



*HAWK TOWER*

EARLY-STAGE VENTURE CAPITAL



*THE  
RESERVOIR*

SUPPORT  
TRAILBLAZING  
STARTUPS

# GOALS of TODAY

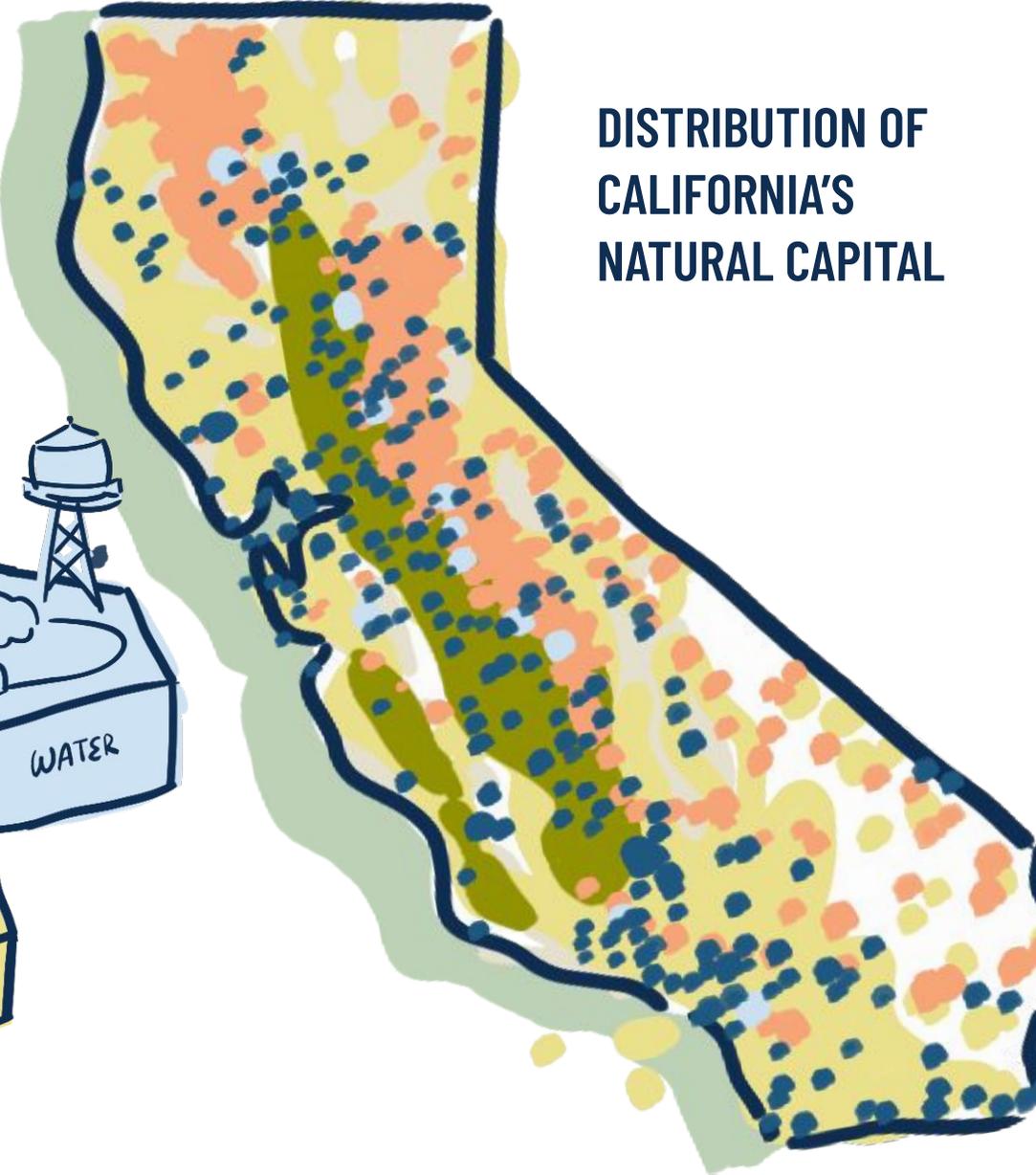
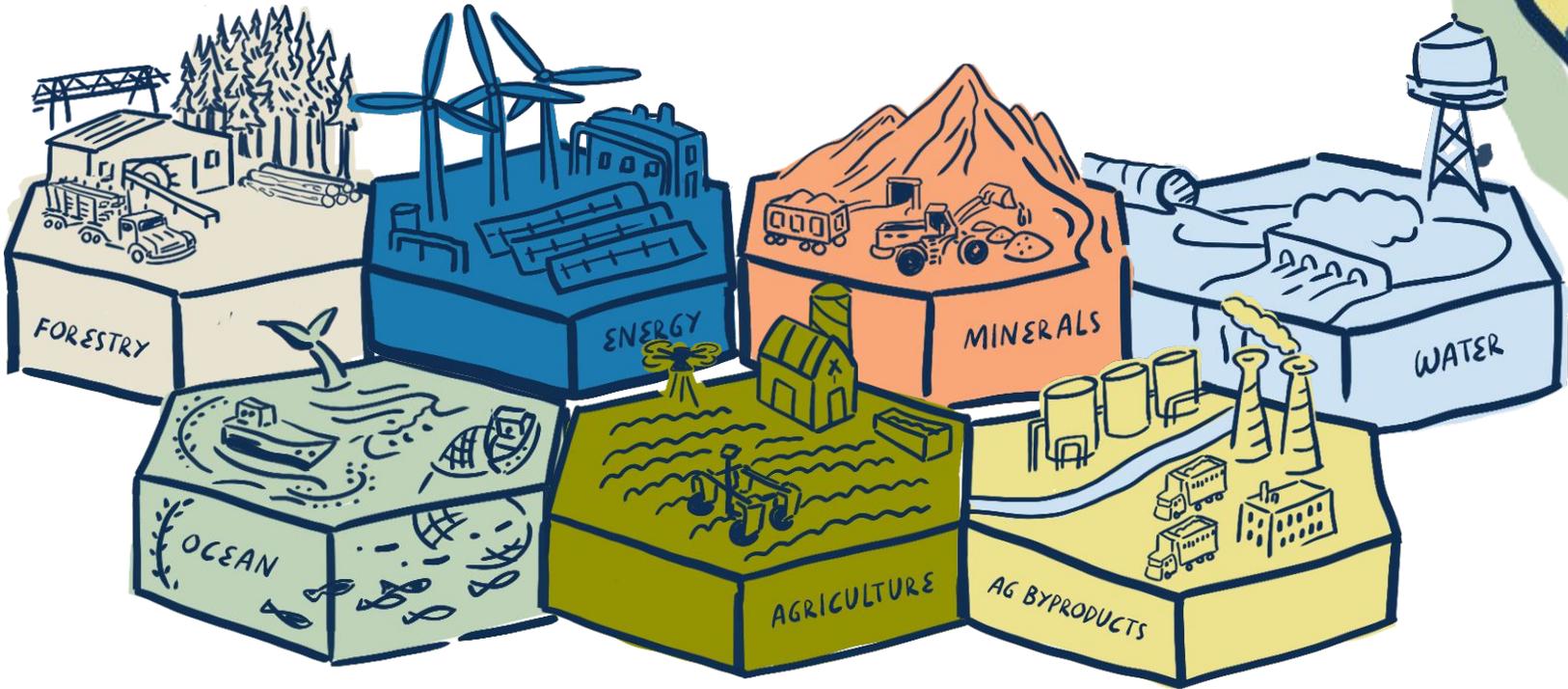
- Gather feedback
- Identify opps for collaboration

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- 1 Building Startup Communities
  - 2 Introducing The Reservoir
  - 3 Monterey County Opportunities
  - 4 Discussion & Next Steps



# HawkTower: Investing in Technologies that Steward California's Future

Early-stage VC fund to invest in companies leveraging breakthrough technologies to sustain and maximize California's natural resources



DISTRIBUTION OF CALIFORNIA'S NATURAL CAPITAL

# 2024 INVESTMENT PRIORITIES



## MARKET IMPERATIVES

### Labor scarcity/efficiency

~40% of production costs  
++ reliance on foreign labor



### Invasive pests & plants

\$120B in annual damages  
Drives 58% of plant extinctions



### Land subsidence

30+ ft in parts of California  
\$100B+ in flood damage



### Ag by-products

55M+ annual bone-dry tons  
24% of GHG emissions



### Resource efficiency

50% less snowpack by 2100  
Billions in annual losses



### Disaster prevention

\$300B+ market by 2023  
+++ frequency / intensity



## INTERVENTIONS

### Automation & robotics

New autonomy stacks / APIs  
Third-party validation for Agtech

### Bio-based solutions

AI and ML for discovery/microbial  
AI for genomic sequencing/editing

### Ground stabilization

Bio-based and geosynthetic approaches  
Advanced predictive modeling & InSAR

### Bioindustrial manufacturing

Advanced fermentation processes  
AI-enabled precision agriculture

### Digitization

AI-enabled management solutions  
New data ingestion methods

### AI-enabled field sensing

Enhanced radar capabilities  
AI-enabled detection tech



# BUILDING STARTUP COMMUNITIES

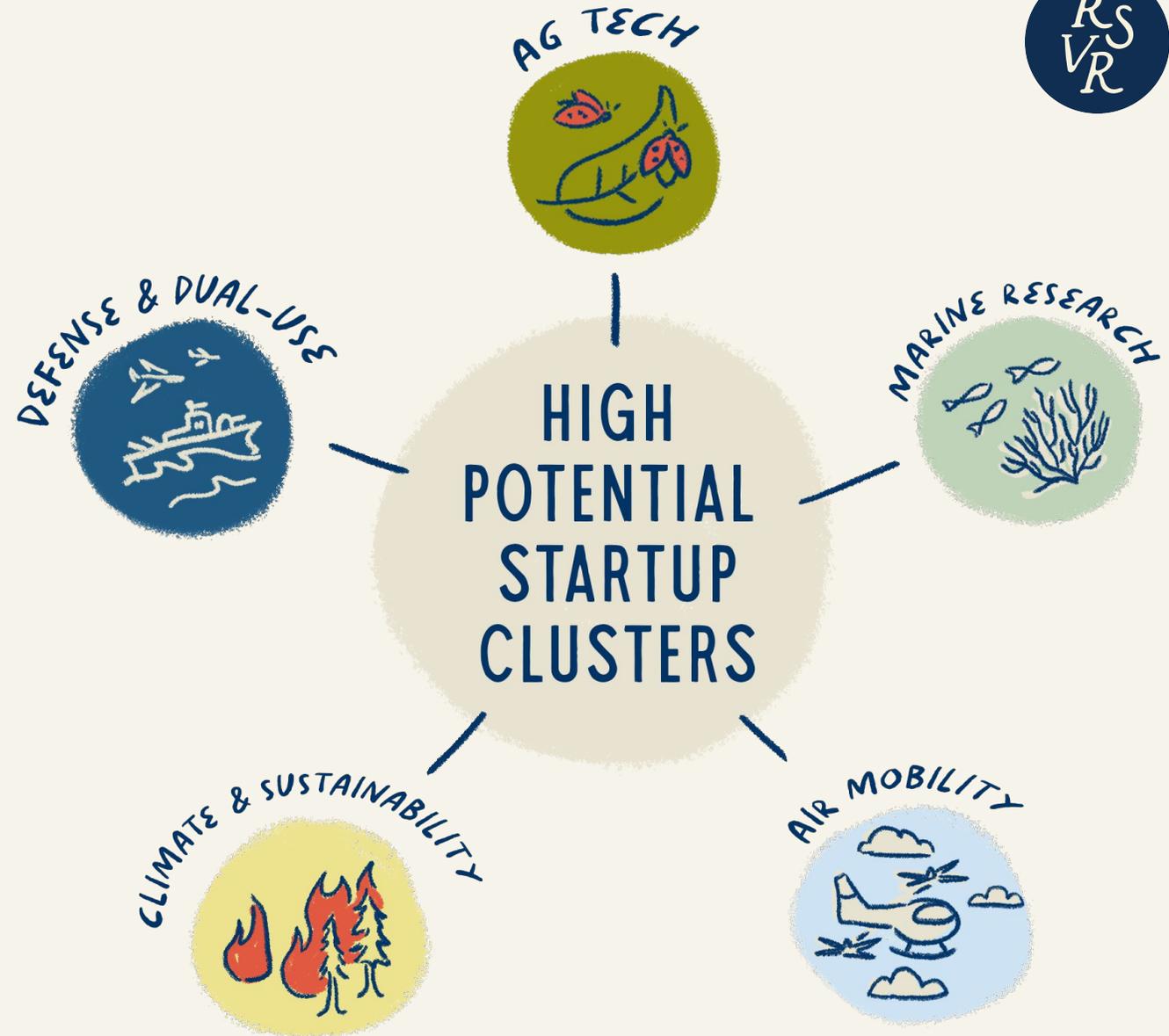
- ★ **OREGON:** Test facilities for UAS & wave energy startups
- ★ **BOULDER:** Broad ecosystem cohesion and participation
- ★ **CENTRAL VALLEY:** Public funding for a startup economy
  - Stanislaus County, Fresno County
- ★ **SLO:** Collaborative spaces via public funding support
  - SLO County, City of SLO
- ★ **SANTA BARBARA:** Research to commercialization pipeline



# A STARTUP COMMUNITY IN MONTEREY COUNTY

The latest CEDS report points  
to opportunities in 5 sectors

“Stakeholders...across sectors can  
chart a course towards establishing  
Monterey County as a thriving center  
for technology and innovation.”



# MONTEREY COUNTY IS IN CALIFORNIA'S STARTUP DESERT



Source: Pitchbook

# WITHOUT NEW STARTUPS, JOB CREATION SUFFERS

**Kauffman Foundation** researches  
job creation over 20-year periods:

## 3M JOBS CREATED

by startups during their first year

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## 1M JOBS CREATED

by one-plus year old startups



1. Startups are the primary source of net job growth.
2. Existing firms tend to lose about 1M jobs per year.
3. 1-year old firms create 3X more jobs vs 10-year old firms.

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# WITHOUT TECH JOBS, MONTEREY COUNTY LEAKS TALENT

## Review of 300 tech workers from local high schools

Reviewed LinkedIn profiles of rural high school alumni and direct affiliation with tech

**87% of LOCALS**

left for jobs outside  
their home county

**TOP EMPLOYERS**

Apple  
Tesla  
Google  
Microsoft  
Uber

**\$25M**

Min Lost Local Wages

based on Salary.com data  
for entry-level engineers

## In Conclusion

- Underleveraged California produces competitive talent, **hirable by the best firms**
- This is a **highly-skilled workforce** that could lead/staff local startups
- Translates to a **bare min of \$25M in lost local wages** (Salary.com)



# UNTAPPED POTENTIAL

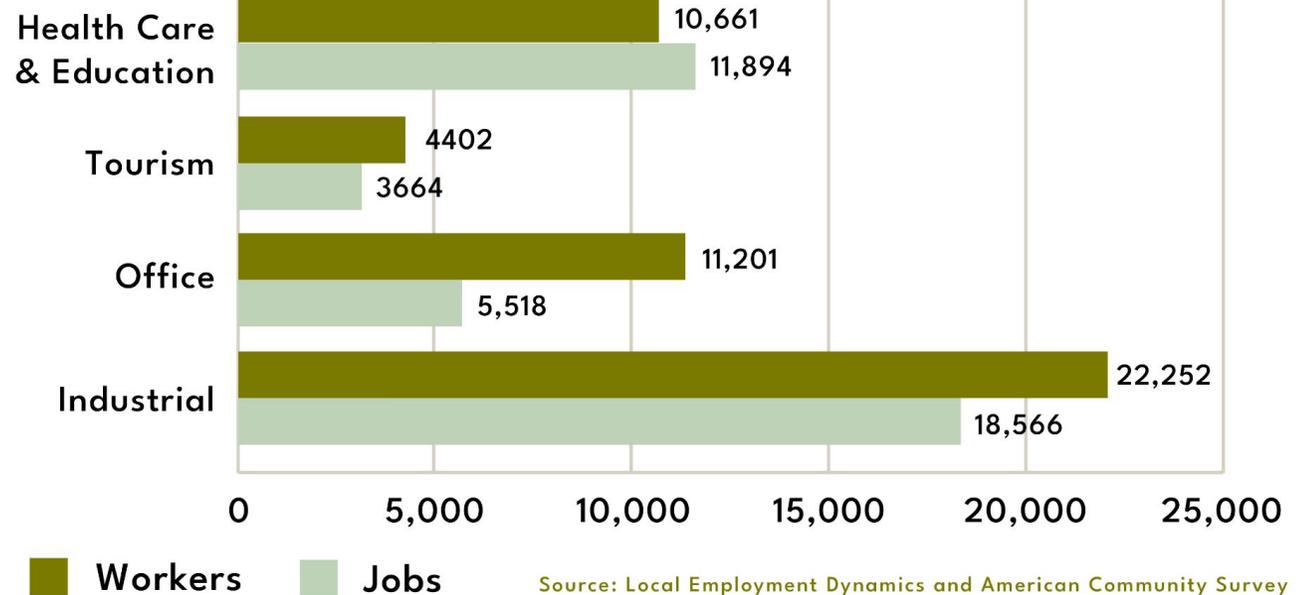
## A mismatch in Monterey County between available jobs and worker skills

### LACK OF JOB QUALITY



60% of jobs are Tier 3 (lowest tier)

### MISMATCH BETWEEN AVAILABLE JOBS & WORKER SKILLS



More capable workers than quality jobs

Source: Local Employment Dynamics and American Community Survey

A vibrant, stylized illustration of a landscape. In the foreground, a wooden bridge with a railing spans across a green field. To the right, a blue river flows. In the background, there are rolling green hills, a small town with red buildings, and a tall, thin tower. A large, white, fluffy cloud dominates the center of the image, with the word "OPPORTUNITY" written in bold, dark blue, hand-drawn letters across it. Several birds are flying around the cloud, and a sun is visible in the top left corner.

**OPPORTUNITY**



# INTRODUCING

# THE RESERVOIR

SUPPORT  
TRAILBLAZING  
STARTUPS

**Support and advance trailblazing startups that operate outside of California's traditional tech hubs**

## Mission & Vision

- **Establish startup infrastructure**
- Startup programs and spaces
- Move fast, create value

## Strategic Value

- **Collective Impact**
- Resilient, High-Quality Job Creation
- Workforce Development

## Business Model

- Paid Facility Access
- Corporate Partnerships
- Grants / Foundations

# PROPOSAL FOR MONTEREY COUNTY

## A three-pronged approach

- 1 Strategic fiscal support for our first nonprofit project, The Reservoir Farms.
- 2 Underwrite a thorough demand assessment for the other startup clusters.
- 3 Explore incentives and enhanced program funding for SBDC and other 501c3s.

# THE RESERVOIR FARMS

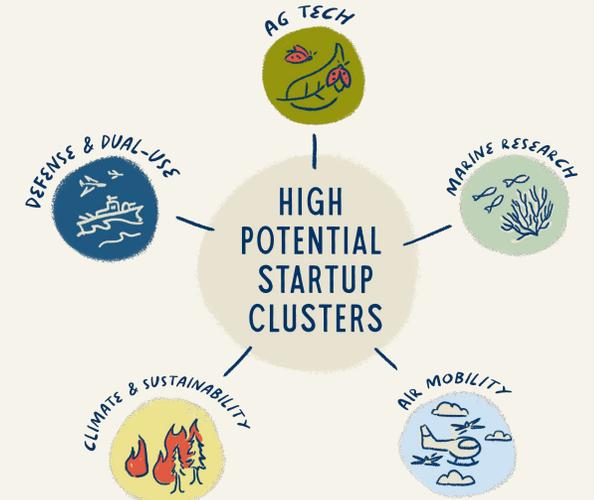
Agtech in Salinas



Launching late 2024

# THE RESERVOIR

Other Clusters



Complete in 6 months

# THE RESERVOIR FARMS



# RESULTS OF OUR DEMAND ASSESSMENT OF 20+ AGTECH COMPANIES



## FEEDBACK ON R&D NEEDS/REQS

### Centralized Testing and Development Hub

- **Central Location:** Need a central facility in Salinas Valley, eliminating the need for separate workshops or equipment. Close to SF and Silicon Valley.
- **Customized Testing Fields:** Fields tailored to each startup's needs, always ready w/o scheduling delays.

### Efficient Development and Certification

- **Ability to Validate:** Lack of third-party validation in agtech reduces trust with growers.
- **Ability to Iterate:** Contain errors in a low-stakes environment, maintaining a professional image.
- **Access to Talent:** Need access to shop and field talent.

### Introducing Non-Ag Techies to Ag

- **Training Challenge:** Difficult to immerse new hires in the world of agriculture.
- **Access to Learnings:** Facilitates research and testing without the complexities.

### Flexible, Cost-Effective Operational Model

- **Facility Cost Savings:** Shared facility reduces costs on rentals and equipment.
- **No Multi-Year Leases:** No requirement for a long lease, offering flexibility.
- **International Market Fit:** Helps European companies assess the US market.



# THE RESERVOIR FARMS

- EXCLUSIVE WGA VALIDATION
- ACCESS TO WORLD-CLASS SOIL AND PRE-PLANTED BEDS
- AGTECH TESTING FACILITIES
- WORLD-CLASS RESEARCH
- MARKET & SELL TO GROWERS
- NONPROFIT LOCATED IN SALINAS VALLEY
- EMERGING REGENERATIVE PRACTICES
- LEARNING, MENTORSHIP & APPRENTICESHIP



# OFFERINGS FOR AGTECH COS

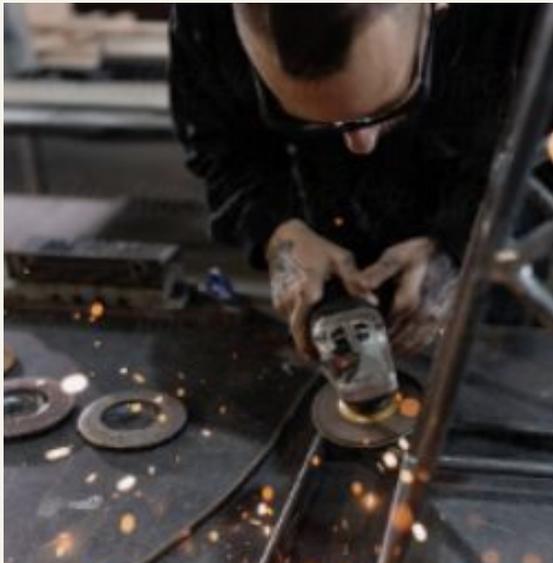
**Priced As Packages or À La Carte**

*Forecasted revenue per company – b/w \$5-10K per month*



## ❑ R&D Workshop

- Fully equipped facility for iterating on MVP
- Secure areas w/ benches, tables, workstations
- Hand and power tools, specialized equipment
- Shop parts and supplies
- Specialized workshop services



## ❑ Field Testing & WGA Validation

- Customized, pre-planted beds/crops in Gonzales



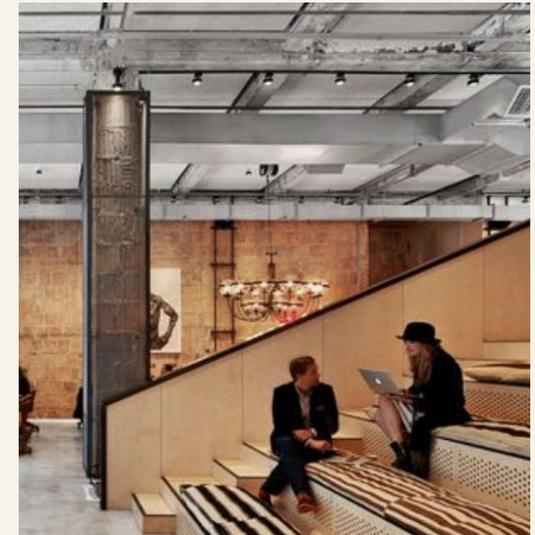
## ❑ Secure Storage & Parking

- Dedicated space for your equipment
- Robust security infrastructure



## ❑ Meeting Customers & Demo Days

- Demonstration space
- Lead generation via the WGA network
- Bolster sales pipelines with global growers



# WGA PARTNERSHIP

**Exclusive access to trusted expertise**

## NEW! WGA "SCORECARD" FOR AGTECH COS

*Quantitative / qualitative on scalability and efficacy*

- ❑ Value Prop & Financial Viability
- ❑ Efficacy
- ❑ Use Case & Instruction Quality
  - Entry Time/Compaction
  - Speed (acreage per hour)
  - Configurations for Yuma, Salinas, Santa Maria, and Imperial
- ❑ Training & Implementation
- ❑ Serviceability
- ❑ Robustness and Failure Modes





# WORKFORCE DEV AT THE RESERVOIR FARMS

Practical training programs and and competitive job placement

## APPRENTICESHIPS

Curated placement, paired with Hartnell pre- and/or post- coursework, certification or training

## CERTIFICATE PROGRAM

Focused on a specific job-ready skill sets, can be paired with internships and/or apprenticeships

## WORKFORCE TRAINING

Specific to community partners workforce demands, centered on tech and equipment training

## INTERNSHIPS

Student internships for workshop/farm operational and tech management, coordination, and partner support.

## KEY DIFFERENTIATORS

1. **Relevance:** Up-to-date training and access to industry experts
2. **Hands-On Experience:** Practical and relevant experience
3. **Networking:** Direct pathways to post-programmatic job placement.

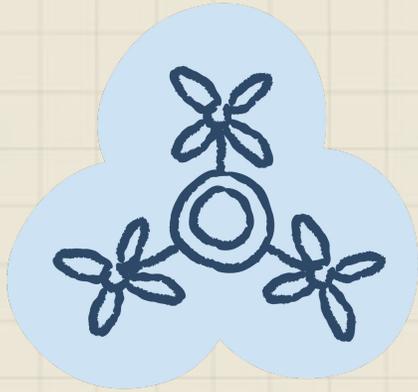
# DEMAND ASSESSMENTS

6-month timeframe to understand startup requirements / opportunities

- 1 Advanced Air Mobility (AAM)
- 2 Defense & Dual Use
- 3 Climate & Sustainability
- 4 Maritime Research



# DEMAND ASSESSMENT - AAM



## Revolutionizing Advanced Air Mobility

Existing startup / corporate footprint

Central Coast AAM ecosystem fosters innovation

Advances airspace, hydrogen, and drone research

Workforce training targets underserved regional communities



# DEMAND ASSESSMENT - DUAL USE

NPS: Renowned for academic defense research and an emerging leader for defense innovation

Naval Innovation Center will attract larger industry partners to Monterey

NavalX, FLEETWERX, and NPS JIFX at Camp Roberts, facilitate innovation



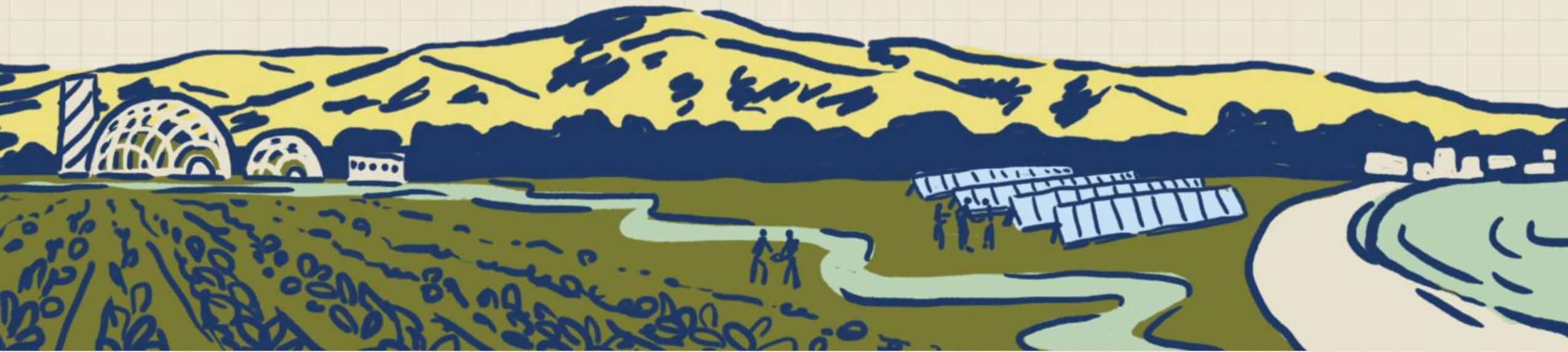
# DEMAND ASSESSMENT - SUSTAINABILITY

## Pioneering sustainable bioindustrial manufacturing

Monterey County can lead in bioindustrial manufacturing innovation.

Focus on sustainable biomass conversion and circular bioeconomy.

Aims to create high-quality jobs and reduce emissions.



# DEMAND ASSESSMENT - MARITIME



## High-Potential Local Research

Rich marine ecosystem drives ocean and maritime tech innovation.

Proximity to research institutions fuels maritime breakthroughs.

Hub for sustainable ocean economy development.





## PROJECTED IMPACT

Establish Monterey County as a startup community

New coworking, incubator and startup spaces

Resilient job creation and community cohesion

## 5-Year Targets

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**100+**  
startups supported

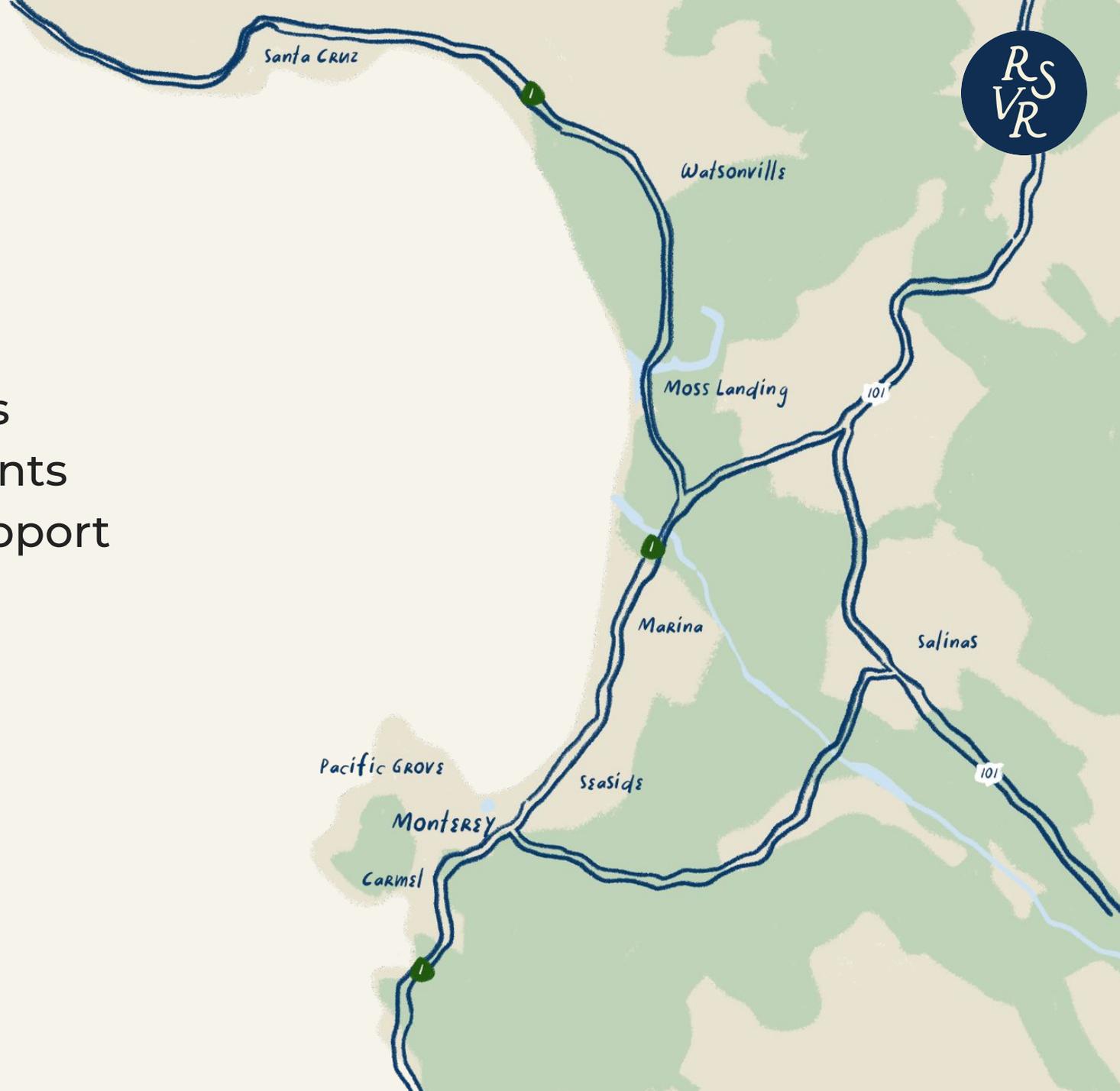
**2000+**  
new jobs created

**\$200M+**  
in capital raised by  
Monterey County startups

# NEXT STEPS

- Incorporate your feedback
- Finalize key partnerships
- Launch The Reservoir Farms
- Conduct demand assessments
- Finalize fiscal & strategic support

**We appreciate your  
consideration & feedback.**





THANK YOU