

A Letter from Our Founders
Solving the Challenge of Feeding the World

Two years ago, Navid Ghedami, an engineering artist extraordinaire, and Lanham Frazier, a concept visionary and capital provider, incorporated The Big S. We both had been working on our concept for a year or more before incorporating. We thought about the big picture of agriculture, how amazing agriculture currently provides for humanity and aspects of importance to improve upon, if legitimately possible. The glaring need, for a multitude of reasons, was to reduce the amount of (1) energy use, (2) water resources, (3) costs, (4) weather interruptions and crop loss, (5) equipment, (6) environmental damage, and (7) timelines from harvest to table. The timelines from harvest to table are related to quality and nutritional value at the table.

We decided this was a worthy enough cause to pour ourselves into a solution. We decided our premises were to design, and build, a vertical, indoor, hydroponic, microclimate, agricultural grow system small enough to be portable and to control the perfect environment for almost all plants. A system that uses minimal water and energy, with the premise to economically, mindfully and efficiently grow high quality fresh, nutritious food in proximity to where it will be consumed. The result is a system virtually eradicating high energy and water use, cost and risks associated with “Food Miles” for growers, grocery providers, humanity and the planet. A system ending weather interruptions and crop loss with zero pollution or destruction to our sacred earth’s water systems and land mass. A system where high quality fresh nutritious food is grown in proximity to where the food is consumed. A system where the only equipment needed is the system itself. A system that is secure, sensible, and sustainable for a healthy culture for our world.

We succeeded amazingly! With a significant amount of faith and determination, we thankfully and appreciatively are at the point of launching our unique grow system to those interested in a secure, sensible and sustainable precision-controlled system for growing food.

We have trademarked the system as EARTI™ and have filed multiple patents for our design. EARTI™ can be outfitted to grow microgreens, bushy plants and viny crops.

The S in The Big S stands for the secure, sensible, and sustainable characteristics of the EARTI™ system. It is important to elaborate how “Big” and plentiful these characteristics are. Growing food near where it is consumed eradicates Food Miles. This may be the most important characteristic of the EARTI™ system. It does not take very much imagination to see the economic cost savings and other benefits of eradicating Food Miles. In addition, food grown in proximity to where it is consumed is fresher, has higher nutrition and better taste values.

EARTI™ uses minimal energy and water, indoor growing ends uncontrollable weather events for continuous consistent output and grows a substantial number of plants in a small vertical footprint. Being a modular system, it's easily scalable with minimum added labor. The EARTI™ control system sets all best practice parameters for each type of plant resulting in the consistent best nature of the plant. EARTI™ grows nutritious, tasty, fresh food indoors anywhere in the world with a small amount of water and energy.

Our collaboration with Rice University has paid significant dividends. Recent metabolic testing comparing harvested microgreens at Rice to those bought in HEB and Whole Foods indicates EARTI™ grown microgreens have more positive active compounds than those currently available on the shelf. The layperson characterization of the results is a seven times better quality food source and taste amazing. This metabolic testing comparison confirms our original premises characteristic of a highly valuable competitive advantage in the market.

EARTI™ is a secure, sensible and sustainable system of food production. We are proud of what we have created as our contribution to a better way for a healthy culture for humanity as well as for our earth. We hope you see it this way as well and join us in this quest by adding EARTI™ to your portfolio for growing food.

A handwritten signature in black ink, consisting of a horizontal line followed by a stylized, cursive-like mark.A handwritten signature in black ink, featuring a large, stylized 'S' or 'Z' shape followed by a smaller mark.