



## Rain Systems

Rain Systems patented technology installs hydrogel into existing turf and reduces irrigation by 50%.



### Company Overview

Rain Systems patented computer-controlled, water injection technology installs hydrogels into existing turf which reduces irrigation by 50%, while keeping grass pristine. Hydrogels were developed to increase the water retention capacity of soil and have been used in agriculture for decades because they are able to mix it directly into the soil. Rain Systems offers a service with our hydrogel installation technology to introduce these water saving products to the managed turf industry. We have the only technology on the market today that uses computer controlled water injection to install hydrogel into turf. Our price point of \$3k per acre gives our customers ROI in water cost savings within 9 months and hydrogels are fully effective for 3 years.

### Problem

Rain Systems offers a solution to communities that are searching for ways to reduce water consumption while preserving green spaces such as parks, playing fields, cemeteries, & school campuses that are an essential part of our lives. Cities with strong, vibrant public green spaces share a greater sense of community, a closer connection to nature, and benefit from improved physical and mental well-being. Natural turf lawns purify rainwater and improve ground water quality, while reducing soil erosion and sequestering CO2.

Drought conditions are affecting countries across the world. In 2022, temperature rise led to droughts on every continent.

Governments and communities are looking for ways to reduce water usage across all segments. Water restriction mandates are being implemented across California and the world.

Reducing turf irrigation water usage is one of the most cost effective and efficient ways for communities to mitigate drought conditions, while maintaining sustainable green spaces.

### Highlights

Rain Systems became a Portfolio Company at the Los Angeles Cleantech Incubator in 2016. Since that time, we have implemented pilots with California State University Northridge (CSUN), City of Los Angeles Department of Recreation and Parks, Soule Park golf course and LA Unified School District (LAUSD). We received an Innovative Conservation Program Grant from the Metropolitan Water District and our commercial customers are eligible to receive cash rebates on water savings through the MWD. We have completed case studies at CSUN, LAUSD, and City of Los Angeles Department of Recreation and Parks with over 50% reduction in irrigation while maintaining healthy green grass. We have been hired for projects with the City of Irvine, American Heritage Landscape, CSUN for multiple projects in 2022 and we are starting Phase 2 projects with

### Location

Los Angeles

### Business Stage

Seed

### Business Type

Sustainability, CleanTech, B2B, Agriculture, Environment, Technology, Outdoors, Sports

### Meet the Team



Elaine Sibert

CEO



Jim Sibert

CTO/Co-Founder

LAUSD in July 2023. The pandemic slowed us down a little, but we are back on track to grow our revenue in the coming year.

## Go-To-Market Strategy

Rain Systems go to market strategy relies on our direct sales, building our brand through successful pilots and direct marketing. By completing pilots with large, well known organizations such as LA Unified School District, City of LA Parks and Cal State University, we have been able to establish that we provide a very real, legitimate water conservation solution. Which gives us credibility with other municipalities, private companies and individuals. We are able to leverage our pilot results to generate sales with a wide range of customers across Southern California and across the country. We have a business development manager that is actively working on deals with MLB spring training baseball fields, golf courses across the country, and has gotten us press coverage that led to growth in both the commercial landscape and residential market segments. We are being pursued for projects in Europe and South America, and have investors that are interested in us from around the world.

## What Makes Us Special

Rain Systems has the only computer-controlled water-injection technology to install hydrogel on the market. Our seamless process leaves no trace behind, keeping grass pristine during and after our installation. While one competitor uses manually driven spikes that are inaccurate and susceptible to breakage, another has had to develop a new type of hydrogel in order for it to withstand being mixed into sand and then plugged into the ground. Our installation time is more than twice as fast, our price point gives our customers ROI on installation charges within 6 months and the hydrogels that we install are fully effective for over 3 years. We offer the most cost effective, accurate and precise method of hydrogel installation for reducing water usage of turf irrigation on the market.