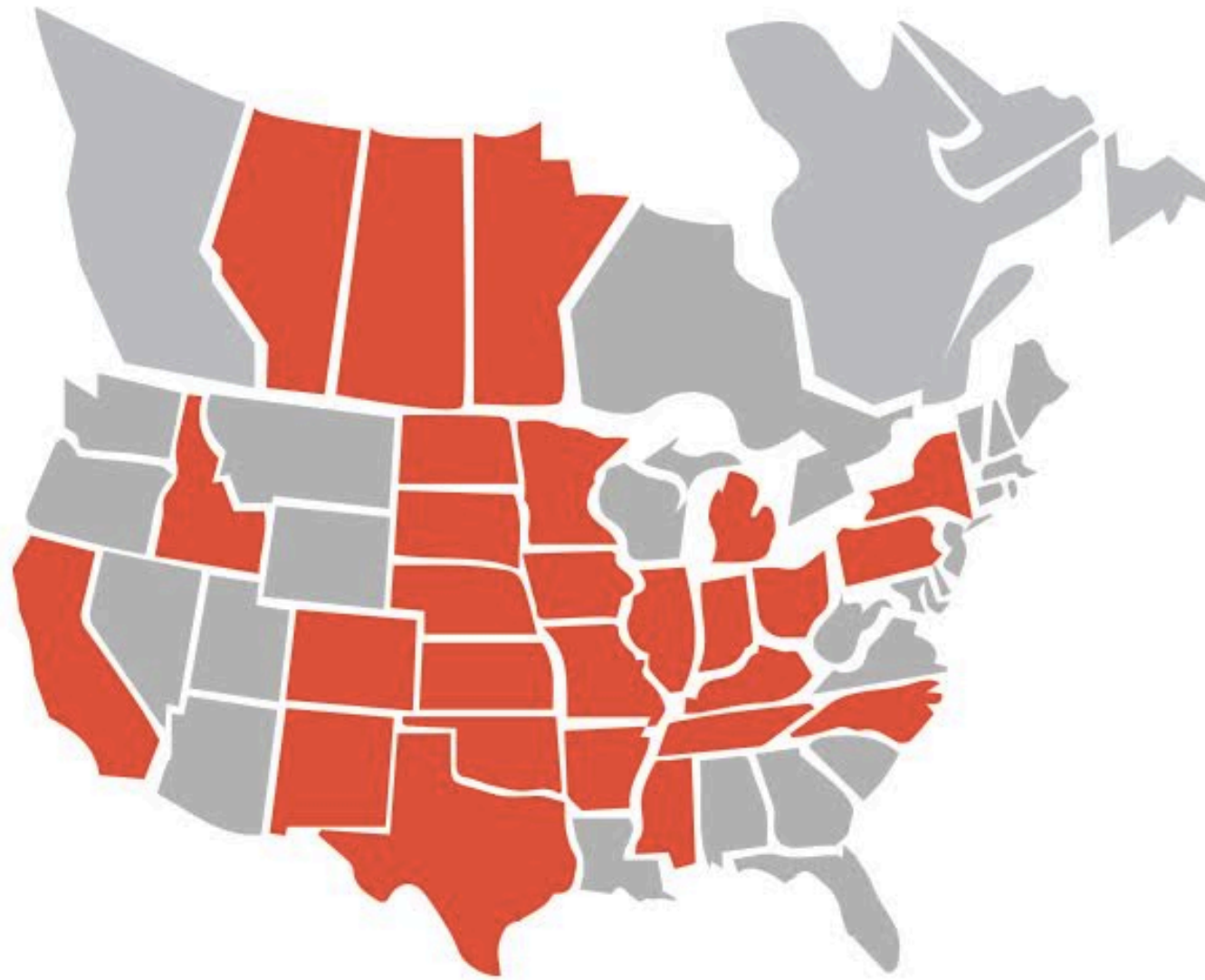
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Who is Granular?

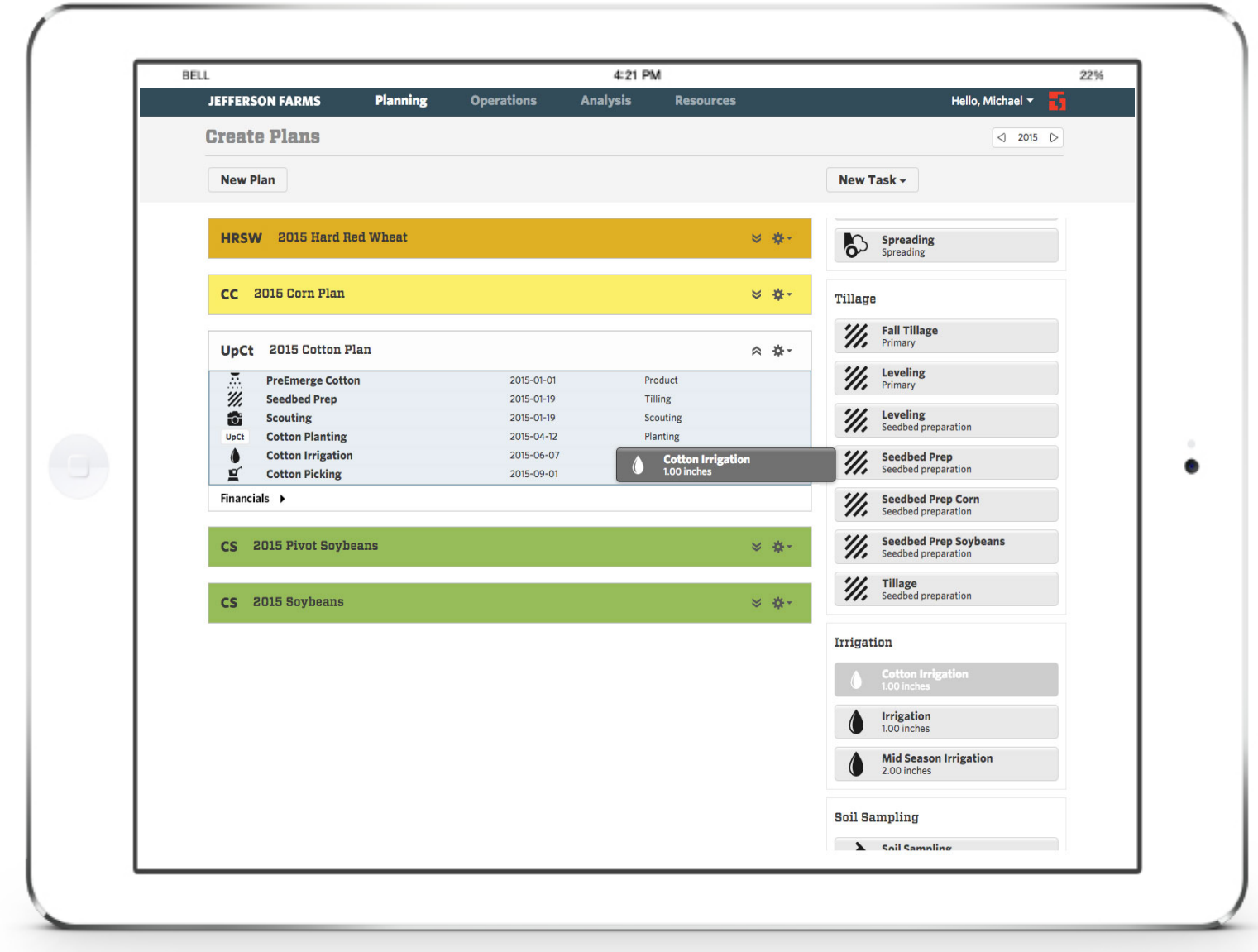
OUR CUSTOMERS



We work with some of the country's best farms to:

- Prioritize customer needs – make sure we're focusing on what matters the most
- Gather feedback on new features and functionality
- Inform the product roadmap in the short and longer term

Product Overview



PLAN & BUDGET

As production plans are entered and adjusted, Granular automatically updates operational schedule and budget

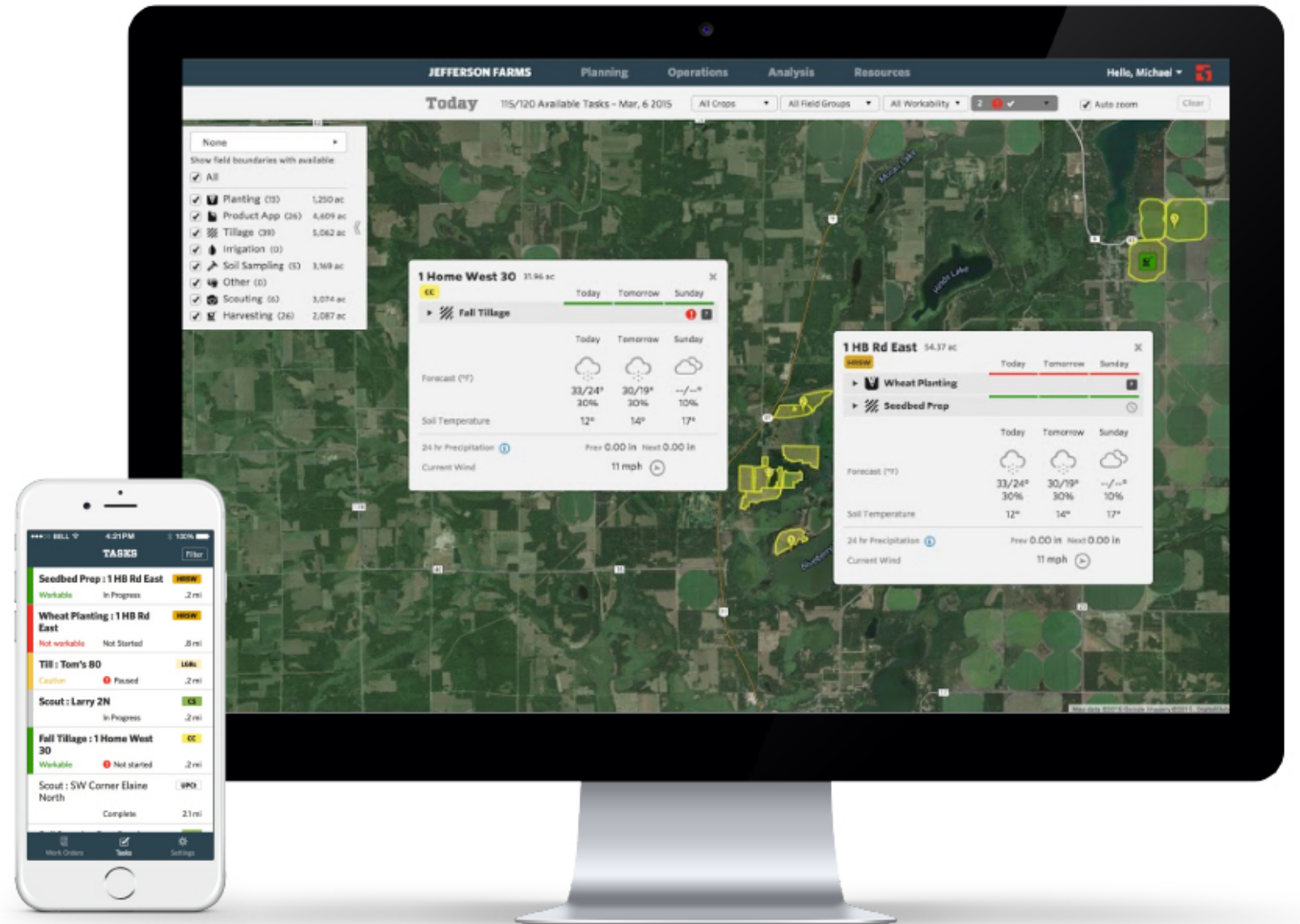
- Growth model-driven scheduling tools
- Input inventory tracking
- Expected profitability updated by activities

Product Overview

MANAGE & MEASURE

Teams can be managed more efficiently, and operational progress is monitored in real time, from anywhere

- Weather and workability by field
- Task management using mobile app
- Monitor operations progress from any screen
- Real-time yield and crop inventory
- Machine data integration



Product Overview

JEFFERSON FARMS Planning Operations Analysis Resources Hello, Pete 4:21 PM 100%

Profitability

In \$/ac

| Financial Accounts | Enterprise 23,109.34 ac All Harvested Acres | Report 200.00 1 Bound |
|------------------------|---------------------------------------------------|-----------------------------|
| Revenue | \$707.36 /ac | |
| Crop Sales | \$694.25 /ac | |
| Insurance Payments | \$0.10 /ac | \$0.00 /ac |
| Government Payments | \$13.00 /ac | \$13.00 /ac |
| Production Expenses | \$624.79 /ac | \$590.90 /ac |
| Land | \$300.00 /ac | \$300.00 /ac |
| Seed | \$100.00 /ac | \$100.00 /ac |
| Chemicals | \$37.79 /ac | \$18.90 /ac |
| Fertilizer | \$124.00 /ac | \$110.00 /ac |
| Crop Insurance | \$5.00 /ac | \$5.00 /ac |
| Machinery Depreciation | \$14.00 /ac | \$14.00 /ac |
| Machinery Hire/Lease | \$7.00 /ac | \$7.00 /ac |
| Fuel | \$5.00 /ac | \$5.00 /ac |
| Utilities | \$4.00 /ac | \$4.00 /ac |
| Labor | \$8.00 /ac | \$8.00 /ac |
| Irrigation | \$10.00 /ac | \$10.00 /ac |
| Transportation | \$5.00 /ac | \$5.00 /ac |
| Storage | \$4.00 /ac | \$4.00 /ac |
| Custom Category #1 | \$1.00 /ac | \$0.00 /ac |
| Gross Profit | \$82.56 /ac | \$222.10 /ac |
| Gross Margin | 11.6 % | 27.3 % |
| Operating Expenses | \$2.20 /ac | \$1.15 /ac |
| Financing Expenses | \$0.37 /ac | \$3.00 /ac |
| Net Profit | \$79.99 /ac | \$217.95 /ac |

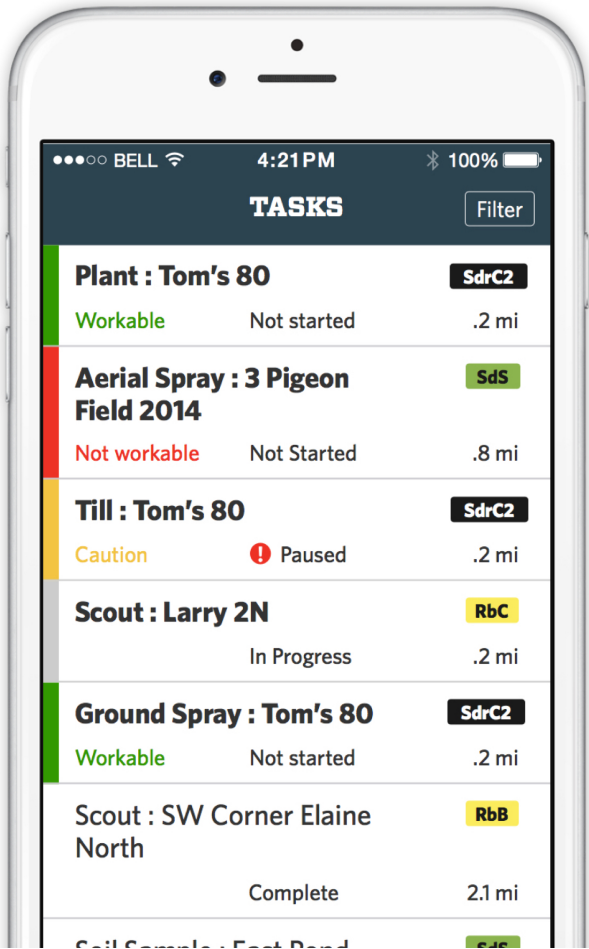
ANALYZE & IMPROVE

Producers can make faster and better decisions for their business with integrated operational, financial and agronomic data

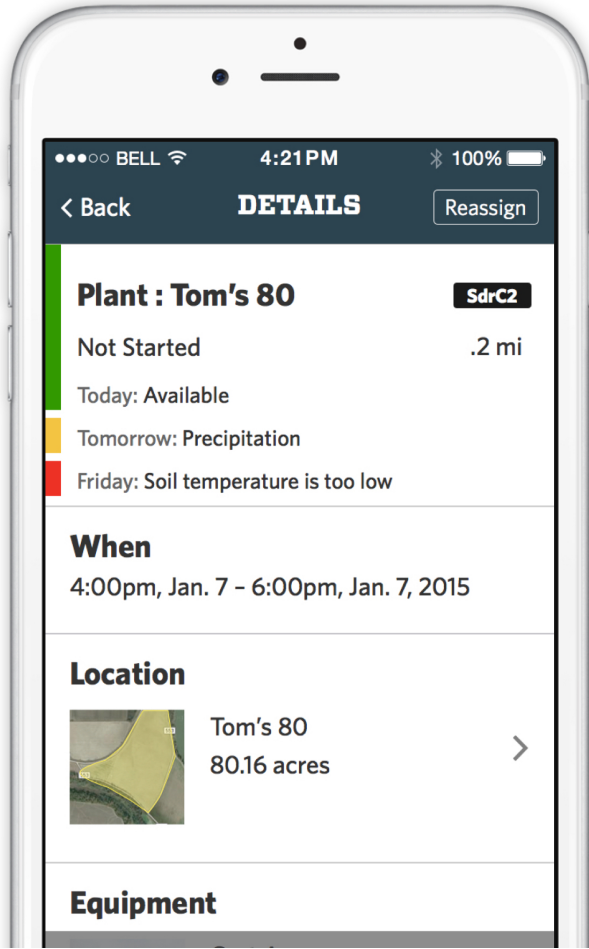
- Cost of production, always up to date
- Reports for landowners, crop insurance and lending partners
- Built-in benchmarking
- Use AcreValue to assess land expansion opportunities

Product Overview: Mobile App

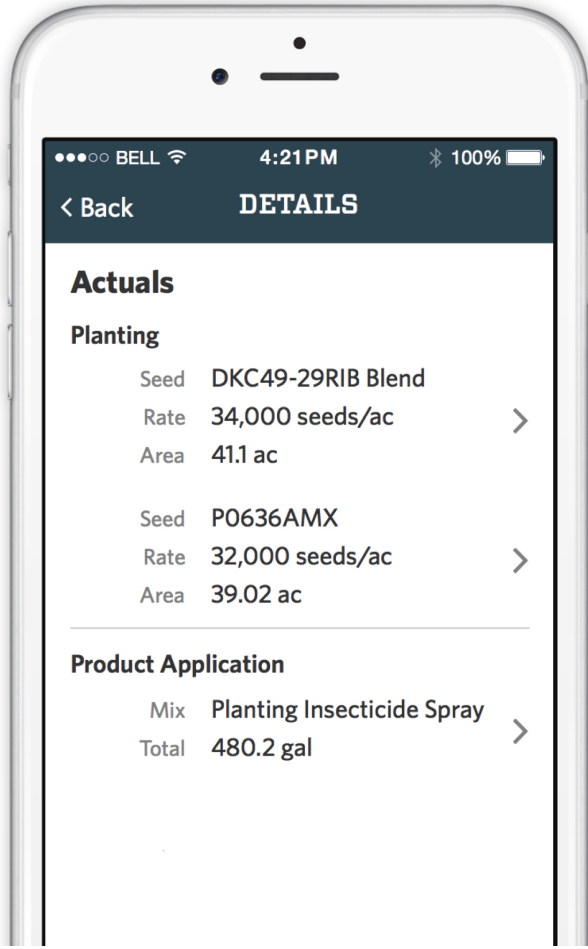
Help manage your team
more efficiently



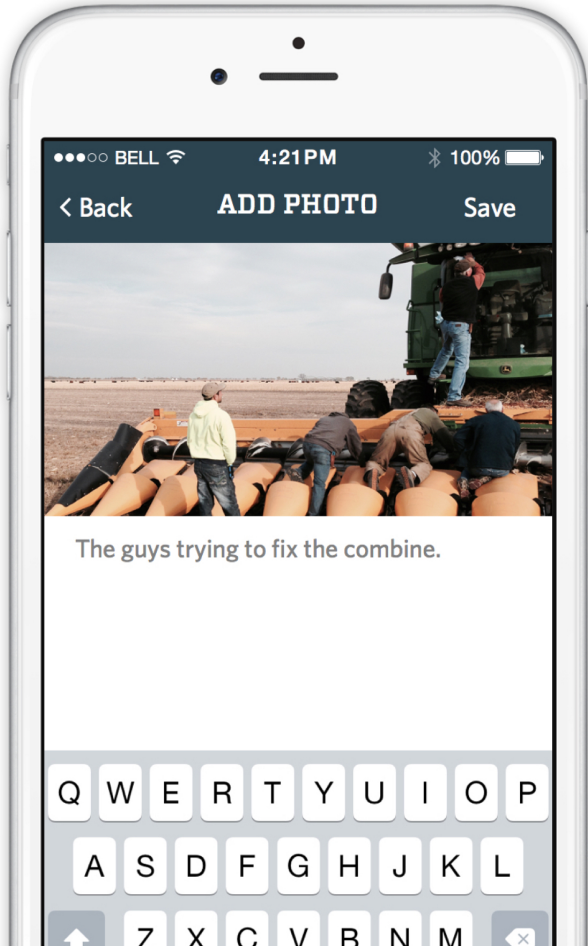
Everything you need
to know in the palm
of your hand



One system to record
all of your data



Easily communicate
with everyone
on your team



Contact Us for More Information



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