

Business model on small to midsize farms:

Introducing: The KIT

MagWater technology can be adapted to any crop; the following is an example of a crop such as a high value crop. This model extends out to numerous other agricultural products.

The big question: how to go to market!

With a horizontal platform spanning multiple verticals, the greatest risk is loss of focus—trying to pursue too many applications at once and failing to achieve meaningful traction in any. Our approach is grounded in discipline: we prioritize what is already proven in real-world use. The key question is not where technology *could* apply, but where it is *already delivering measurable results today*. By focusing on validated use cases, we establish early revenue, build credibility, and create a repeatable deployment model. This foundation allows us to expand methodically into additional verticals, rather than diffusing effort across unproven opportunities.

Cattle	Plants/grows	Fields/rice/soy/wheat	Disinfection
Increased Weight 12-14%	Increased Yield 30%	Increased yield 14%	In-situ generation of chlorine
Less antibiotics	Less pesticides/fertilizers	Less pesticides/fertilizers	Lowered cost
Better vigor	Quality/Brix	Hardier plants	Pick-up truck!
Better Hydration= happy animals, less mortality	7-14 days faster to harvest, full extra harvest!	Less water usage 100% water absorption (droughts)	Generation of human friendly HOCL

Agriculture spans small, medium, and large operations, each with distinct adoption dynamics.

Large-scale farms require complex engineering integration, longer deployment cycles, and extensive validation, often driven by partnerships with universities and institutions. While this channel is critical for long-term credibility and broad adoption, it moves slowly.

In contrast, the majority of the market consists of small and mid-sized farms, which are faster-moving and more accessible. Our strategy is to target this segment first with a simple, low-cost MagWater kit designed for rapid adoption.

We are driving this through a direct-to-market approach—leveraging influencers, peer networks, and word-of-mouth accelerating uptake and generate early revenue. This “\$100 plan” creates a scalable entry point, building a broad installed base while larger, institutional opportunities develop in parallel.

The U.S. protein production market alone represents a substantial addressable opportunity, as outlined in the accompanying analysis. Expanding this lens to include the broader food production market—and further to disinfection, a foundational requirement across all agricultural and industrial systems, the total opportunity increases significantly

Total Protein Production Farms USA 1.9 billion market

Species	Total	Lease (17%)	Cost Total	Gross profit	Total cost of sales:	Net Profit
Protein	Farms	5 year \$5000	COG \$2000		Distributor 30%	Pre Tax
		\$100/month			G&A 14% Misc 10%	
Cows	58,000	290,000,000	116,000,000	174,000,000	(93,960,000)	80,040,000
Cattle	6500	65,000,000	26,000,000	39,000,000	(21,060,000)	17,940,000
Dairy	24000	120,000,000	48,000,000	72,000,000	(38,880,000)	33,120,000
Chicken	60,000	300,000,000	120,000,000	180,000,000	(97,200,000)	82,800,000
Lamb	10,000	50,000,000	20,000,000	30,000,000	(16,200,000)	13,800,000
Hogs	168,000	840,000,000	336,000,000	504,000,000	(272,160,000)	231,840,000
Horses	26,105	130,525,000	52,210,000	78,315,000	(42,290,100)	36,024,900
Dogs	25,000	125,000,000	50,000,000	75,000,000	(40,500,000)	34,500,000
Total	377,605	1,920,525,000	768,210,000	1,152,315,000	(622,250,100)	530,064,900

Agriculture/crops: \$9.7Billion US market

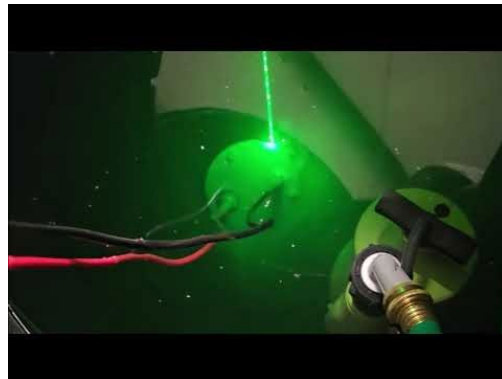
	Total	Lease (17%)	Cost Total	Gross profit	Total cost of sales:	Net Profit
	Farms	5 year \$5000	COG \$2000		Distributor 30%	Pre Tax
		\$100/month			G&A 14% Misc 10%	
Greenhouses	22,800	114,000,000	45,600,000	68,400,000	(36,936,000)	31,464,000
Value Crops	45000	450,000,000	180,000,000	270,000,000	(145,800,000)	124,200,000
hydroponic	2600	13,000,000	5,200,000	7,800,000	(4,212,000)	3,588,000
Vertical	2,000	10,000,000	4,000,000	6,000,000	(3,240,000)	2,760,000
Horticulture	26,000	130,000,000	52,000,000	78,000,000	(42,120,000)	35,880,000
Farms general	1,800,000	9,000,000,000	3,600,000,000	5,400,000,000	(2,916,000,000)	2,484,000,000
zoos	2,100	10,500,000	4,200,000	6,300,000	(3,402,000)	2,898,000
fish farms	1,600	8,000,000	3,200,000	4,800,000	(2,592,000)	2,208,000
Total	1,902,100	9,735,500,000	3,894,200,000	5,841,300,000	(3,154,302,000)	2,686,998,000

THE BUSINESS MODEL

Our objective is to create a financeable infrastructure asset that farmers can adopt with minimal friction (the \$100 a month program!) while generating predictable, recurring monthly cash flow. This revenue stream is highly bankable and can be monetized through factoring or structured financing, attracting private equity investors seeking stable yields—currently supported by 5-year lease agreements at ~17 to 20% returns, offering factoring potential for renewing inventory.

This model transforms MagWater from a purely technical solution into a scalable financial vehicle, aligning performance, adoption, and investor returns. While we deploy a fast, grassroots (“guerrilla”) market entry strategy to drive early adoption and cash flow, we are simultaneously advancing larger, institutionally driven infrastructure deals to support long-term scale and validation.

Mag water kit! Originally designed to assist a grow operation with stunning results: STUDIES, 30% less pesticides, fertilizers and 30% more yield and one-week early harvest, allowing for a full extra harvest. A net increase of 65%



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- Plug-and-play water system
- Low-cost, rapid install. End user puts it in his own vessel without shipping weight
- Designed for small farms and ranches.

