

PRESS RELEASE

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ROOTED HOLDINGS INC. LAUNCHES AS THE VALIDATION & COMMERCIALIZATION ENGINE FOR AGRICULTURAL INNOVATION

Paso Robles, CA-March 2, 2026- Rooted Holdings Inc., founded in August 2025, formally announces its launch as the validation and commercialization engine for agricultural innovation. With more than 80 companies engaged in its active pipeline, Rooted is building the infrastructure to de-risk, validate, and scale breakthrough technologies across agricultural inputs, biologicals, climate technologies, and food systems.

Eric Morgan, Founder & Chief Commercial Officer

Morgan founded Rooted Holdings Inc. in August 2025, assembling the leadership team and establishing the company's strategic direction. He continues to lead corporate development, partnerships, investor engagement, and commercialization strategy as Rooted scales its validation and revenue engine. His focus is clear: strong science must translate into measurable field performance and scalable commercial outcomes.

Gaji Balakaneshan, Co-Founder & Chief Executive Officer

Gaji brings innovation-to-revenue leadership across agriculture, specialty chemicals, and industrial platforms. As CEO of Midwestern BioAg, he quintupled proprietary revenue (\$2M→\$11M), launched 20 SKUs, implemented EOS and S&OP operating systems, and rebuilt the company into a proprietary, channel-led growth model while managing a full P&L (~\$35M). Previously at CF Industries, he developed board-level strategy for a \$2B product line and contributed to initiatives driving ~\$5B in capital deployment. He has built commercialization systems that scale from ideation to sustained profitability.

Nalini George, PhD, Co-Founder & Chief Product Officer

MIT-trained product leader and former Head of Product at Planet FWD, where she built and scaled the climate SaaS platform from seed to Series A, servicing mid-market to enterprise customers. The AI-enabled LCA automation & carbon accounting platform is fueled with industry leading farm-level calculations that made Planet FWD the market leader in carbon reduction and net zero planning for agricultural systems. Previously, she held product leadership roles at Climate Corp (Bayer) and Granular (Corteva), supporting digital platforms reaching millions acres. Nalini holds six patents and brings deep science-to-product commercialization expertise.

Melissa Green, Co-Founder & Chief Marketing Officer

Marketing executive with more than 20 years of experience leading digital transformation, brand strategy, and product launches. She specializes in integrated marketing systems that drive visibility, engagement, and measurable commercial impact.

Jason Book, Co-Founder & Chief Legal Officer

Venture consultant, board advisor, and attorney with nearly 30 years of experience across brand-centric CPG, climate, and ag/food tech. His background spans corporate finance, M&A, venture structuring, and governance, supporting early-stage and growth companies through disciplined scaling.

Rooted operates at the intersection of scientific validation, product strategy, and commercialization infrastructure.

The company partners with innovators to:

- Design proof-of-performance validation frameworks
- Convert technical breakthroughs into market-ready products
- Build scalable channel and go-to-market strategy
- Accelerate from prototype to product-market fit to sustained revenue

Walt Duflock, VP of Innovation at Western Growers, joins Rooted as Board Advisor.

"Breakthrough agricultural innovation doesn't fail because of weak science," said Morgan. "It fails because validation, positioning, and commercialization infrastructure are missing. Rooted exists to solve that."

Rooted Holdings Inc. is actively engaging founders, investors, and strategic partners aligned with the next generation of agricultural and climate innovation.