



Catalizor

Sow vertically Grow exponentially



Climate change on food crisis is real...



I saw that in my country.

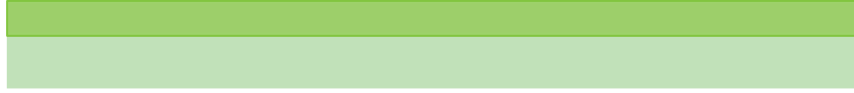




But everyone will face it very soon.

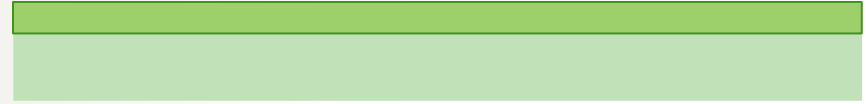


Background beyond this idea



- The impact of climate change on crop quality and yield
- The changing climate alters the timing and duration of growing seasons, leading to reduced crop yields and increased water stress.
- Important to adopt sustainable farming practices



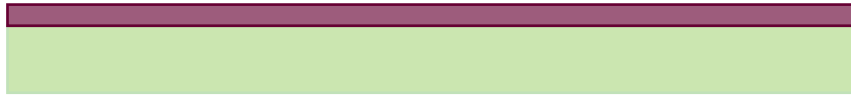


Governments are **not** ready yet.

**But the
people are
already
started...**



People found ways to grow crops with:



- Vertical growing
- Roof top growing
- Green houses
- Container growing

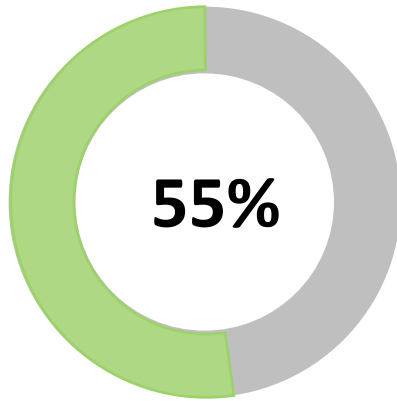


Gardening industry

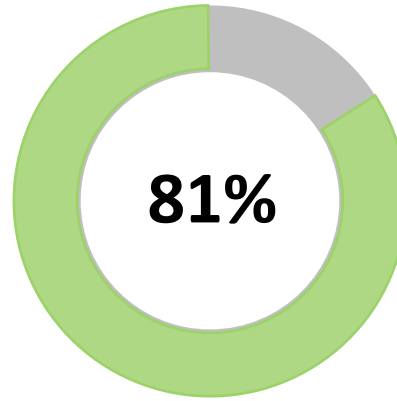
- Indoor farming experienced a **\$34 B** global market in 2022.
- Vertical growing had a **\$4 B** global market in 2022.
- Vertical growing will experience a **\$21 B** global market by 2029.

Gardening industry in the USA

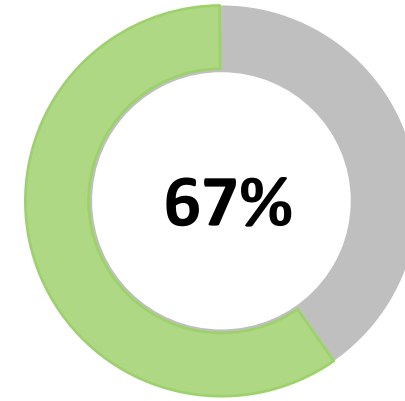
American **adults** spend **\$48 B** on lawn and gardening equipment each year.



American households engaged in gardening



American are willing to spend more money next year on gardening.



American gardeners are interested in modern farming methods.

Gardening industry in the USA after Covid

Covid made **18 M** new gardeners

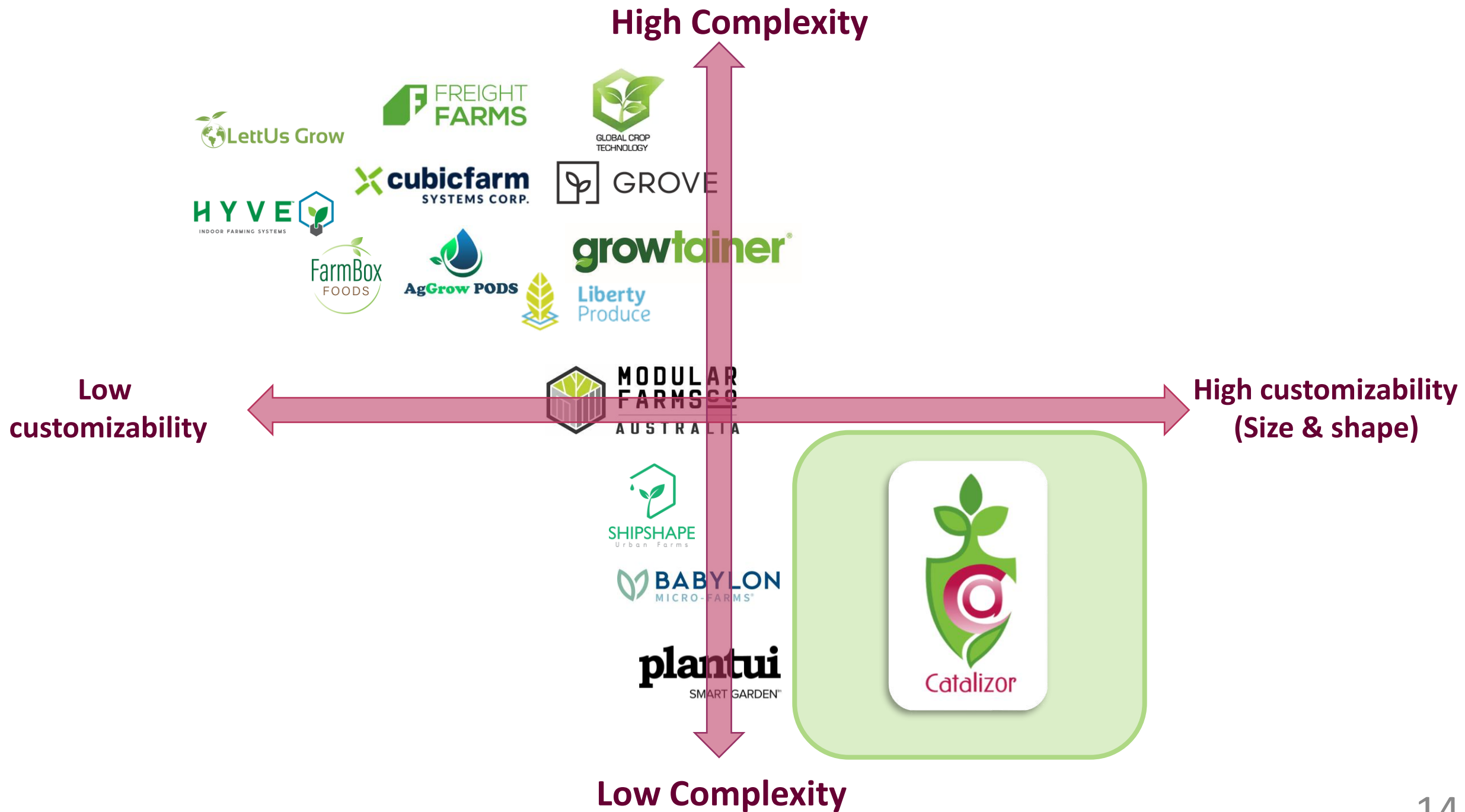
Global **online sales** of gardening **doubled**
during the Covid pandemic.

Vertical growing is the solution ...

- Save water
- Save soil
- Customizable for small farmers
- Higher productivity in a much smaller area
- Shorter growing times
- Fresh produce is grown much closer to where it's eaten

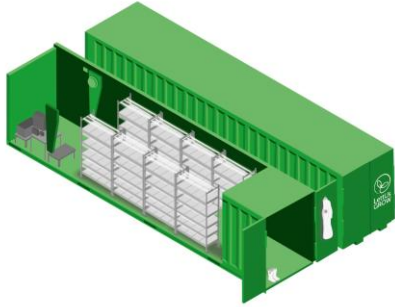


But **vertical** farming **has not** found its place yet ...



Interviews

Container farming manufacturer



Vertical growing container

- Heavy and large
- Limited design
- Unprofitable
- Limited crops
- Return boxes
- Limited customers
- Needs education

Hydroponic farming user



Vertical growing needs

- More passivation (Solar cell ...)
- Customizability (Size, shape, ...)
- Storage to keep products
- Stable Market to sell
- Professional labor
- Education

Conventional small grower



Vertical growing ...

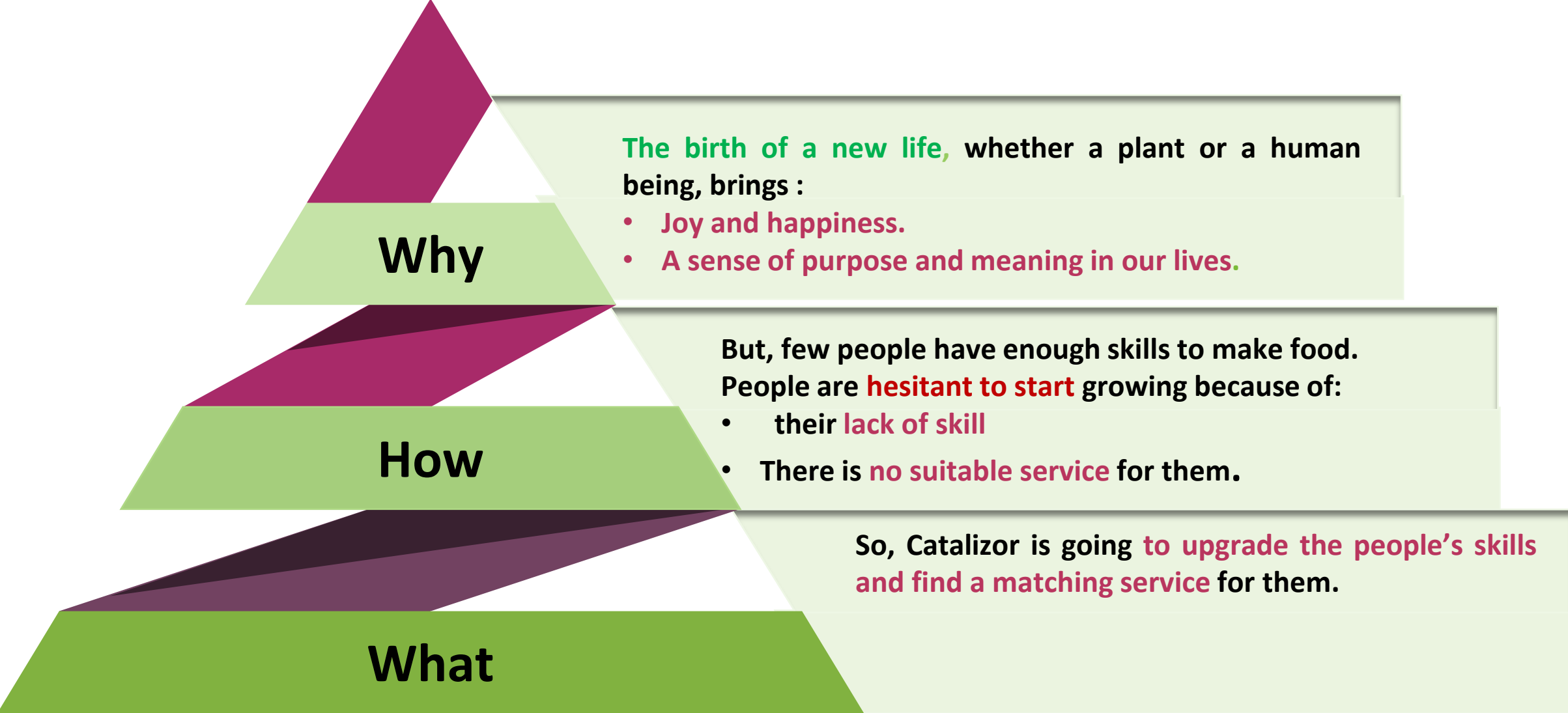
- Complex to install
- Complex to understand
- High operational costs
- Expensive to start
- Needs professional labor
- More plastic components
- Needs education

Conclusion: the available systems are complex and need to be customized to users' needs.

In the 18 responses to my **Survey**

I discovered that individuals engage in gardening or growing for the purpose of finding relaxation and entertainment. However, it appears that they may not be aware of the potential impact of climate change on these activities, and therefore may not be connecting them with their changing needs.

Let me make the story short...



Why

The birth of a new life, whether a plant or a human being, brings :

- Joy and happiness.
- A sense of purpose and meaning in our lives.

How

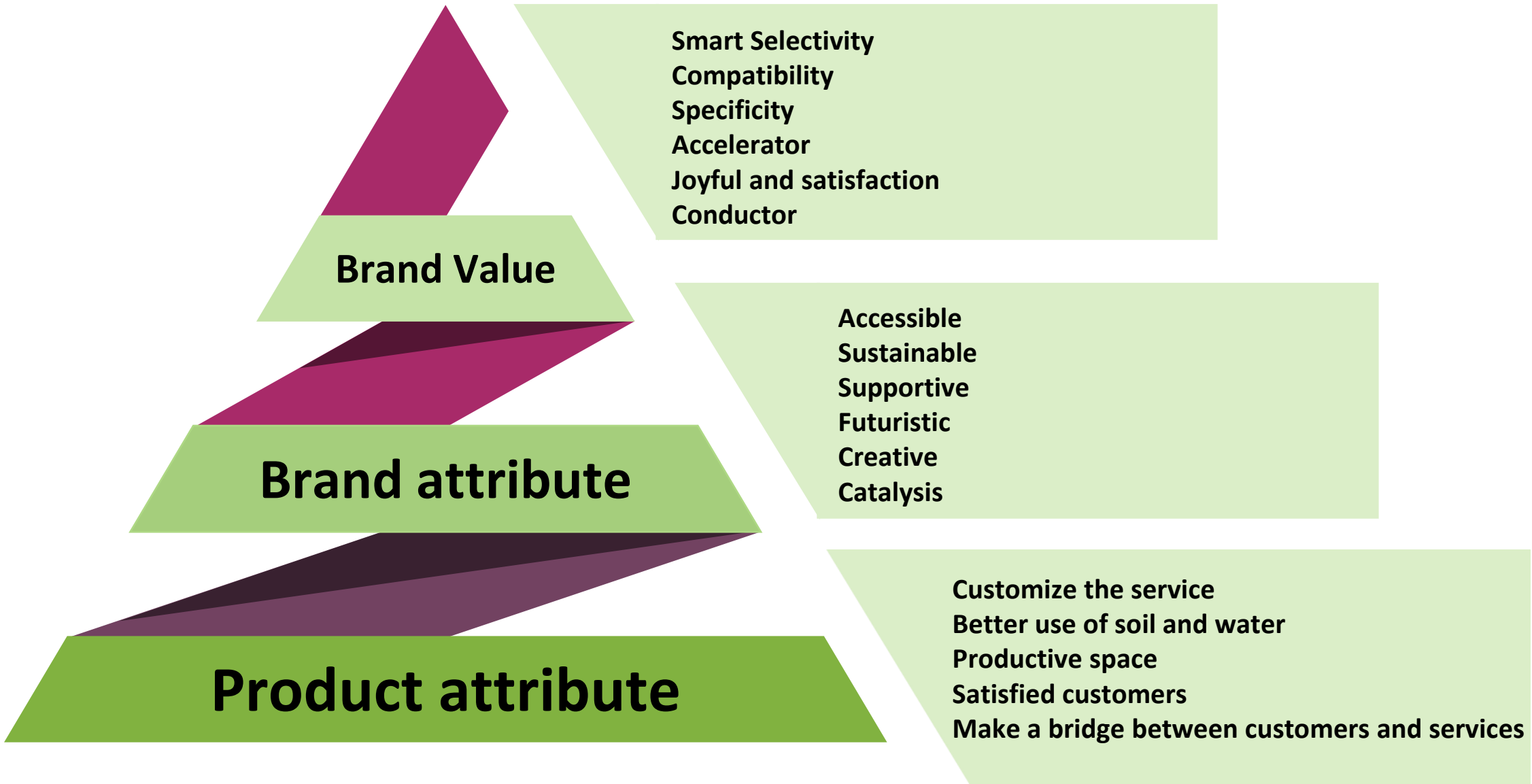
But, few people have enough skills to make food. People are **hesitant to start** growing because of:

- their **lack of skill**
- There is **no suitable service** for them.

What

So, Catalizor is going **to upgrade the people's skills and find a matching service** for them.

Brand DNA of Catalizor



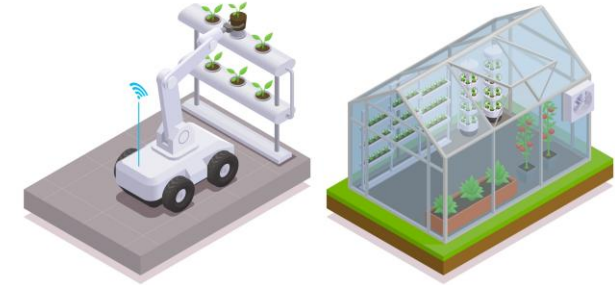
Catalizor wants to match them



**Users
want ...**



Catalizor



**Manufacturers
have ...**

Catalizor journey map



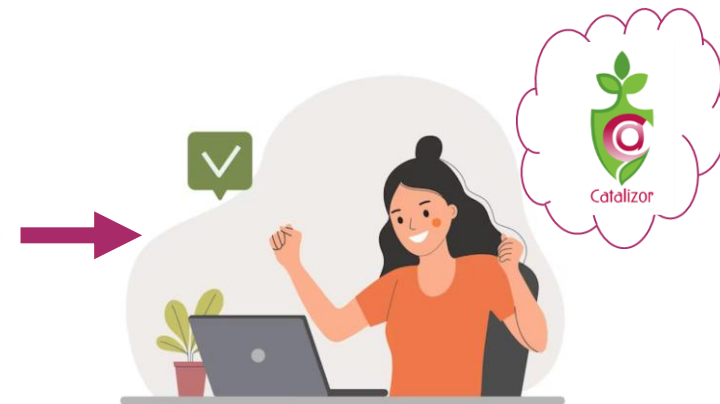
Imagine your plant-growing system



Research the products



Too complex &
No matches



Discover **Catalizor's services**



Customize your dream system
in **Catalizor**



**Catalizor: Consultant, Design,
Order, Education, Installation, and Support**



We have my own vertical growing system.

Catalyst

- Catalysts are usually **stable** under reaction conditions
- Catalysts often have a large surface area, which **provides more opportunities** for reactant molecules **to come into contact**.
- Catalysts are not consumed during the reaction and can be regenerated for **reuse**.
- Catalysts can accelerate reactions with **minimal energy** input.
- Catalysts can only **accelerate** certain reactions and not others, and **Increase the rate** of a chemical reaction

Catalizor

- Will provide an **active foundation** and a **stable bridge** between traditional and modern growing techniques.
- Can **make a connection** between available services and customer demands.
- It will break down the available solutions to **make new bonds and services** between manufacturers and customers.
- It will **make growing easy, accessible, efficient, and cultural**.
- Climate change affects our lives soon and we need to **accelerate sustainable growth**.

Top Names for My Brand

Leading Seedling

Arman Farm

Home Harvest

Life in Cycle

Catalizor in **Farsi** is the **catalyst**

Grows in Raws

Tag in Ag

Farms in Arms

Almas Farm



Green shows:

- Nature
- Health
- Wealth
- Peace
- Confident
- Reliability
- Technical
- Growth



Catalizor

Red shows:

- Daring
- Spirited
- Independent
- State of the art
- Energy
- Action
- Heat
- Strength
- Desirability

Top Taglines:

Lateral growing, 365

A new way to Farm, A better way to live

Grow Smarter, Not Harder

Plant vertically

Sow vertically, Grow exponentially

growing or increasing very rapidly.
(crops- vertical growing- movement)



Farman



Arman Farm



Arman Farm

A F

growing up



FARM IN ARMAN

Farm
In
Arm

—Typography—

Brand expansion (Let's do that for all)

- Expand the service to other self-sustainable areas such as education, energy, water, waste, architecture, and security
- Develop the customer's skills in other areas rather than growing
- Develop an AI (Artificial Intelligence) simulator for modern farming technologies in different climates and geographies
- Develop an AI network for the global management of micro-economies



