



Redemption Rock Ranch

WHERE FAMILIES REDISCOVER JOY



Mission

Helping families rediscover joy

Reaching families touched by serious illness and tragedy

Giving a week of rest in peaceful cabins on quiet land

Assisting families to get on their feet

501(c)(3) non-profit organization

The Problem

- ▶ Illness creates long term trauma within the family, that needs time to heal
- ▶ When one family member gets a serious disease, it affects all family members
- ▶ Siblings often feel left out because attention is on the sick person
- ▶ The need exceeds the supply at Ronald McDonald House and Give Kids the World



Sharpe Family Story



Our daughter, Sarah, passed away with leukemia at age 7, one year after we moved to Florida. She was an amazing kid who loved God, people and swimming. She battled leukemia three separate times. In between, was a lot of at home nursing care that consumed a lot of our family time. David spent the first year in Florida learning to build websites and working from home. He got to have a lot of time with her: swimming and fishing and exploring. He cherishes every minute. We miss her.

David had testicular cancer at age 21 and again at age 47. The second time during chemo, he lost a lot of weight, the ability to walk, and almost died twice. He was in rehab for several months to relearn how to walk and still has physical therapy twice a week. This gave him a lot of time, unexpectedly, to reflect and heal. Many nights he fell asleep thinking of smores on the campfire.

Elea has struggled with severe auto-immune issues throughout her life. She survived losing her mother, her daughter and almost losing her husband. These experiences have created a lot of empathy in her heart for others. She regularly counsels others going through illness and loss.

Elea and David look forward to helping Redemption Rock Ranch guests rediscover joy.



Need

Hematology-Oncology at Arnold
Palmer Children's Hospital
- 948 new patients / year
- 7,531 patient visits / year

Supply

Ronald McDonald House
has 37 bedrooms at ORMC

Give Kids the World
has 166 villas

Redemption Rock Ranch
adds 20+ cabins

The Solution

501(c)(3)

Trauma recovery programs

Farm produce and animals

Cabins and camp amenities

Memorial walkways

Financial grant program

Scalable + Self-Sustaining

Energy Independence - Solar + Wind

Farm Produce

- ▶ Use Some
on ranch, for guests, in restaurant
- ▶ Give Some
fresh local produce to food banks
- ▶ Sell Some
to locals, to restaurants, to Tom's Tomatoes
- ▶ Jobs
up to 25 jobs per acre
- ▶ Profitable
\$1m Gross / \$500k Net sales per acre per year

Cabins + Camp

- ▶ 20+ Tiny houses or container houses that sleep 4 with bath and kitchenette
- ▶ Mess hall provides 3 healthy meals a day using produce from the farm and local meats
- ▶ Relaxing space to unwind and slow down
- ▶ Camp activities: boating, fishing, swimming, soccer, trail rides, arts and crafts
- ▶ Interact with the animals and pick fresh produce
- ▶ Restaurant with chef serving farm to table meals

Memorial Walk

- ▶ Peaceful destination to honor loved ones
- ▶ Sell bricks for \$100 and \$1000 each with a goal of 10,000 bricks => could raise over \$3m
- ▶ Build meditation walks with trees and statues
- ▶ Create digital memorials for each brick with pictures, videos, and text
- ▶ Easy to access and share the memories while walking on the path

Competitive Advantage

Self-funding by hydroponic farm, lowers ongoing fundraising need

Partnerships with medically focused charities

Elea and David's personal experience and empathy

Showcase installation of hydroponic farm system

Able to build and use new technology from web to IoT to farm automation

Roadmap



Initial fundraising to purchase land



Elea and David move on land



Build farm to become self sufficient



Fundraiser for memorial brick pathway



Build 20 cabins + mess hall + boat house



Host hurting families

Income Streams

- ▶ Board Horses - \$2k/m
- ▶ Horse Lessons - \$2k/m
- ▶ Farm Sales - \$10k/m -> \$100k/m
- ▶ Cabin Scholarships - \$20k/m -> \$80k/m
- ▶ Cattle Sales - market price
- ▶ Restaurant - \$5k/m

Property Opportunity

100+ acres high and dry

Northeast Orlando

Turnkey: home + stable +
workshop + horse boarding

10-acre lake

Cow Herd

Land prepped for farm

Fundraising Goals

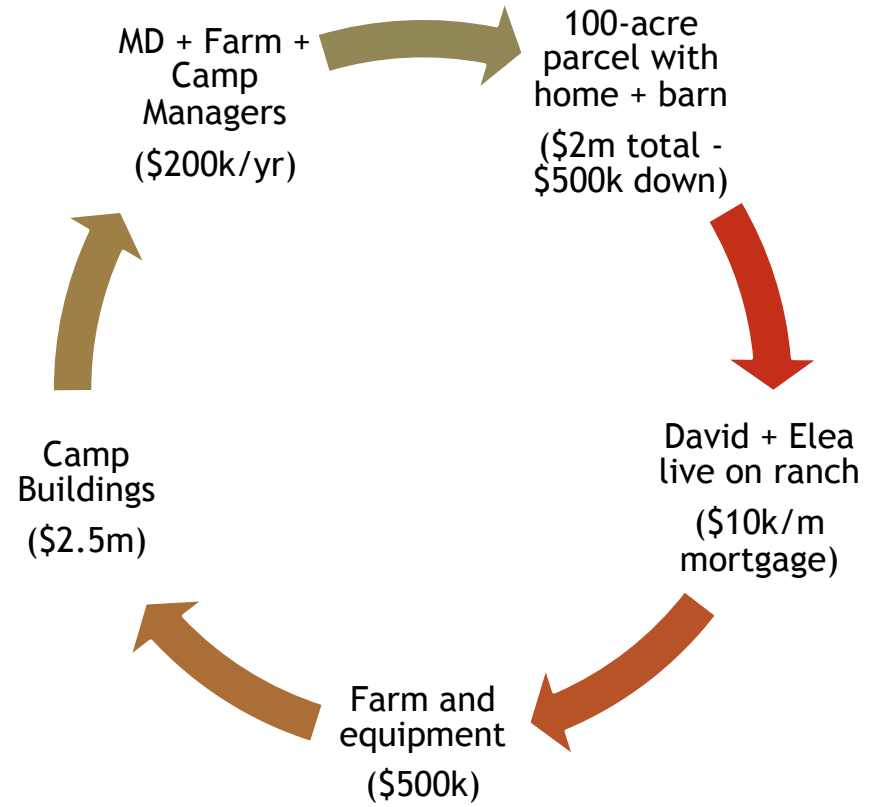
2021

- ▶ Down Payment (\$500k)
- ▶ Mortgage Pay Down (\$1.5m)

2022

- ▶ Memorial Brick Sales (\$1m)
- ▶ Construction Budget (\$2m)
- ▶ Staff Salaries (\$200k)
- ▶ Volunteer Hours - 300/m

Use of Funds



5 year projections

Year	Goal	Visitors	Jobs	Farm Size	Farm Net
2021	Move on Land	-	2	-	-
2022	Build Out	100	10	½ acre	\$200k
2023	Grow Visitors	1000	20	1 acre	\$600k
2024	Double Farm	2000	35	2 acres	\$1m
2025	Mature Orchard	3000	50	3 acres	\$2m

- ▶ In year 4, begin planning second location



The Ask

Donate to \$500k down payment

\$10k level - name on sculpture

\$25k level - free produce for life

\$100k level - name a cabin



▶ Details

Farm Models

Construction Plans

The Team

Business Model



CHARITABLE DONATIONS OF
GOODS, SERVICES AND CASH

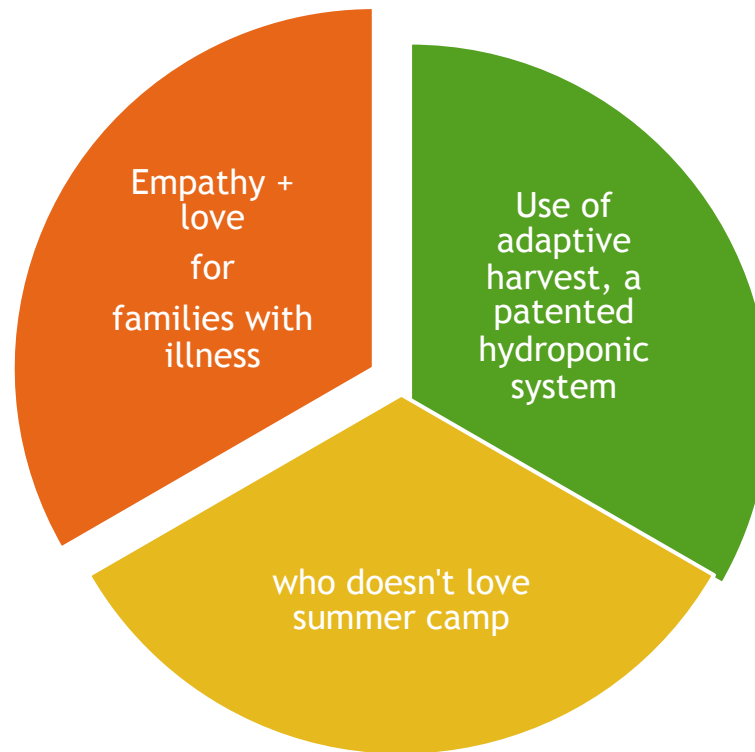


FARM SALES



CABIN RENTALS

Explanation of Your Technology



Hydroponic System



Web: AdaptiveHarvest.com

Summary: top drip hydroponic system utilizing hanging baskets which can be unhooked for processing and delivery. Works with solar powered pump on well water or rain water collection

Farm Model

1/8th Acre - ROI 12m

5,000 square feet | 1/8 acre

Installation - about \$100k

2,500 pots | 14,400 plants

Labor Cost - \$125k

Jobs Created - 5.5

Net Revenue - \$100k / yr

The Team

- ▶ Founders

- ▶ David - Cancer Survivor - Entrepreneur
- ▶ Elea - Cancer Mom + Spouse - Artist + Author
- ▶ Sarah - inspiration

The Team

▶ Strategic Board

- ▶ Dale - strategic partnerships
- ▶ Kenny - philanthropist and servant leader
- ▶ Dominic - hydroponic farm system designer
- ▶ Linda - experienced fundraiser
- ▶ James - local entrepreneur
- ▶ Ehab - CPA and treasurer

The Team

- ▶ Corporate Board
 - ▶ Recruiting now

Build Out - full plan (needs to be phased)

20990-Fort-Christmas-Rd-Christmas-FL

▶ Hydroponic Farm

- ▶ 1-acre graded + well water
- ▶ Packing plant for packing and storing produce
- ▶ Road for produce trucks + parking for 20 cars
- ▶ Bunk house + bathrooms
- ▶ Farm Director home 3/2
- ▶ Food stand to sell to locals

▶ Petting Zoo

- ▶ (x) 10 stall barn with running water
- ▶ 100 Chicken coop
- ▶ 50 head of cattle
- ▶ 10 pigs
- ▶ 5 goats + 5 sheep
- ▶ Pastures + horse trails
- ▶ Visitor center

▶ Camp

- ▶ 20 tiny houses or container homes with bath
- ▶ Mess hall with kitchen and multi-use room
- ▶ (x) 10 acre swimming and fishing pond
- ▶ Boat house + changing rooms
- ▶ (x) Camp director home 2/2
- ▶ Sports courts (Soccer, Tennis, ...)
- ▶ Road + Parking lot for 20 cars

▶ Admin

- ▶ Main house 6/6 + pool
- ▶ Pool house 2/2 with bonus rooms
- ▶ Office building
- ▶ Solar + wind + generators + central power station
- ▶ Dock and swimming platform

Land Process - Initial Assumptions

Land Purchase

- ▶ X- Confirm zoning supports this usage plan
- ▶ X- Form charity
- ▶ Raise down payment (\$500k)
- ▶ Purchase land
- ▶ Move MD family into existing home
- ▶ MD family makes payments as charity + farm ramp

Fundraising

- ▶ Build digital presence
- ▶ Raise funds for mortgage payments (\$10k/m)
- ▶ Raise funds for land development (\$3m)

Land Development

- ▶ Plan Drawings
- ▶ Budget
- ▶ Farm
- ▶ Clearing
- ▶ Roads
- ▶ Electrical
- ▶ Water
- ▶ Septic
- ▶ Solar + Wind
- ▶ Buildings

Exit Strategy

Duplicate
once
profitable

Place
different
live-in family