



# BAKER

Baker Seed Technologies, Inc.

## A Beautiful Lawn Half the Time, Half the Cost!™

Email: [stan@bakerseedtechnologies.com](mailto:stan@bakerseedtechnologies.com)

Tel: +1.541.829.2179



# Planted the first golf course in the world with coated seed on the Island of Cyprus





# Research





# Coated Seeds Produce Larger Roots and Larger Plants



Coated with Fertilizer  
vs. other coated



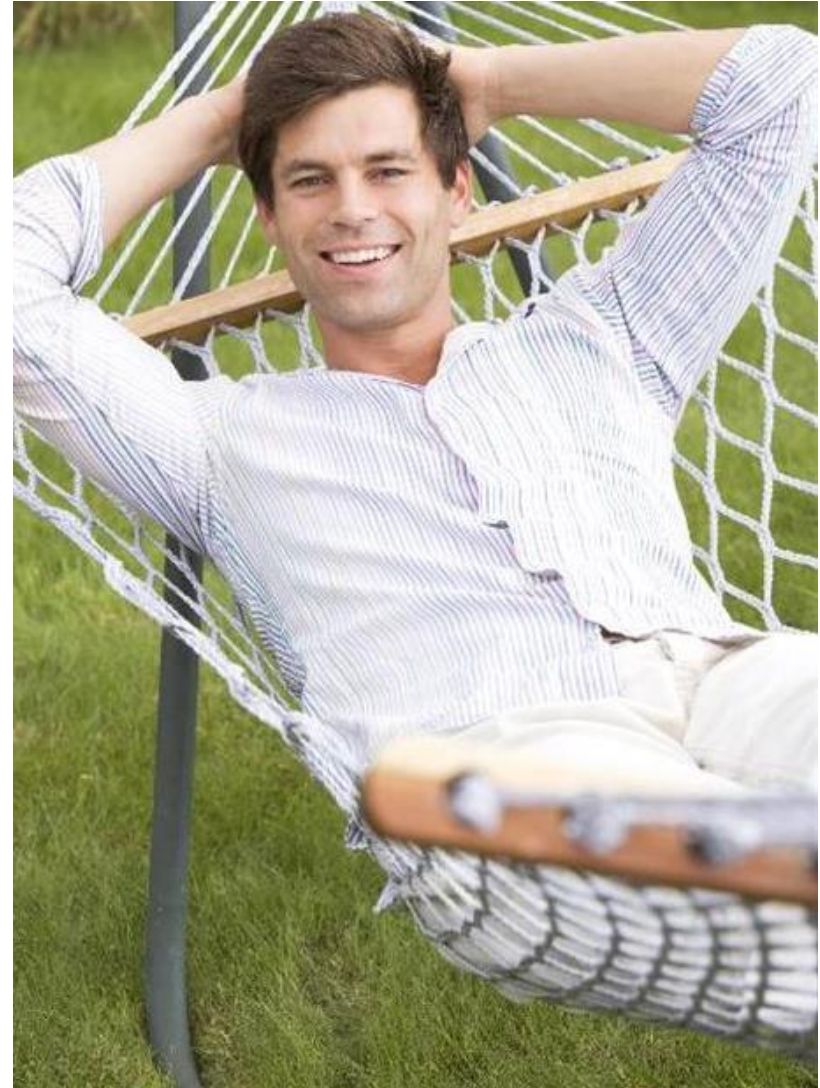
Larger Root Mass with Coated  
with Fertilizer vs other coated

# Consumer Problem



Consumers want:

- A beautiful green lawn
- Least possible cost
- Least amount of effort





# Our Solution

- Include fertilizer in the seed coating material

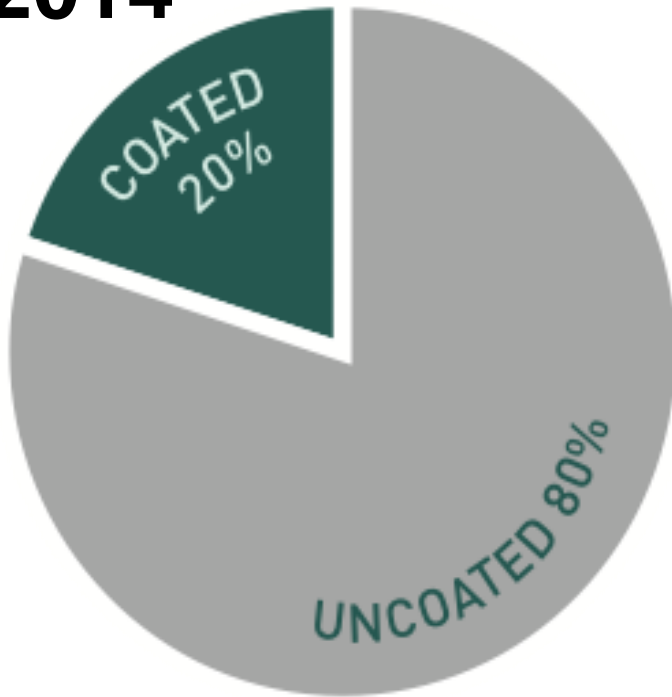
# Our Result

- A beautiful green lawn –  
at Half the Cost  
in Half the Time!



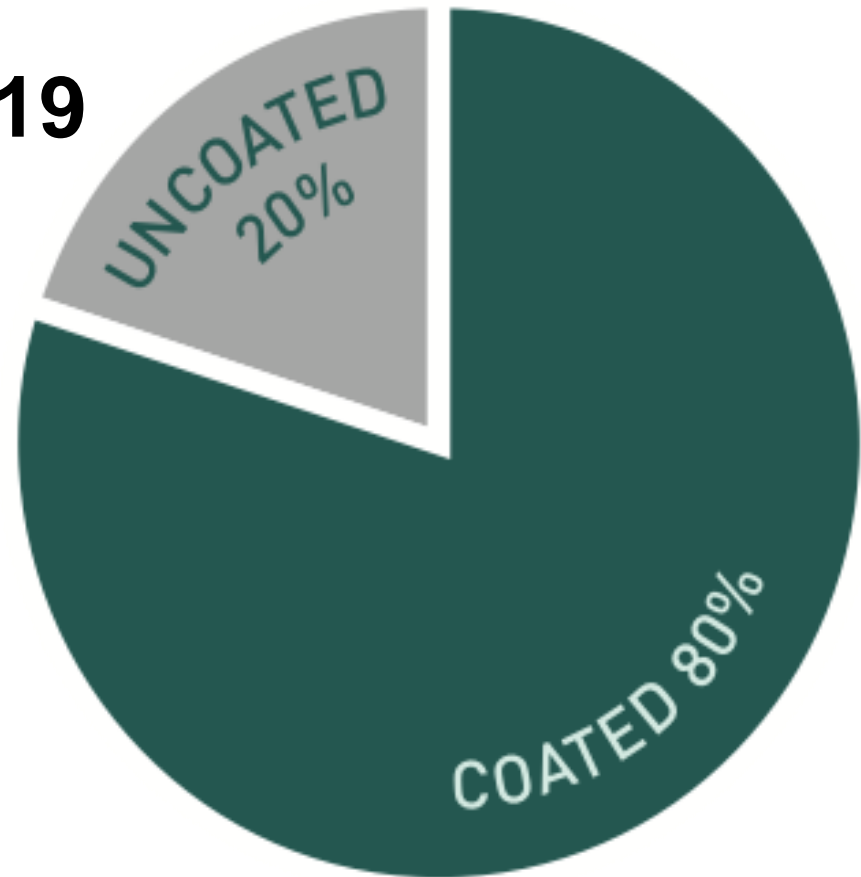
# Shifting from Uncoated to Coated Seed

**2014**



\$500 Million

**2019**



\$800 Million

# DRAMATICALLY CHANGING GRASS SEED MARKET

2015 - 2019

BAKER

TM



# **2014 Joined Corvallis RAIN and Formed Baker Seed Technologies**

- Existing formulation an NDA-protected Trade Secret Technology
- 2015 Filing Patents
- Platform technology—Grain and Crop Seeds



# Key Advisors



## Ron Emmerson

Former CFO of companies that have had significant sales growth through acquisitions, market penetration and product innovation.



## Mark Lieberman

Chief Start-Up Officer, Co-Director of the OSU Advantage Accelerator.



## Dan Whitaker

*Chair of the Mentor Committee*  
Serial entrepreneur. Dan was named Entrepreneur of the Year for Benton County 2003.



## John Turner

Co-Director Advantage Accelerator with more than thirty years of professional experience in developing novel technologies and successfully moving them to market.



## Ken Rick

Partner at the Innovation Catalyst Group. Rick has extensive experience in Logistics and Supply Chain Management.



## Rob Schneider

Owner at Case Printing Solutions



# Go-To-Market Strategy



## Right now

- First customer a 15-store Wisconsin chain
- Top 50 retail chain stores targeted

## The near future

- Regional formulations
- Baker<sup>TM</sup> Brand





# Milestone Timeline

- 
- 2015 Grow consumer retail market share
- 2016 Next-generation grasses formulation
- 2017 Grains seed coating formulation
- 2018 Next-generation grains formulation
- 2019 Other seeds coating formulation





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