

## UN SDGs

#2: Zero Hunger  
#3: Good Health and Well-Being  
#15: Life on Land

## INDUSTRY

Agriculture and Biotechnology

## FINANCING

- \$1,275,000 Raised
- First e-commerce sales of AstroNematode™ brand beneficial nematodes in March 2020

## NATURE INSPIRATION

Nematode communication pheromones for agricultural pest control

## FOUNDING TEAM

- Dr. Fatma Kaplan, Ph.D. CEO/CSO
- Karl Cameron Schiller, COO

## CONTACT INFO

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**BIOMIMICRY**  
INSTITUTE

Pheronym uses a new kind of pheromone to control nematodes (microscopic roundworms) for eco-friendly agricultural pest control. Our team discovered the first nematode pheromones that control behavior, and our advisors are leading experts in beneficial nematodes that work with farmers. We envision pest control that works with nature for healthy soil, healthy food and healthy farmers.

## PROBLEM & OPPORTUNITY

Consumers demand safe, eco-friendly, sustainable solutions for the food they eat because they are aware of the adverse effects of synthetic pesticides. This has led to restrictions and bans on the \$56 Billion synthetic pesticide market, but farmers still have to control pests for sustainable food production. The \$4.5B global biopesticide market is growing at 14% due to increased demand from organic food production.

## SOLUTION

Our first product, Nemastim™, a pre-treatment for beneficial nematodes makes them up to 78% more effective. Beneficial nematodes are already commercially available, and Nemastim makes them more effective. Our second product, Pherocoat™, is a seed treatment that protects plants from plant-parasitic nematodes when they are young and vulnerable. We hold three patents for our technology.

## BIOMIMICRY IN PRACTICE

We are inspired by the elegant chemical language that nematodes use to communicate. Nemastim mimics the signal that beneficial nematodes use to tell each other they need to find a new host. We tell good nematodes to go out and infect pest insects. Our goal is to provide pest control that promotes healthy soil, healthy farmers, and healthy food.

## REVENUE MODEL

We will introduce Nemastim through our network of AstroNematode customers. Then we will broaden our market by selling to distributors.

## TRACTION

We have participated in the IndieBio Accelerator, and have raised \$1,275,000 in grants and investments. Nemastim is a proven technology. We launched AstroNematodes, our own line of beneficial nematodes, to bring Nemastim to market and made our first e-commerce sales in March of 2020.

## TEAM

Dr. Fatma Kaplan, CEO/CSO, is a leader in the nematode pheromone field. Karl Cameron Schiller, COO, is an experienced entrepreneur with a background in Economics. Dr. Pam Marrone, a biopesticide pioneer, is our advisor.

## NEXT STEPS

We are raising \$2,000,000 to scale our production and establish a sales team.