

NEXT LEVEL SUSTAINABLE & ZERO WASTE

URBAN HOPS FARM

BY REDONO BIOFEED TECHNOLOGY



GIVING BACK TO NATURE



Brewery challenges

75 liters
of water



sidestreams
wastewater
3 PINTS



imported bulk
ingredients



differentiate
competition



Modern Sustainable & Profitable Brewery



Whats in it 4 me?



save resources



save money



more income

MORE: 

PURE, FRESH
LOCAL
URBAN HOPS

IMAGE / STORY
BRAND VALUE



NO MORE:

- wastewater treatment costs
- CO₂-taxation

PURE LOCAL?

WHAT DOES

*"BREWED WITH
NEXT LEVEL
SUSTAINABLE
URBAN FARMING
TECHNOLOGY BY
REDONO"*

MEAN?

EVERYTHING.



GIVING BACK TO NATURE



"SAY AGAIN, WHAT'S IN IT FOR ME?"

INNOVATION

- Forerunner
- Fertilizers for Barley
- Story behind your brand
- Brand Value
- Uniqueness
- Differentiation
- Fresh Local Ingredients
- BETTER New Beer Products!
- Circular Economy
- Urban farming solutions

LESS

- Wastewater
- CO₂
- Costs
- Water Resources Risks
- Dependant on climate change
- Imported goods

SOLUTIONS

- BioFeed
- Urban Hops Farm
- Vertical farming
- Microalgae production
- Biotech water treatment



SAVINGS / INCOME / PROFIT!



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URBAN HOPS REFERENCES

**” Once you
go Pure Local
there’s no
turning back!**

Kaj Kostander
Brewery of Tornio



**” ”We want to be the forerunners
in sustainable brewery solutions!**

Samuli Huuhtanen
Rock Paper Scissors Brewery



 **REDONO**
GIVING BACK TO NATURE

REDONO PURE LOCAL TEAM



Henri Laine

CEO & Founding Partner

Father of the Redono-solution and an wizard in urban farming technologies and process developments. With a broad experience in circular economy and sustainability.



Tiia Laine

Head of R&D, Founding Partner

An experienced visionary of urban farming ecosystems, lower foot print, circular ecology and better world. Henri's trusted wingman and soulmate.



Isa Qvist

Head of Finance, Partner

With over 20 years of experience in business finance and bookkeeping, Isa will be the one keeping our financials under tight control at all times.



Kari Moisiola

Head of Strategy, Partner

A creative coaching and retail professional with wide experience in concept and business development, project leadership and chain management.



Pasi Turkka

Head of Brand, Partner

An experienced creative director & designer specialized in boosting brand value and awareness in the field of marketing, advertising and customer experience.



 **REDONO**

GIVING BACK TO NATURE

FOR BREWERIES!

From PILOT to DEMO-production.

The worlds most northern year round hops production.

We are establishing a commercial scale indoor Urban Hops Farm in 2021!

This will grow 3000 hops plants, that can all together produce fresh hops for at least 1 Million litres of beer each year, in a year round production.

Join our Urban Hops Farm community!



FOR INVESTORS!

We are opening a SEED-round to support our 3-year growth plan.

Let's get local – Pure Local!

Also available for Breweries!



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OUR PURE LOCAL PATH

Go-to-market strategy & roadmap



2017
Biofeed innovation R&D
Redono was born

2020
Urban Hops Farm
Pilot V1.0

2022
Urban Hops Farm demo
First harvest & biofeed
fertilizer production

2019
Urban Hops Farm
Pilot V0

2021
Seed Round for
Urban Hops Farm Demo

2023
Urban Hops Farm
solutions for breweries



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PURE LOCAL IN A HOPSHELL

Competitive advantage

Separates you from ALL of your competitors...

Raises your brand value and awareness

Telling your customers that your product's are made by the most ecological way possible!

Produced with Zero (*or in fact minus*) CO₂ emissions

The big picture brings your company among the rare and respectables...



DOING THE RIGHT THING = BETTER BUSINESS!



 **REDONO**
GIVING BACK TO NATURE

Cheers!

