



pipeline™ exclusive - Urban agriculture firm seeks \$5 million to grow team (16-Apr-2010)

Aero Farm Systems LLC (AeroFarms), based in Ithaca, NY, has developed a unique aeroponic growing system capable of growing produce without soil and without sun, all year round and in any indoor location. AeroFarms modular, vertically stackable systems are designed to operate in old or vacant urban buildings, enabling local production of pesticide-free, fresh, clean greens. Instead of the plant's roots being buried in soil, they are immersed in an aeroponic mist that efficiently provides them with the nutrients, hydration and oxygen needed for optimal growth. A reusable cloth medium separates the mist from the leaves, ensuring that the nutrients are only administered to the roots. An LED lighting array provides light to the produce, and importantly its frequency and intensity can be altered to provide optimal growing conditions for different crops. The firm plans to sell to crop growers and manufacturers that experience declining yields during the off-season, as well as restaurants.

In February 2010, AeroFarms announced that it had secured a \$0.5 million seed financing round from The Quercus Trust of Newport Beach, CA, alongside co-investor 21Ventures LLC, a New York-based venture capital firm. This represented the firm's first financing round since its inception in 2004. During an interview with VB/Research Ed Harwood, CEO at AeroFarms, revealed that \$5 million is currently being sought. The new money will be deployed to build an executive team and for sales and marketing purposes. Revenues of \$6 million are forecast for 2010, rising to \$15 million in 2011 and \$30 million in 2012. The company expects to reach profitability in 2011. AeroFarms is being advised by NewSeed Advisors and welcomes approaches from venture capital and strategic investors capable of participating in the round.

Please contact Ed Harwood, CEO, at: ed@aerofarms.com for more information on Aero Farm Systems LLC.

