



Living Produce Aisle

**Join the movement.
Help us create a better,
greener, healthier world.**

Live your values while
creating a healthy living.



Learn about a unique franchise opportunity

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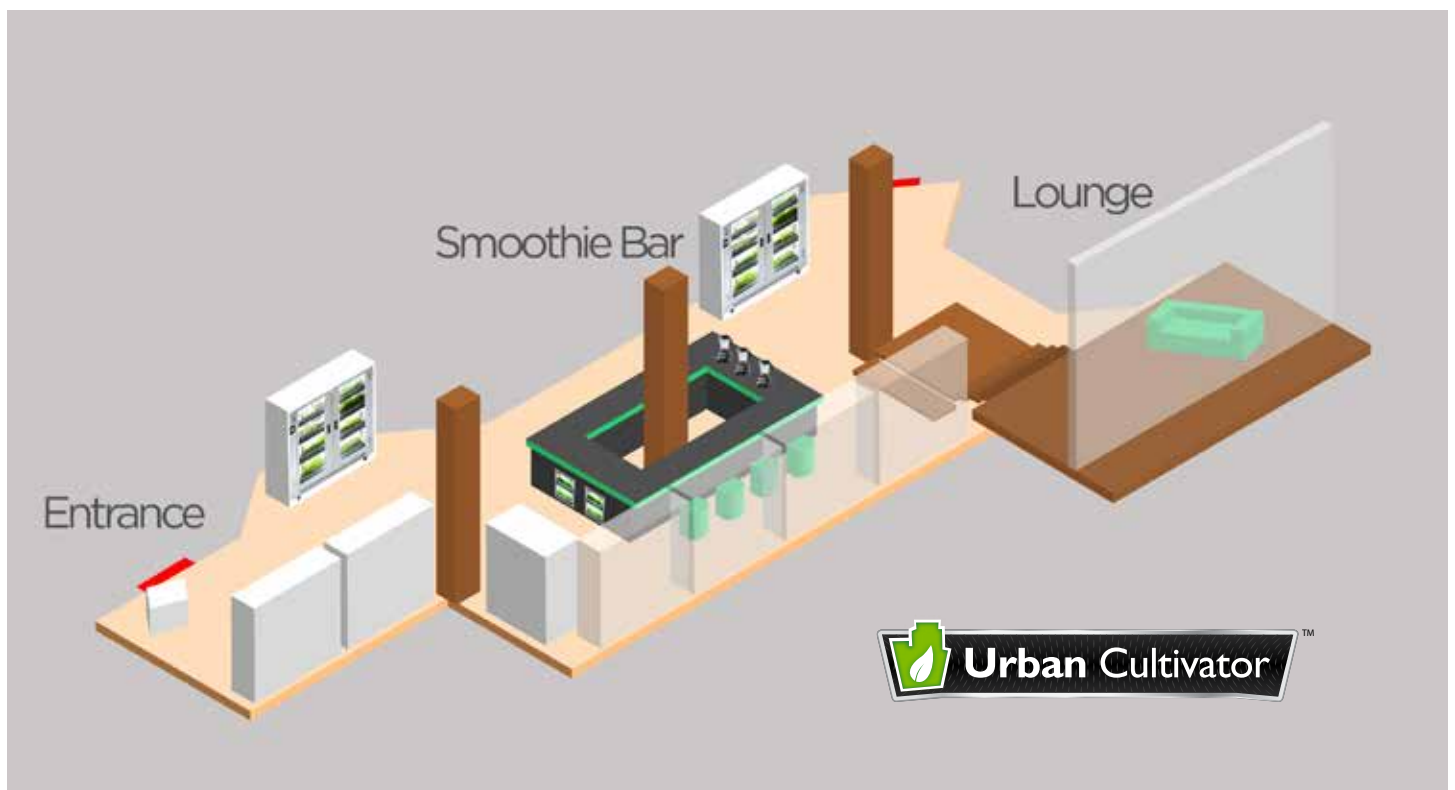
Overview.

What is the purpose of this brochure?

We would like to introduce you to the Urban Cultivator Living Produce Aisle, and inform you about this exciting franchise opportunity.

We have provided background information about us, details about the franchise opportunity, explained why we think the time is right for this business to thrive, and outlined our plan and vision for growth.

We hope we have also conveyed our excitement and enthusiasm to you, our potential Living Produce Aisle operator! If you are looking for a healthy business you can feel great about, read on. This just might be the opportunity you have been looking for.



Who are we? About us.

We are an innovative company with roots in Western Canada, and the proud creators of the Urban Cultivator™—a prestigious line of fully automated growing appliances. Our story began when a group of thinkers, innovators, growers, engineers, and dreamers came together to bring a single—yet ambitious—dream to life. We wanted to grow a business responsibly, use our knowledge and technology to improve health, and make this world a greener and a better place to live in. Our goal is to bring highly nutritious, fresh cut greens to the communities that we operate in, all year long, with no green thumb required.

We are not just trying to push another appliance into the market place. We're actually trying to make a difference. We want to contribute to a healthier, more sustainable world.

The Living Produce Aisle store model was born when Tarren Wolfe noticed a shift in customer

— *Tarren Wolfe, Head of Urban Cultivator*

behaviour. “Today’s customer has an insatiable appetite for fresh and nutritious food—they want to know exactly how their food is grown and where it comes from”.

He recognized an ever-increasing trend for locally-grown, pesticide-free, fresh and healthy products that could deliver the highest possible amount of nutrients per serving. We anticipate that the Urban Cultivator will fulfill this need by creating an innovative Living Produce Aisle store concept that can deliver the freshest, most nutritious herbs and micro-greens possible.



Our history.

We have already accomplished a lot.

How we began

We began 15 years ago when we recognized an opportunity to develop a product that could improve nutrition and help people live healthier lives. While researching the nutritional content and health benefits of various fresh foods, we realized that there is a significant health advantage to consuming fresh micro-greens over traditional fruits and vegetables. Micro-greens are packed with nutrients that can help us to fight fatigue, improve mental alertness, reduce allergies, lower cholesterol, fight infection and, overall, build better bodies. We designed an innovative and sophisticated piece of hydroponic equipment that successfully replicates an optimal growing environment for many herbs and micro-greens, making these clean, nutritious foods readily accessible year-round for the first time ever.

Our Dragon's Den appearance

Our first public appearance was on Dragon's Den in April 2013. The show represented a significant opportunity for us to present our idea to a savvy group of investors who immediately recognized the value of our technology. Our business gained tremendous exposure across Canada.

The show greatly helped us to raise awareness about our product, but above all, it helped us to secure the commitment and much needed financial support from one of the most visionary and successful dragons: Arlene Dickenson. Her significant contribution to our project allowed us to expand our operations and become more efficient at developing and manufacturing fully automated growing appliance known as the Urban Cultivator.



Our appearance on The Dragon's Den

Throughout our history, we have learned that people love to hear a good news story, and they feel more inclined to support a company that shares their values and beliefs. Since our appearance on this show, our company's net worth has skyrocketed. Our sales doubled in each of our first three years. Our team is still growing and we are now ready to launch our next phase of our expansion: the Living Produce Aisle storefront franchise.

Our mission.

We want to help people take control of what they eat.

Our ultimate goal is to make fresh, clean and healthy foods accessible to as many people as possible.

Our commitment to living well extends beyond the four walls of our stores. Our vision is to bring the Living Produce Aisle to every city that wants healthier and happier citizens. We are searching for our Urban Cultivator advocates who will spread this technology and way of life to people who want the freshest, most nutritious foods for their families and customers.

Seeking Operators

We are looking for independent, passionate, and entrepreneurial people who want to make a contribution to a better world by purchasing a franchise to run a Living Produce Aisle.

We will provide:

- A vibrant store design in qualified strategic locations
- Efficient operations with tested plug-and-play technology
- A suite of highly desirable foods that deliver on their promise
- A full spectrum of tasty recipes using the Urban Cultivator's micro-greens
- Hands-on, 7 day-a-week customer support. Call us toll-free at 1.877.352.0490, or via live chat or email.
- Professional assistance with Business Development
- Comprehensive education, training, and a turn-key manual accompanied by hands-on set-up assistance



Good for health.
Good for the earth.
Good for your future.



What is the Urban Cultivator?

The technology.

The Urban Cultivator is designed to take the latest and best hydroponic growing technology, and package it in an attractive high-quality appliance. The Urban Cultivator is pre-programmed with optimal growing cycles that automatically control the light, the fan and the watering of your indoor garden. All you need to do is choose your bounty of fresh herbs and greens and add 100% organic food once a week.

Automatic Air Circulation

The Urban Cultivator offers complete automated air circulation. This ensures that the humidity and temperature of your indoor garden are perfect for your plants, and that your greens get enough CO₂ to grow well and stay happy.

Automated Flood Watering

The Urban Cultivator automatically waters your plants following the feeding schedule that you choose. It starts by pumping the water and nutrient mixture from its main reservoir, and then “flooding” your garden’s trays, just as nature intended. After a set period of time, the cultivator drains the water from the trays in order to allow your plant’s roots to develop and grow.

Custom Formulated Organic Plant Food

The Urban Cultivator comes with custom-formulated plant food that has been designed specifically for our feeding system. Our nutrients are 100% organic so you can be sure you are not adding any nasty chemicals to your greens. This means that you will harvest lush, fresh greens each and every time.

Easy to operate

The Urban Cultivator was designed to be easy to use right from the moment that you take it out of its box. You can feel confident when using and maintaining their units: you will always be supported by our team of passionate experts who are available to answer any questions you have along the way.

We provide 7 day-a-week support by calling us toll-free at 1.877.352.0490, or via live chat or email.



Proven, patented,
cutting-edge, plug
& play technology.

What is the Living Produce Aisle store model?

The storefront.
This is where **you** come in.

The Living Produce Aisle is the next step in our company's vision: to make fresh and healthy foods accessible to as many people as possible.

The Living Produce Aisle is a storefront that provides three main opportunities to our operators to ensure a steady revenue stream and a healthy profit:

1. A solid client base made up of astute chefs from restaurants in the surrounding areas, local grocery stores who want to provide this in-demand product, and health focused walk-in customers, provides ongoing revenue. These groups will either visit the store regularly to buy fresh herbs and nutritious micro-greens for their daily creations, or have the produce delivered regularly to their food businesses.
2. Direct sales of Urban Cultivator appliances to customers who are interested in growing their own edible gardens in their homes, stores or restaurants. This will lead to secure future sales of patented seed trays, organic plant foods, and other necessary growing supplies.
3. The optional smoothie bar offers a third revenue stream by providing customers with healthy, fast and fresh smoothie options (as well as other nutritious foods) using the micro-greens that are grown right at the store.

Be a high-tech gardener
— no green thumb required.



7 distinct markets. Revenue sources explained

Like in any business, it will take time for customers to find out who and where you are. But we have a variety of distinct profit streams that can help your new Living Produce Aisle business start being profitable quickly.

1 Provide wholesale herbs & micro-greens to surrounding restaurants

You will initially focus on already proven easy wins: selling wholesale flats of produce to restaurants. Wholesalers can secure a secondary location that is strictly for cultivating, and would not require signage nor need to have a showroom.

2 Provide wholesale herbs & micro-greens to grocery & health food stores

Sell wholesale herbs and micro-greens on a regular basis to surrounding health or foodie focused grocery stores that want to provide these in-demand fresh greens to their customers. Wholesalers can secure a secondary location that is strictly for cultivating.

3 Sell herbs & micro-greens to walk-by customers

Walk-by customers are a market that grows over time as health-savvy customers who want the freshest herbs and micro-greens possible find out who and where you are.

4 Optional: Sell juice smoothies to walk-by customers from smoothie bar

Offer fast, tasty and healthy smoothies using the greens grown right in the store.

5 Sell Urban Cultivator Commercial Units to restaurants & grocery stores

The sales of the Commercial Urban Cultivators (UC-C) will begin to grow as many restaurants and stores realize it makes even more financial sense for them to buy a UC-C and grow their own greens. Once they buy a commercial unit, they will remain your ongoing customer by purchasing growing supplies regularly. You can either convert all the restaurants to owning their own commercial Urban Cultivators, or continue selling wholesale to them via a secondary location used only for cultivating.

6 Sell Urban Cultivator Residential Units to customers & developers

Each location will have two Residential Urban Cultivators (UC-R): one installed in the showroom, the other a stand-alone unit that demonstrates either the wood or stainless steel finish. This will allow for retail sales of the UC-R's either directly to end-users, or to developers. Developers are keen to include UC-R's in their plans, as they offer a marketing edge. Once a UC-R is installed, the owner will become one of your regular customers for consumable supplies.

7 Provide seed flats & plant food to Commercial & Residential Unit owners

Regularly replenish the Urban Cultivator growing supplies for your local UC unit owners.

Two Year Revenue forecast.

YEAR ONE QUARTERLY NET PROFIT FORECAST

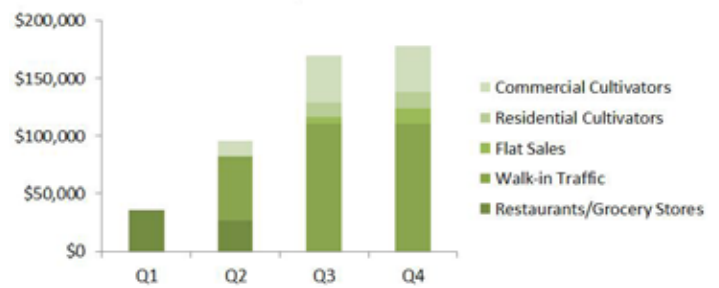
(Not including operational expenses or 2% Royalty to UC)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Restaurants / Grocery Stores	\$35,200	\$26,400	Additional lease space is necessary	
Walk-in Traffic		\$55,200	\$110,400	\$110,400
Re-occurring Flat Sales		\$500	\$5,750	\$13,875
Residential Cultivators			\$13,125	\$13,125
Commercial Cultivators		\$13,400	\$40,200	\$40,200
	\$35,200	\$95,500	\$169,475	\$177,600
YEAR ONE NET PROFIT TOTAL:				\$477,775

Assumptions made:

- Zero revenue generated within the first 30 days to allow for marketing and exposure
- 2nd Quarter — 5 UC-C's were sold (re-occurring flat sales started only for the 6th month)
- 2nd Quarter — 2/3 of sales is walk-in traffic / 1/3 to restaurants. (We can slow this progression if desired.)

YEAR ONE / QUARTERLY FORECAST

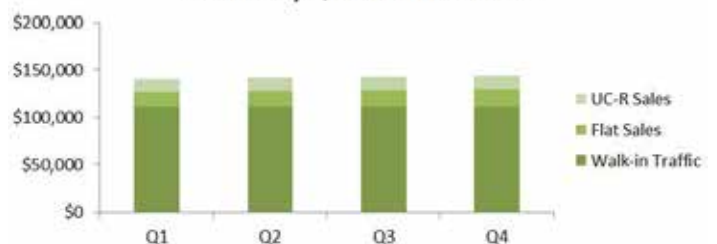


YEAR TWO QUARTERLY NET PROFIT FORECAST

(Not including operational expenses or 2% Royalty to UC)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Restaurants / Grocery Stores	Additional lease space is necessary in order for this revenue to continue			
Walk-in Traffic	\$110,400	\$110,400	\$110,400	\$110,400
Re-occurring Flat Sales	\$16,500	\$17,625	\$18,750	\$19,875
Residential Cultivators	\$13,125	\$13,125	\$13,125	\$13,125
	\$140,025	\$141,150	\$142,275	\$143,400
YEAR TWO NET PROFIT TOTAL:				\$569,550

YEAR TWO / QUARTERLY FORECAST



- 3rd Quarter — Walk-in traffic will reach growing capacity and restaurant/grocery will need to be grown in another location or via selling them a Commercial Cultivator (UC-C)
- Re-occurring Flat Sales are tiered

Initial Capital Investment.

Living Produce Aisle Distributor Package.

Recommended investment: \$220,000 CDN

- 20 Commercial Urban Cultivators
- 2 Residential Urban Cultivators
- Full storefront branded signage
- Consumables at wholesale (\$2.50 per tray)
- 64 pre-seeded trays (2 month supply)
- Blueprint and turnkey operators guide
- 10 Uniforms
- 500 Brochures Commercial / Residential
- 250 Business Cards
- Hands-on setup and training
- 7 day-a-week support. Call us toll-free at 1.877.352.0490, or via live chat or email.
- Optional: Juice bar equipment and hardware (\$30,000)

Franchising fee= 2% on net sales



Benefits beyond the business.

Most of us want more than a good living.
We want our living to do good.

We have an answer to that. We believe the Living Produce Aisle will be as good for THE future, as it will be for YOUR future. By making fresh and nutritious food easy to grow at home, we are able to contribute to the health and well-being of consumers as well as the planet.

Local is the way to go

Enthusiasm for sourcing local food has a variety of compelling reasons behind it: the desire to support local growers, wanting to gain access to fresher and higher quality foods, reducing ones' carbon footprint, and working towards more self-reliant food economies.

The Living Produce Aisle will not only allow your customers to get their organic, locally-grown super foods all year long, but it will also connect them to a company with a healthy mission.

On average, food in North America travels over 1400 miles before being sold in a grocery store and eventually being consumed.

Food travel not only adds to the food industry's huge contribution to harmful greenhouse gas emissions, but the travel process causes significant nutrient loss in most produce.

— Tarren Wolfe, Head of Urban Cultivator

A healthy, responsible choice: our world needs help

- Many people worry that cancer rates are on the rise as a result of heavy pesticide use. The Living Produce Aisle allows our customers to witness exactly what goes into their food and they can see it grow right in front of their eyes.
- The Living Produce Aisle eliminates the need to transfer food from farm to market—therefore carbon emissions are reduced by growing greens at our stores. A Zero Mile Garden™!
- The Living Produce Aisle reduces food waste significantly because you only harvest the greens when needed, the rest simply keeps on growing.
- The Living Produce Aisle makes fresh-cut greens that are readily available and contain much more nutritional value than pre-cut greens (fresh-cut greens have an average of double the nutritional value!). When comparing micro-greens to traditional vegetables, micro-greens have a higher nutritional value.

Be a change-maker

The Urban Cultivator family is growing. We want people who want to make a difference. We are looking for operators who share in our values and are committed to our vision of improving the world one plant at a time. Don't miss this incredible opportunity to run the healthiest and greenest business imaginable. Join our tribe of passionate change-makers. Our cult of cultivators. Our zero mile gardeners.

Is this business right for you?

Determining a good fit.

Who is this business best suited for?

Those best suited to being Living Produce Aisle operators are independent, passionate, and entrepreneurial people who want to make a contribution to a better world.

- You are passionate about having an active role in creating a better society
- You want more out of your business than simple profit — you also want meaningful work
- You are an active and health-focused individual who wants to contribute to creating a greener and healthier world
- You are at ease with managing and motivating a small staff
- You are more than just a boss — you are an excellent communicator with a natural ability to nurture a positive work environment
- You are eager to be an exceptional marketer and stir up free exposure through the media. You can see some of what we have done so far and follow our example:

www.urbancultivator.net/press



Healthy life.
Healthy planet.
Healthy business.

What we are looking for in a Living Produce Aisle operator?

We want to work with passionate, collaborative people who share our values and vision. Each operator candidate will need to meet the above criteria. Besides the necessary capital to open a storefront, you must be ready to embrace the Living Produce Aisle concept and procedures as a proven recipe for success. If you read all this and think “that’s me!”, then you are our people!

Join us

Our Urban Cultivator tribe is working to change the world for the better. You can join us — with more freedom, more control over your destiny, and more fulfillment than working for someone else. Most importantly, this will be a healthy business you can feel good about.

Explore this once in a lifetime opportunity.

A symbol of care, freshness & health.

The Urban Cultivator is more than a convenient, useful appliance. It signals to your customers' customers that the freshest herbs & micro-greens possible are being served.

This convenient appliance has been proven repeatedly to reduce the commercial chefs' costs, but it does so much more. The Urban Cultivator is a meaningful symbol for the caring chef, conveying that they are providing the best, freshest ingredients to their customers, friends or family.

Good design signifies this forward thinking

Good design may seem like a nice extra, but increasingly people make their decisions based not only on excellent technology and function, but also on aesthetic appeal. Stylish design can make the difference between a reluctant agreement that "Yes, this would probably be a useful appliance.", and an enthusiastic "I want this in my kitchen!"

A well-designed stylish item is easier to embrace and welcome into ones' kitchen. Sure, we could have made the Urban Cultivator work without the appealing exterior, but by making it stylish, beautiful and contemporary in its design, we also made it an object people will want, and can imagine in their home and lives. Whether your customers are chefs who want the best ingredients for their customers, or are homeowners who want their home to feel contemporary, the Urban Cultivator's clean and modern design symbolizes not only healthy living and access to fresh high-quality ingredients, but also good design and cutting-edge technology.

A marketing edge for Developers

Developers have purchased numerous UC units at a time to include them in their new residential development projects. This is a double-win for developers: Firstly, they gain a marketing edge over the other developments in the area by including this sought-after appliance. Secondly, the media are often enthusiastic about running stories about the Urban Cultivator due to its unique feel-good story, past media attention, keen supporters like Martha Stewart, and its health-focused mandate. The media exposure has been known to almost pay for the cost of all the units used in their development project.



Good design
is good business.

Cool facts about our company.

Celebrities like Martha Stewart, Jamie Oliver, Arlene Dickensen, David Bouley, Ned Bell and many top chefs across North America are examples of the passionate entrepreneurs aligned with our healthy mission.

Arlene Dickensen is so enthusiastic and confident about our technology that she became a partner in the Urban Cultivator. Martha Stewart continues to support and promote the Urban Cultivator through her website and show. The Jamie Oliver Foundation has actively endorsed our product. Ned Bell, executive chef at Yew, is an amazing advocate and early adopter of the Urban Cultivator. Many other top chefs have already accepted the local movement and have turned to Urban Cultivator to help them provide the freshest and best tasting experience for their customers.

Whether they are lowering their food costs or working hard to find herbs and greens that otherwise would not be on their menus, the Urban Cultivator provides a winning combination of value and high-end results.

“We’re having great fun using the Urban Cultivator, amazing product.”

— Martha Stewart

Urban Cultivator users:



Our promise to help you grow.

Set-up

We will either come to you to help set you up and get in the flow of operating, or you can come to us and we will put you through the Urban Cultivator University (UCU) at our flagship Living Produce Aisle storefront in Vancouver, Canada (opening soon!)

Training

When you sign up, you will get the turn-key owners manual for operations. We will be there for you for additional support as needed (additional marketing, technical issues, etc). We will provide you with numerous manuals and how-to videos (e.g. How to grow arugula). We will hold your hand as we see you grow.

Support

We will provide the same 7 day-a-week support channels we currently offer to distributors and end-users through toll free phone, website live chat, email, fax, pager, briefcase cell phones and telepathy.

Call us toll-free at 1.877.352.0490.



We will be there.
We will grow
together.



FAQs.

What experience do I need?

Do I need to be a gardener?

None. No. A passion for healthy food, good communication skills, and the ability to sell a product you are passionate about are important. There are just four easy steps to success. This is part of our promise, to make it easy you to operate. Our units are automated and the process is simple. We back everything with support video's that are constantly being updated and upgraded. <http://www.urbancultivator.net/videomanual/>

How should I choose a location?

Recommended size? Do I choose my own location?

The location should be 2500 sq ft or larger. This allows for the 20 UC-C's and the sales/display/smoothie area and a little office space.

Will the Urban Cultivator company assist in financing?

We have approached National Leasing on behalf of our future Franchisees and have determined that depending upon the franchisees' credit, up to 60% could be leased.

Are partnerships allowed?

Yes, partnerships are allowed. However, all parties involved must be disclosed in the initial application.

Does this agreement offer territory protection?

Yes, the territory protection is defined by the surrounding restaurant density. (Franchisees territory acronym: LPA80) The ideal location for an LPA is where there are 80 restaurants within a 30 minute driving range. Once a LPA80 location has been identified, we will define the franchisees territory on a map to make things clear for all parties.

What are LPA operators responsible for?

Details will be in the operating manual, but generally you will be required to adhere to our brand guidelines, to maintain our code of conduct and to purchase a minimum amount of supplies. Franchise partners are required to purchase 640 flats per month by Q3 in operation, which translates into \$1600 in wholesale purchase.

Do I have to pay a percentage of my sales to the head company?

Yes. 2% on net sales.

Can I purchase multiple locations?

If you are referring to purchasing a secondary LPA80 Franchise, the answer is yes. This question could also mean; "depending upon the franchisees client base, could one secure a secondary location that does not have the same visibility and in turn offer lowering growing costs per square foot?" Yes, this is a great way to provide increased revenue.

What are staffing requirements?

Staffing should consist of the owner/operator plus four to eight part-time employees to cover all shifts. Two or three employees should be on shift at all times.

What permits do I need?

Do you help with this?

Permitting directions will be included in the operators manual.

How long will it take to process my application to become an operator?

This flowchart shows the amount of time we anticipate will be needed for each step. The length of time may vary from situation to situation.

Anticipated timing & steps to complete the LPA franchise process:



Next steps.

Contact us.

Get in touch with us to ask questions or receive our application form.

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