

**Growers have been
using the same
guesswork and
ineffective tools to make
nutrient management
decisions for the last
100 years**



AquaSpy®

The World's First AI Soil Intelligence Reporting Engine Backed by Real Data

Continuous root-zone intelligence and AI-powered agronomic insights. Time what and when to optimize yield and efficiency.

Kathleen Glass

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UnderGround
WEATHERTM
by **AquaSpy**[®]

What We Are Becoming

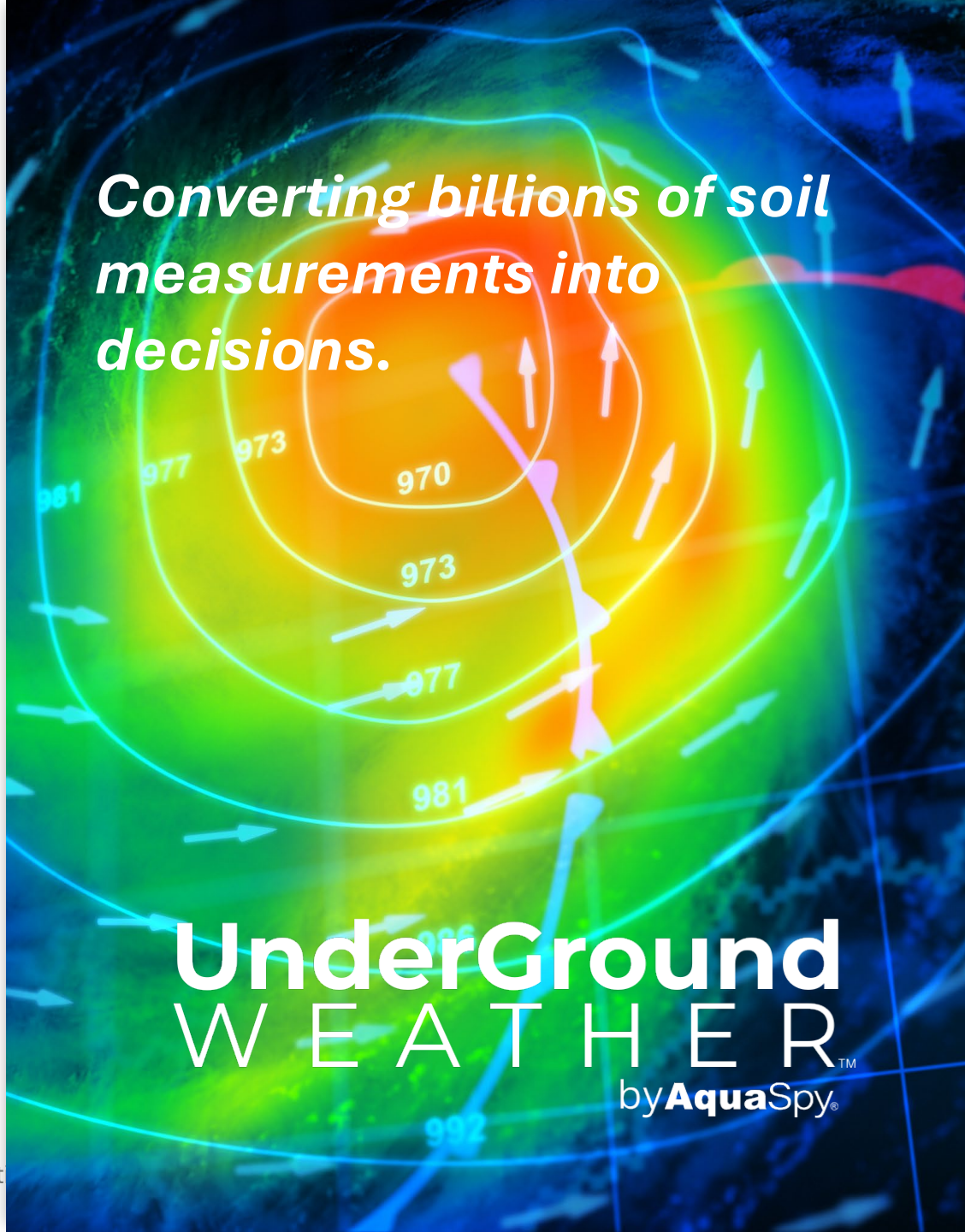
Before	Now
Sensors	Intelligence
Measurements	Diagnostics
Individual fields	Portfolio visibility
Growers	Retail, enterprise, CPG, input manufacturers
Data collection	Decision support

UnderGround Weather Reporter™

We are changing the Category

- **Continuous visibility** into nutrient availability and root-zone conditions throughout the growing season.
- **Direct measurement of the soil factors** that influence nitrogen efficiency, biological activity, crop uptake, and environmental losses.
- **AI-powered insights** help agronomists move from monitoring conditions to making **better nutrient decisions**.
- Helping answer: **What is happening below ground, and what should I do next?**

AquaSpy Proprietary & Confidential



Converting billions of soil measurements into decisions.

UnderGround
WEATHER™
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Vision



Become the trusted underground intelligence layer for agronomy, input manufacturers, and food-system sustainability programs.



Help growers improve **profitability**, **nutrient efficiency**, and **sustainability** through continuous understanding of what is happening below ground.

The Market Opportunity Expands With AI-Powered Diagnostics

From a single soil-fertility sensor to a physical-AI data layer across fertility, crop protection, and ag-input R&D

LAYER 1 · PROVEN

Fertility & Nutrient Use Efficiency

Buyer: Growers & Retail Agronomists

\$2.5–5B

recurring

500M+ acres under commercial fertilizer use · 10% shift to NUE management · pilot-validated across 400 sites, 21 crops, 6 countries

LAYER 2 · EMERGING

Root-Zone Data & AI Insights Licensing

Buyers: input majors, ag-tech & modeling, CPG, supply chain

\$1.5–3B

\$1–3/acre licensed

Field-trial validation, efficacy R&D, and go-to-market proof points for input manufacturers — a new buyer, not just a bigger acreage number

LAYER 3 · NEW

Crop Protection Timing & Efficacy

Buyer: Growers & Retail Agronomists

\$1.25–3.75B

recurring

\$83B global crop protection spend · mistimed herbicide/fungicide apps waste actives & drive resistance · same waste-capture logic as NUE, larger base

LAYER 4 · UPSIDE

ESG, Carbon & Compliance Data

Buyer: CPG, Retailers, Regulators

\$25–50B

multi-crop

4R stewardship, nitrogen & pesticide compliance verification — PepsiCo (10M acres by 2030) and Mars (1M+ acres) style commitments

Already scaled, scaling faster: 990K managed acres and 38B+ data points already in the ground give AquaSpy the closed-loop technology core and dataset needed to train and improve AI recommendations — a head start competitors can't buy their way into overnight.

2025 Pilot: 400 sites, 21 crops

- 2025 Real Time Nutrient Management Pilots
 - In Field pilots completed with leading ag input companies & agronomists
 - 400 sites, 21 Crops
 - Key logos: Corteva, KOCH, Nutrien Ag Innovation Farms, Bayer Preceon, GreenPoint Ag, Aurora, Centra Sota Coop, KSU Global Research, CSU TAPS
 - US, Canada, Mexico, Australia, Chile, Spain
- Building upon success as established foundation in Soil Moisture Monitoring
 - Solid base for expansion
 - 990,000 managed acres across 16 countries
 - 38+ billion data points collected
 - Base of 130+ dealers & large-scale growers

2026 : Commercially Available
2027: AI Powered



2025 Pilot Participants: Strategic Category Leaders

Global / Agri-business



Knowledge grows

Biological Fertilizers

CropLife 100 Retailers



University / Research

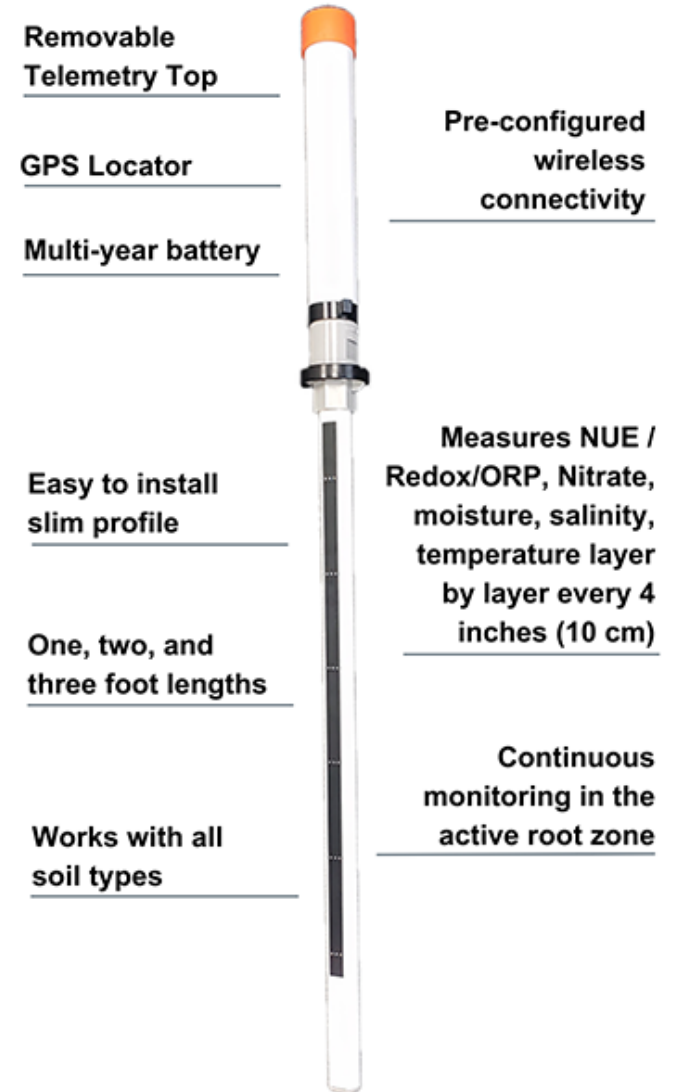
Top Produce Growers



The AI-Powered Agronomist Advantage

- **Prioritize fields** that need attention instead of reviewing every field manually.
- Understand **why nitrate levels are changing** and whether intervention is required.
- **Improve timing of nutrient applications** based on actual root-zone conditions.
- **Validate fertilizer, biological, and management recommendations** with real-world field data.
- Deliver **more consistent recommendations** across growers, crops, and geographies.
- Spend **less time analyzing charts** and more time advising growers.

Crophesy LS-N by AquaSpy



UnderGround Weather Reporter: Understanding the Environment Behind Crop Performance

Agriculture has become exceptionally good at collecting data.

The challenge is understanding how underground conditions influence crop performance and translating that understanding into actionable decisions.

Instead of reviewing multiple graphs, agronomists and growers receive a clear explanation of what changed, why it matters, and where attention should be focused.



SCAN



ANALYZE

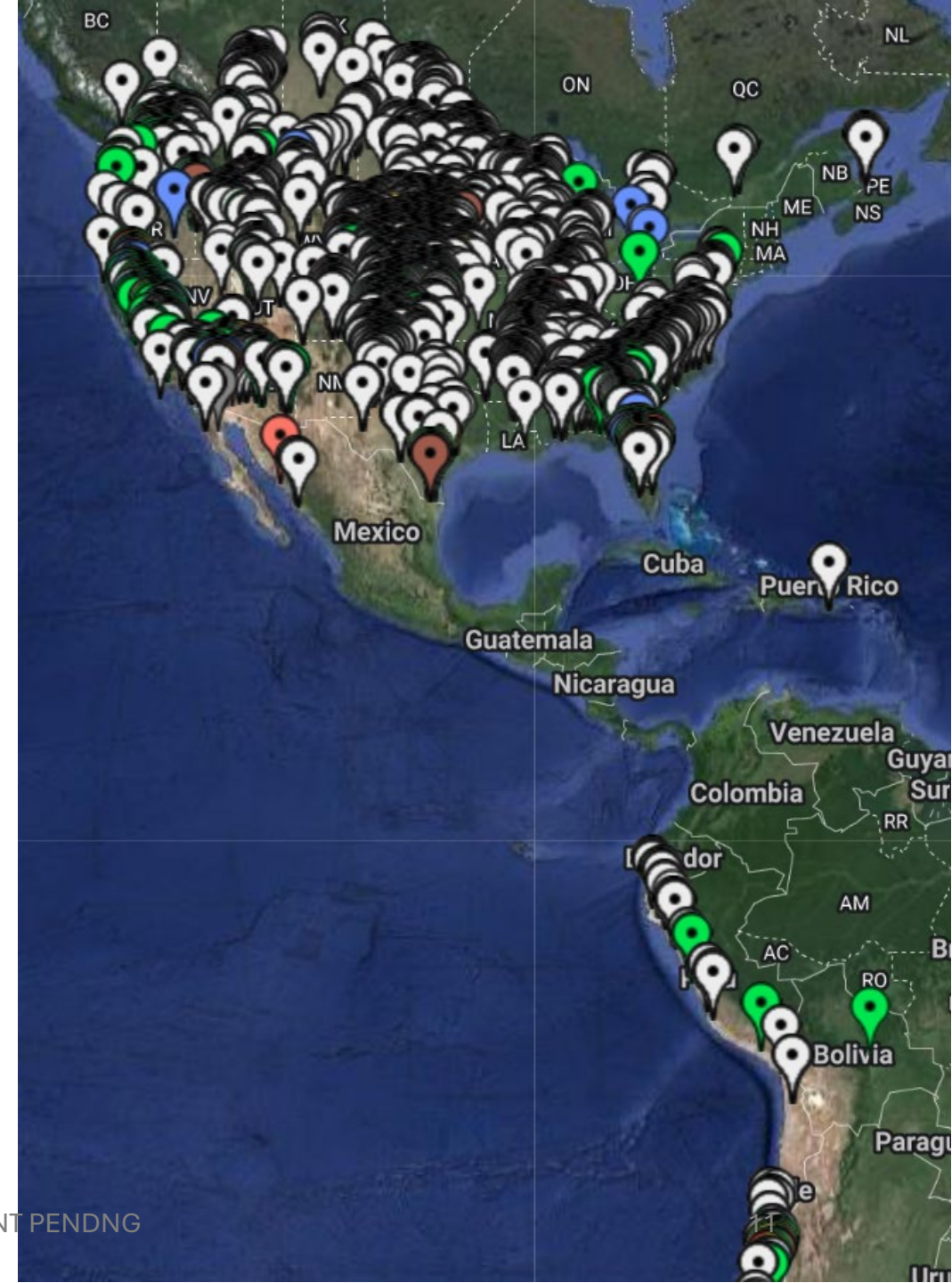


HIGHLIGHT

In just seconds, soil measurements are transformed into soil intelligence.

Go to Market Model

- AquaSpy sells 36, 48, and 60-month subscriptions through global ag retailer channel
- Contracts include free hardware
- Early termination fee applies if 36-month contract is not fulfilled
- The market favors price points, plan flexibility, and ease of installation
- AI driven actionable insights maximize yields and minimize inputs
- Multi-year contracts now represent 89% of all booked orders



Technology & Innovation: Multiple Patents & Trademarks

Patent and Trademark List

2/5/2025

Title	Overview	Application No.	Status	Published (Yes / No)	Regions Applied	Est. Success	Est. Issuance	Additional Notes	Link to Publication
"Soil Moisture and Electrical Conductivity Probe"	The patent application covers the method of using a multiplexer for the data switching, mechanical design and using foam in the probe.	Ser. No. 14/952,091	Issued	Yes	U.S.	100%	3/2/2021	Method in commercial AquaSpy use	10,935,537
"Wireless Subterranean Soil Monitoring System"	The patent covers a below ground low frequency wireless transmission system. There are other patents in the space and will be hard to get through examination.	Ser. No. 15/215,536;	Not renewed	Yes	U.S.	100%	6/25/2019	Not applicable to current or planned AquaSpy technology	10,330,660
"Method and System for Automated Data Analysis of Soil Moisture"	The patent covers all the main aspects of back end data processing used in the current AgSpy system.	Ser. No. 15/214,332	Abandoned	No	U.S.	-	-	Method in commercial AquaSpy use. Wording in application made examiner reject too many claims	
"Flexible sheet sensor inserted in tube"	Method of using a flexible sensor sheet inside a probe tube.	n/a	Not renewed	Yes	AU		2007	Not deemed relevant going forward	US20100301877A1
New Patent Activity									
Sensing Device having Pulsed Reference Electrodes	This patent application covers a new method of implemetning a reference electrode for ionic sensing devices.		Filed on Jan 31, 2025	No	U.S.	70%	2025		Not yet published
Trademark Word	Overview	Serial No.	Status						
AquaSpy	Service Mark	77036625	Live						
AquaSpy	Trade Mark	77979088	Live						
YES!	Service Mark	86807434	Live						
Crophesy	Trade Mark & Service Mark	90616677	Live						

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