



**KOOLER FARMS**  
**RESPONDERS**

*Modern Cold Solutions*

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# Kooler Farms

## *Modern Cold Solutions*



### **Kooler Farms - Real Estate**

- Background in Real Estate for a changing environment
  - Modern Cold Storage – Anywhere, Anyplace, Anytime
- 



### **Kooler Smart - Modern Cold Tech**

- A Business Logic Designed for Cold Chain Outcomes
  - Reliability (EWS) and Actionable Data
- 



### **Marketplace – Exchange**

- Ideas and products to grow to your business in cold storage
  - B2B and B2C
-

# Kooler Smart and Helium

- Cost Structure - AWS (Big Tech) vs Helium (Connectivity)
  - ❖ Logic in Development Cost
- Why Last Mile Cold Storage is critical
- Benefits of Helium in Cold Storage IOT for Mid-Market Companies
  - ❖ Simplicity – “Plug & Play for in-place cold”
  - ❖ “The Helium Factor” – “Speed to Market”
  - ❖ IoT – Internet of Things – Intelligence

# How We See Modern Cold

Cold Storage Prior 2020 (Dense)



Cold Storage Post 2020 (Smart)



The Future of Cold Solutions (Last Mile)



# Genesis of Modern Cold Tech

## Accelerated Changes Over the Last Three Years

### Prior to 2020 (Overview of the Market)

- E-commerce had slow but steady growth
- Cold Storage Facilities
  - ✓ Limited Development - Capital Intensive
  - ✓ Old & Outdated – Avg. Age is Greater than 30 yrs. old
  - ✓ High Work Force Turn Over Rate
- Last Mile Evolution – New Term with Changing Definition (Predominately: Amazon - Dry Goods)

# Genesis of Modern Cold Tech

## Accelerated Changes Over the Last Three Years

### Post 2020 Changes

- Mandated shutdowns caused major “Disruptions”
- E-commerce has outpaced the capacity of day-to-day brick and mortar inventory both dry & cold
- Big Box Cold Storage – it’s too slow
- Consumers method for “Point of Purchase ” has changed
- More foodservice formats: Front Door vs Backdoor, Dark Grocers, Gig Economy
- Adoption of IOT



# Benefits of Modern Cold Tech IOT

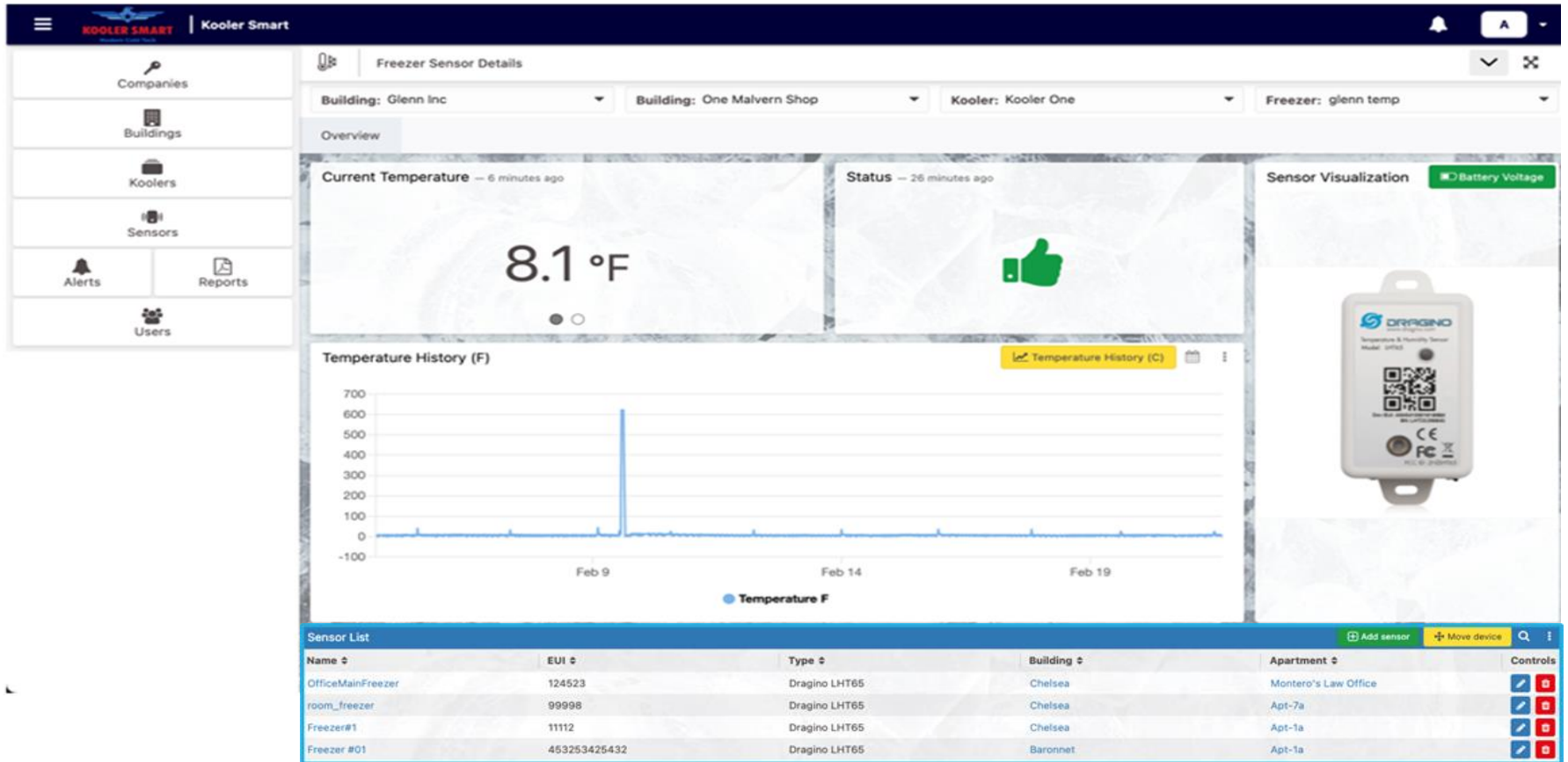
- Reliability & Visibility (Dense vs Smart)
- Flexibility (Last Mile Application)
  - ✓ Keeping up with the consumer requirements
- Risk mitigation (No More Surprises)
- Decentralization (Remote Management)
- Expansion - ROI
- Temperature Management = COST SAVING!

# Kooler Smart Application

- Kooler Smart Application (Simple and Actionable)
- Mobile (On-the-Go) and Desktop (Analysis)
- Real Time Data
- Alerts – Email, SMS or Phone notification
  - ✓ EWS – Early Warning System – 24/7)
  - ✓ Management and Service Providers
- Monthly Reports - Health Reports



# Fleet Management



## Configurable Fleet Management

- Easily add sensor through a QR code scan
- Configurable fields can be renamed

## Fleet List in One Place

- See all sensors in an easy-to-read panel
- Edit, delete or move sensors

# Alert Management

**Kooler Smart** | Modern Cold Tech

### General alert management

**Battery Alert**  
Trigger an alert when the battery is lower than Minimum percent defined

Receive email       Receive SMS       Receive push notification

Minimum battery (V)

3

**Checkin Alert**  
Trigger an alert when the meter does not send data in defined hours

Hours (H)

2

**Freezer Sensor Alert**  
Setup alert temperature threshold, if the temperature is less than the minimum or greater than the maximum, it will trigger an alert.

Unit: °F

Minimum Temperature: 4.00      Maximum Temperature: 72.00

**Additional alert messages**  
Extra people who will receive any alert that occurred in this building

Emails: arthurhgian@gmail.com

Phone numbers (comma separated): +5541999416677

Save

## Configurable Alert Management

- Selectable Alert options
- Alerts for battery health conditions
- Time interval definitions

## Freezer Fleet Management

- Configurable Units, Min and Max temperature thresholds
- Identify alert recipients by email and phone number

# Report Management



Senior Management Overview Report

**Glenn Inc - System Health Report**  
 February 22nd 2022  
 Building Name: **One Malvern Shop** - Cooler Name: **Kooler One**

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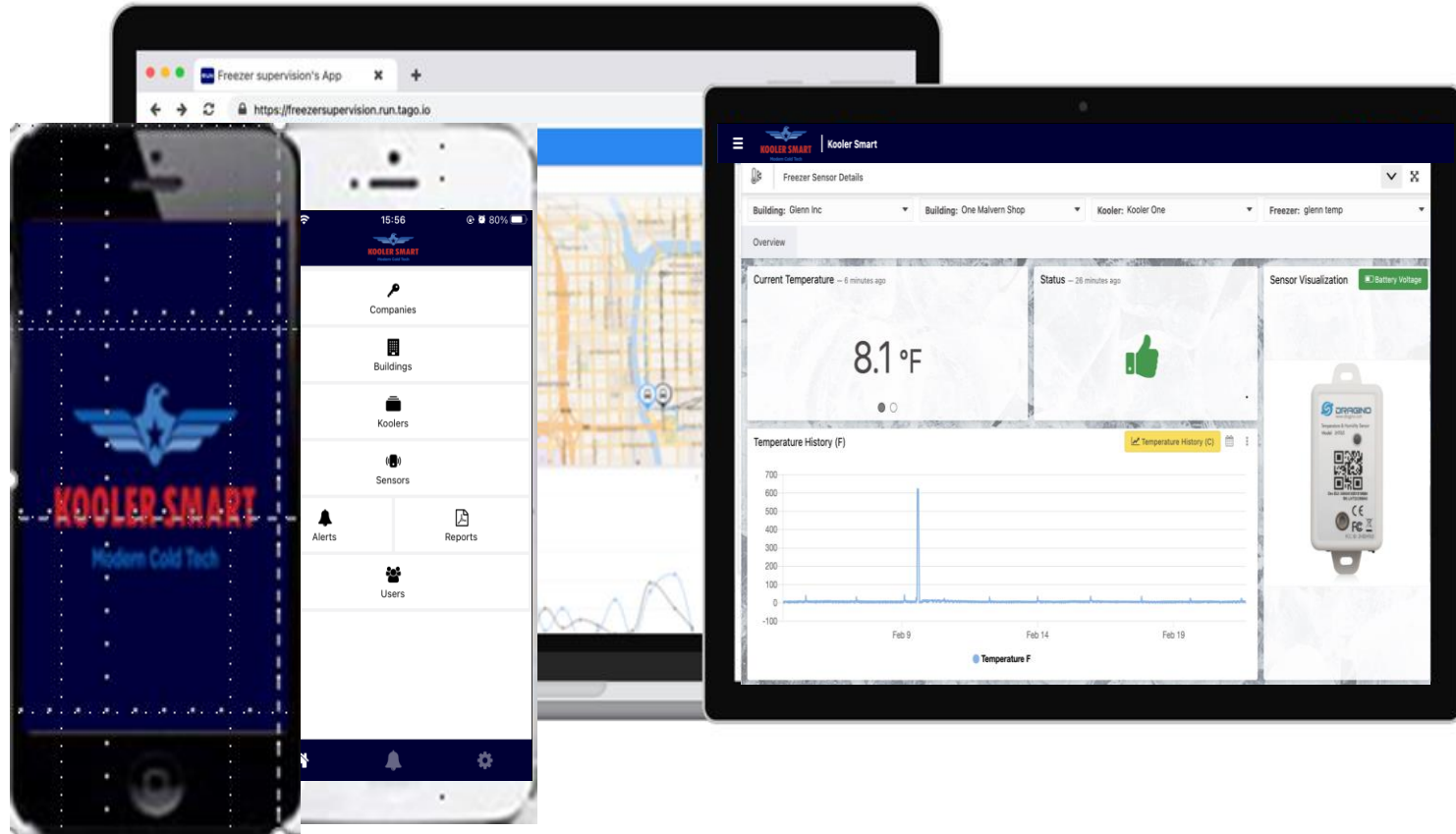
Temperature Summary (Last 30 days)

Date	Work Hours (9:00 AM - 5:00 PM) Rating	Off Hours (5:00 PM - 9:00 AM) Rating
02/18/2022	6.0°F	N/A
02/19/2022	5.1°F	7.0°F
02/20/2022	6.6°F	4.9°F
02/21/2022	5.4°F	6.2°F
02/21/2022	5.3°F	5.4°F
02/21/2022	5.2°F	5.4°F

**KOOLER SMART**  
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Monthly Temperature History Report

# Mobile Application



# Decentralization



**Chicago**



**New York City**



**Miami**



Anywhere

Anyplace

Anytime



Thank you for the opportunity to discuss the  
Kooler Farms Platform

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Donovan Mackey started his career in commercial real estate in 1995 and over his 25 years of experience, he has completed more than 600 transactions in over \$2 Billion in trade value.

Donovan specialized in industrial cold storage supply chain investments on a national level, specifically industrial real estate assets and land development, and works with economic development associations across the country. As a member of the National Association of Industrial and Office Parks (NAIOP) & the Global Cold Chain Association (GCCA), Donovan has developed a global network of Intelligence through building personal connections and is viewed as a leader in the cold supply chain and industrial world.

Prior to forming Kooler Farms, Donovan was a top producer for Marcus & Millichap, his extensive resume includes working with top Institutions and Private Equity to Private Capital in order to achieve acquisition and disposition directives of top real estate properties. His sphere of influence includes public funds, international High Net Worth funds, and international pension funds.