

Executive Summary

Problem

Many of us have the fantasy of growing our own high-quality cannabis at home. The problem is that most of us are not gardeners and to grow high-quality cannabis takes a lot of knowledge and expertise. Recently, companies have introduced a solution: home-grow boxes. The problem is, we've seen so many home grow boxes flood the market that we're not sure how to separate the wheat from the chaff. Sure, they're cool, but they're also big, bulky, copycats of one another, which at some point makes all of them indistinguishable. Also, and maybe most importantly, many of the higher-level automated ones (which allow for full automation) are very expensive to the average customer. These expensive indoor grow boxes lack innovation. The solution they provide is to compile all the traditional aspects of growing and the result is a huge expensive box (for growing 4-6 plants at a time) that most people don't need.

Solution

The Product - **The smallest fully automated Home Grow Box for cannabis**

Introducing the first patent pending ultrasonic fogponic based fully automated grow-box.

We expect for the iGrow system to utilize its patent pending ultrasonic fog technology to grow top quality cannabis. iGrow's device does not have any soil or running water. The ultrasonic fog method optimizes the device's performance, enables a faster grow-cycle (instead of 11-16 weeks our grow cycle is estimated to be just 8 weeks) and significantly better yield, all while taking up less space and using less water. Additionally, we plan for the iGrow Eco-System to cost significantly less to the end user compared to the other home-grow products currently sold

in the marketplace. Our Home Ecosystem is a unique system for growing cannabis and is the ONLY one that applies a patent-pending state-of-the-art ultrasonic Fogponic technology.

The Market

The global legal marijuana market size is expected to reach USD 73.6 billion by 2027, according to a new report published by Grand View Research, Inc. It is anticipated to expand at a CAGR of 18.1% during the forecast period. Increasing legalization of cannabis for medical as well as recreational use is expected to promote growth. Based on product type, the legal marijuana buds segment accounted for the largest market share in terms of revenue and was valued at USD 9.1 billion in 2019.

iGrow's expects that its market will consist of consumers that wish to grow cannabis from the comfort of their own home. iGrow plans to initially focus on the North American market and to serve home-grow medical and recreational cannabis users in the U.S., Canada, and any country that has legalized medical and/or recreational marijuana use. With 12 states in the US that already have legalized recreational marijuana and many other states having legalized medical marijuana, there are more than 272 million consumers in the US alone, that have the ability to grow between 3 to 6 plants in their home according to current regulations. Overall sales within the legalized U.S. cannabis industry are expected to reach \$13.6 billion throughout 2019, for a 32% increase over 2018 totals worth \$10.3 billion.

Competition

Majority of competitor systems use off-the-shelf technology. The iGrow Home system is the only product with unique, custom-developed irrigation technology.

We believe the iGrow Home Ecosystem will offer a completely automated experience like no other smart indoor gardening system. TO our knowledge, we are the ONLY system with a patented technology (the Ultrasonic Fog System application).

Many of the other systems being sold currently on the market have Large or clunky designs, in fact few of them are in the size of a small fridge. iGrow believes that a grow box should be a well-designed small unit which our customers would be proud to place in their living room, something that they cannot do today with the existing systems.

Why Us?

Intellectual property - IGROW is the only company that holds a patent pending core technology for its product. We have applied for a patent for the iGrow Growing Technology in the U.S., and it is now on a PCT level, we have plans to apply in Israel, Canada, China, and the EU. We also are in the process of applying for more patents on devices and accessories related to the Technology.

Strong leading team - Our executive management and advisers possess decades of experience and expertise enabling them to develop and deliver best-in-class technology for the urban agriculture and home-grow industry.

Founders and management - the inventors/founders behind the iGrow Growing Technology have more than 50 years of experience in the startup arena between them. Balance Labs - one of the founders and principal investors has a proven track record for enabling young companies to grow from the idea phase to NASDAQ listed companies. Balance Lab's wealth of in-house experience combined with their extensive network of leading service providers enabled them to provide IGROW not only with funding but also with all the resources, support and services we needed to create a viable enterprise.

The Technology

Fogponics is an advanced method of aeroponics which is in turn is a type of a hydroponics system. Hydroponics typically work by suspending plants directly in water to supply nutrients without the need for soil. Some people consider aeroponics a type of hydroponics, because it does still use water to provide nutrients. However, using aeroponics, the plants are suspended in an open-air chamber. The leafy plants are above, with exposure to light, and the roots are below in the enclosed chamber exposed to the air. The roots are periodically sprayed with nutrient-rich water, using a pump and sprinkler system. Aeroponics causes plants to grow faster at a higher yield and are often healthier than those grown in soil. Additionally, plants grown with aeroponics typically require less water and fewer nutrients. Fogponics is a variation on aeroponics. Plants are similarly suspended, with the roots below in a closed, dark growing chamber. The fogponics system uses pressure to pump vaporized water combined with nutrients into the chamber creating constant fog that continually provides the roots with this nutrient-rich hydration. With fogponics, growers can expect full root coverage due to the natural ability of fog to travel throughout very tight spaces, in between root systems.

iGrow patent pending technology is based on a low micron fogponics system. Inside our grow box's root chamber there is an ultrasonic fogger. This fogger run by oscillating at a frequency of 2MHZ or two million vibrations per second. The nutrient rich water of our system converts into fog with water particle sizes of 3-5 microns. This fog is the ultimate delivery system to roots for optimum nutrient uptake. iGrow's prototype shows great results. We experience faster growth, higher yields with less nutrient and water.