



ContinuumAg

Executive Summary

108 West Main St, Washington, IA 52353
(319) 461-9056

Mitchell Hora, Founder & CEO
mitchell@continuum.ag

Continuum Ag provides family farms a digital roadmap for regenerative ag success. Founded by 7th generation Iowa farmer, Mitchell Hora, the company has grown to amass a footprint of 43 states and 20 countries.

The Ag Ventures Alliance team started working with Continuum when they were part of the Pappajohn Venture School in 2019. From there, Continuum participated in the AgLaunch accelerator and earned investment from the fund. As the company became more “tech forward” opportunities came to expand product offerings (including the Regen Roadmap and Carbon Intensity products) and expand customer segments (including corporates such as Rabobank, CIBO, and Land O’Lakes). This expansion effort allowed Continuum to settle into their place of best fit and their role in the regenerative ag movement.

Today, the company has a lead investor locked in as Grit Road Partners. They have been accepted into the SVG Thrive Global AgTech Accelerator and will be receiving investment from SVG. In total, Continuum is raising a Seed Round of preferred equity investment, totaling up to \$2M. The funding will be used to make product automation upgrades, fund marketing efforts, and hire key personnel to facilitate sales and customer support efforts.