



SHIPSHAPE

U r b a n F a r m s

A Business In A Box

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Mission

It is our mission to reduce food-miles through the creation of Agripreneurs to help alleviate food deserts while providing a safer, fresher, more cost-effective food source.

Contact us:

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Shipshape Urban Farms is an agritech company focused on the development of the Container Garden, a 3.4 acre hydroponic farm inside an up-cycled shipping container.

Developed by Gulf Coast natives Dale Speetjens, Angela Speetjens, and Jeff Marcus in 2016, Shipshape strives to create a network of Container Garden farmers.

Founding Team



Dale Speetjens, AASLA, AAICP
CEO/Co-founder
Designer/Urban Planner/
Veteran



Angela Speetjens
CSO/Co-founder
Horticulturist/
Hydroponics



Jeff Marcus
Co-founder
Senior Vice President
(Ret.) Varian Medical
Systems(NYSE Var)

Executive Members

Steven Slaughter, CPA
CFO

Nik Martin
CTO

Ned Ferry
VP of Operations

Carlos Augusto
VP of Manufacturing

Directors

L'shele Hamilton
Director of Sales

Joey Amacker
Director of Electric Design

Jeremy Wolff
Director of Marketing

Advisory Board

Mike Dow
Vietnam Veteran
4 term mayor of
Mobile
Entrepreneur/Co-
founder of Quality
Micro Systems
(QMS) listed in the
Fortune 500

Dr. Martha Daughdrill (Ret.)
Professor of
Anthropology
with focus on
food systems and
market grower in
Baldwin County,
AL

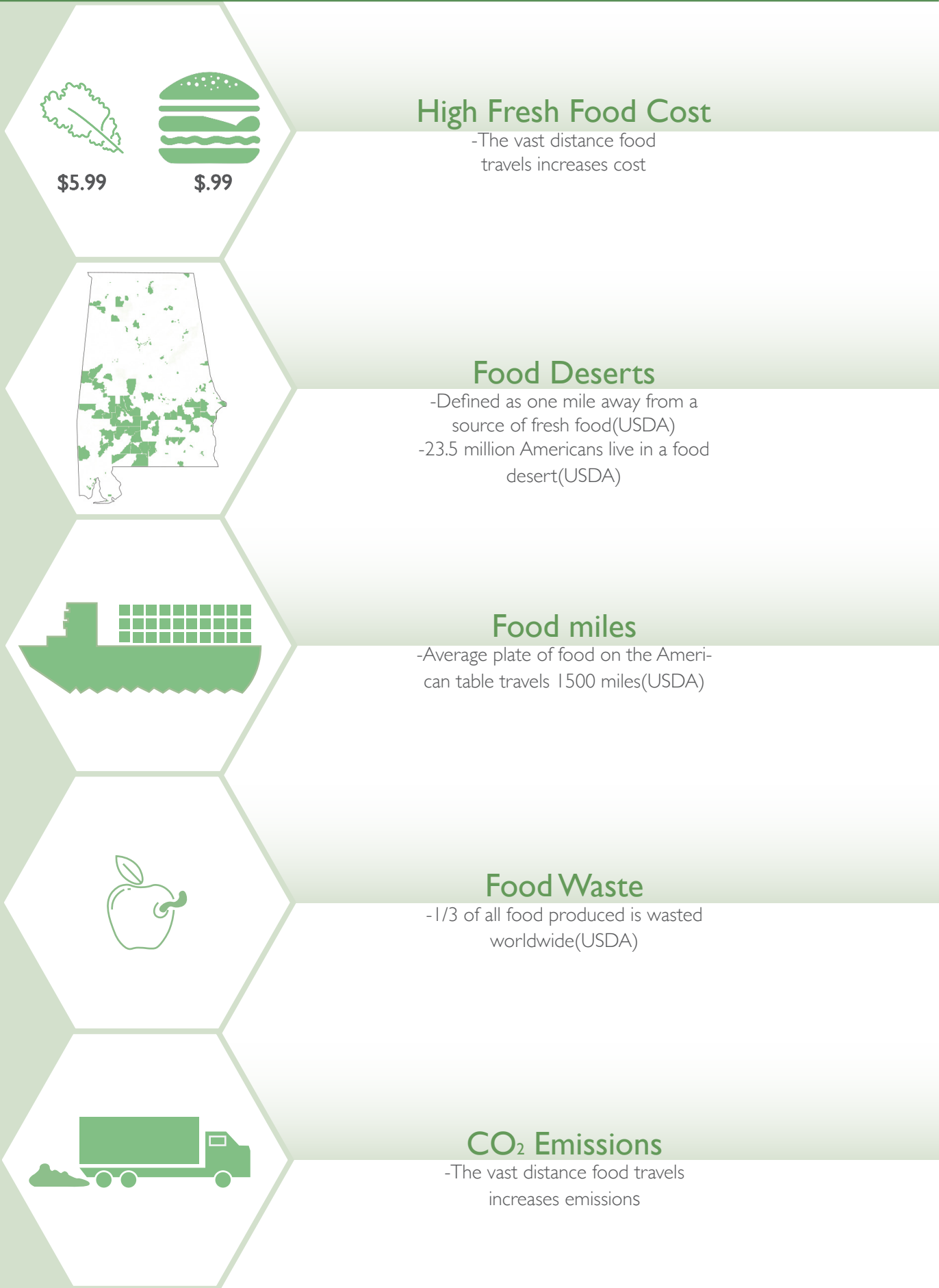
Mike Rogers
Rogers & Willard,
Inc. (Founder)
Builder/Developer

Dana & Tommy Cleverdon
Two bothers
successfully
farming in Baldwin
County with
backgrounds
engineering &
horticulture

Miller Family
Three bothers
working in
engineering, HR, &
entrepreneurship

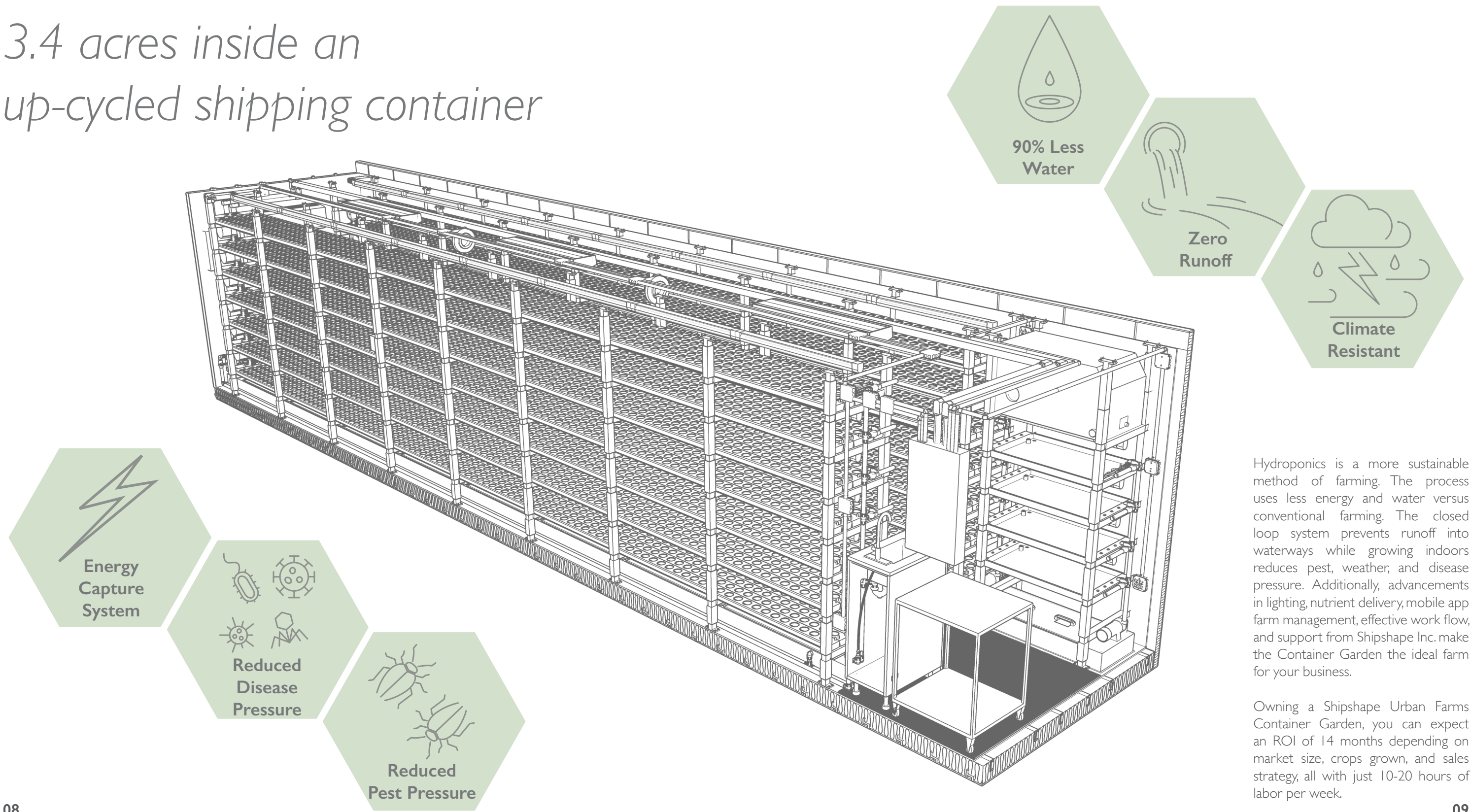
The Worldwide Problem

Solution



Container Garden

3.4 acres inside an up-cycled shipping container



Hydroponics is a more sustainable method of farming. The process uses less energy and water versus conventional farming. The closed loop system prevents runoff into waterways while growing indoors reduces pest, weather, and disease pressure. Additionally, advancements in lighting, nutrient delivery, mobile app farm management, effective work flow, and support from Shipshape Inc. make the Container Garden the ideal farm for your business.

Owning a Shipshape Urban Farms Container Garden, you can expect an ROI of 14 months depending on market size, crops grown, and sales strategy, all with just 10-20 hours of labor per week.

Our app, the Digital Farmer, gives you a “Horticulturist in your back pocket.”



- Check on your farm anywhere, anytime
- Manage work flow
- Receive notifications when you are running low on supplies
- Order everything you need
- Shipshape lets you know if a problem is detected
- Your customers can anticipate your next harvest and order produce from you
- Invoice customers

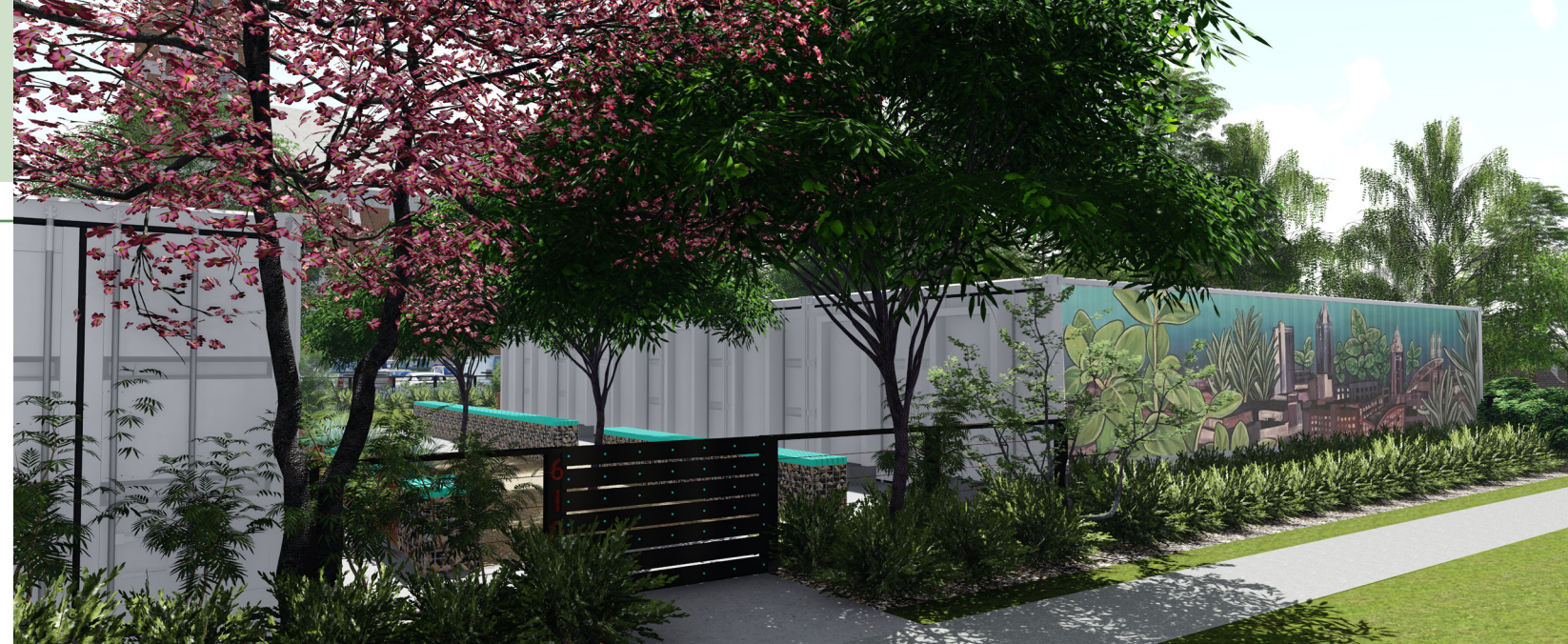


Training

The Shipshape Urban Farms team offers a week long training session in Mobile, Alabama covering all aspects of your new Business in a Box.

TOPICS INCLUDE

- Operations
- Maintenance
- Scheduling
- Food safety
- Crops and crop selection
- Sales
- Repairs and troubleshooting
- App usage
- Continuing support system



Concept Drawings for Shipshape Urban Farms of Mobile



Crops

Lettuce

- Butter
- Oakleaf
- Summer Crisp
- Sweet Crisp
- Romaine
- Teodore
- Muir
- Endive
- Monte Carlo
- Dragoon
- Breen

Leafy Greens

- Kale
- Swiss Chard
- Collards
- Mustard Green
- Arugula

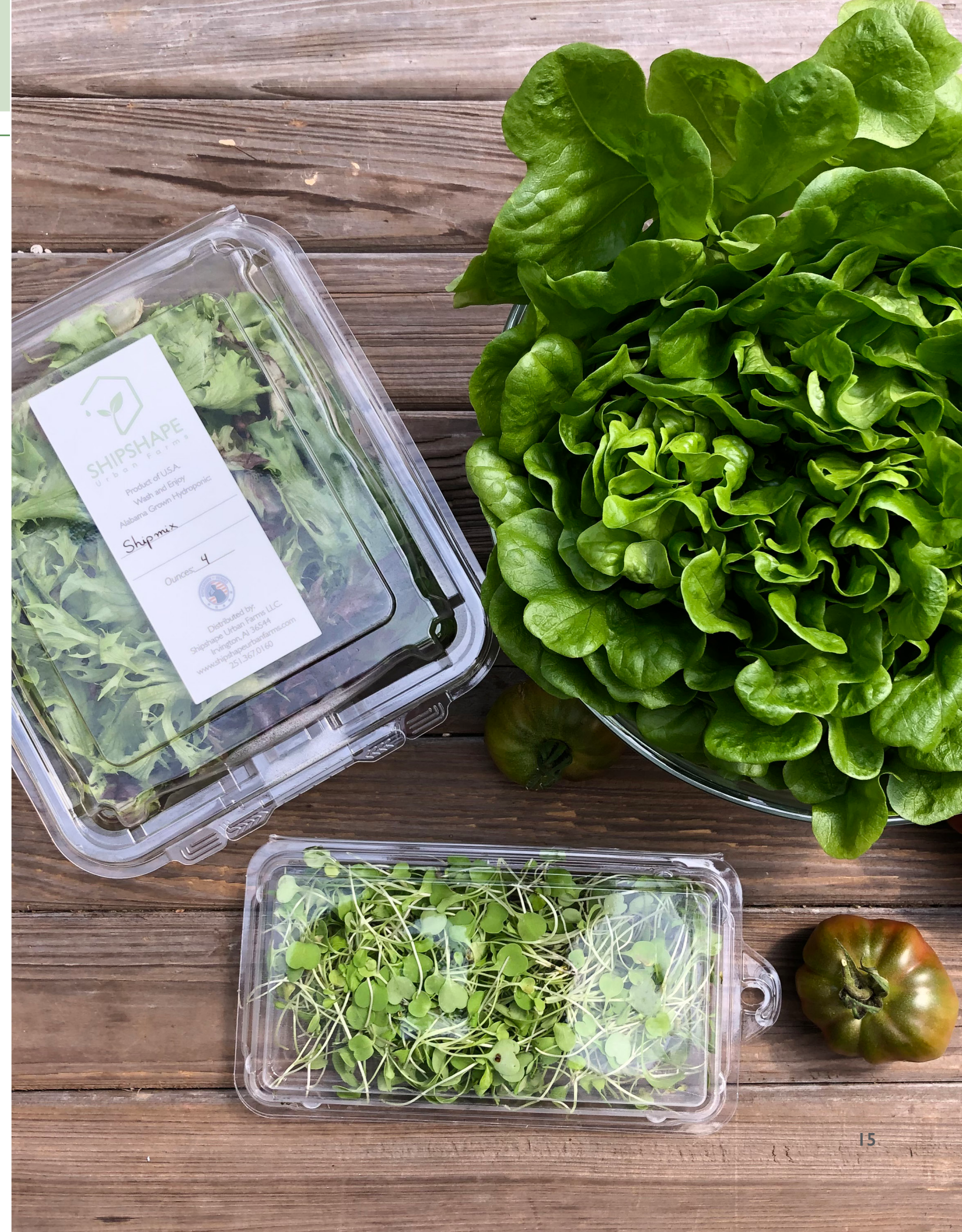
Herbs

- Basil
- Dill
- Mint
- Oregano
- Cilantro
- Chives
- Parsley
- Thyme
- Sage

Other

- Bok Choy
- Cabbage
- Strawberries
- Wheatgrass
- Microgreens

*Not a complete list of all crops



Farming Model: Wholesale Operations

Projected Revenue	
Number of RACKS in the Container Garden	2
Number of SHELVES per RACK	6
Number of TRAYS per SHELF	6
Number of PLANT CELLS per TRAY	60
Total non-nursery plants growing per 3 week cycle	4320
Non-nursery plants per week	1440
Non-nursery plants per week with 5% crop failure	1368
Wholesale price per head (based on Mobile AI. market)	\$ 1.16
Wholesale price per pound (4oz. head)(based on Mobile AI. market)	\$ 3.48
Revenue per week	\$ 1,586.66
Revenue per month	\$ 6,875.51
Revenue per year	\$ 82,506.15

Projected Expenses	
Insurance (Depending on local market)	\$ 150.00
Electricity (Depending on local market)	\$ 700.00
Water (300 gallons per month (Depending on local market))	\$ 25.00
Consumables (rockwool, nutrients, seeds, trays, etc.)	\$ 1,000.00
Packaging Cost (Labels, clamshells, boxes, etc.)	\$ 300.00
Service Contract and Digital Farmer	\$ 500.00
Labor (15 hours per week at \$12 per hour(Depending on local market))	\$ 774.00
Expenses per week	\$ 795.92
Expenses per month	\$ 3,449.00
Expenses per year	\$ 41,388.00

Projected Operating Income	\$ 41,118.15
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Farm Model: Retail Operations

Projected Revenue	
Number of RACKS in the Container Garden	2
Number of SHELVES per RACK	6
Number of TRAYS per SHELF	6
Number of PLANT CELLS per TRAY	60
Total non-nursery plants growing per 3 week cycle	4320
Non-nursery plants per week	1440
Non-nursery plants per week with 5% crop failure	1368
Average Retail price per head (based on Mobile AI. market)	\$ 1.78
Average Retail price per pound (4oz. head)(based on Mobile AI. market)	\$ 7.12
Revenue per week	\$ 2,435.04
Revenue per month	\$ 10,551.84
Revenue per year	\$ 126,622.08

Projected Expenses	
Insurance (Depending on local market)	\$ 150.00
Electricity (25,000 KWH (Depending on local market))	\$ 700.00
Water (300 gallons per month (Depending on local market))	\$ 25.00
Consumables (rockwool, nutrients, seeds, trays, etc.)	\$ 1,000.00
Packaging Cost (Labels, clamshells, boxes, etc.)	\$ 972.00
Service Contract and Digital Farmer	\$ 500.00
Labor (15 hours per week at \$12 per hour(Depending on local market))	\$ 774.00
Expenses per week	\$ 951.00
Expenses per month	\$ 4,121.00
Expenses per year	\$ 49,452.00

Projected Operating Income	\$ 77,170.08
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Farm Model: Restaurants

Revenue	
Number of RACKS in the Container Garden	2
Number of SHELVES per RACK	6
Number of TRAYS per SHELF	6
Number of PLANT CELLS per TRAY	60
Total non-nursery plants growing per 3 week cycle	4320
Non-nursery plants per week	1440
Non-nursery plants per week with 5% crop failure	1368
Revenue per week	\$ 726.69
Revenue per month	\$ 3,149.00
Revenue per year	\$ 37,788.00

Expenses	
Insurance (Depending on local market)	\$ 150.00
Electricity (Depending on local market)	\$ 700.00
Water (300 gallons per month (Depending on local market))	\$ 25.00
Consumables (rockwool, nutrients, seeds, trays, etc.)	\$ 1,000.00
Service Contract and Digital Farmer	\$ 500.00
Labor (15 hours per week at \$12 per hour + payroll taxes (Depending on local market))	\$ 774.00
Expenses per week	\$ 726.69
Expenses per month	\$ 3,149.00
Expenses per year	\$ 37,788.00

Cost per head	\$ 0.53
Cost per pound	\$ 2.12
Potential savings vs buying similar crops locally per pound	\$ 8.68



Farm Model: Non-profit

Revenue	
Number of RACKS in the Container Garden	2
Number of SHELVES per RACK	6
Number of TRAYS per SHELF	6
Number of PLANT CELLS per TRAY	60
Total non-nursery plants growing per 3 week cycle	4320
Non-nursery plants per week	1440
Non-nursery plants per week with 5% crop failure	1368
Minimum price per head to recoup expenses	\$ 0.58
Revenue per week	\$ 795.92
Revenue per month	\$ 3,449.00
Revenue per year	\$ 41,388.00

Expenses	
Insurance (Depending on local market)	\$ 150.00
Electricity (Depending on local market)	\$ 700.00
Water (300 gallons per month (Depending on local market))	\$ 25.00
Consumables (rockwool, nutrients, seeds, trays, etc.)	\$ 1,000.00
Packaging Cost (Labels, clamshells, boxes, etc.)	\$ 300.00
Service Contract and Digital Farmer	\$ 500.00
Labor (15 hours per week at \$12 per hour(Depending on local market))	\$ 774.00
Expenses per week	\$ 795.92
Expenses per month	\$ 3,449.00
Expenses per year	\$ 41,388.00

Minimum price per head to recoup expenses	\$ 0.58
Minimum price per pound to recoup expenses	\$ 2.33
Percent of crops that must be sold to cover all expenses	33%





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