



Management Team:

Dr. Ali Tahiri: President, Founder
 James J. Dygert: Secretary
 Mark A. Walzer: Treasurer
 Kenneth DeVeau; Advisor to the Board.

Board of Advisors:

Greg Vine, Chairman of the Board of Advisors
 Jack Bispham; SW FL. Water Management District's
 Manasota Basin Board.
 Debbie Naeve; Manager of Wayne Hibbs Farm &
 Garden Supply.
 Kevin Shelfer; President, Joshua Citrus, Inc.

Industry: Natural Fertilizers

Number of Employees: 15 (est. first year)

Bank: SunTrust Bank, N.A.

CPA: Brian Palmer Accounting and Tax Inc.

Law Firm: Fee & Jeffries, P.A., Tampa, FL.

Marketing: dock29 – a marketing agency

Financing Sought: \$1M Equity

Use of Funds: Sales and Marketing, Operations

Company Mission: Naturali Pro Florida, LLC intends to be Florida's premier source of all-natural fertilizer, soil, and insecticides.

Company Business: The Company has entered into a licensing agreement with Naturali Pro, LLC, which has invented, produced and tested non-toxic cost-competitive fertilizers. All four flagship products, Hotfire fertilizer, Evergreen Naturali leaf fertilizer, Hotfire Pro and Insect Pro have been developed, optimized, manufactured and sold in Mexico. Our trade secret process has been tested by researchers at the University of Monterrey under the auspices of Utah State University and found to deliver results that are superior to chemical fertilizers, in less time and with less need for irrigation, while leaving the soil healthier than before.

Current Status: Our new production facility in Florida is now operational. Trials in citrus and sod farms in SW Florida have re-confirmed earlier results. We are seeking additional funds to support a rapid increase in production.

Markets: All natural and organic farming is one of the fastest growing segments in agriculture. There are over 4 million acres of all natural and certified organic farmland in the U.S., compared to 1 million in 1990. In addition, the Freedonia Group estimates over 10% annual growth for the all natural and organic fertilizer market, twice the projected growth for all lawn and garden goods.

Distribution: In addition to medium and large farms producing citrus, sod, and vegetables; including many smaller nurseries and farmers are also an attractive market for the Company. Consumers are frequently asked for natural alternatives and will be interested in purchasing local proven products. Many retail outlets like Wal-Mart, Home Depot, Target and ACE Hardware stores are becoming increasingly eager to promote Green products, providing a potential market in the future for expansion directly to the consumer.

Competition: In 2007, a year before higher fertilizer prices, the national estimated gross profit margin was 43.86%. In our first year of operations, even with trials and early adopters, we are targeting higher margins than the national average even when including start up costs. Once the facility is fully functional we are estimating over 7% points higher GPM than the national average. Our confidence is assured with field tests.

Milestones to Date: July 2009; Plant manager has been in place since April, 2009, trial runs have been completed. Additional high volume production equipment has been purchased and is in place and operating. The liquid fertilizer has completed its first 2 batches, with analysis meeting or exceeding expectations. A third batch using 300 gal reservoirs instead of the original 55 gal tanks is in process. Contacts have been made for deliverables. Three field test locations have been sourced and are now being served. Due to the higher production capacity of the new equipment an additional steel building (45x80) has been constructed to move the solid production into a more expansive covered facility. The existing structure will serve for liquid production only. All site permits have been updated or applied for. Trademark filings are in process, and quotes for Key Man and D&O Ins. are being accepted. We continue to adjust the process logistics and have found several ways to speed the production cycle. With the additional equipment, the added building and revision of the production process, our current expectations, is that it will result in higher production than forecast. Despite wholesale fertilizer prices having come down in the last 12 months due to our efficiencies we are able to revise our pricing downward yet comfortably exceed projections. over the next 5 years due to selling more product at a lower prices. The projected EBIT is expected to increase over original projections due to the implemented activities over the past 5 months.

Financial Projections:	1 st yr	2 nd yr	3 rd yr	4 th yr	5 th yr
Revenue	2,370,000	6,217,750	11,377,500	17,809,500	25,425,000
EBIT	944,025	2,321,900	3,950,375	7,377,175	12,298,600