

# EXECUTIVE SUMMARY

**COMPANY OVERVIEW:** Algae 2 Automation LLC's mission is to harness the incredible growth patterns of Spirulina and other microalgae to provide high-quality **sustainably produced protein** with product applications in **several growing markets**. Using **proven growing methods, advanced automation technology** and a passionate leadership team, A2A is uniquely able to accelerate yields, operate more efficiently and sustainably scale.

**MARKET OPPORTUNITY:** The **global demand** for clean and environmentally friendly products is rapidly growing. Spirulina and other microalgae strains, with their **high yields and low environmental impact**, are poised to meet this demand as consumer awareness and adoption of Spirulina products continues to grow. The global Spirulina industry is growing at about a **10% CAGR** and is expected to reach **\$1B by 2030**. Since its commercialization in the 1970's it has crept into various product applications across several growing markets including **pharma, nutraceuticals, cosmetics, natural dyes, extracts, animal feeds, biofuels** and others.

**PROBLEM/SOLUTION:** Setting up and maintaining a large scale algae cultivation system brings high implementation and overhead costs, hindering algae growers from successfully scaling. Algae 2 Automation's innovative approach to algae cultivation leverages cheap desert land, proven cultivation methods, energy efficiency, and automated machinery to **reduce costs and increase production**, overcoming the challenges faced by traditional large-scale systems.

**BUSINESS MODEL:** A2A's production optimizations allow for **economies of scale to be leveraged** and for a cheaper more consistent product to be produced. This paves the way for partnerships with distributors and large-scale buyers; driving significant volume sales, **reducing market entry risks** and ensuring **steady revenue streams**. Additionally, our own well-branded nutraceutical and cosmetic retail products will sell at higher prices, **enhancing revenue potential and profit margins**. Operating in Texas provides several more advantages. Compared to our main competitors, located in California and Hawaii, A2A will have significantly **lower material costs, lower taxes, a business friendly regulatory environment** and better **access to major transportation networks**.

**LEADERSHIP:** Algae 2 Automation's founder, John Hittner has a diverse background in **entrepreneurship, engineering, and environmental science**. He brings extensive experience from his ventures in Fishy Business, INC, CM Solutions, and Hittner Machinery, along with his partnerships at Leap Farms, LLC, and M and B Vineyards, LLC.

**TEAM:** John's hand-selected team includes a **marketing and branding expert** as the co-founder, an **aerospace engineer** and seasoned **algae cultivation expert** as the head of production, an attorney specializing in **tax planning, business structuring and asset protection** as a partner, a **funding procurement specialist** and an **advisory board** that includes a leading authority in the Spirulina industry, Robert Henrikson. His 40 years of experience as a pioneer in Spirulina production, commercialization, marketing, and humanitarian initiatives around the world ensures the company leverages algae's full potential for both commercial and social impact.

**INVESTMENT OPPORTUNITY:** With support from community developers, local officials and regulators in the Corpus Christi area along with the prospecting and site plans well on their way, A2A is **seeking \$30M in exchange for 20% of the company**. \$17M will be used for hard costs of tangible assets including infrastructure, property acquisition and equipment with \$13M covering administration, staff, consumables and operating costs for 3 years.

- **Projected Revenue:** \$10M by Year 3. \$30-35M by Year 4-5
- **Estimated Profit Point:** Year 5.