

DOCKETED

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Clarification of Eligible Project Costs

Additional submitted attachment is included below.



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Subject: Clarification of Eligible Project Costs

What changes to the draft guidelines are needed to ensure the purpose, instructions, and eligibility requirements are clear?

While we expect our product fits well within the intent of the funding under this program, the guidelines are currently unclear whether our product would be considered equipment or supplies based on our pricing model.

We structure our price to ensure our customers get continual and convenient access to their data. In our current pricing model, the cost is \$1,500 per subscription for the growing season. Growers can sign up for multiple years and full payment is due at installation. Tule is a data subscription only and we own and maintain the hardware at no cost to the grower throughout the life of their subscription with Tule.

The hardware enables our service but the real value to the grower is within the web dashboard analytics. An added benefit to this pricing model is that growers are not left with an antiquated piece of hardware as years pass.