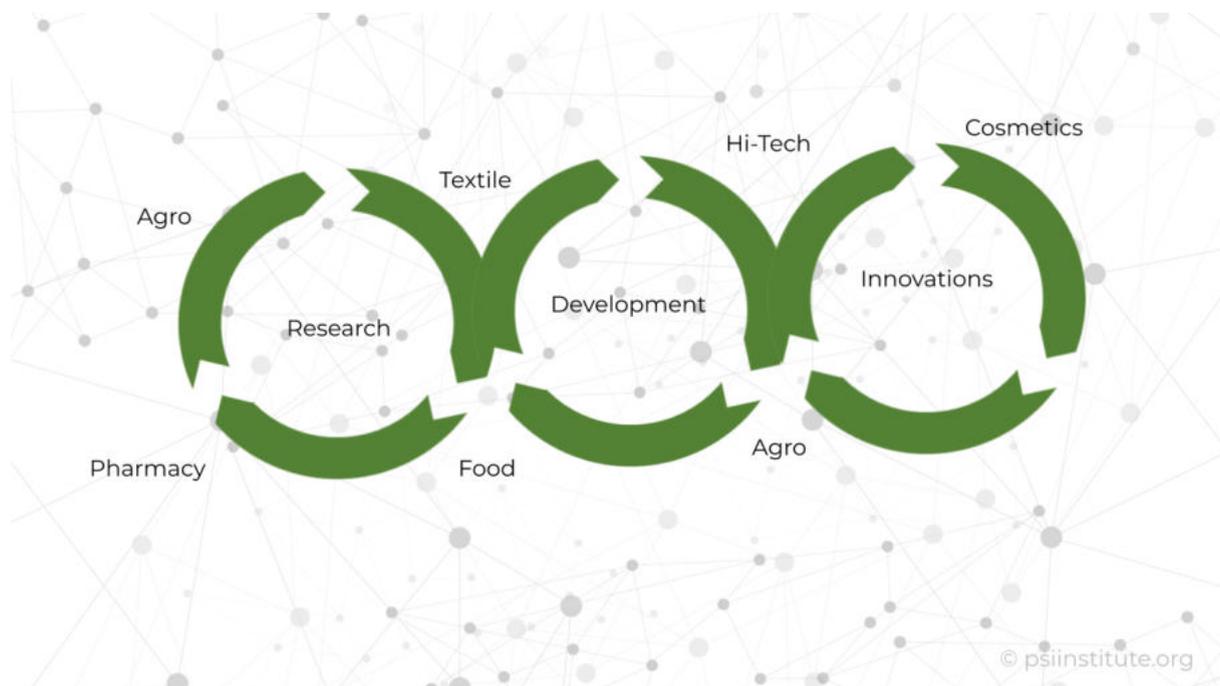


# Nettle Business Proposal

## Our goal

TO PRODUCE PROFITABLE NETTLE PRODUCTS BASED  
ON THE LOWEST COSTS



**"If you eat herbs and nettles sparingly amongst abundant food, you will live longer."**

Horatio, the Roman ancient poet

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# 1. Introduction

## *1.1 Our nettle farming, economy, products, and vision*

Based on the fact that the stinging nettle can be cultivated, the company BURDOVA FARMA s.r.o. (Czech Republic) decided on a nettle weeding field for nettle production (more details in the Nettle Paper). There are many benefits that nettle agriculture brings. Stinging nettles have several health benefits and have been used medicinally since at least the time of Ancient Greece. Studies have shown that all parts of the nettle have antioxidant, antimicrobial, and pro-health capabilities. Most nettle medicines are made from flowers, stems, and leaves, but roots are also used in pharmacology. This valuable plant has been used most commonly as a diuretic and for treating painful muscles and joints, eczema, gout, and anemia. Nettles may be used as a vegetable, in juice, tea, and as an ingredient in many dishes. The use of *Urtica* spp. as a feed component could also positively affect the health of poultry and animal productivity.

The main challenge in starting a huge production of nettle products is in heterogeneous nettle growth. The solution is homogeneous material (clones). We had two options for how we could generate them. The first one is based on nature's nettle ability to reproduce through rhizomes. The second one comes from totipotency and regeneration attributes that all plant cells use to create an intact plant in vitro conditions. We chose the second approach despite the higher cost due to the need for a functional regeneration nettle protocol for further biotechnological applications, which makes the nettle breeding program shorter and more effective.

Our presumption, that nettle products will be attractive for customers, is based on the fact that in classic products of intensive agriculture, the levels of functional content substances have been declining for several decades in a row; properly processed or treated nettle can become one of the carrier food raw materials, supplements or additives on an industrial scale. We have also seen that there is no company on the market focused on growing, supplying, and processing nettle.

Furthermore, dried nettle is typically the only form currently supplied by traders. Fresh nettle provides improved biological properties that can be used in a broader range of products.

Our main know-how is the production of three products: juice - spinach - cold syrup suitable for retail packaging. Our production process is specified in three types of fermentation. We can preserve the nettle with salt, fat, acid and freeze it. Moreover, we are also able to produce nettle extract for the cosmetics and pharmaceutical industry. Furthermore, we have the protocol for nettle tissue culture, opening the door for a nettle breeding program using a biotechnological approach, which makes our expansion easier.

We see that our potential lies in the combination of new disciplines including biotechnology, nanotechnology, and blockchain. Our vision is to make quality nettle products that will be

appropriate for the food, textile, cosmetics, and pharmaceutical industry while following the scientific knowledge from genomics and/or nanotechnology and their tools. To achieve our vision we need an economic tool making external markets available, therefore we aim to take advantage of blockchain and a token economy.

We realize the importance of creating a perfect business plan with an accurate road plan and a transparent budget.

### 1.3 Nettle market

Although with high market potentials, the products made from nettle are currently more a result of curiosity rather than large-scale industrial production, mostly due to a lack of crop and post-harvest management. The definition of a production chain able to exploit the plant biomass as much as possible is a prerequisite to increase income and boost farmers' adoption, and attract investors. The nettle market offers a big potential due to the fact that most biomass comes from hand-picking and is only dried. This prefabricated part is further processed by the cosmetics and pharmaceutical, or tea industry. Our innovation brings the solution of how to preserve nettle biomass convenient to production companies or consumers. Moreover, among the troubles with the cultivation of nettles, propagation belongs, actually, we have resolution onboarding, which makes the field establishment easier. We are the only ones to offer homogeneous nettle genetic material suitable for large-scale production. The main advantage of the cultivation of nettle clones is that the operating cost is reduced (Table 1 and 2) due to homogeneity for harvest planning, uniformity of ripening, size and availability of soil block for mechanized harvesting. Consequently, homogenous material is cheap for processors per kilo (Table 3).

Cost [CZK]	Homogenous nettle	Heterogenous nettle
Initial*	-250000	0
Operating	-125000	-240000

**Table 1.** The cost relating to field establishment in the first year. \* Purchase of specified homogeneous biological material to establish 1 ha of permaculture.

Cost [CZK]	Homogenous nettle	Heterogenous nettle
Initial*	0	0
Operating	-37000	-240000

**Table 2.** The cost relating to field establishment in the third year. \* Purchase of specified

homogeneous biological material to establish 1 ha of permaculture.

Biomass	Price for processors per kilo [CZK]
Homogeneous	25
Heterogeneous	35

**Table 3.** Price comparison of clones and wild nettle

Hippocrates (460–377 BC) reported 61 remedies using stinging nettle. His statement “Let food be your medicine” has been incorporated into the traditional concept of food, and stinging nettle is a representative example. Since it has been used for several purposes by different folk traditions, some of these uses have been tested scientifically since a new interest in natural products has been discovered. Therefore we focused on the food industry first of all. Moreover, in Table 4, we summarized the potential usage of stinging nettle.

Field of application	Use	Part of the plant
Food	Salads, pies, soups and decocted tea, juice, pasta, bread	Leaves, young plants, seeds
Textile/fibre	Ropes and fishing nets, tissues and fabrics, silky fabric, cloth and paper, biocomposites, paper, natural dye (for yarns, eggs, etc.)	Fibre tissues of stems. Root and leaf extracts for dyes
Medicine	Anaemia, rheumatism, gout, eczema, diuretic, hypoglycaemia, hypotension, benign prostatic hyperplasia, cardiovascular problems, arthritis, allergic rhinitis, antioxidant, antimicrobial, antifungal, antiviral, antiulcer	Leaves, seeds, roots, aqueous and alcoholic extracts
Cosmetics	Soaps, shampoo, skin lotions	leaves

Field of application	Use	Part of the plant
Forage crop	Poultry, cattle, horses and pigs for enhancing yolk yellowness	Whole plant
Animal housing	Bedding	Stem, shives as fibre by-product
Bioenergy	Biochar, biogas	whole plant

**Table 4.** The overview of the usage of nettle

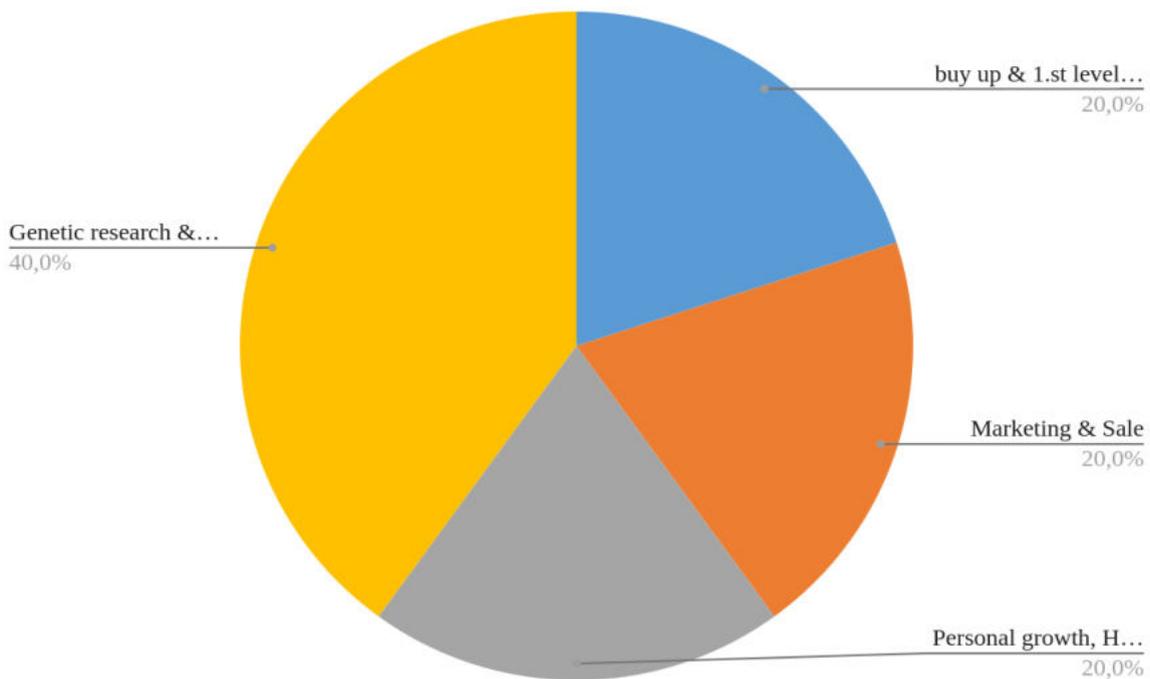
## 2. Business opportunity

Our team collects and brings together information about the nettle plant to establish an international business. We have already opened some collaborations, so we can deliver dairy, bread and pasta, and much more on the market in three weeks from the point when we raise enough money.

During September we began collaborating with a delivery company Wolt who is helping us to open up markets in two Czech cities -Olomouc and Prague.

Another collaboration and expansion plans are in progress. We are actively seeking potential business partners who will work with us to negotiate future collaborations.

This is a graph of our projected expenses for the next year. In this private pre-sale round, we raise **2 600 000 USD** in the first phase of tokenisation.



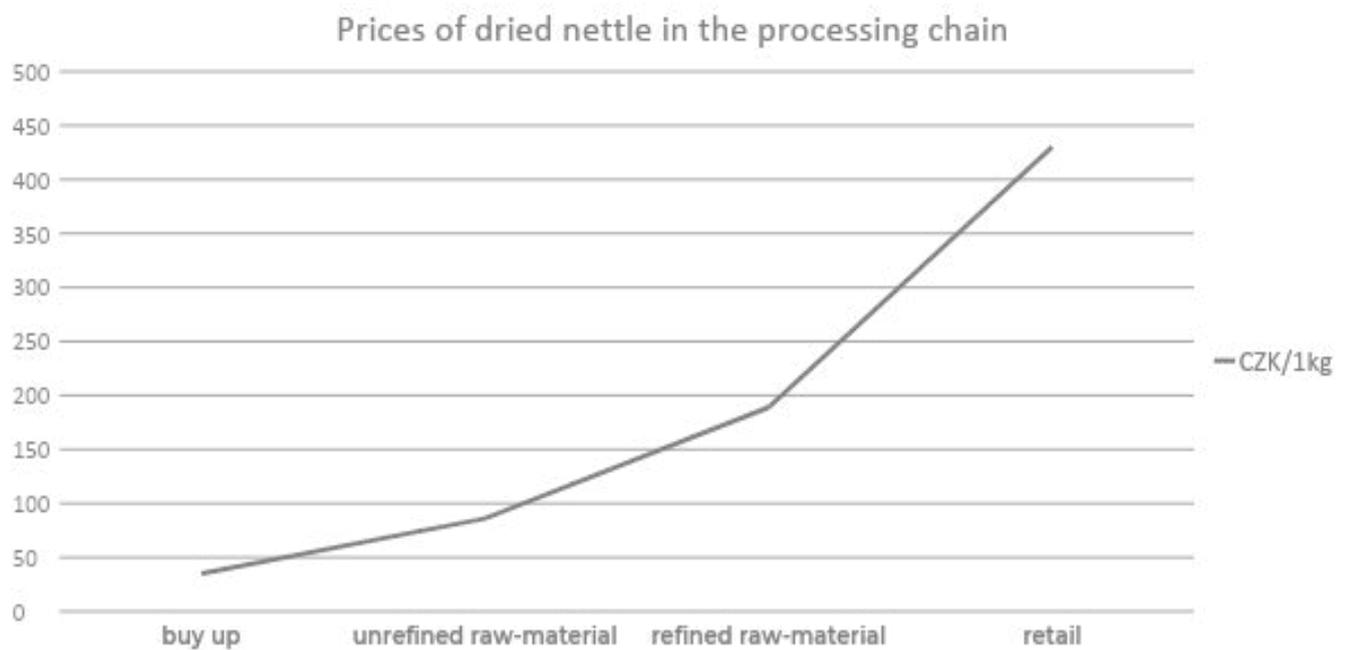
- Genetic Research & modification 916619.68 USD
- Marketing & Sale 458309.84 USD (including marketing for token sale)
- Buyout production and refinement 458309.84 USD
- Company growth 458309.84 USD (team, new members, advisors)

## WE ARE PREPARED

- 20 tons of frozen nettle is already prepared for sale .
- The farm breeds nettle clones.
- Manufacturers are ready to process .
- Logistic partner for the Czech market is ensured.
- Partnership with Wolt CZ.
- We work on another's deals.

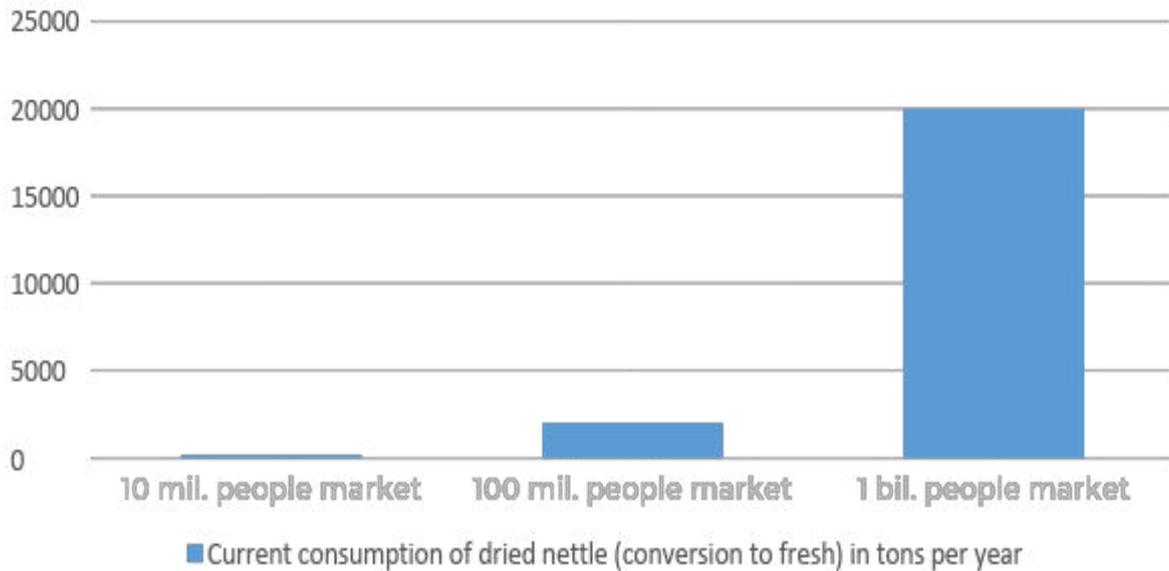
We are the only company in the world that knows how to work with fresh nettle, how to store it, and protect all of the good stuff. Everybody else works just with dry nettle.

On the next pages, you will find how big is the nettle market and how much it is underestimated and undervalued.



Our company can buy up fresh nettle and do all of the necessary work to deliver to market / to our partners refining raw materials or products for retail. We know how to increase profits from nettle-based products 5x -10x.

## Current consumption of manually harvested dried nettles (conversion to fresh) in tons per year

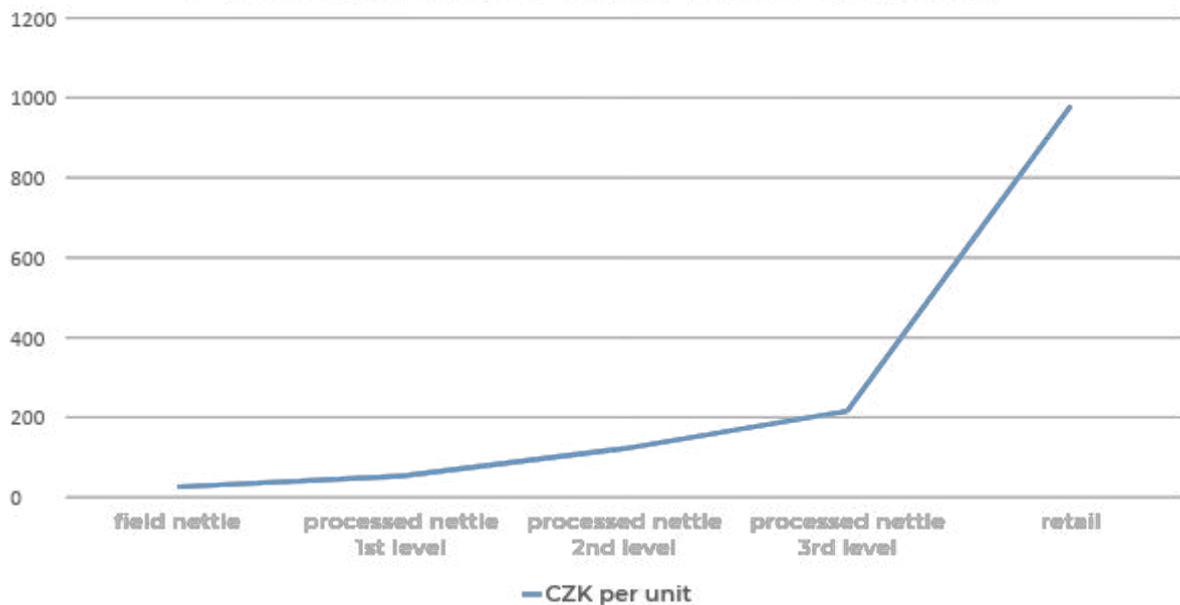


From 1 kg of fresh nettle, companies made 10 dkg of dry nettle.

Just on the 10 mil. people market (Czech), we consume appx 25 tons of dry nettle which is 250 tons of fresh nettle. The market is prepared to absorb multiply more nettle.

The global market for nettle includes approximately 4 billion people and we can make many more products from fresh nettle than typically made using dried nettle.

## Prices of fresh nettle in the processing chain



Buy up the price from the field is between 1-2 € per kg. By refining we are operating at the 3<sup>rd</sup> level of (work), with a product that costs around 8 €; retail products cost 40 € per unit (kg or liter) but with bio eco-green certification it could be much higher.

1<sup>st</sup> level -refining after harvesting

2<sup>nd</sup> level industrial raw material

3<sup>rd</sup> level industrial half goods EXW

retail: bonbons, milk goods, pasta, salt, scrumble brad, juice

Based on our knowledge we will make high-value products that have 20 times bigger value than nettle plants from the field.

The Czech market is where we were able to do the most important work, like research and development. In other countries, we will look for a business match to work with.

We are prepared to influence the market through advertising which we already started doing in the Czech market

Our company controls all nettle chains from the field to retail products. We control the quality; we work with industry producers on new goods and tastes.

Our presentation is focusing mainly on the food market, but there are many more ways to use nettle - in the pharmaceutical and clothes industry too.

Genetic research and manipulation will bring new ways to use nettle like other plants and with healing and protein properties.

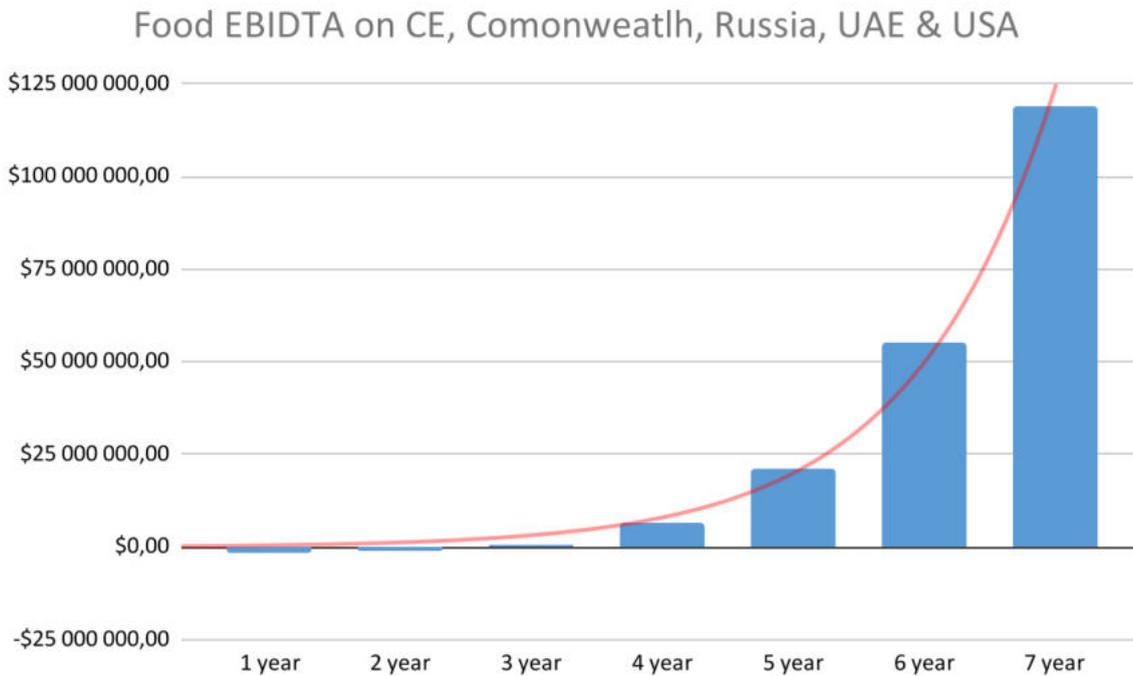
For global expansion, we need to raise around 23 000 000 USD over the next 5 years.

## ROADMAP FOR THE CZECH MARKET



## ROADMAP

TERM	ACTION
2021	Onboard Czech market
2022	Establish Czech market & growing up
2023	Baltics and the Commonwealth market opening
2023	Russia and the UAE market opening
2024	North & South America market opening
2025	East Asia market opening
2026	Activation of the world genebank of the genus <i>Urtica</i> and its integration into space botanical programs



On this graph, we show you our expansion potential. Step by step, year by year we want to open one market. From CE market to Commonwealth to Russia, UAE, and USA I. This graph is just only for food and how we show you before there is much bigger potential for the pharmaceutical market.

We have already prepared a contract from our lawyer, based on Czech law for our private presale campaign. We offer you profits of 14,5% p.a. and the potential that the price of our token will grow up base on our economic results.

In fact, the price of our 1 token is in the presale phase is 0,33 USD. For the public sale, we start with a price of 0,99 USD per 1 token.

Our company is prepared to negotiate with Venture Capital investors or founds our collaboration and we have prepared some shares of our company which we want to exchange for Venture Capital, knowledge, and helps in this huge project.

Do not hesitate and contact us by email.

All team members you can find out on LinkedIn and on other social media.