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(Start with rotating logo playing as a backdrop as people filter in)

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The Industrial Revolution of the 20th Century fundamentally changed the face of agriculture, creating highly efficient and productive supply chains, but something was lost along the way.

The problem with the Industrial Revolution is that only mindless automatons can find fulfillment in such a mechanical ideology.

Consumers lost touch with farmers and the animals they are consuming.

Farmers spent more time pouring over spreadsheets in cubicles than on their land.

And animals, confined to spaces designed to produce the highest yield, lost their freedom to roam.

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But this is the 21st century. Around the world corporate offices are loosening dress codes and mixing work and play. The Internet allows us to work remotely, shop from home, and create global communities. Second Livestock heralds a second agricultural revolution built on the infrastructure of the digital age.

We here at Second Livestock desire to live in just, profitable, and sustainable world. Agriculture is a covenant between three agricultural stakeholders:

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Farmers, their livestock, and the consumer. Solutions that only consider the needs one of stakeholder are unbalanced. Maximize profits for the farmer and the livestock and consumer suffer. Maximize value to the consumer and the farmer and livestock are strained. Give livestock an idyllic life and costs spiral out of control for the farmer and the consumer.

Here at Second Livestock we have created a value-added, sustainable solution that fully considers the needs of all three stakeholders.

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So what is Second Livestock?

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Let us show you.

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Second Livestock began with a simple question...

Can we use cutting-edge sensor technology to improve the lives of chickens?
The answer has been a resounding YES WE CAN!

Second Livestock is many things, but at the core it is a Virtual Free Range experience for commercially farmed chickens.

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Why Virtual Free Range?

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There are a host of reasons.

USDA guidelines for what constitutes free range are too loose. Consumers cannot know how “free range” the chicken they pay a premium for really is.

Around the world large populations are moving out of poverty and, as a result, consuming more meat in their diets.

In the U.S. alone we consume 7 billion chickens per year...

7 billion...

The cost to producers and the environment for the entire crop of chickens to be free range would be astronomical.

Given the loose USDA guidelines most free-range chickens actually have a severely limited range.

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For chickens free-range life is fraught with danger. Predators, disease, and inclement weather are all threats to the well being of chickens.

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Our Virtual Free Range technology allows for chickens to have infinite range and socialize with other chickens while safely within their enclosures.

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Now, farmers will be thinking, 'This technology sounds outrageous and really expensive. How exactly does this consider my needs?'

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We will get back to this concern, but first let me introduce our Waste Zero facility, the chicken coop of the future.

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The Waste Zero facility is the ecologically sound, complete husbandry solution. It is prefabricated in stackable platters with all needed infrastructure in place, making construction quick and allowing the facility to easily scale to meet increased demand.

We believe that every output should generate capital rather than consume it. In a Waste Zero facility nothing is wasted, heat from the computing core warms the facility in the winter and helps drive cooling systems in the summer. Chicken excrement is composted into organic fertilizer on site and is packaged to sell as a premium boutique fertilizer to gardening centers.

The Waste Zero facility will also contain a USDA approved animal processing facility on site, and our online ordering system allows the farmer to sell directly to local consumers.

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How do we expect the average farmer to purchase and maintain a facility like this?

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We don't. Second Livestock maintains ownership of the facility and covers all of the maintenance costs in exchange for a percentage of the sale of each chicken. The farmer just needs to supply a small plot of land for the structure, feed, scratch, veterinary care, and chickens.

The on-site processing facility and online store allows the farmer access to the full retail price of his or her chickens eliminating the middleman. Because your chickens will be certified Virtual Free Range you will be able to charge a premium at a price even higher than that of free range chicken.

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Farmers will also reap a benefit from the sensor arrays mounted to the chickens. Our hardware records and analyzes every chicken's activity level. Our algorithms look for early

symptoms of various ailments and alert the farmer the moment anything is amiss.

Each chicken is housed in an isolated enclosure with pathogen filters on the ventilation intake and exhaust greatly reducing the risk that illness could sweep through an entire population of chickens. The HVAC exhaust for the entire facility is highly filtered and air coming out of the facility is cleaner than the air that entered it.

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This allows our facilities to reside not only in rural areas, but also in dense urban environments. We even have the capability to transform existing office buildings into Waste Zero facilities. After all, a networked grid of cubicles with Internet access is not far removed from the enclosures we build for our chickens. However, our chickens get more exercise while on the job. (Wait awkwardly for laughter)

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How does Second Livestock benefit consumers?

Second Livestock prides itself on selling the most ethically produced, freshly processed, and locally raised chicken on the market.

Around the office we like to say that we don't put chickens in your backyard, but we get pretty darn close. (wait awkwardly for laughter)

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Consumers also get to reconnect with the animals they are consuming when they log into our online storefront, observe the chickens interacting in the Virtual Free Range environment, select an individual to slaughter. Within 24 hours the chicken they selected will arrive fully processed at their front door. Alternatively, they can set up a delivery schedule and elect to have fresh chicken arrive at their door several times a week.

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They can rest well; knowing that the food they are providing for their children lived a safe, full life before it found its way to their table.

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Animal-centered Design

Earlier I made mention of our patent-pending Virtual Free Range technology. Let's take a look under the hood and see how it works.

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But Before I get into that let me reiterate that a deep concern for the welfare of livestock animals is at the heart of Second Livestock. Our Chicken-Computer Interfaces are tailored to meet the needs and desires of a chicken.

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Chickens do not experience the world quite like humans and what may be important features for a human in a virtual environment may be inconsequential or perhaps even threatening for another species.

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We have consulted with experts who understand what the optimal virtual environment would look like for a chicken and we have tailored our environments to allow our birds to have a fulfilling existence.

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The enclosures are built to provide a comfortable and healthy home by isolating one chicken physically from the others. Though left out of this drawing for clarity, each enclosure has independently filtered air to keep communicable diseases and parasites from spreading throughout the facility and another system cleans solid waste off of the omnidirectional treadmill.

Speaking of the Omni-directional treadmill, wouldn't it be great to have one of these in your cubicle?

(Pause awkwardly for laughter)

This treadmill allows the chicken to exercise as much, or as little as it desires. It is free to roam a vast virtual landscape. The birds are fed a diverse, organic free range diet. Though the animals spend their entire lives in a virtual world, UV lights illuminate the building during daylight hours to ensure that the birds produce sufficient levels of vitamin D and maintain their circadian rhythm.

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Let's move on to the headset. This is the heart and soul of the Virtual Free Range environment. Two LCD displays and special optics allow the chicken to access its full range of vision while in the virtual world. Sensors mounted to the top of the headset track every movement of the chicken's head. This small and lightweight Chicken-Computer Interface is designed to fit comfortably and allow chickens a full range of motion.

Last, but certainly not least, a microphone allows the chicken to chat with the other chickens in the virtual world... as long as they promise not to spam the mic.
(wait for laughter)

In short, we go to great lengths to ensure that our birds are treated as humanely as possible. To wrap up, with Second Livestock farmers get to demand a premium for their animals, consumers get to reconnect with their food, and it could be argued that chickens are better off in our facilities than they would be in the real world.

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Chicken was the main course, but I hope you saved room for dessert.

We have been quite busy here at Second Livestock. Once we solved the hard problems in creating a convincing Virtual Free Range experience for chickens we began to expand our horizons.

I am proud to announce that we are getting ready to release two new products:

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Second Dog Park, allowing busy dog parents the opportunity to feel better about leaving their pet home alone during a long day at work, and the ability to watch them play in real time with the friends they have met in the Virtual Dog Park.

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And Second Habitat, a product to help anxious and depressed animals removed from their habitat and placed in Zoos to believe that they are in their natural habitat.

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Ultimately, we care deeply for our customers, our farmers, and, most importantly, our animals.

When the question is asked:

Can you treat animals humanely and be profitable?

Here at Second Livestock the answer is a resounding

Yes...We...Can!

Thank you so much for your time.

While my assistant readies the hardware for the demo I will open the floor for questions.