

ORIENTATION

How Edapho Works

A short orientation to who we are, what we do, and how soil intelligence becomes measurable land function.

This is the orientation behind the work you will be representing. You do not need to be a soil scientist to sell for Edapho. You do need to understand what we deliver, why it matters, and how to describe it accurately. That is what this is for.

1 What Edapho is

Edapho is the science, the engineering, and the field-deployable tools that turn soil intelligence into measurable recovery, at any scale, for any sector, on any land. We work across ranches and farms, developments and engineering projects, energy and industrial sites, carbon and environmental programs, and land that people steward for game, gardens, and the outdoors. The common thread is the ground itself.

Our positioning, in the words we use publicly, is soil intelligence and soil systems engineering. We are regenerative systems developers. We do not just assess land. We develop it toward better function and deliver the tools to get there.

2 What we believe

Soil is the living foundation of every ecosystem service the world depends on. Treat it as the foundation, and almost every downstream system shifts: water, plant health, carbon, resilience, yield. Most approaches treat the soil as an afterthought. We start there. Edapho combines peer-grade diagnostic science with field-deployable tools and audience-specific engagement, so the science actually reaches the people who care about the outcome.

The one-line version

Land function starts with the soil. Get the soil right and the systems built on it follow. That conviction is the whole company.

3 The drivers of land function

We describe healthy, functioning land as built in four layers, each resting on the one beneath it: chemistry, then biology, then structure, then function. Chemistry supports biology, biology builds structure, and structure delivers function: the productive, resilient land the customer actually wants. When something is

wrong at the top, the cause usually sits lower in the stack. This is why we lead with the soil rather than the symptom. The four-layer pyramid in our logo is exactly this idea.

4 How we work: STAGED

Our methodology is called STAGED, short for Soil Testing, Analysis, and Guided Engineering. It runs in five phases, and each phase is a real piece of work with its own deliverables:

- **Define.** We establish the goal: what the customer wants their land to do, and what success looks like in concrete terms.
- **Diagnose.** We test and analyze the land to understand its real condition, not its assumed condition.
- **Design.** We engineer the plan: what gets built, applied, or changed, and in what order.
- **Deploy.** We put the system into the field with the tools and methods to execute it.
- **Demonstrate.** We show the result against the goal set in Define, with evidence.

STAGED is not a rigid one-way pipeline. If new information surfaces during a later phase, the work can loop back to an earlier one. That responsiveness is a strength, not a detour. It is part of why the outcomes hold up.

What stays inside the company

How our diagnostics and analysis actually work is proprietary and confidential. It is genuinely valuable because it is not public. You can speak about STAGED and its five phases freely. You never describe the method underneath them. If a prospect digs into the how, that is a great sign of interest, and the right moment to bring in your Edapho contact.

5 Who does what

Erik Fritz is the technical and scientific core of Edapho and the company's primary public voice. He leads the science, designs the deployments, produces the technical content, and closes deals. Alexis Ellgard, Director of Operations and Growth, runs the business end to end: intake, client management, materials, scheduling, and the systems you will work within. As a representative, you will work most closely with Alexis day to day, and Erik comes in for technical answers and the close.

6 How to talk about us

Keep it accurate and outcome-focused. Edapho brings soil intelligence and soil systems engineering to whatever a customer stewards, and turns it into measurable land function. Lead with what the customer gains: healthier, more productive, more resilient land, demonstrated against a goal you set together. Stay with the approved language, do not promise specific results, and never describe the underlying science.

Your Representative Guide has the full rules of engagement.

Take this away

Soil is the foundation. The four drivers are chemistry, biology, structure, function. The work is STAGED: Define, Diagnose, Design, Deploy, Demonstrate. Sell the outcome, protect the method, and bring us in when it gets technical.