# SPARK SYMPOSIUM

**APRIL 5, 2022** 9 am - 5 pm

Igniting collaboration where agri-food innovation meets investment

Located at The Grand Way Events Centre, 7445 Wellington County Rd. 21, Elora

Hosted by











# IGNITING COLLABORATION WHERE AGRI-FOOD INNOVATION MEETS INVESTMENT.



Scan the QR code to access the SPARK Symposium webpage





9:00 am Arrival and Networking

10:00 am Opening remarks

**10:15 am** Panel #1 discussion – Why is Ag Innovation an Important Strategic Investment:

- Karen Grant (Moderator), Angel One | Equation Angels
- Deborah Whale, Grand River Agricultural Society (GRAS)
- Joe Dales, RH Accelerator
- John Lansink, Ag Capital Canada

**11:00 am** Break

11:15 am Why Investment Matters – Rob Hannam, Farm Health Guardian

11:45 am The Current State of Canada's Ag Tech Eco-System – Sean O'Connor,

Emmertech

**12:30 pm** Lunch

1:20 pm Denise Dewar, Bioenterprise

**2:00 pm** Why Investment Matters – Cole Powers, IntelliCulture

**2:20 pm** Rebbecca Clarke, Farm Credit Canada

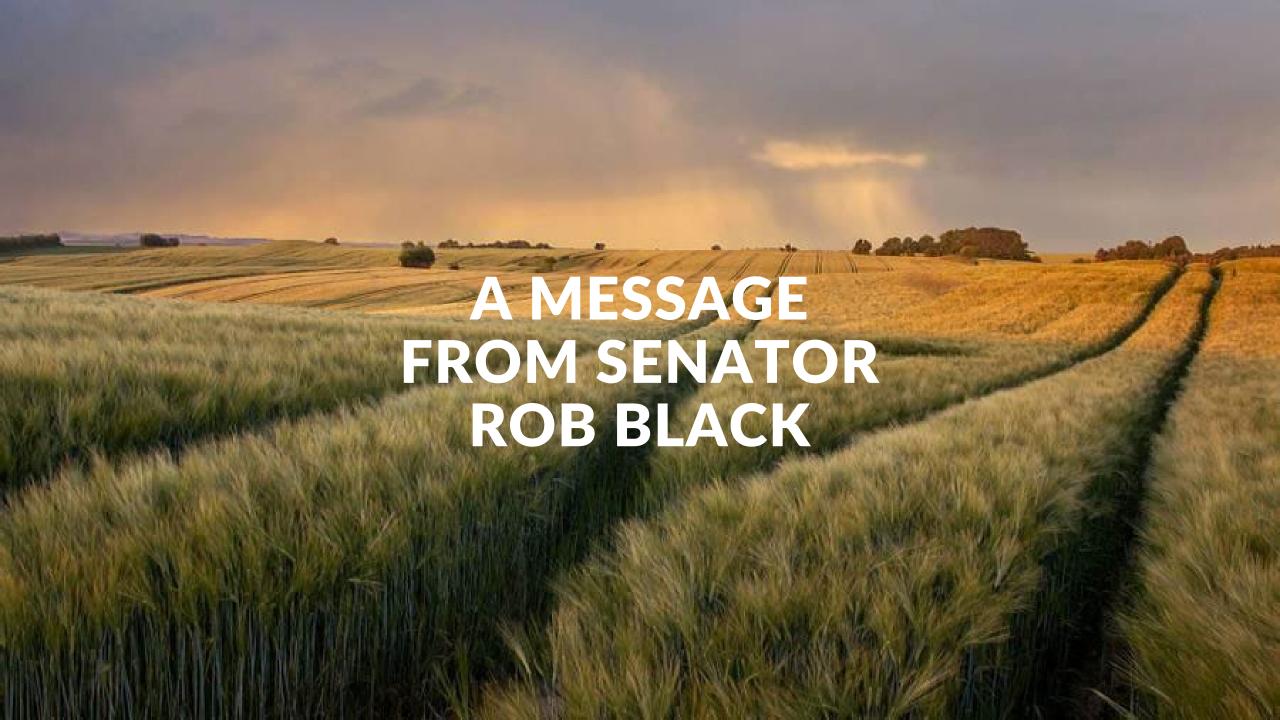
**2:40 pm** Why Investment Matters – Omid McDonald, Dairy Distillery

3:00 pm Break

**3:15 pm** Panel #2 discussion – The Power of Collaboration:

- Tyler Whale (Moderator), Canadian AgTech Solutions Inc.
- Reg Ash, The Western Fair Association, The Grove at Western Fair District
- Brian Cram, 519 Growth Fund and RH Accelerator
- Jennifer Christie, Catapult Grey Bruce and Restauranteur

**4:00 pm** Networking **5:00 pm** Event Close



#### **MEET THE PANEL**

#### **MODERATOR**



KAREN GRANT
Angel One | Equation Angels



JOE DALES
RH Accelerator



DEBORAH WHALE

Grand River

Agricultural Society



JOHN LANSINK Ag Capital Canada

# WHY IS AG INNOVATION AN IMPORTANT STRATEGIC INVESTMENT?



## BREAK

Scan the QR code to access the SPARK Symposium webpage





### 2022 INTAKE NOW OPEN

rhaccelerator.com

# WHY INVESTMENT MATTERS

Rob Hannam Farm Health Guardian





# Improving animal health and welfare through digital biosecurity technology

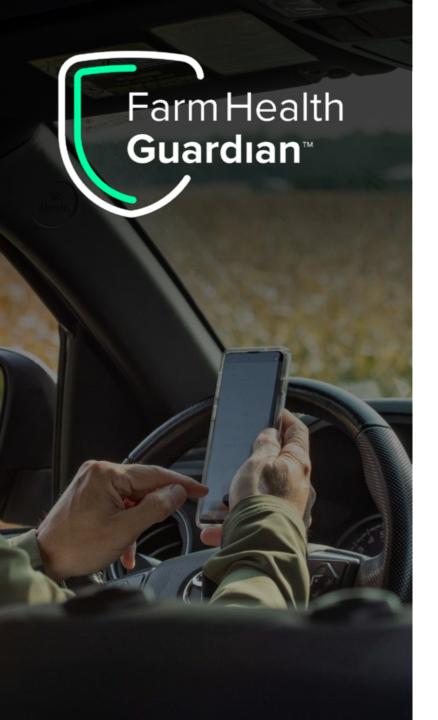
Why Investment Matters

SPARK Symposium April 5, 2022

#### **Rob Hannam**

rhannam@farmhealthguardian.com





#### Why Investment Matters?

My story

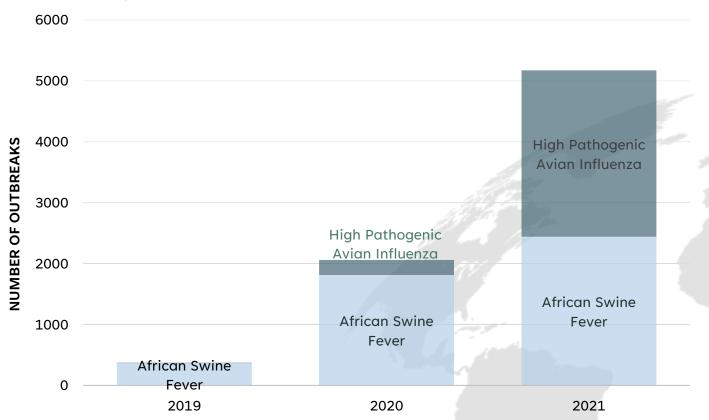
**About Farm Health Guardian** 

Why investment matters?

Be investable

# The Problem: Devastating Global Impact Of Animal Diseas

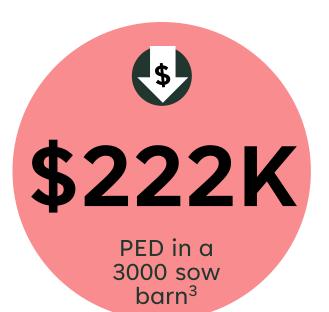
#### Major Domestic Animal Disease Worldwide



Increasing disease pressure and economic losses

+

Devastating impact on the animals and people involved

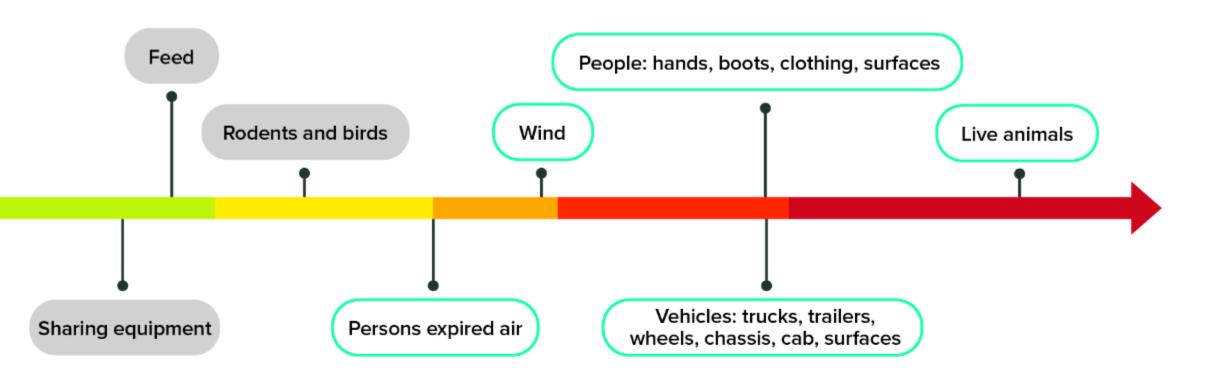




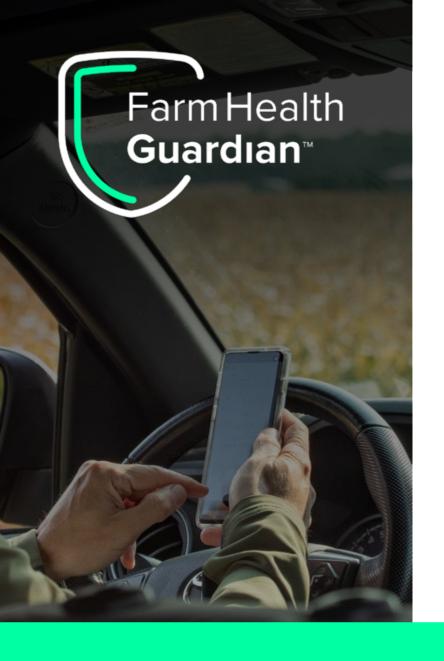
Postmedia News

Jan 26, 2022 • January 26, 2022 • < 1 minute read • ☐ Join the conversation

# Disease transmission occurs through movement of animals, people and



Based on qualitative ranking of disease transmission routes in relation to the risk of transfer of pathogen. (Alban and Boklund, 2008)



### An Animal Health And Biosecurity Software System

### Farm Health Monitor beta

Animal health reporting system

Enables earlier disease detection.

#### Farm Health Protect

Biosecurity management system

Reduces risk of disease spread.

Improve animal health - Lower cost of production



#### Go To Market – Software as a Service

Validate with Integrators



Scale up with
Distributors and
Integrations



Innovate and Expand Markets

2021

- Swine
- Poultry
- Equine



2022

- Accelerate technology pipeline
- Add Distributors: Veterinary clinics, Insurance companies, Biosecurity service providers, Software integration

2023+

- Expand market areas
- Add livestock species







Farm Health Monitor beta

2020-2021

#### Seed - Raise May 2022

- Project Hockey
- Biosecurity compliance tools

2022

Controlled entry biosecurity systems

2023

#### **Series A**

- Early disease detection
- Predictive analytics, artificial intelligence and beyond...

2024

#### Speed

 Investment helps a new business go faster...and speed matters in business.

#### Connections

• The right investors help you make connections and open doors much faster.

#### Performance

Being accountable to a Board or Advisors makes me better.

- Know your numbers. Don't leave it to someone else. Always be prepared.
- Put customers first.
  - Don't over-do it with investor meetings and industry networking.
- Pick your partners and investors carefully.
- Set realistic expectations.
  - Build scenarios best case and...the real realistic case.
- Always be learning.
  - Mentors, accelerator programs, books, videos, podcasts. Be a sponge.



# THE CURRENT STATE OF CANADA'S AG TECH ECO-SYSTEM

Sean O'Connor Emmertech





#### **Spark Presentation**

### Sean O'Connor

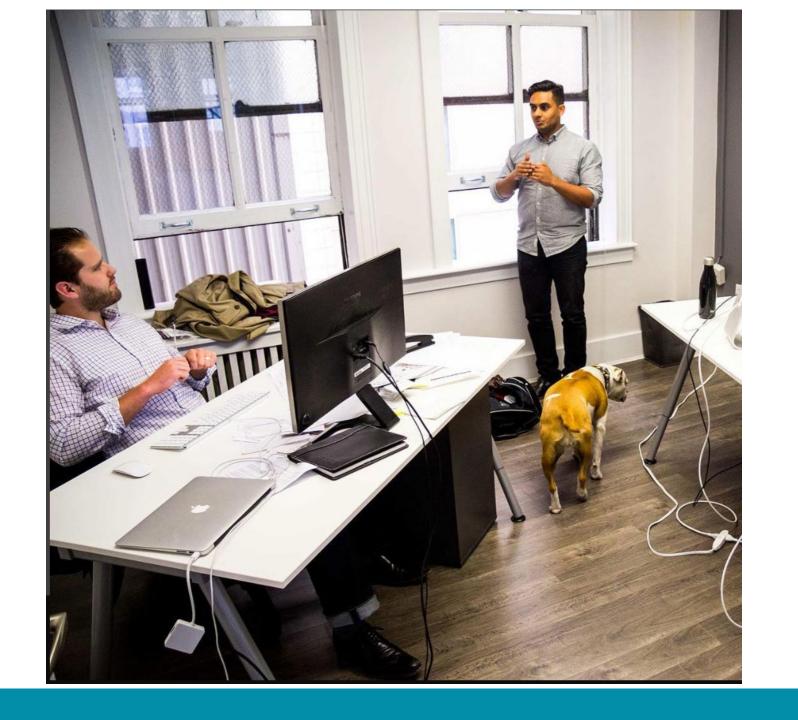
Former Fintech Executive

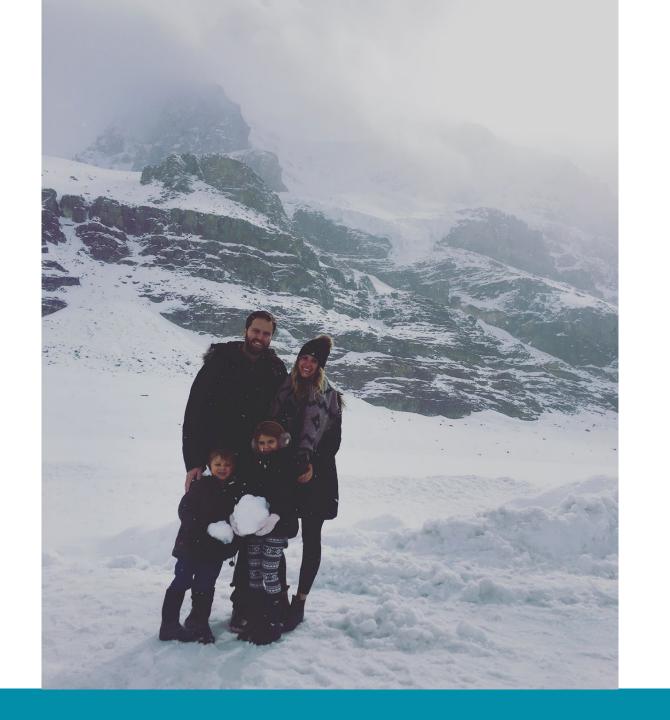
YVR -> YQR

Managing Director, Conexus Venture Capital & Emmertech

**Seantoconnor** 

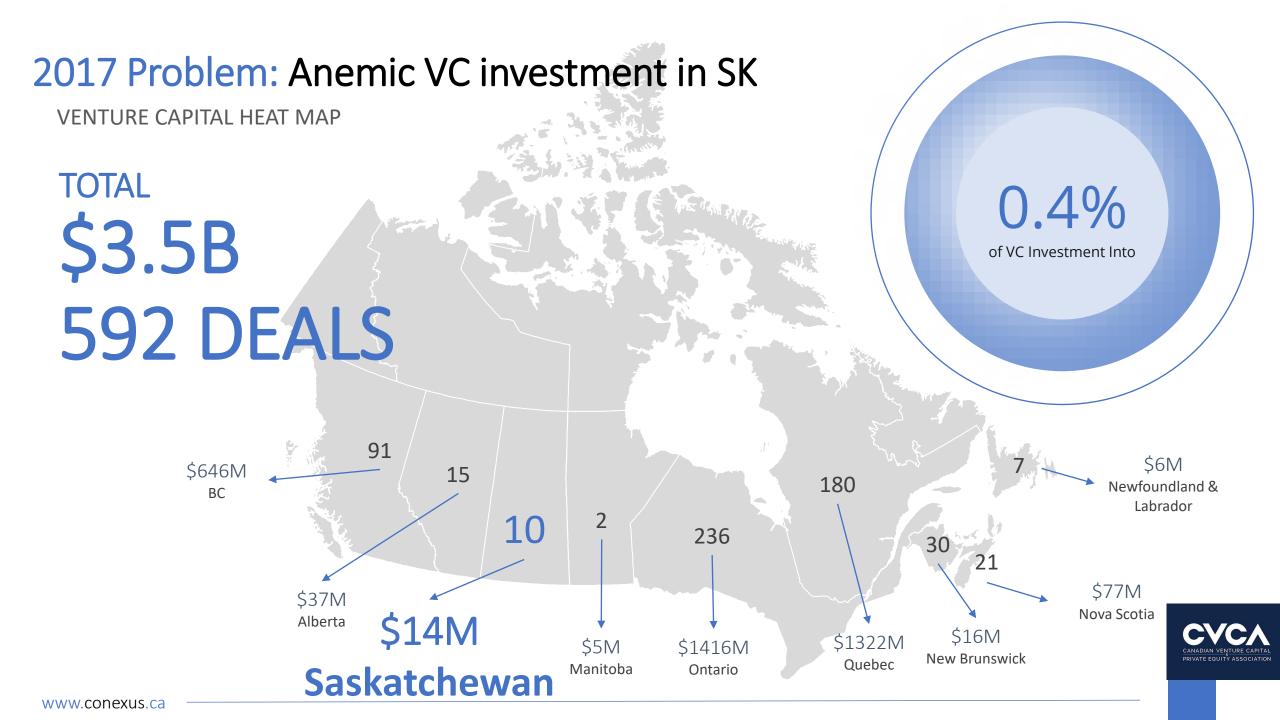


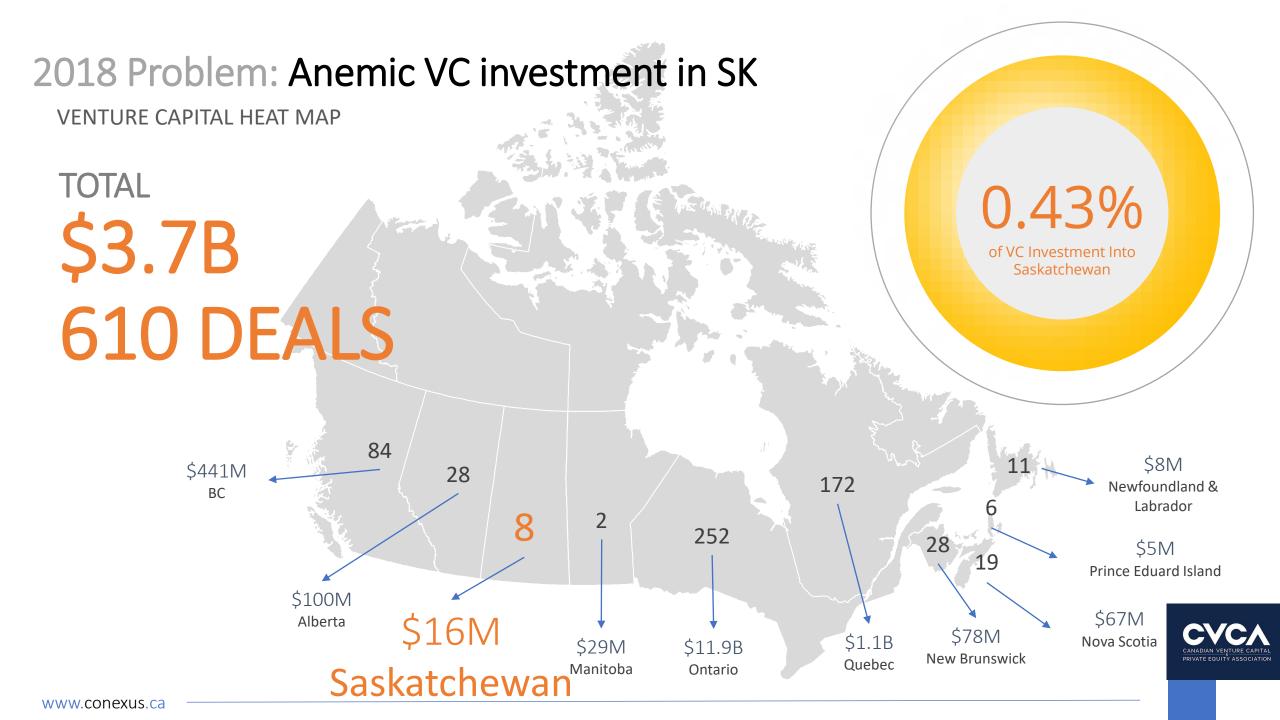




# 2 PROBLEMS

Saskatchewan
technology startups
struggled to access
venture capital





# 2019 Solution: CVC Fund #1

A new VC Fund
focused on outsized
returns for our
investors and startup
community

BY MEAGAN SIMPSON / CANADIAN STARTUP NEWS / NOVEMBER 4, 2019

## CONEXUS HITS \$30 MILLION FUND TARGET TO SUPPORT "FORGOTTEN" STARTUPS



he Conexus Venture Capital Fund, launched <u>earlier this year</u> by the Regina-based Conexus Credit Union, has reached its \$30 million fund target, as the firm looks to bolster early-stage investment in Saskatchewan startups.



### CVC Fund #1 Objectives



Drive Non-Interest Revenue Growth

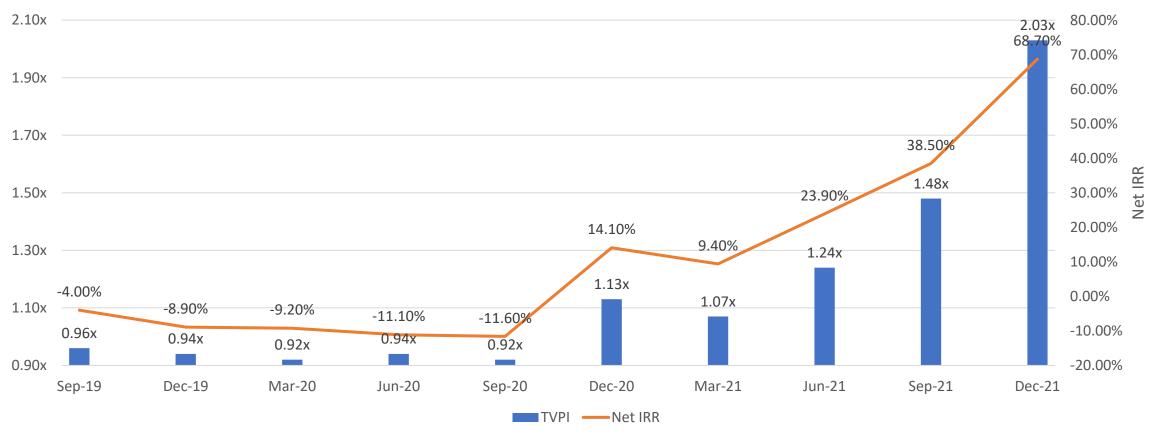


Catalyze the SK Tech Ecosystem

#### Objective #1

## Drive Non-Interest Revenue Growth (CVC Fund #1 Metrics – Q4 2021)

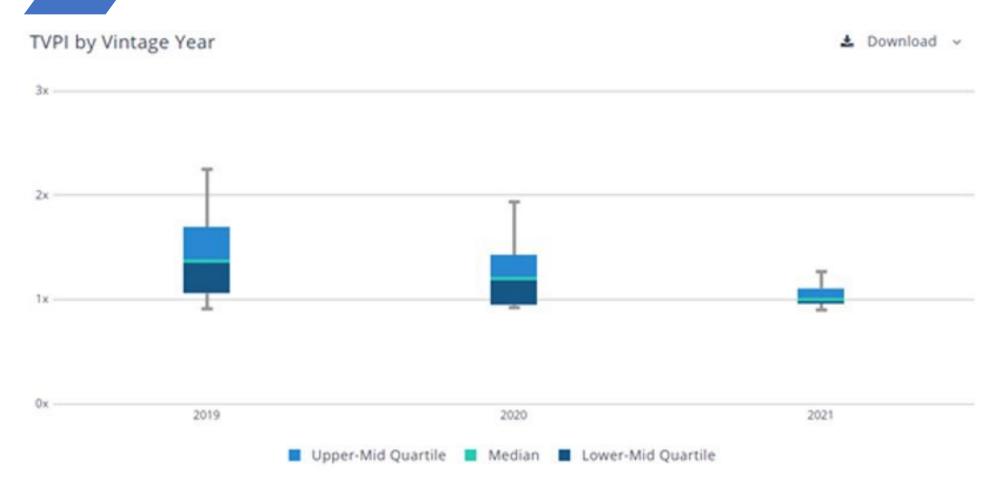
Conexus Venture Capital Fund 1 LP



#### Objective #1

#### Drive Non-Interest Revenue Growth

#### CVC Fund #1 in Top Percentile of VC Funds



www.conexus.ca Source:

Source: Pitchbook Research



## Drive Non-Interest Revenue Growth (CVC Fund #1 Metrics – Q4 2021)

CVC Fund #1 delivered \$11.4M in profits to Conexus Credit Union in 2021 (not including the profits from our management fees or accrued carried interest) that flow directly to the bottom line of the organization.





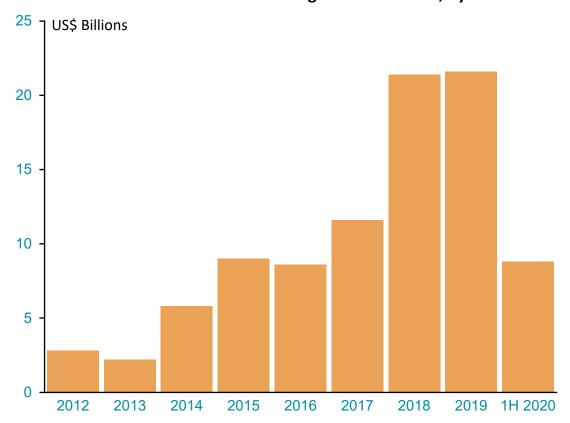
Catalyze the SK Tech Ecosystem (>13x increase in venture capital Objective #2 deployed to SK startups) 1.8% **TOTAL** of VC Investment Into Saskatchewan \$14.2B 751 DEALS 105 \$77M \$2.9B 87 189 Newfoundland & BC Labrador 290 20 N/A 26 ✓ Success! Prince Eduard Island \$561M \$53M Alberta \$210M Nova Scotia \$126M \$2.8B \$57M \$7.4B VENTURE CAPITAL HEAT MAP **New Brunswick** Quebec Manitoba Ontario Saskatchewan www.conexus.ca

#### 2020 Problem

Despite our natural advantages, Canada had fallen behind in the global agtech space

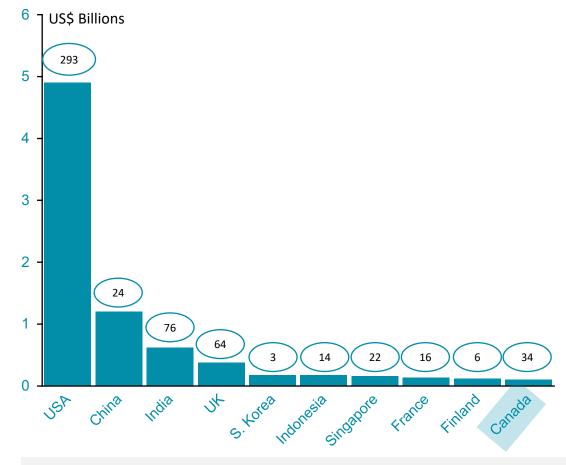
### Agtech Investment is Growing, but Canada (a Natural to Lead this Innovation) Has Lagged

#### Global VC Investment into Ag- and Food-Tech, by Year



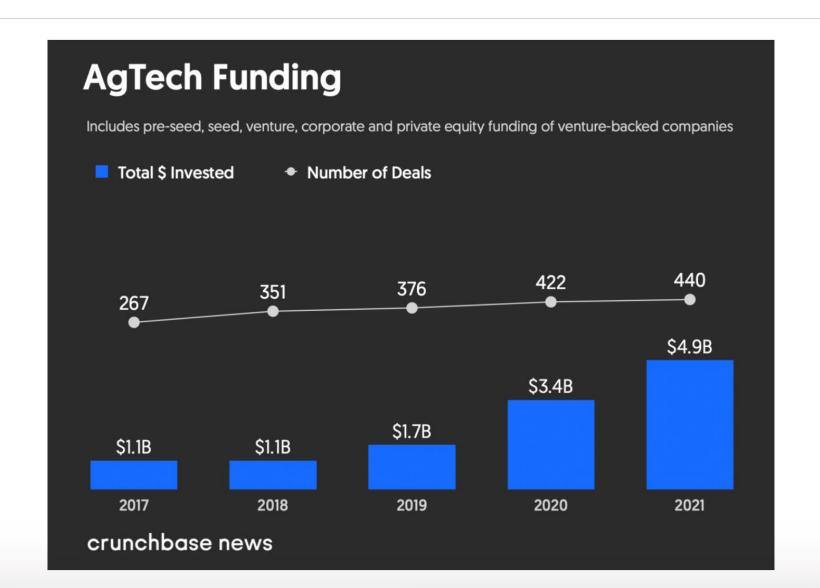
Global VC capital inflow into the sector has been accelerating over the last decade, but...

#### 1H 2020 Global VC Investment into Ag- and Food-Tech, by Country

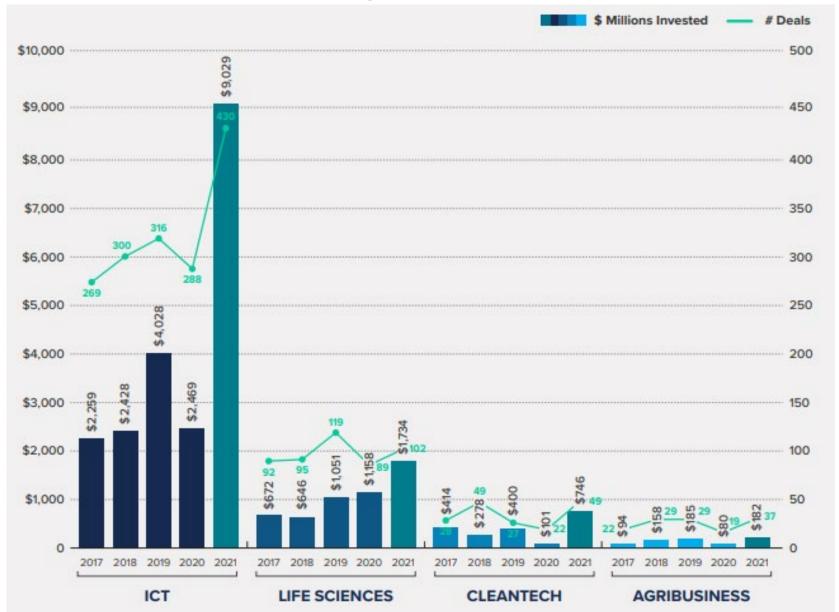


Despite being well-positioned to lead the space, Canada regularly lags its peers. Canada's share of global agtech VC investment is typically only 2-3%

# Agtech hitting new highs in the US



# Agtech is close to taking off in Canada



### Yet, The Ag Value Chain is a Critical Growth Driver in Canada

Impact of Agriculture in Canada

What is Needed to Strengthen Canada's Global Position in Ag?

1 in 8
Canadian jobs

~**7%** 

of Canadian GDP

6<sup>th</sup> largest global exporter

**~60%**value of primary
agricultural production in
Canada is exported

Investment in innovation

to boost competitiveness through automation and digitization

infrastructure

accessible in all communities and by all businesses

Tech-savvy farmers

with the skills of tomorrow

Smart, interconnected transportation network

free of bottlenecks

### 2021 Solution

A new agtech fund focused on driving outsized returns while helping drive Canada to become a global agtech leader.

# **Emmertech**

Built by the Industry

Active Across Canada (and need your help!)

Throwing out the Canadian VC Playbook

### FINANCIAL POST

# Emmertech closes \$60M fund to help fuel Canada as a global agtech leader



GlobeNewswire

Jan 18, 2022 • January 18, 2022 • 3 minute read • D Join the conversation

Saskatchewan, Canada, Jan. 18, 2022 (GLOBE NEWSWIRE) — Today, Emmertech announced the final close of \$60 million CAD, headlined by The Mosaic Company (Mosaic) and Viterra who both joined prior to the final close on Dec. 31, 2021. Emmertech is an agtech focused venture capital fund managed and operated by Conexus Venture Capital Inc. (CVC) that invests in Canadian agtech companies from "farm to fork" with a special focus on "where technology meets farm".

### **Collaboration at its Core**

CVC Fund #1 had support from our credit union peers across the country including:

**Libro Credit Union** was one of the first investors to step up and join our vision of helping catalyze the Canadian agtech ecosystem. We continued to be joined by a dozen credit unions across Canada.

In addition to our credit union peers, we had 36 other investors join the fund, highlighted by Innovation Sask, The Cooperators, Mosaic, Viterra, and a host of business leaders and farmers from across the country.

### **Earned the Right to Say No**



Sean O'Connor @seantoconnor

Getting ready to close fundraising for Emmertech this month. Have exceeded our goals in fundraising, while still maintaining the right size for the corresponding deal flow.

Over 100 rejections in the process.

Much like startups, having a #getbackup mentality is critical in VC

9:59 AM · Dec 3, 2021 · Twitter Web App

# Cultivator



### **Cultivator Selection Process**



Opportunity – Agtech & Cleantech



# Canada's climate opportunity is where agtech and cleantech meet

#### SEAN O'CONNOR AND KYLE SCOTT

CONTRIBUTED TO THE GLOBE AND MAIL PUBLISHED JANUARY 16, 2022



# Operations – Navigating the Noise

THE WALL STREET JOURNAL.

SIGN IN

### Farmers Feel the Squeeze of Inflation

Higher costs for seeds, fertilizer, weedkillers and labor could push up grocery bills this year, researchers say

# INFLATION IS A LONG-TERM HEADWIND FOR FARMERS, ECONOMIST SAYS

USE OF CORN, SOYBEANS FOR RENEWABLE FUELS TO FLATTEN OUT, ECONOMIST SAYS.

By Jerry Perkins 1/26/2022

OTTAWA News

# How Russia's invasion of Ukraine is affecting Canadian farmers

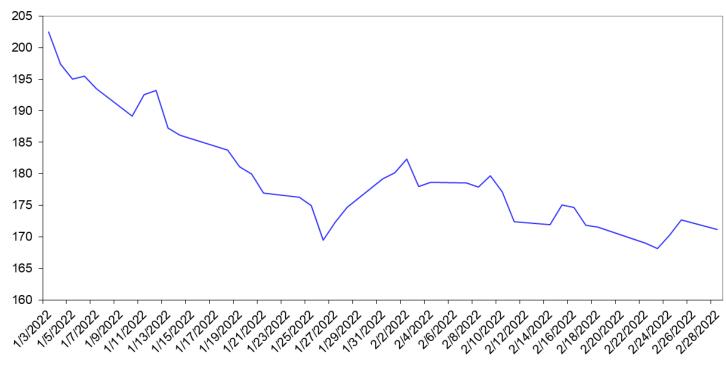
**Agriculture** 

Invasion of Ukraine ripples through the agricultural economy

Dan Gunderson Moorhead, Minn. March 2, 2022 2:40 PM

# Tech Market in Question (YTD Comparison)





— NasdaqGS:NDAQ - Share Pricing

• NASDAQ Gain / (Loss): (15.5)% SaaS Multiples: (22.8)%

• eCommerce Multiples: (19.4)% Collaboration Multiples: (21.2)%

# Tech Market in Question



How interest-rate hikes could temper Canada's hot venturecapital market

By Catherine McIntyre Feb 28, 2022

Venture capital in Canada has flourished in the era of low interest

Stock futures inch lower as Russia-Ukraine tensions weigh





**EXCLUSIVE** 

Tiger Global, D1 Capital Signal Pullback From Big Private Tech Deals Amid Market Rout

MARKET INSIDER

### Rising interest rates could keep a choke hold on tech and growth stocks

PUBLISHED TUE. JAN 18 2022-12:33 PM EST | UPDATED TUE. JAN 18 2022-8:52 PM EST













# **Emmertech**

# LUNCH BREAK

THE SESSIONS WILL RESUME AT 1.20PM



**#SPARKAg** 

# RAPID RESPONSE FOR BUSINESS DEVELOPMENT





Rapid Response applications now open!

**LEARN MORE** 

# DENISE DEWAR

Bioenterprise







- ✓ Canada's <u>national</u> agriculture, agri-tech / food-tech accelerator
  - Canada's "go to" organization for commercialization, adoption and growth
  - Established in 2003, Not-For-Profit, funded by Gov't and Private Sector
  - Offices in 6 provinces, 7 regional partners, over 2,500 innovative companies



Bioenterprise Canada IS Canada's Food & Agri-Tech +Engine

Helping companies

### WHY BIOENTERPRISE?

Established in 2003, 18+ years of proven national experience

#1

AGRICULTURE & FOOD ACCELERATOR IN CANADA

200:1

**RETURN ON INVESTED DOLLARS** 

2000

**TECHNOLOGIES LAUNCHED** 

2500+

**INNOVATIVE AG-TECH COMPANIES** 

\$268

\$285 MILLION

IN FOLLOW ON INVESTMENT IN CANADA AGRICULTURE & AGRI-FOOD

**ECONOMIC IMPACT** 

\$1 = \$200 + RETURNED

OVER HALF A BILLION IN ECONOMIC VALUE



**EMPLOYMENT GROWTH** 

\$4.4 M

**INVESTED** 

\$23.5 M GENERATED IN TAX REVENUE



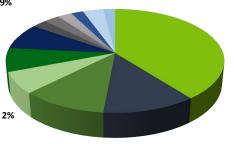






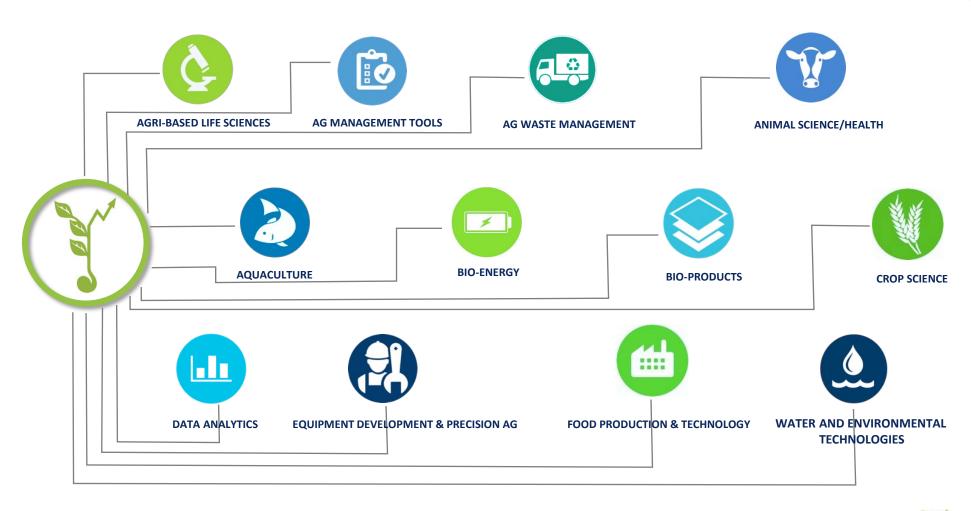
#### **ENTREPRENEUR SECTORS**

- Food Production & Technology 39%
- Ag Management Tools 12%
- Crop Science 11 %
- Bio-Products 7%
- Animal Health & Science 7%
- Equipment Dev/Precision Ag 8%
- Bio-Energy 3%
- Agri-Based Life Sciences 3%
- Agricultural Waste Management 2%
- Water Technologies 2%
- Data Analytics 4%
- Aquaculture 2%



### **FOOD & AGRI-TECH SUB-SECTORS**

### BIOENTERPRISE CATEGORIZES THE AGRI-TECHNOLOGY INDUSTRY INTO 12 SECTORS



# **International Recognition and Partnerships**



### **International Recognition and Partnerships**



University of Reading
University of Nottingham
EBRC
John Innes Centre
Rothamsted
University of Manchester
East Anglia University
James Hutton Institute
Moredun
Roslin Institute
AgriTech East



Wageningen University
Dutch Sustainable Development Corp
Rotterdam Biomass Commodities Network
TNO
PPM Oost NV
Delft University



University of Tokyo Kyoto University Hokkaido University Nagoya University Tohoku University



University of Cork Teagasc



University of Queensland Massey University Australian National University University of Adelaide University of Melbourne



ETH Zurich (Swiss Federal Institute of Technology) Swiss Federal Institute of Technology (EPFL) Roundtable on Sustainable Biofuels START



The Food Accelerator Aarhus University Agro Business Park NERI Aarhus



Agro, ParisTech Agoranov Incubator Agro-Biotech Accelerator Sofiproteol-Prolea UbiFrance



InnovaChile Corfo Fraunhofer Chile Foundation University of Santiago





Universidade Estadual de Campinas Universidade de São Paulo Universidade Estadual Paulista



Yissum Technology Transfer Trendlines Agtech



National University of Singapore



Max Planck Innovation GmbH Fraunhofer IME



### How Important is Agri-food to Canada?



- Employs 2.3 million Canadians
- Accounts for 7.4% of Canada's GDP
- Generates \$56 billion in annual exports

Objective: To grow agri-food exports to \$75 billion by 2025



CONNECT ' INNOVATE ' GROW

### WHAT THE INDUSTRY IS TELLING US

- Fragmented ecosystem across food and agriculture
  - Too many players, unclear mandates, no roadmap, no national focus
- Information, resources and knowledge are:
  - Scattered, difficult to find, challenging to coordinate
- Need a "Go To" organization that can represent what's happening across the country in food & agri-tech innovation
  - " <u>Finger on the Pulse</u> of food and agri-tech innovation"
     Need greater continuity of knowledge, expertise, resources and funding on a <u>national</u> basis (augmenting regional and provincial organizations)
- Access to the best available resources nationally and internationally

### WHAT THE ECOSYSTEM WAS TELLING US

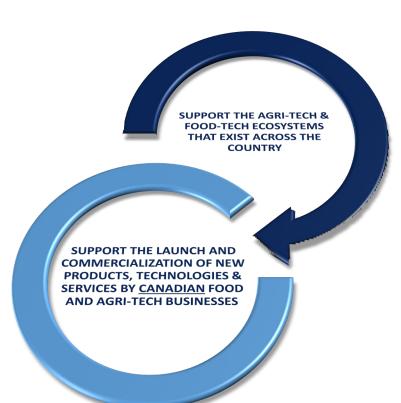
- Fragmented ecosystem across food and agriculture (common)
- Highly competitive with one another, uncollaborative, uncooperative
- Under-resourced / under-funded many generic players little agriculture and food expertise
- Agri-tech has become the flavour of the year everyone wants to participate
- Most accelerators and incubators are regionally funded, therefore regionally focused
  - Lack of knowledge regarding other resources available to them
  - No knowledge of what other stakeholders are doing
  - Little ability to think beyond the region
- Ultimately, they deliver marginal impact to the sector, to the region and to Canada





Bioenterprise is pleased to announce the launch of **Canada's Food& Agri-Tech Engine**. *The Engine* is a national and global partnership/membership network focused on helping businesses connect, innovate and grow. Our membership program brings research institutions, academia, industry mentors, various levels of government, incubators, accelerators and specific service providers to help members scale their business. (Launched June 2020)

# **Bioenterprise Overarching Mandate**



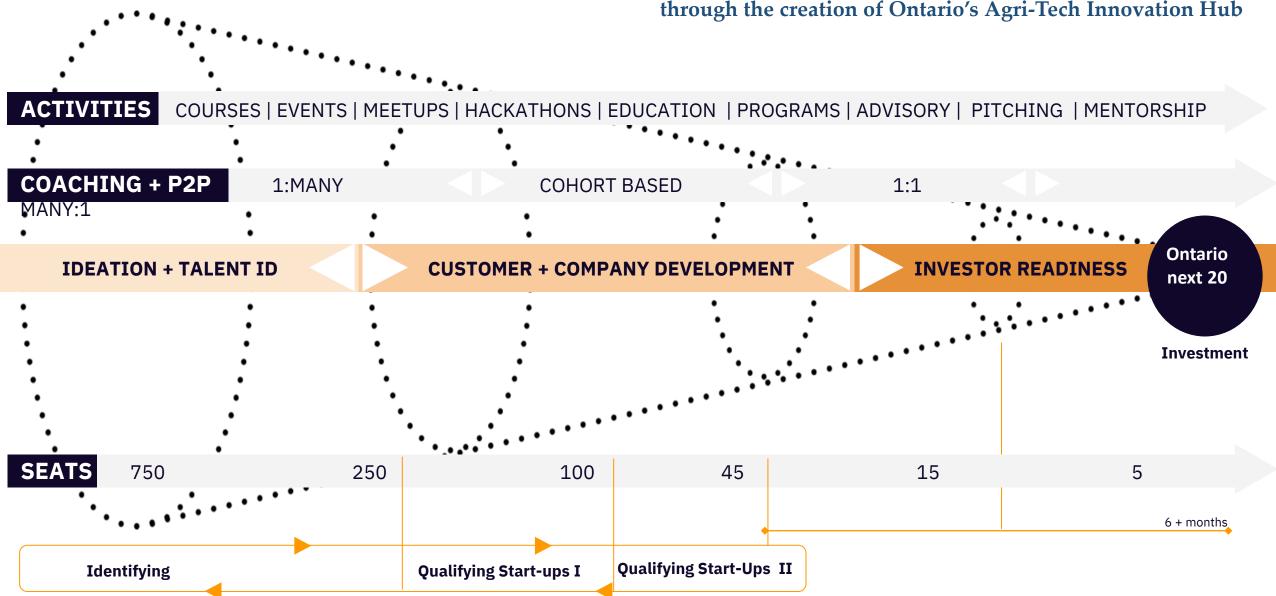
- Make a highly successful commercialization model available to all members of the eco-system
- Deliver a continuity of programs and services to all entrepreneurs and business regardless of location in Canada
- Build capacity across the ecosystem by providing:
  - Industry specific expertise and knowledge
  - Mentorship, coaching and advice
  - Access to Canada's Food & Agri-Tech Engine
  - Access to government funding programs
  - Access to international trade and global partnerships

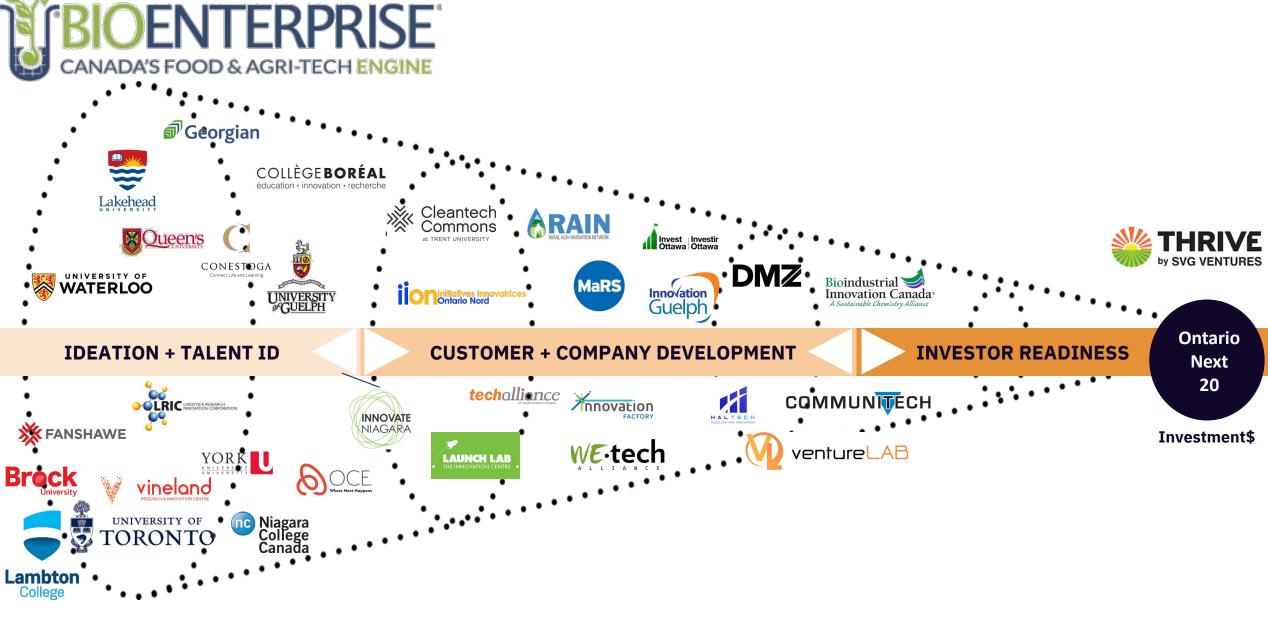
- More comprehensive assistance than traditional ecosystem members can provide
- Focus on high growth / high quality prospects
- Build significant economic impact to Canada's industry
- Build efficiencies in bringing new innovations and technologies to market



### **Bioenterprise Ecosystem Support Model**

- Bioenterprise Ontario supports the entire agri-tech ecosystem through the creation of Ontario's Agri-Tech Innovation Hub





Ontario Agri-Technology Innovation Hub

### The Engine – Benefits For Investors

- Connections to a greater investment community
  - Introductions to investors and co-investors
  - Canadian and international
- Introductions to investment opportunities
  - Assistance in identifying targeted areas for investment
  - Information sharing on agri-tech and food-tech trends, technologies and innovations
  - Due diligence and assessments on investment opportunities, including technologies, markets, demand etc.
- Capitalize on non-dilutive sources of capital for investees
- Visibility into the Ecosystem
  - Branding and increased visibility opportunities in cooperation with Bioenterprise
  - Be listed as an Innovation Sponsor and Investor Insider for Canada's Food & Agri-Tech Engine



### **Investment Success Stories**











AGRI-NEO

### What is Canada's Food & Agri-Tech Engine?



**CONNECT • INNOVATE • GROW** 

### WHAT DIFFERENTIATES BIOENTERPRISE

- A National organization with partners in every province
- A Global network that spans 15 countries: including Europe, South America and Asia
- Deep rooted expertise in food and agri-tech innovation (over 2,500 companies)
- Source of innovation funds
- Access to an extensive network of investment capital
- Access to Canada's Food & Agri-Tech Engine

- Bioenterprise does not compete with regional organizations we collaborate, we partner!
- Bioenterprise does not duplicate services that already exist – we augment!



### Bioenterprise

- Expands the abilities of regional stakeholders / organizations
- Broadens the capabilities of each regional player
- Increases capacity of the ecosystem to do more



#### **CANADA'S FOOD & AGRI-TECH ENGINE IS DESIGNED TO:**

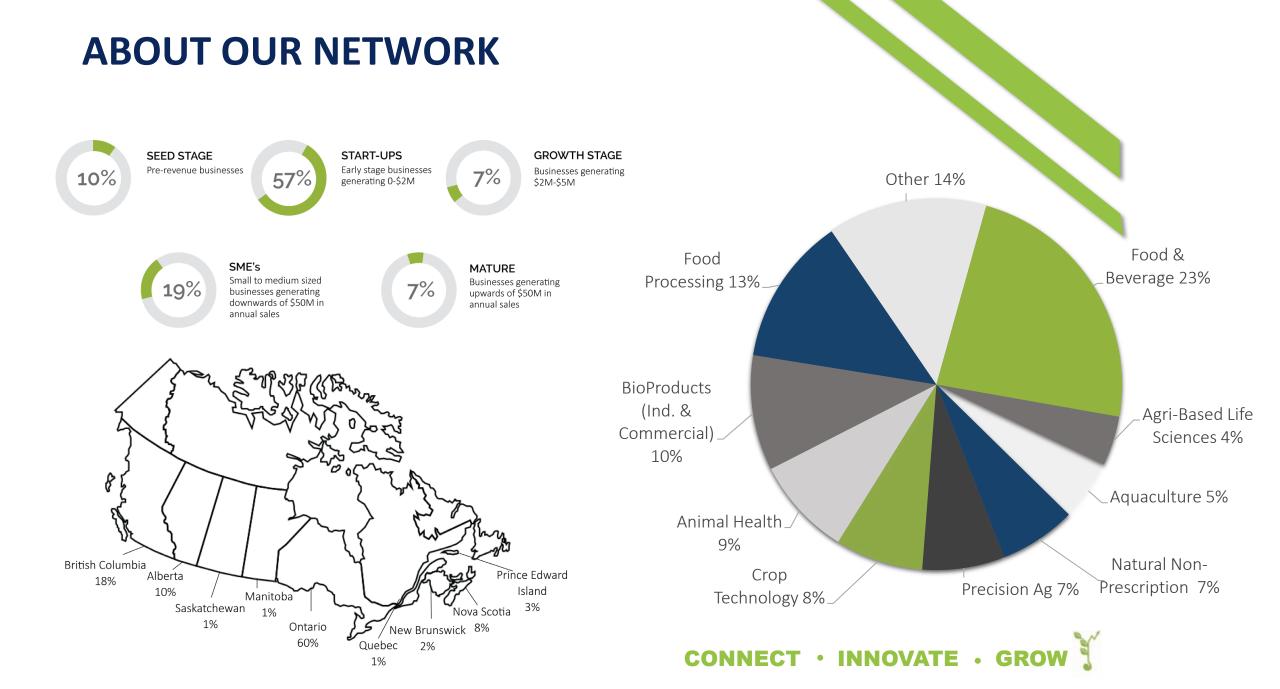










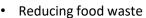


### **INNOVATION SPONSORS**

• Organizations that are committed to sustainable food and agri-tech innovation in Canada

#### Agriculture Inputs **Growers & Farmers** Disease resistant technology Sustainable farming practices Fertilizer and chemical reduction Autonomous vehicles • Healthier Plants / animals



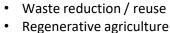


**Food Producers** 

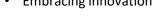
- Reducing water usage
- Energy efficient processes
- **Embracing innovation**

Ag-based energy

Food traceability



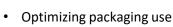




#### Consumer Packaged Goods (CPG) Companies

Natural based inputs

Water management / recirculation

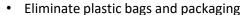


• Use of plant-based packaging

Use of recycled materials



#### Retailers



- More accurate sell-by-dates
- Banning single use bags
- Discounting imperfect produce
- Waste reduction
- Composting

Food security

**End Consumers** 

- Traceability
- Food waste reduction
- Circularity
- Healthier food choices











**CONNECT • INNOVATE • GROW** 

**JOIN THE ENGINE NOW!** 

# WHY INVESTMENT MATTERS

**Cole Powers Intelliculture** 





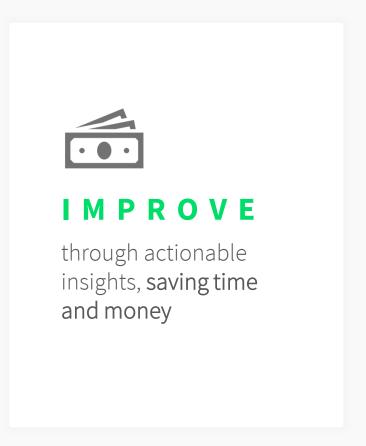


### FARM MANAGEMENT SIMPLIFIED



our plug n' play data loggers in < 2 minutes









# C A B V I E W



# PREVENT PEST AND MILDEW OUTBREAKS ON THE FARM

See real-time spray progress





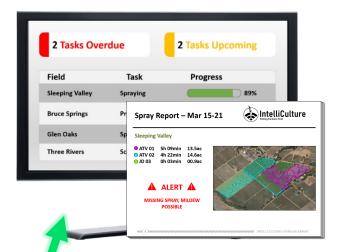
# **CABVIEW: APP**









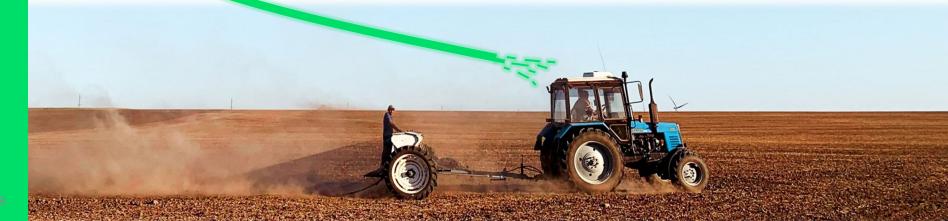


#### **OPTIMIZED LABOR EFFORTS**

Job progress monitoring and overdue alerting

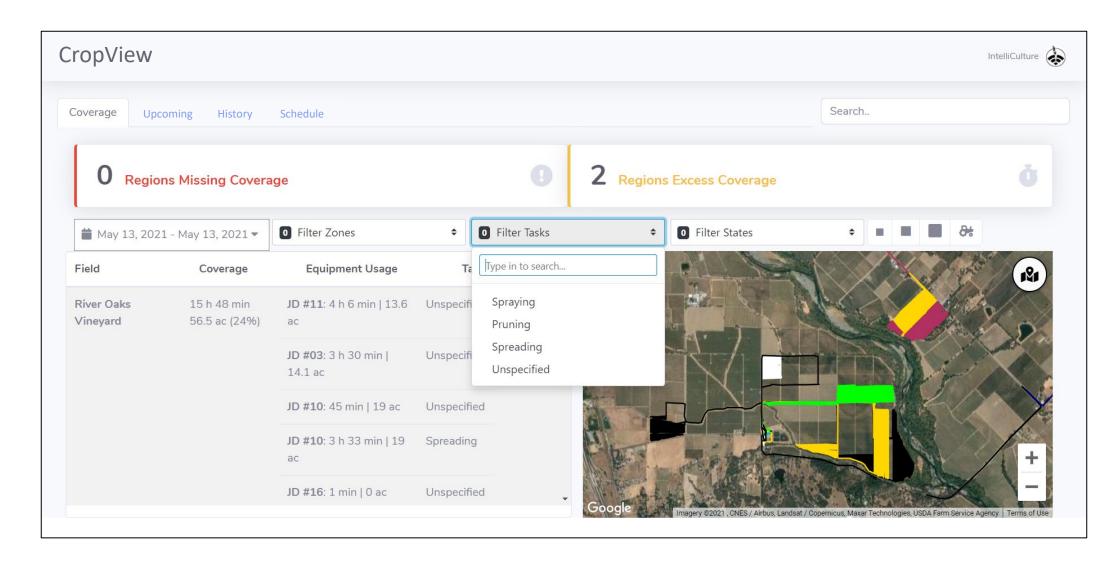
#### **ENSURED COMPLIANCE & RECORDS**

Automated job reporting across multiple farms for seamless record keeping





### **CROPVIEW: PORTAL**



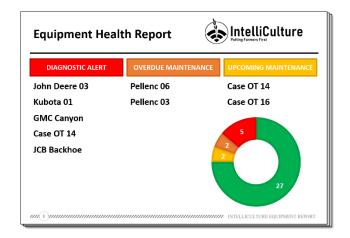


### **CROPVIEW: REPORTING**









# AUTOMATED MAINTENANCE MANAGEMENT

Maintenance intervals planning & alerting

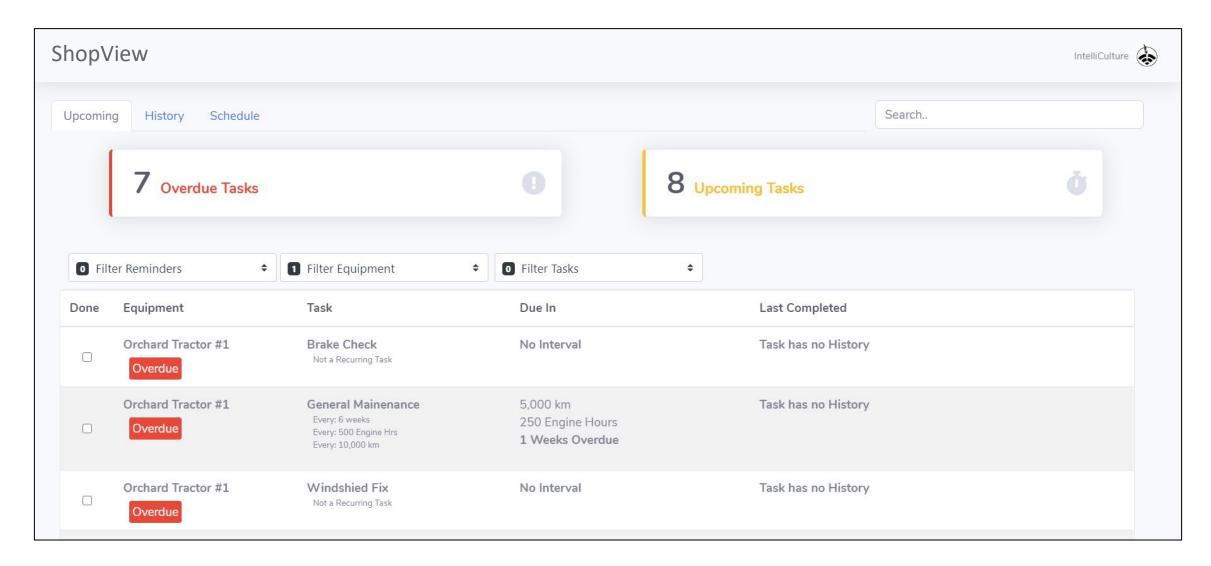
#### **MAXIMIZED FARM SAFETY**

Real time alerting of equipment mistreatment



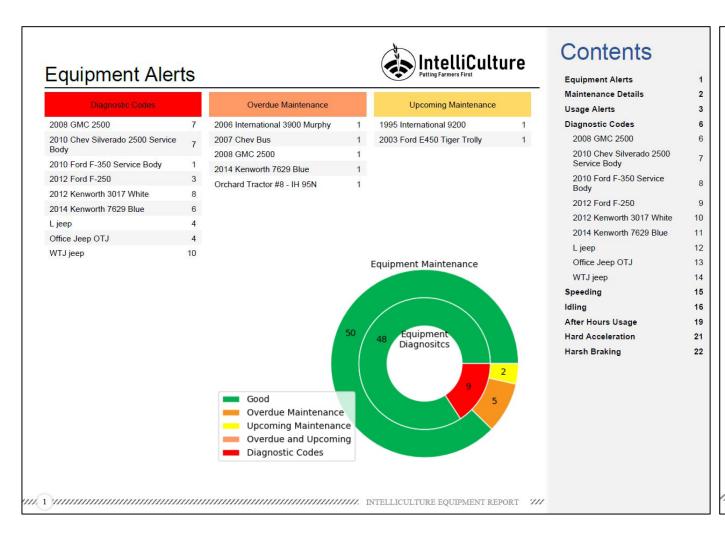


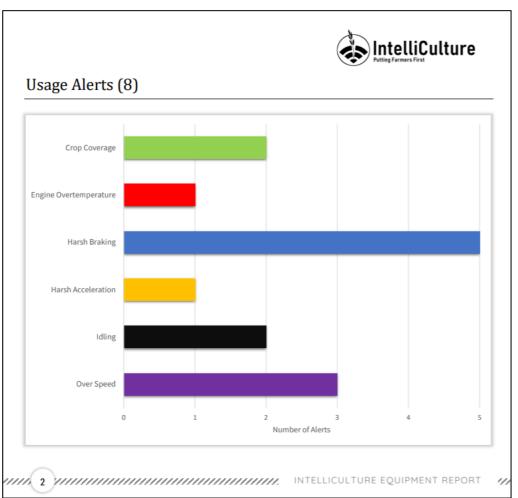
### **SHOPVIEW: PORTAL**





#### **SHOPVIEW: REPORTING**









#### INVESTORS PROVIDE SO MUCH MORE THAN CAPITAL



#### NETWORK

Investors vastly expand the network of young entrepreneurs, exposing companies to critical players



#### GUIDANCE

Having gone through the process, investors provide invaluable input to business direction



#### TRUST

Venture backed
startups gain credibility
with sophisticated
customers due to
longevity

### YEAR IN REVIEW – KPIs since GRAS

## **MAR 2021**

100 Machines

2 Growers

Beta Product



# **MAR 2022**

399 Machines

~20 Growers

IntelliCulture FMS

Venture Backed

#### **TESTIMONIALS FROM OUR CUSTOMERS**

#### How do you use the software?

"The mapping is useful to show where our orchard tractors have sprayed and be able to see if a block was missed, we use daily reports to see where equipment has been and weekly reports to keep us on top of our oil changes and let us know about check engine errors....

This prevents a \$20,000 mistake and saves hours of management time"



Ontario's largest producer of sour cherries

#### Why are you in need of IntelliCulture?

"We currently just drive out to rows to see if they were sprayed for mildew, versus somehow proactively proving the ability to see which areas were missed...

We've invested in aerial imagery that has failed since it has only shared what they missed after harvest, **after millions were lost...**"



Fortune 500 company, global leading beer, wine and spirit supplier



# SECURED STATE-WIDE EXPANSION 10x CONTRACT IN 10 MONTHS



## FOUNDING TEAM



MICHAEL WU

Co-Founder | CTO



**COLE POWERS**Co-Founder | CEO



RAMIN SHAIKHI
Co-Founder | COO









# APRIL 2024 GOALS (3 YEARS)



IntelliCulture is a respected farm management software in the high value crop space



Our technology has
AI/ML powered
recommendations and
alerting for operations
management



We are generating >\$5M ARR

# APRIL 2031 GOALS (10 YEARS)



IntelliCulture is a global company and the go-to name for farm data management



Our software has
evolved into an
intelligent system that
performs low-level
management decisions
on behalf of growers

# EQUIPMENT IS JUST THE BEGINNING

#### **EQUIPMENT DOES THE WORK**

giving it touch points in all realms of the operation

#### **EQUIPMENT LAYS THE FOUNDATION**

of successful farm automation

#### **EQUIPMENT UNIFIES THE VALUE**

and positions IntelliCulture to **enable the future of farming technology** 





# CONTACT US

WE WOULD LOVE TO HEAR FROM YOU

www.intelliculture.ca cpowers@intelliculture.ca 289-404-2653



# FARM CREDIT CANADA'S VENTURE CAPITAL INVESTMENT IN AG INNOVATION

Rebbecca Clarke Farm Credit Canada





# WHY INVESTMENT MATTERS

Omid McDonald Dairy Distillery





# Why Investment Matters: Dairy Distillery

### Hello

- I've been fascinated with distilling since a visit to a craft distillery in Charleston in 2012
- Built a copper still in my basement and started making moonshine
- Took a distilling course at the Koval distillery in Chicago
- Was bouncing distillery ideas with my cousin Neal who just came back from his uncle's dairy farm ....





# Validating the idea - seed funding

I set 5 milestones to proceed with my idea of making milk vodka:

- 1. A business plan
- 2. A source of lactose
- 3. Grant from the CDC
- 4. Success in the lab making lactose alcohol
- 5. A location to build the distillery

I invested \$250K of my own money to reach these milestones









FOR INFORMATION CALL DIANE:

(613) **256-2064** (ext. 225)



www.mississippimills.ca



#### Building a craft distillery - friend & family funding

- Having reached my milestones, I raised \$600K from friends and family to equip and commission our distillery
- My parents and I also invested \$900K to build the distillery
- We sold our first bottle of Vodkow vodka in Sept 2018 and entered the LCBO in summer 2019
- Strong consumer demand encouraged us to raise an additional \$600K from friends and family







## Diversified ethanol company - Private equity investment

- We discovered that our core technology can be used to make ethanol for a variety of applications
  - This became abundantly clear when we pivoted to hand sanitizer
  - Low carbon footprint of our lactose ethanol makes it perfect for transportation fuel
- We needed additional financing to scale our spirits business and pursue new ethanol opportunities
  - We raised \$4.6M from private equity investor AgCapital and our existing shareholders in Spring 2021
  - Investment allowed us to secure \$500K grant from Ontario government to scale our sanitizer production



#### **State-of-the-art distillery in Almonte**

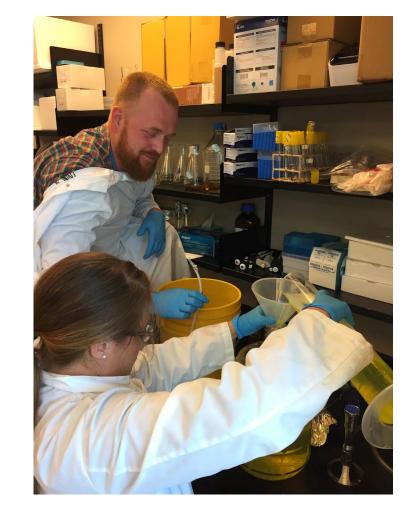


- 12,000 square foot custom built facility
- 2 German stills and 3 X 10K L fermentation tanks
- 250,000 L ethanol production capacity
- Major tourist attraction with distillery store and bar
- Distillery land+building now owned by Dairy Distillery



#### **Intellectual property**

- Proprietary process to transform lactose into ethanol (patent pending)
- Half the carbon footprint of traditional corn ethanol and a unique taste/smell
- In production of lactose ethanol since 2018





#### **Experience and tested team**

- CEO Omid McDonald launched several high tech companies
- CTO David Geros worked for large brewers
   Labatt+Carlsberg and biofuel leader logen
- Director sales Anthony Seed worked in sales for Corby
- CFO Ben Oppenheimer comes to us from accounting firm MNP

Team tested when it successfully scaled production 10X to supply sanitizer to Ottawa hospitals and institutions





#### A locally recognized craft distillery















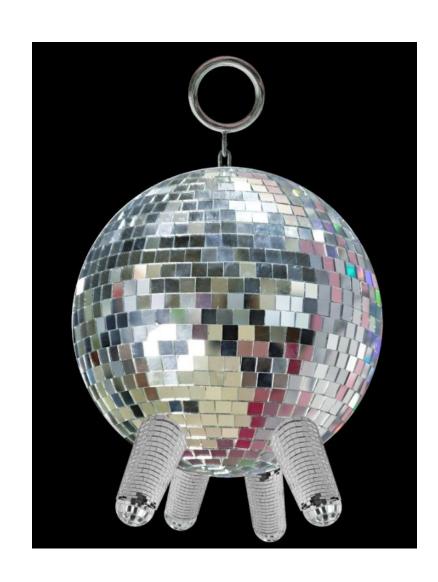
- 2020 Ottawa's Fastest Growing company
- Strong brand recognition in the Ottawa area
- Sustainability, dairy heritage and product taste/quality resonates with consumers



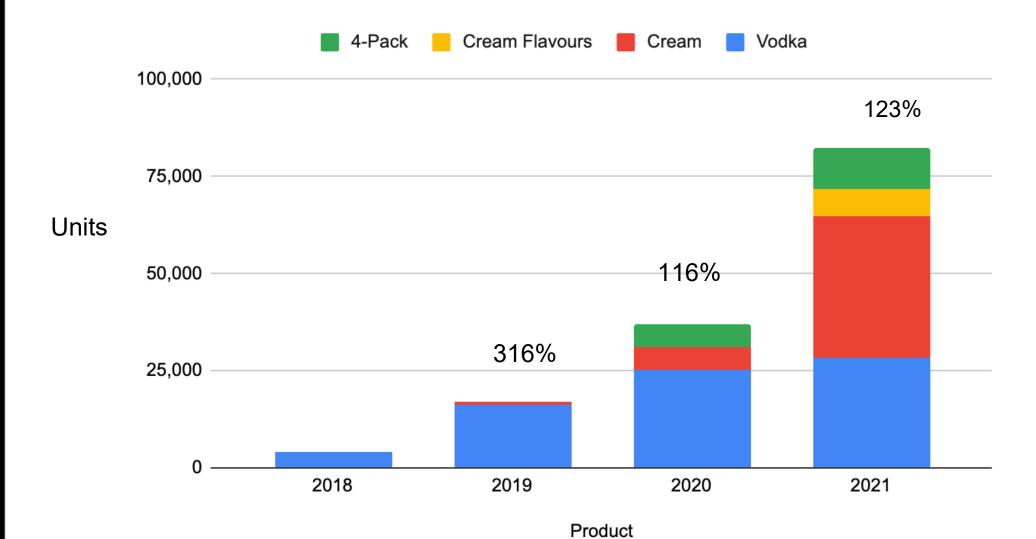
#### **Building brand that can scale**

- Marketing is key to success in the spirits business
- Our craft distillery story resonates in the Ottawa valley but a marketing strategy is needed to breakout
- Engaged NYC based DCX to help us build our brand
  - DCX took Svedka into a top 10
     vodka brand and also helped launch
     Mike's Hard Lemonade



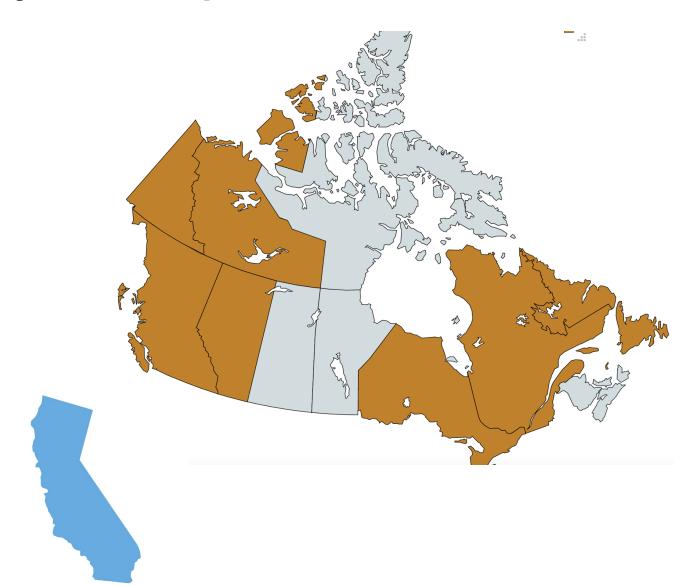


#### The story so far - spirits volume growth





### The story so far - spirits distribution





#### The story so far - COVID







- We pivoted to making sanitizer for local hospitals, businesses and charity groups (250,000 bottles of sanitizer delivered)
- COVID slowed our spirits business growth but we benefited from sanitizer sales and government grants

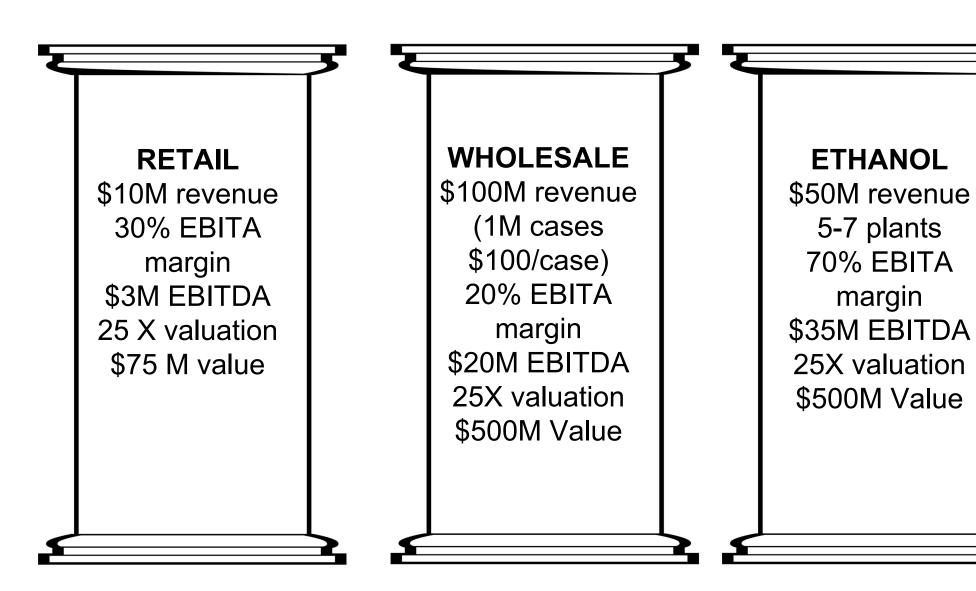
#### The story so far - fuel ethanol

- MoU signed with 11th largest US dairy co-op to build a fuel ethanol plant
- Plant would produce 5M L
   of carbon neutral ethanol





#### Building blocks to \$1B of shareholder value





## BREAK

Scan the QR code to access the SPARK Symposium webpage





## 2022 INTAKE NOW OPEN

rhaccelerator.com

#### **MEET THE PANEL**

#### MODERATOR



TYLER WHALE
Canadian AgTech
Solutions Inc.



BRIAN FOSTER
RH Accelerator



JENNIFER CHRISTIE
Catapult



REG ASH
The Grove

# THE POWER OF COLLABORATION



## THANK YOU!







**#SPARKAg** 



## REFRESHMENTS PROVIDED BY:



dairydistillery.com

## TREATS PROVIDED BY:



mindfulmonkco.com