

GO Micro

Nutrition Powerhouse

From Farm to Super Food.

Where Microgreens Bridge Medicine and
Agriculture, Innovation Nourishes Health, and the
Planet Thrives.



PETITE RIVIERE
Farming Company Ltd.





Our Vision

“We produce - from seed to package - novel plant compounds and ingredients for disease reversal and avoidance in human health. **A true Medical Nutrition Model.**”

The Problem We Are Solving

Sulforaphane is proven, but unpatentable and hard to stabilize - so the category has stayed fragmented, dominated by inactive, low-potency products. The opportunity isn't the molecule; it's owning the process that keeps it active.

That's the moat GoMicro is built to own.



Our Product: GoMicro PurPhane

PurPhane is GoMicro's freeze-dried micro broccoli powder, grown on our farm in Nova Scotia.

Naturally rich in sulforaphane, it offers a simple way to incorporate the benefits of carefully grown micro broccoli into your daily routine.



Product Design & Clinical Evidence of Sulforaphane



Clinical Trials/Evidence

Chemoprevention Trial

Metabolic Health Trial

Neurobehavioural Trial

Nrf2 Activation

Market Opportunity

US\$ 270B p.a. *market*

The **global plant-based nutraceutical market** is a fast-growing segment within the overall nutraceutical industry, representing nearly US\$270 billion in annual consumer sales.

US\$ 3.2B p.a. *segment*

The **global microgreens market** is projected to reach \$5.5B by 2031 (12% CAGR) with sulforaphane content (anti-cancer, detox benefits) to attract health-focused investors and consumers.

US\$ 848M p.a. *niche*

The global **Sulforaphane market** is estimated at \$848M (2024) projected to grow to \$1.31B in 2031. Freeze-dried micro broccoli capturing premium niche.

GoMicro Early-Innovator
Advantage

<https://reports.valuates.com/market-reports/QYRE-Auto-5M15250/global-natural-sulforaphane>

Business Model

On-Farm Production

Seed

LED lighting

Cropping

CEA



Powder

CPG / Nutraceutical Ingredient

Clinically studied compound linked to:

Inflammation

Cancer

Detox

Cell Health

R&D Collaboration: Proprietary Process - Seed Genetics to Super Food



Government
of Canada
National Research Council



Government
of Canada
Atlantic Canada Opportunities Agency

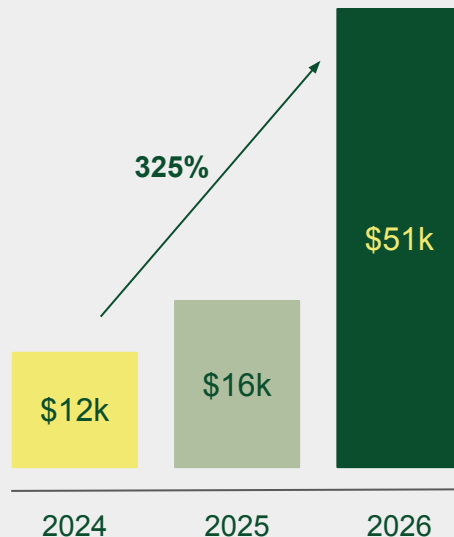
Traction

Revenues (fiscal: Nov - Oct)

- 2024 = \$12,864
- 2025 = \$16,177
- 2026 = \$ 51,000 YTD actual

Customer base 2027:

- **DTC (since Jan '26)**
 - Total customers = 486
 - Total orders = 629
 - AOV = \$66.34
 - DTC Contribution Margin >80%
 - # Subscribers = 23 + loyal customers = > 150
- **Retail**
 - 2 Accounts, multiple in pipeline
 - CHFA 2026



Competitive Advantage

Competitors: Product, not IP or System

- Extraction or Product only
- No control over sulforaphane quality

GoMicro: IP driven, nutraceutical grade

- From Seed Genetics to Super Food
- System that provides 100% control over quality of sulforaphane - essential for nutraceutical use
- Already receiving industry interest

Go-To-Market

Primary

B2B Ingredient Supply



Large supplement brands

D2C Subscription



Customer journey + economics

Natural & Health



Independent national stores/chains

Secondary

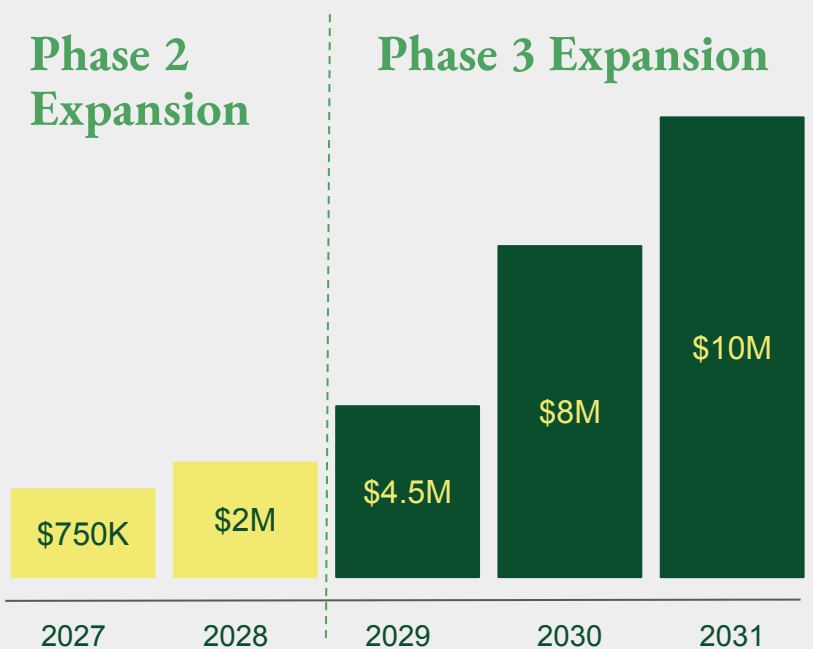
Groceries



National chains e.g. Sobeys, Loblaw

Strategy of margin optimization, B2B system alignment, and D2C scalability

Financial Milestones



~US\$300M base-case 2025
North American TAM
(total addressable market)
for sulforaphane
supplements

<https://marketintelo.com/report/sulforaphane-supplements-market>

The Team



Gregg Curwin - Founder, President & CEO

Extensive background in commercializing high-value Ag Tech and health care applications. TruLeaf founder (acquired by McCains)



Gary Ramey - Director of Business Dev.

Veteran educator and former MLA bringing decades of leadership and mediation experience to PRFC.



Christian Perlat - Production Manager

Award-winning viticulturist with 30+ years managing vineyards, orchards, and greenhouse operations.



Christian Weisenberger - General Counsel

Experienced General Counsel & Corporate Secretary. Key roles at TruLeaf, Densitas Inc. and Carbon Cure.



Gabrielle Perlat - Director of Operations and R&D

Biology and agronomy expert with hands-on experience across vineyards, orchards, and wineries.



Marley Curwin - Head of Marketing

Nutrition specialist translating evidence-based science into practical health strategies for everyday living.



Stefan Ramey - Manager of Sales & Operations

Local entrepreneur and musician turned operations manager. Bachelor of Arts degree in Psychology.



Werner Muller - Strategic Advisor

Experienced Senior Food Executive - Strategic Planning, Growth Capital & Customer Economics. Danone, Novagevity.

The Ask

\$500,000 for phase 2 expansion

Sources

Grants

Loans

Equity

Uses

Equipment & Packhouse \$200,000

Phase 2 Greenhouse Design \$100,000

Marketing & Business Development \$100,000

R&D and IP Pathway \$100,000

Gregg Curwin, Founder & CEO.

Email: gregg.curwin@gmail.com
Tel: 902-448-1191

