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A new tool to visualise the weather



www.janesweather.com

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```

graph TD
    A[Problem] --> B[Inability to get timely weather alerts]
    A --> C[Lack of weather services]
    B --> D[that satisty innovations, mid-term, and long-range needs of a farmer]
    C --> E[that cater to the specific needs of a farmer]
  
```

Problem

Inability to get timely weather alerts

that satisty innovations, mid-term, and long-range needs of a farmer

Lack of weather services

that cater to the specific needs of a farmer

How it Works?

Save time and money
Use software to make number entry & processing easier

Create summary data
Programme algorithms to make each individual record computer readable

Never miss critical data
Notification provided to user when chosen method cannot be applied

Data	Forecast	Language
User defined input data	User defined forecast inputs	User defined input data
User defined forecast inputs	User defined forecast outputs	User defined forecast inputs
User defined forecast outputs		User defined forecast outputs

```

graph LR
    subgraph Source
        A[Capital Raised To Date] --> A1[IPO/First Round]
        B[Capital Raised] --> B1[convertible note]
    end
    subgraph Uses
        C[Use of Funds Breakdown] --> C1[Marketing]
        C --> C2[Operations]
        C --> C3[Technology]
        D[Payroll] --> D1[Payroll]
    end
    A --- C
    B --- D
  
```

Thank You!



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A new tool to visualise the weather

www.janesweather.com



Table of Contents


1. Mission
2. Investment Highlights
3. Problem
4. Why Now?
5. Solution
6. Addressable Market
7. Competitive Landscape
8. How It Works
9. Business Model
10. Go-To-Market Strategy
11. Target Market
12. Traction and Milestones
13. Sources and Uses
14. Financial Projections
15. Exit Strategy
16. Team
17. Thank You

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Page 2

Mission

Enable farmers to improve their yield by providing actionable weather-related insights




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Page 3

Investment Highlights

Traction
Launched website with the freemium model, completed business and financial plan



Addressable Market
\$3.25B¹
(global weather forecasting systems and solutions)

Capital Raise
\$200K
(convertible note)

Strategy
Complete MVP, purchase data needed, make key strategic hires, and execute go-to-market strategy

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¹Refer to "Addressable Market" page

Page 4

Problem

Inability to get timely weather alerts

that satisfy immediate, mid-term, and long-range needs of a farmer

Lack of weather services

that cater to the specific needs of a farmer

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Page 5

Why Now?

The effects of drought and climate variability in Australia can cause farmers to lose 50% - 100% of their profits in a year¹.

Severe droughts in Australia coupled with poor forecasts have decreased crop production by as much as 23% in certain years².

The value of improving all forecast attributes to their maximum level is estimated to be \$16 per household or \$160M nationally (with 10M households³).

Floods cost \$637M annually but are also one of the most manageable if predicted accurately⁴.

Recent hailstorms have already seen 69,850 claims at a cost of \$638M⁵.

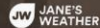
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¹Agribusiness Australia
²CSIRO
³CSIRO
⁴CSIRO
⁵CSIRO

Page 6

Solution

Enable farmers to make intelligent weather-related decisions by summarising huge amounts of data and notifying farmers instantly of impactful weather events



Page 7

Addressable Market

Global weather forecasting system and solutions



Page 8

TAM
\$3.2B¹
(CAGR=7.1%)

570 million farms² X
81% in upper to high
income countries³ X
6% penetration X
\$120 per year

SAM
\$1.7B²

SOM*
\$42M
85,4833 Australian
farmers paying
\$500 per year

Competitive Landscape

No one has brought current conditions, the forecast, and long-term drivers into the one easy to use interface before - coupled with alerts so you never miss an opportunity or warning

	Farmer Centric	Now & Future all-in-one	Customisable Alerts	# of Forecast Attributes	Data Sources Used	Sensense Algorithm	Other Interface
JW JANE'S WEATHER	✓	✓	✓	✓	✓	✓	✓
weatherzone [®]	✗	✗	✗	✓	✓	✓	✓
Edgars	✓	✗	✗	✓	✓	✓	✓
Windy.com	✗	✗	✗	✓	✓	✓	✓
AgWeather	✗	✗	✗	✓	✓	✓	✓
Farmonline	✓	✗	✗	✓	✓	✓	✓

Page 9

How it Works?

Save time and money
User tells us what weather data is important to them

Create summary data
Proprietary algorithms analyse each international weather model and provides consensus forecast

Never miss critical data
Notification provided to user via their chosen method (email or in-app)

Now
User alerted as soon as a user set threshold is met

Forecast
User alerted 2 to 4 times a day (parameter "n" meets threshold from time "x" to "y")

Long Range
User alerted daily to weekly of weather events that may be few months out



A new look to weather the weather

Business Model

Freemium

- ✓ Smaller map size
- ✓ One model (GPS)
- ✓ Advertisements
- ✓ Alerts only within the site (no push notifications)
- ✓ Guides by Jane Burin
- ✓ No advanced features, comparison of models or Jane's Weather consensus

Premium

- ✓ Everything in Standard with no advertising
- ✓ Alerts for multiple locations
- ✓ Advanced features such as Rain Mapping, Route Guidance, Yearly Forecasts, Own Layers
- ✓ 10 personalised meteorological assessments by Jane Burin
- ✓ Complimentary access to Jane Burin's weather course

\$500
per year

Standard

- ✓ Everything in Freemium with limited advertising
- ✓ Advanced models, including EC, OEM, ACCESS
- ✓ Side by side comparison of models
- ✓ Jane's Weather consensus
- ✓ Alerts for one location from all models and consensus
- ✓ Lightning, frost risk, and ideal spraying conditions

\$120
per year



Page 10

Go-to-Market Strategy

Strategic Partnerships

Retail Stores

Forge partnerships with truck and farm equipment stores and promote service in store

Explore partnering with a farm equipment provider (or store) to offer a bundled product + service to the farmer at an incremental upfront cost

Banks

Develop relationships with large banks that offer farmer loans
Jointly promote the service which also increases the bank's likelihood of timely loan repayment

Digital Marketing

Online

Improve presence on Facebook, Twitter, LinkedIn, Pinterest and Instagram

Manage the above presence and post frequent blogs/articles/videos promoting the service

Create engaging video content in collaboration with other partners

Paid Search & SEO

Identify highest converting "keywords" that farmers are searching for around weather on Google

Engage in daily paid search such as Google Adwords, display advertising activities, and retargeting

Optimise website for SEO with proper keyword density and backlinks to increase organic Google ranking

Traditional Channels

Mass Media

Leverage existing followers and promote service through local radio channels that focus on agriculture or weather

Public Relations

Recruit and retain services of a PR firm to create and publish articles in highly circulated farmer-centric magazines

Page 12

Target Market



Traction and Milestones



Source and Uses

Capital Raised To Date
\$?
from Founders

Capital Raise
\$1.2M
in convertible note

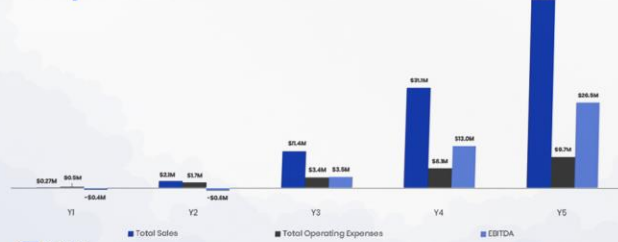
Use of Funds Breakdown
Marketing: \$400K to ramp up marketing efforts

Operations: \$300K for key strategic hires and operational and sales staff

Technology: \$500K for app redesign, website improvement, and other technology updates



Growth Projections



Exit Strategy

To be acquired by a weather services company looking to augment its product offering and expand into the agriculture business



Team

Jane Bunn
CEO
A familiar face in lounge rooms across Australia, Jane has 15+ years experience as a meteorologist, both at the Bureau of Meteorology and on TV. A passionate Bachelor of Science in Atmospheric Sciences, a Graduate Diploma of Meteorology and Graduate Certificate in Journalism, JaneWeather enables her to help people make the most of the best weather data available.

Michael Bunn
Chief Technical Officer
Michael has over 15 years experience in Information Technology in a wide variety of roles and industries. Most recently, Michael has been working in Architecture, Engineering and Delivery Management in the engineering industry, following on from 5 years of working with the Banking and Finance, real estate, and utilities sectors. Previously Michael worked in the Aviation industry as both a flying instructor and theory consultant.

Dave Hemming
Technical Lead
A full stack Software Engineer with over 10 years experience, Dave's passion is about developing quality applications that solve complex and challenging problems while at the same time provide an intuitive and seamless user experience. After competing his Bachelor's in Information Systems David went to work developing user facing applications in the Banking and Finance sector alongside some of Australia's most successful developers and business operators. David has a diverse and varied background including recruitment, project management, sales and logistics. His interests include travelling, hiking, camping, yoga, and reading.

Carlos Ambia
Designer
Carlos has been designing digital experiences for over 7 years across various industries. He works combines a background in Communication and with his design and development skills to create the products of today and is passionate about creating effective and seamless user experiences. He is also passionate about communicating the value of his design and development work to his clients and ensuring they are ready to embrace the future.

Alex Barowski
Climate Expert
Alex has completed an undergraduate and master's degree in the study of landmasses. During his masters, Alex undertook research leading to several publications and a book. He is currently working on his PhD. He is a member of the Australian Meteorological Society and is a frequent speaker at various conferences. He is also a frequent contributor to various media outlets and is a regular on radio and television. He is a passionate advocate for climate change and is committed to making a positive impact on the world.

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