



Torpedopot™
Five Year Strategic Plan to Make
“Your City” an Agriculturally
Independent Economy

Click to see video





Video

Founder: Darral Addison

We don't have food shortages, we have distribution problems. The current supply chain cannot feed the world. By decentralizing food production everyone benefits.

The purpose of this Strategic Plan is to identify key strategies and actions that will guide the City of “Your City” into cultivating the growth of the Urban gardening community.

This plan contains a repositioning strategy and a long-term marketing program that focuses on creating an urban gardening alliance that will attract new business to stimulate economic growth. This strategic document will provide a clear path towards communicating “Your City”'s urban gardening strategies and set clear objectives for the city's supporting agencies for achieving these goals.

The city of “Your City” is sitting on a gold mine. If “Your City” were to enter into a partnership with Torpedopot to optimize the relationship between community, technology, agriculture, nutrition, and economics, it would become an epicenter for the urban agricultural revolution. Adopting a collaborative approach with public agencies and private organizations will generate synergies that create new and continuous sources of revenues and enable “Your City” to effectively achieve its land management goals on a much larger scale.

Torpedopot™ wants to make “Your City” the epicenter for sustainable urban gardening. While most cities are investing in beautification projects, “Your City” will boast both green beauty and true agricultural sustainability. From the roof to the vacant lot, Torpedopot™ will invigorate empty and abandoned parts of “Your City” by transforming them into beautiful high yielding gardens. Torpedopot will keep the Philadelphian gardening tradition alive all the while improving the health of its citizens and reducing dependency on water and eventually soil.

Darral Addison, CEO



Click on the pictures

Fennel

Chamomile

Spearmint

Peppers

Plant type	Months Grown	Fruit	Food Grown (\$USD)	Notes
Fennel	3 months	12 bulbs, 6 oz fennel seeds Fennel pollen	\$107.87	Plants that have been growing for 8-months were transported to SWPDS at around the fourth month
Chamomile	8 months	5 lbs Chamomile	\$49.68	
Spearmint	3 months	5 lbs Spearmint	\$72.00	
Hungarian	8 months	300 Peppers	\$60.00	
Watermelon	2 months	~20 Melons	\$30.00	See Video 1
Eggplant	8 months	~52 Eggplants	\$156.00	See Video 2
Banana Pep	8 months	~1,000 Peppers	\$200.00	See Video 3

On July 01, 2018, under the leadership of councilwoman, committee person of Philadelphia’s District 3, Torpedopot™ provided Southwest “Your City”’s District Services (SWPDS)/Community Garden with 21 pre-filled Torpedopots™. During the exchange, two members of SWPDS were trained for two hours each on how to plant seeds and seedlings, set up the system to water itself, monitor the system, and harvest fruit. After training, SWPDS members became certified Class I Torpedopot™ Technicians. Within a short four-month growing season, a majority of the food produced was eaten by the SWPDS community, some was shared with friends and family, and the remainder was made available to the homeless. After the growing trial was over, SWPDS had grown well over two-thousand dollars’ worth of herbs and vegetables. Torpedopot™ commends the members of SWPDS and councilwoman committee person for participating in the trial. My personal gratitude is expressed through the pursuance of my mission of ensuring that the city of “Your City” becomes the global leader for sustainable urban agricultural development.

Challenges

Committee person has requested that Torpedopot™ develop a strategic plan to address the growing presence of food deserts in the City. The challenge is that over 11.8 percent (15.0 million) of U.S. households were food insecure at some time during 2017. At times during the year, these households were uncertain of having or unable to acquire, enough food to meet the needs of all their household members because they had insufficient money or other resources for food. With the amount of money needed to sustain individuals, expenses such as housing, food, taxes, and healthcare, a nutritionally balanced meal out of reach for the poor.

Torpedopot can confidently state, that with proper planning food deserts in the City of “Your City” can be eliminated in five years. Also, the City of “Your City” has the potential to create a significant number of jobs in the agricultural space as well as supply enough food to support the City's social services and privately operated food banks, pantries, Meals on Wheels, and more. “Your City” residents have the potential of becoming the net exporter of food for the region.

Torpedopot™ produces self-watering planters and vertical growing solutions for personal use and large-scale farming operations. Our intuitive design allows plants to yield more flowers, fruits, and vegetables per square foot than any traditional or hydroponic gardening system available on the market. Initial setup takes less than an hour and even less time is needed throughout the season to monitor your self-watering vertical garden. Once the system is set up, it is controlled by turning a knob.

Torpedopot Technology can:

- Provide a safe, mobile, and long-term gardening solution that can feed millions of people
- Easily be integrated with your existing infrastructure
- Substantially reduce dependency on chemicals and fertilizers
- Adhere to government policy, zoning and planning regulations
- Meet the needs of low-income survival gardeners, agribusiness, home gardeners, entrepreneurs, farmers' associations, and cooperatives
- Requires no tools and is so intuitive that a child can operate it
- Requires less than one hour of maintenance for the entire season
- Decrease dependency on water, electricity, and other resources



Greenhouse



Patio

Curved Planter Series - Self-watering



Don't underestimate the power of the self-watering Curved Planter Series. They are ideal for an urban landscape. The Curved Planter Series are UV resistant and eco-friendly. Stabilizers have been added to prevent color bleeding and cracking. You can harvest 20 melons, and 20 cucumbers in one planter at the same time! The Curved Pot Series is designed to be placed outside on the deck, windowsill, around pools, or in schools, libraries, and government buildings.

- 9-inch planters: Absolutely adorable. They make great conversation pieces.
- 16-inch planters: Great in greenhouses. These planters use less water than greenhouse sprinklers.
- 20-inch planters: Ideal for growing small shrubs and trees.
- 25-inch planters: Good for small to medium size trees. We use them to store trees during the winter.





20 Squash



30 Lbs of Lettuce



Salad for 100 people



400 Hungarian Peppers

Torpedopot Series - Self-watering

The Torpedopot™ Series Self-watering planters are economic powerhouses. Depending on the crop, you can plant hundreds of seeds or seedlings into the individual chambers. The torpedos are sold in lengths of four to twenty feet and can be increased in lengths that exceed 100 ft for large scale farming operations. You can quickly grow 52 eggplants inside of a five-foot torpedo in ~2sqft of ground space. These planters are made out of the same materials as the curved Pot Series. The tubing in the Torpedopot™ is specially formulated with Sanitized® to resist degradation from mildew, algae, fungi, and biofilm. These planters will last a long time. Many people purchase 20 at a time and grow their own brand of herbs and spices, bottle them, attach their own unique label to them, and sell them to local stores. These planters

grow beautiful flowers, but the most impressive thing people love about the planters is that they can earn thousands of dollars growing their own brand of herbs, fruits, and vegetables.



One Planter can Grow

- 1,000 - Banana Peppers,
- 52 - Eggplants
- 200 - Hungarian peppers
- 75 - Cucumbers
- 20 - Squash, Zucchini,
- 1,000 - Cherry Tomatoes, 50 Big-boy, 50 Plum
- Thousands of Herbs - Parsley, Fennel, Oregano
- Mint: Chocolate, Peppermint, Spearmint, Applemint
- Dozens of melleon - Watermelon, Cantaloupe, and Honeydew
- Hundreds of Strawberries, Blueberries, and Kiwi

Self-watering hanging planters

Our Self-watering hanging planters allow people to enjoy their beautiful plants without having to worry about feeding or watering them. If your planters are hanging too high or if it's difficult to reach them to water or feed your plants, then our Self-watering planters are right for you. With Torpedopot's™ planters there is no longer a need to drag around step stools or ladders just to climb up with a heavy hose in order to water your plants. Torpedopot™ takes away this repetitive task and waters your plants for you so that you can spend more time admiring the beauty and bounty of your plants. These self-watering hanging baskets are ideal for greenhouses, arbors, patios, or simply hanging on a trellis. Locations with limited space can have fresh-grown living plants and flowers without having to spend hours weeding. When combined with a proper liner such as sphagnum moss and cocoa liners you can retain moisture in your planter, thus reducing wasted water. The planters are designed to allow water to pass through the critical areas in the planter to ensure even watering. No water will build up inside your planter.

You can choose the location on the planter that gets connected to the water line and suits your arrangements. Your planter can be connected with our feeder hose from the bottom or the side. These planters will beautify and accentuate your plants appearance and your home all year long. Although most people only keep their hanging baskets up during the spring through the early fall, our hanging baskets will thrive in the cold weather allowing you to grow an array of plants and flowers that compliment whatever season or occasion you are celebrating.



Hanging Planters



Modular Garden System (MGS-01)



Within a short period, you can create the world's most massive indoor/outdoor vertical garden. You can quickly connect a matrix of modular grids to displace or compliment your existing food chain. The Modular Garden System is used as a foundation for setting up a

small food processing facility for processing plants, fruits, and vegetables. The grid system comes in various colors (red, green and brown). The colors can be used to identify specific processing activities for regulatory agencies and training purposes. The grids are lightweight, easy to transport, provide exceptional durability, and are stocked in materials that are FDA acceptable.

The Modular Garden System (MGS-01) can feed a small family for a year, or it can be expanded to provide enough food to feed an entire city. The system is fully automated and requires very little human intervention. The Grid creates a stable and safe environment for growing, retrieving, and washing plants, fruits, and vegetables. Setup is easy and fast. Four Grids can produce as many as 7,680 plants and more can easily be added to grow in excess of 3 million plants in an area the size of a football field. The Automated Vertical Garden Grid System has been scientifically designed to grow your plants for you!

Our Modular Garden System:

- Provides a stable, long-term gardening solution
- Can feed large amounts of people in a short period of time
- Is the cheapest growing solution in the world and requires no tools
- Can be used to rebuild entire food chains when a disaster strikes
- Used Quickly build the world largest indoor/outdoor food processing facility
- Cost is substantially less and produces more food than hydroponics or traditional gardening systems
- Torpedopot™ can grow up to 3 million plants in under three months

When it comes to feeding people on a massive scale, the Modular Garden System can be assembled much faster than any other food production application. A standard household pressure of 70 psi can efficiently operate four Modular Gardens producing thousands of dollars in fruits and vegetables.

How does it work

We have designed the Torpedopot™ to produce food.. No other growing system in the world can provide more food within a small footprint like the Torpedopot™. Its simplicity and affordability are mind-boggling. Torpedopots™ unique technology will grow your food without you having to be there. Assembly takes minutes and less than one hour of monitoring for the whole season. No tools are required.

The roots of the plant are where nutrition is absorbed. Microbes recycle nature's waste and releases chemicals (such as carbon, nitrogen, and phosphorus). The top of the plant is where leaves utilize chlorophyll to produce food from carbon dioxide, water, nutrients, and energy from sunlight. Plants move water and nutrients from the ground up through their stems to their parts to aid in the photosynthesis process. Torpedopot's focus is on developing an environment where microbes can thrive.

When we fertilize a plant we disable the plant's ability to feed itself. Plants rely on the microbes in the soil to break down the organic matter. Fertilizers can kill microbes. Once colonies of microbes are destroyed the soil loses its vigor, and plants suffer. Fertilizers are like drugs. It makes them look, taste and feel like they have been grown under optimal conditions but lack the fundamental building blocks found in the natural growing process.

Torpedopot™ creates an environment which allows microbes to thrive and which plants can achieve their full potential. Most plants are struggling to optimize the right amount of sunlight, shade, water, bacteria, fungus, rain, living organisms, etc.

Torpedopot™ has been designed to reduce the shock of not having a perfect growing environment. Torpedopot™ optimizes the conditions for which plants can achieve their full potential. Torpedopot™ has been scientifically designed to grow your plants for you! Torpedopot™ provides an environment which allows plants to achieve their full potential. Torpedopot™ optimizes the conditions in which plants can reach their full potential. Torpedopot has been scientifically designed to grow your plants for you!

www.torpedopot.com



Petunia

Subsidizing food

For many of the poor, access to healthy foods is cost prohibitive. Cities for centuries have played an integral part in subsidizing food for their residents. However, thanks to a confluence of pressures such as rising fuel prices, a nostalgic desire to reconnect with natural foods, new awareness food contaminants, and the effects of chemicals on our environment, access to healthy food is quickly becoming out of reach. Many people who don't have the means to travel for nutritious food are at risk to have significant health problems. When you take into consideration crimes that are committed because access to food is severely limited the situation can quickly spiral out of control.



~ 25 Watermelons

Not having an effective food strategy in place will ultimately cost cities millions of dollars in lost revenues. Not only will people spend outside the community for quality foods, but by not having an effective food strategy in place can lead to mismanagement of much-needed resources such as land and water. Mismanagement can create a negative image for the city.

- Communities have little or no access to healthy food, including fresh fruits, vegetables, meats, and dairy products. Millions of Americans live in food deserts..
- In Neighborhoods with the worst access to fresh food, ten of every 1,000 people die from cancer.
- As much as 26 percent of people said that they couldn't afford to buy food for their families in the last 12 months.
- In some cases obesity has increased 15 percent because 36 percent of local corner stores did not have any fresh produce and the rest had produce that was limited.
- Eight five percent of Food deserts in the United States are found in urban areas. Close to 20% of the city's population forsakes buying food in order to pay their bills
- Most cities have only a handful full-service grocery stores, compared to its thousands of convenience stores – and gas stations that sell some type of food by product
- Many people in low-income neighborhoods are spending their food budget at discount stores or pharmacies where there is no fresh produce

Soil Fertility

The city of "Your City" should not be in the business of making recommendations about soil quality. There are too many unknown contaminants in soil that can be detected using conventional testing methods. It is a dirty business. The cost associated with monitoring and remedying common pollutants in urban soils such as pesticides, petroleum products, radon, asbestos, lead, and creosote is cost prohibitive. In urban areas, soil contamination is primarily caused by human activities. Some housing developments and community gardens are established in regions that once served a different purpose historically. If the site was an industrial or manufacturing area or the location of a demolished building, contaminants might be present. Statistically sampling a site for soil quality and assuring residents that the soil is fit for use is extremely risky. Torpedopot™ wants to get the city out of the soil rehabilitation space because the liability is too high! Torpedopot™ wants to move citizens over to a growing environment that's safe and utilizes soil that yields consistent growing results throughout the year.

By the year 2020 Torpedopot Torpedopot will no longer use soil to grow plants, We are developing a soil-less substrate growing mix. The substrate entails applying an organic fungus that will grow your plants for you.

In 1986, it was discovered that inoculants from ectomycorrhizal fungi that formed endomycorrhizal fungus infections with non-woody plants and ectomycorrhizal fungus infections with woody plants.

" Being able to get one of these fungi that normally form this relationship with woody plants to infect non-woody plants is an unexpected and unique observation."

Plants cultivated with this Fungi consistently achieve "super-sized" yield increases and fewer cases of life-threatening diseases without harming the environment. Our naturally occurring inoculants are exceptionally efficient in poor substrates.





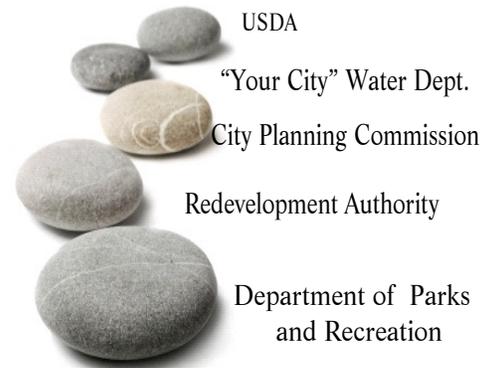
fennel 52 Eggplants Strawberries 1000 Banana Peppers Spearmint

Urban Agriculture Landscape

Urban agriculture is both a bottom-up and a top-down endeavor: it requires action, organizing and commitment from individuals and community groups, as well as corporate and public backing through supportive policies, appropriate zoning, financial support, and incentives. It was once assumed that urban agriculture was performed mainly by the poor, uneducated, and unemployed men and women in urban squatter areas. However, recent findings show that those involved in urban agriculture comprise a complex mix of socioeconomic groups from various backgrounds.

New useful agricultural technologies must be developed to accommodate the complex mix of this new landscape. Torpedopot™ can make more efficient use of household spaces: backyards, patios, walls, rooftops, basements, window-sills, and indoor areas. Torpedopot™ can also accommodate large farming initiatives as well as provide substantial profit incentives for mass food production. The urban agricultural community is very fragmented. No urban programs, policy, or planning can work without an understanding of the stakeholders involved in this complex social economy. Currently, an overwhelming percentage of urban gardens operate in an alternate financial universe: they don't sustain themselves with sales, nor do they have to pay employees. Torpedopot™ wants to change that. From low-income needs based farmers, agribusinesses, middle-income home gardeners, high-income entrepreneurs, farmers' associations, and cooperatives, Torpedopot™ believes that each stakeholder has the potential to play an integral role in the city's food strategy initiative.

Torpedopot™ believes that each of the urban agriculture's components - production, processing, and distribution is linked to a variety of economic benefits. Torpedopot™ is taking a synergistic approach to urban agriculture and wants to collaborate with "Your City"'s city agencies and agricultural segments to develop a solution that will substantially increase revenues, provide healthy food to all of its citizens, create jobs and opportunities, boost morale, invigorate local businesses, and create hope.





400 Porchulaca



400 Cabbage, Endives and Romaine

Five Year Strategy

1. Onboard Darral Addison as the Urban Agriculture Director for the City of “Your City”
2. Make Torpedopot™ an approved Local Business Entity (LBE) for the City of “Your City”
3. Work with “Your City”’s agencies to integrate water saving technology
4. Set aside of 50 acres of new-age farmland in “Your City” using vertical growing technology
5. Organize and certify the fragmented urban agricultural landscape in “Your City”
6. Provide training and seminars to educate the public on how to use self-watering technology
7. Place Torpedopot™ technology in every community garden to combat food deserts
8. Develop marketing materials showcasing the City of “Your City” as the epicenter for urban gardening
9. Attract investment by hosting networking events with investors, stakeholders, and developers
10. Produce alternate growing substrates that will eliminate the use of contaminated soil
11. Open an assembly facility in the City of “Your City” to create jobs
12. Create a website and provide access to software where food can be virtually sold and shared
13. Provide access to food inventory for food shelters, food banks, and meal programs
14. Develop a marketing campaign to encourage healthy eating
15. Develop a marketing campaign promoting “Your City” as the epicenter of sustainable gardening
16. Develop businesses coalitions and foster collaboration in “Your City”’s agricultural communities
17. License agricultural communities to become substantial sources of revenue for “Your City”
18. Develop a software, network, and training to invigorate urban gardening
19. Ensure the stabilization of blighted blocks, connect people, and engage them in the neighborhood
20. Partner with investors to open multiple growing facilities throughout the city of “Your City”



Fiery Red petunia

Mounding

Petunias

Wave

10 x 4 feet Nasturtium

Petunias

Case Study for Expanding Torpedopot to All Community Gardens in “Your City”

After only one growing season, the community garden in District 3 has proven to be a much larger success than anyone could have imagined and has left community members and politicians alike awestruck. Using 21 Torpedopots™, District 3’s community garden managed to grow more than ten times more vegetables when compared with traditional gardening methods. Further, a multiplier effect from using the Torpedopot significantly heightened its returns by allowing it to yield larger plants at a quicker rate than traditional gardening techniques and continue to grow vegetables well beyond the end of the traditional growing season. The yields achieved by the District 3 Community Garden has spurred Torpedopot™ to take a deeper look into what its capabilities are for feeding the community and its potential for acting as a source of economic stimulus for the city of “Your City”. Shown below is a table that depicts the expected returns from one community garden that chooses to use 20 Torpedopot™ to grow 5 different crops (4 of a kind in each pot).

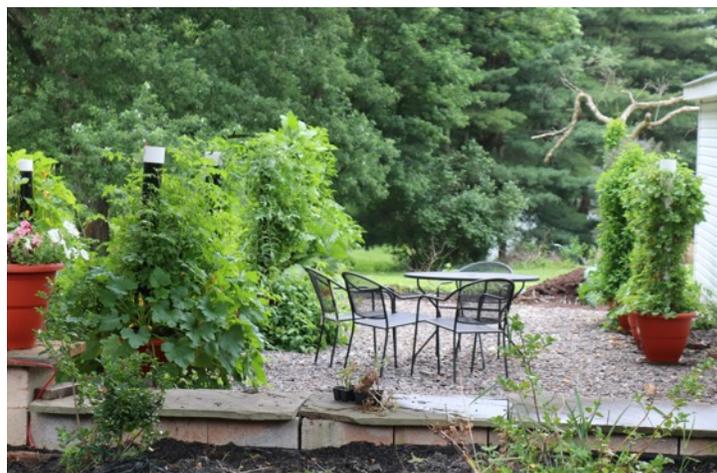
Plant	# Produced	Retail Value	Calories Provided	Meals Provided	Payback Period (5ft Torpedo)
Eggplant	208 eggplants	\$624	51,948	260	1.3 yrs
Banana Peppers	4,000 peppers	\$4,000	181,000	905	.2 yrs
Lettuce (leafy variety)	800 heads	\$1,440	37,800	189	.6 yrs
Cabbage (leafy variety)	800 heads	\$900	70,800	354	.9 yrs
Tomatoes (cherry)	4,000 tomatoes	\$800	14,400	72	1.0 yrs
TOTAL	-	\$7,764	355,948	1,780	.5 yrs

1) One meal is based on a standard 2,000 calorie diet and assumes that 30% of total calories are derived from vegetables.

2) Analysis shows an example community garden where four 5ft torpedopots are used to grow five different vegetables each.

Through the utilization of less than 70 sq ft of space, or an area slightly larger than an 8'x8' garden, Torpedopots™ has shown that it in 5 months of growing it has the ability to:

- Grow in excess of 1 ton of produce
- Yield upwards of 10,000 vegetables
- Create nearly 2,000 meals for “Your City”’s citizens
- Pay for itself in less than one growing season
- Produce a supply of fresh nutritious vegetables long after the growing season has ended
- Become a profit center for “Your City”’s communities, all the while alleviating hunger



If all of the community gardens in “Your City” followed suit and used Torpedopots™ in a small space inside of its community gardens, thousands of citizens that do not currently have access to food would find themselves with a continuous supply of fresh produce. If 60 of “Your City”’s community gardens were to adopt Torpedopot™ technology in their community gardens:

- 100,000 meals could be provided each year at a low cost to the citizens of “Your City”.
- In excess of 500,000 vegetables could be produced during one growing season
- Nearly 90 tons of produce could be produced and sold or distributed throughout communities
- An estimated \$25,000 in tax revenues could be collected
- A potential reduction in supplemental nutrition assistance programs of nearly \$500,000 could be realized.
- Thousands of “Your City” residents could be shielded from eating food grown in contaminated soil.
- Thousands of jobs could be created throughout the entire agricultural value chain

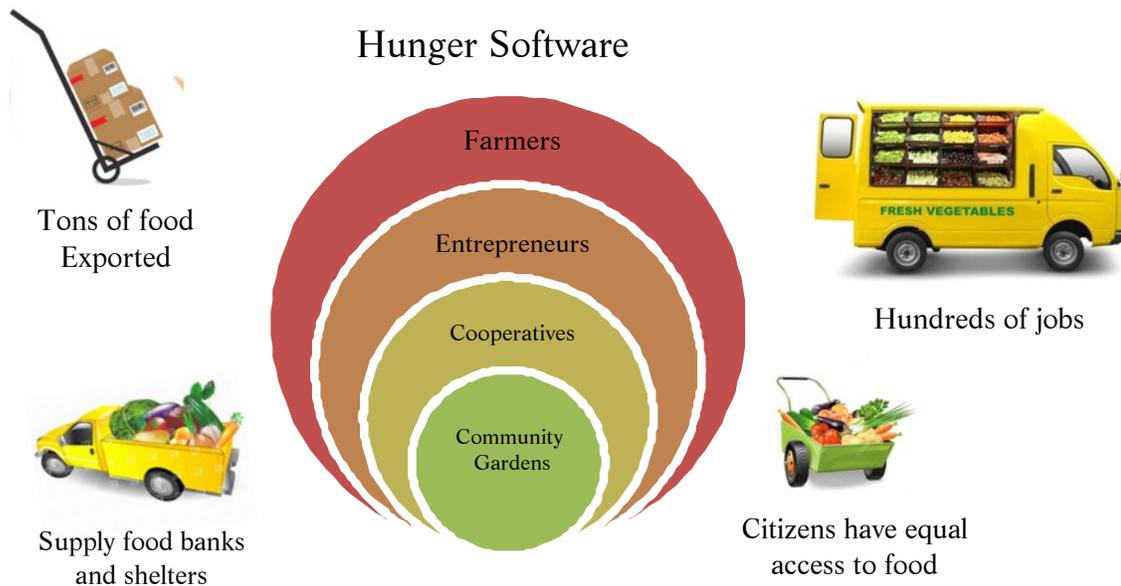


30 lbs Lettuce

400 Porchulaca

400 Cabbage, Endives and Romaine

Germination Chamber



Torpedopot's™ Hunger Software gives each stakeholder in "Your City"'s agricultural community full visibility of every participant's inventory inside of a virtual marketplace. It provides complete visibility to track inventory for plants and vegetables down to each ones serial number. The software knows when to replenish availability, so each participant can always carry the right amount of crops to meet demand. Torpedopot's™ software automatically adjusts planned inventory levels with every order and routes each shipment from every urban garden to a central warehouse. Tracking includes precise costing, freight, and duty for landed costs, fees, and sales taxes. Each urban agricultural manager can route orders to restaurants and local stores and include discounts for loyalty programs and promotional pricing, or pickup. While others are spending hundreds of millions on rebuilding sustainable infrastructure, the City of Philadelphia can solve most of its problems for under three million dollars. Torpedopot is the vehicle by which the city of "Your City" can feed its people, reduce crime, preserve resources, create jobs and opportunities, reduce illnesses, and substantially increase revenues.



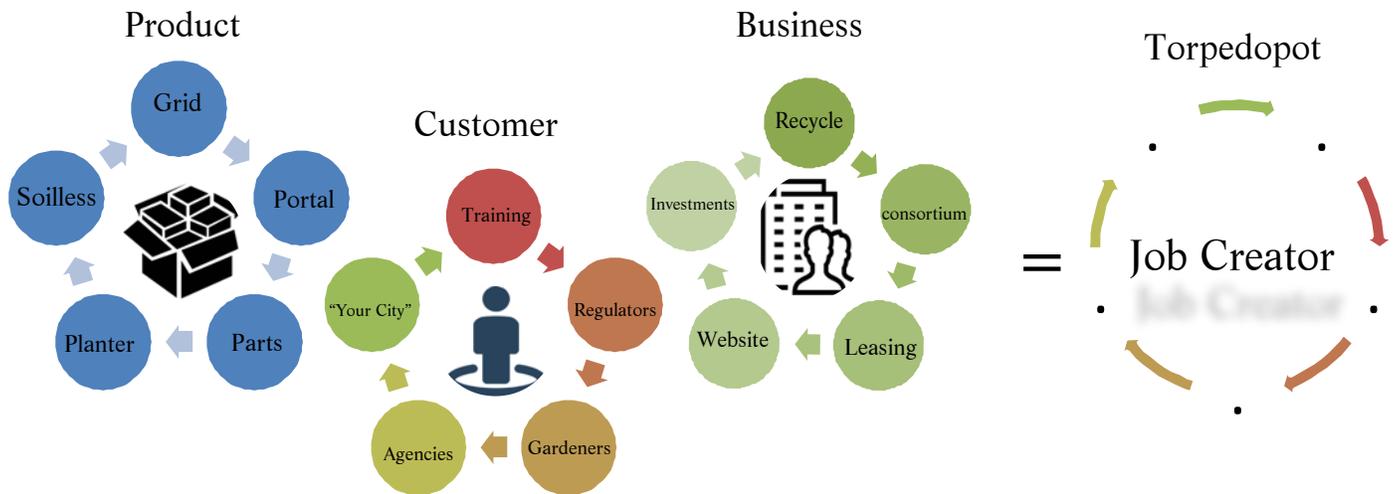
20 Zucchini

20 Squash

~1,000 Peppers

50 Cucumbers

Socially Responsible



Product Support

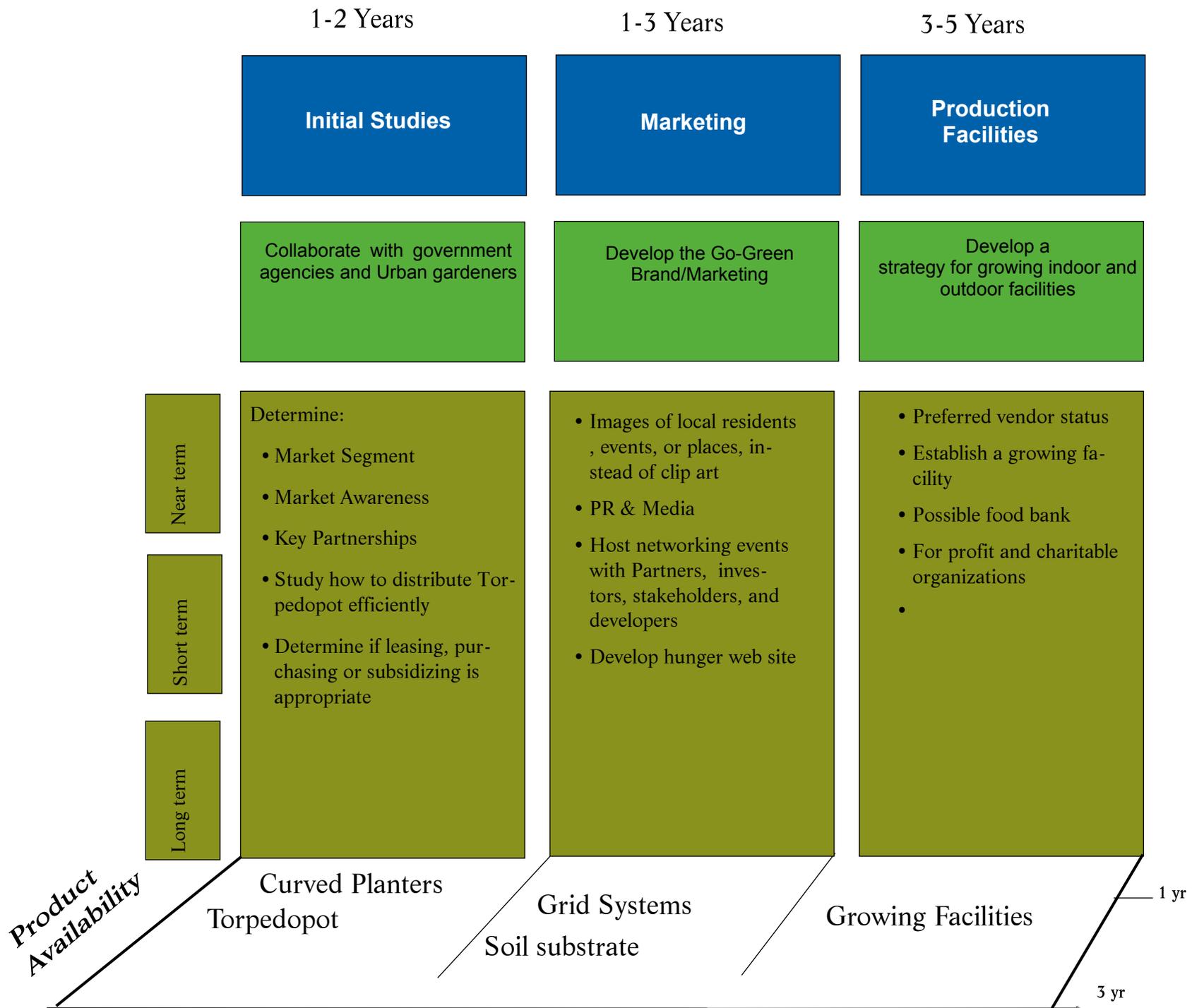
Torpedopot™ will hire local talent to provide onsite product support. Trained personnel will repair and provide onsite servicing for all of its products including order, onboarding, product walk through, as well as technical and software support.

Customer Support

Torpedopot™ will provide gardening classes to instruct Philadelphians about the growing process. Classes will include the “ABC’s of gardening. For those who possess more entrepreneurial intents we will instruct them on how to incubate their ideas and use our technology towards addressing food deserts.

Business Support

Torpedopot will reach out to urban gardeners, city agencies, and growers to build a consortium. Our “Hunger” software application will allow participants to view each other’s inventory and make food requests and disbursements on demand. Access to the software is inclusive of food banks and shelters.



Summary of Activity	Roles	Goals	Benefits
Torpedopot is listed with the city as a Approved local Business Entity (LBE)	Torpedopot: submit paperwork City: Expedite the application	Obtain an approved local Business Entity (LBE) status	Torpedopot can interact directly with government agencies within the Cities guidelines
Obtain a organizational structure of City agencies, contact information, and roles and develop a communications plan	Torpedopot: Develop communication plan City: Provide communications listing	Understand the culture and organizational structure	Send updates to all stakeholders
Conduct interviews with the decision makers in the “Your City” Water Dept, City Planning Commission, Redevelopment Authority, and Parks and Recreation	Torpedopot: Meet with agency leaders City: facilitate the appointment process	To understanding the roles City agencies play in the decision making process	To develop synergies and become aware of each agencies regulations and vision for the City
Introduce myself and work with Agribusiness, middle-income home gardeners, low-, middle-, high-income entrepreneurs, farmers’ associations and cooperatives	Torpedopot: Meet with community leaders City: facilitate the appointment process	To gain a better understanding of the Urban landscape	Gain the communities trust.
Develop marketing and training materials for “Your City”’s internal agencies and urban Agriculturalist.	Torpedopot: Create brochures and literature City: appoint a reviewer for all materials	Introduce Torpedopot to City agencies and the Urban community and to communicate our objectives	Create an awareness of the self-watering technology
Host event and meetings up until the Torpedopot launch	Torpedopot: organize event and meeting City: Attend and support meetings	Build excitement and anticipation	Keep all stakeholders aligned
Investigate developing a web site portal to feed the homeless	Torpedopot: Provide estimates City: Review and approve portal	The portal will allow Urban gardeners to peer into each others inventory.	Give Urban communities a platform to collaborate and meet consumers needs
Provide a “pricing grid” for the City to subsidize planters for the elderly, single mothers, .veterans, etc	Torpedopot: Develop sales goals City: facilitate the appointment process	Develop a pricing grid to provide consistent pricing	The pricing grid will allow the City to provide discount pricing to disadvantaged people

Summary of Activity	Roles	Goals	Benefits
Develop a plan for occupying 10-25% of all usable community gardening space in “Your City” with Torpedo's by the end of 2019	Torpedopot: Develop sales goals City: facilitate the appointment process	To have 10-25% shelf space in the Cities Urban garden space.	Reduce water dependency, eliminate fertilizers, Utilize small footprint, low maintenance, no tools, etc
PR launch media blitz. Advertise in media publications and gather contact list of reporters at targeted publications	Torpedopot: Manage site City: Utilize the sight	Make portal public	revenues from advertisements
Launch the “Hunger Portal” Images of local residents , events, or places, instead of clipart, Highlight economic development, Business profile, testimonies	Torpedopot: Manage site City: Utilize the sight	Create a portal to unite the Urban Community and collectively combat food deserts.	Create buzz and advertisement revenues
Introduce a soil-less fertilizer to the marketplace	Torpedopot: Provide training /update docs City: Review documentation	Eliminate the use of soil by 2020	More consistent plant growth
Look into the feasibility of opening multiple growing facilities in the City	Torpedopot: Conduct a study City: Help find facilities and incentives	Open a growing facility	Feed thousand of people and create hundreds of jobs
Supply food to food banks and other charitable organizations	Torpedopot: distribute food City: Review documentation	Eliminate the use of soil by 2020	More consistent plant growth

For additional information please contact

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