

# FARMPOD



**REVOLUTIONIZING RELATIONSHIPS WITH FOOD**



[FARMINAPOD.COM](http://FARMINAPOD.COM)

## MISSION

Our goal is to revolutionize people's relationships with food. We do this through innovating availability to onsite, fresh, quality, organic produce through a sustainable automated system.

## WHAT IS THE FARMPOD?

FarmPod is a revolutionary vertical aquaponic food production system that is both off grid and automated. Our basic unit will produce 100+ pounds of fresh healthy organic produce a week utilizing an extremely small footprint (only 8'x20' of land space!)

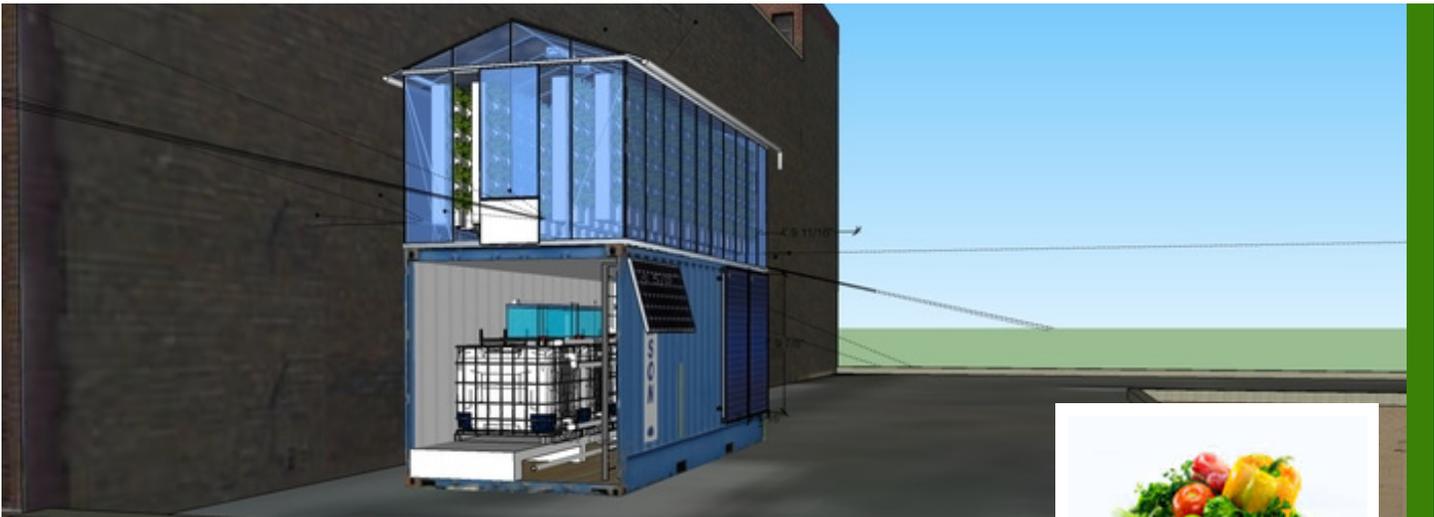
FarmPod is based on the proven aquaponics techniques but with a more advanced technology. Simply said, aquaponics creates a natural cycle between fish and plants. Water is shared between the fish and plants. The fish create waste. The waste is naturally broken down using healthy bacteria and then nutrient rich water is delivered to the plant roots, thus returning clean water to the fish.

- \* Grows twice as much food in a quarter the space
- \* Only uses 5-10 gallons of water per week producing 100+ pounds of fresh produce a week
- \* Produces Mercury Free, Hormone Free, Antibiotic Free, Radiation Free, and GMO Free Fish
- \* The absolute minimum of your time is required. Simply fill the fish feeder, choose your plants and harvest your food all within the self-contained FarmPod.
- \* We incorporate biological redundancy in addition to a fully automated system that is self-feeding, self-adjusting, self-maintaining, with real time monitoring.
- \* The entire contents of the FarmPod are conveniently shipped to you in the 20' shipping container that is the foundation of the pod.
- \* Rain catchment standard in every unit. Collects more water than it uses.
- \* Off grid pack available on every pod. (This means solar electric and solar radiant heat).

## WHO IS THE FARMPOD FOR?

FarmPod is for restaurants, resorts, schools, hospitals, community food kitchens, churches, neighborhood markets, CSAs, family co-ops, communities or anyone who wants to join us in revolutionizing their relationship with food.





## **WHAT FOODS MAXIMIZE YOUR FARMPOD POTENTIAL?**

**Plants:** Lettuce, kale, collard greens, chard, spinach, basil, strawberries, herbs, arugula.

**Fish:** Trout, Tilapia, Catfish, Crawfish, Koi, Perch.

The FarmPod has limitless potential to grow a vast variety of foods.

The foods listed are chosen to maximize profitability and insure availability to highly perishable items.

## **WHAT IS OUR CURRENT FOOD PARADIGM THAT NEEDS TO BE REVOLUTIONIZED?**

First we must look at our current relationship to food. Food, currently available to us through our standard food distribution channel has often been grown with pesticides and petroleum fertilizers, has been genetically modified, and grown without enough information for us to trust the source of our food. In addition, food is harvested before being ripe. This practice initially reduces the nutrients and flavor of the product. Most foods are transported great distances around the world, which further reduces the available nutrients, while at the same time, picking up radiation and harmful chemicals. Food then sits in storage or on display or in your refrigerator, often for many days, having even less to offer. In addition, a  $\frac{1}{4}$  of this food is thrown away, thus causing further expense and waste.

## **WHY IS IT IMPORTANT TO REVOLUTIONIZE OUR RELATIONSHIP WITH FOOD?**

It is important because people deserve access to healthy, quality, nutrient rich food that doesn't destroy the planet in the process and to do so in an economically viable manner.

## **HOW DOES FARMPOD REVOLUTIONIZE OUR RELATIONSHIP WITH FOOD?**

With FarmPod we can take back control of our food. You pick your food fresh all the time. You harvest what you need when you need it. Harvest your food with the most nutrients and flavor possible. Your food cannot be fresher. With FarmPod your food can't get any better than this! That is why we need your help, Kickstarter community! We need \$25,000 to build the first FarmPod! Share this journey with us. Contribute what you can, share with your friends. Help us change the world's relationship with food.

## **HOW WILL THE MONEY FROM KICKSTARTER BE USED?**

The \$25,000 will be used to create the first FarmPod. We need to buy all the materials for the FarmPod which include sensors, tubes, shipping container, solar panels, automation equipment, tanks, fish, seeds, and supplies. All labor to build the FarmPod is being volunteered by members of our team.

# FARMPOD TEAM

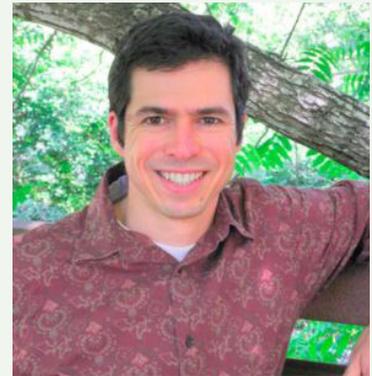


## **MIKE STRAIGHT, CHIEF EXECUTIVE OFFICER**

Mike, who is the original creator of the FarmPod, started working with hydroponics 16 years ago. During that time, Mike also raised and maintained an extensive variety of both freshwater and saltwater fish. It was the marrying of the two that got Mike interested in the aquaponics movement. When Mike found aquaponics three years ago, is when he realized the many advantages that this technology could bring. He wanted people to enjoy the many benefits of aquaponics without the customer needing any technical expertise. He wanted to create a new relationship with food, one that would provide enough food to make a real difference in people's lives. The idea of FarmPod was born. FarmPod is a self-sustaining automated aquaponics system that can be easily delivered anywhere and produces healthy organic food year round.

## **SCOTT HUMASON, CHIEF TECHNOLOGY OFFICER**

Scott is a nationally certified organic chemist, a certified master gardener, a Cisco Certified Network Engineer and in the process of completing a Doctor of Oriental Medicine Degree. Mike and Scott came together to revolutionize the automation of growing available and sustainable foods. Through Scott's extensive professional knowledge of networking automation and integration he was able to elevate the idea of the FarmPod to the next level; creating a system with the absolute minimum of customer interaction while increasing the systems stability, productivity and efficiency.



## **MONIQUE GOMEZ, SALES & MARKETING DIRECTOR**

Monique was drawn to the project with a passion for community education around food, nutrition, and sustainability. She has been a certified health education specialist, is an international farm volunteer, and has over 8 years of experience in public health with extensive community outreach. Monique's knowledge of nutrition helps correlate the FarmPod project with the needs of the customer. Extensive experience in marketing and community outreach serves as a valuable asset to distributing this product worldwide.

The three of us coming together was a call to action to revolutionize our relationship to food. Giving our customers a year round source of fresh produce became our mission. We plan to set the first FarmPod in a central location in Santa Fe, N.M. that can be seen and visited by all. Food brought us together and we are bringing food to the world.



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## **CONTACT**

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