Pilot Flight Manual

Net Zero Accelerator®

Educational Program for Growth-Stage Companies
Solving For Net Zero Energy, Carbon, Water & Waste

Cohort 7 • 2025-26



COHORT RECOGNITION

2025 Net Zero Trailblazer Award

Parker Cohn, Founder — PRM Soil Solutions

Parker Cohn was awarded the 2025 Net Zero Conference Trailblazer Award for advancing regenerative soil science, water conservation, and sustainable land management.

The award celebrates leaders who push boundaries in climate innovation, environmental stewardship, and community impact.

Under Parker's leadership, PRM has developed an integrated approach combining biological soil regeneration with remote sensing technology to optimize soil health, reduce inputs, and improve long-term performance. PRM's impact extends across golf courses, sports fields, city parks, and farms—creating measurable environmental and economic value while reducing reliance on synthetic chemicals, building healthier soil ecosystems, and delivering cost savings at scale.

Presented at the 12th annual Net Zero Conference at the Los Angeles Convention Center on October 1, 2025, the Trailblazer Award highlights interdisciplinary leaders making a positive impact on people and the environment. Parker's recognition is a milestone for PRM, its partners, and the growing network of clients committed to regenerative soil management and net zero goals.





PERFORMANCE RESOURCE MGMT

Water Conservation + Energy Efficiency

PRM
PERFORMANCE RESOURCE MANAGEMENT

WHY THIS MATTERS NOW

Landscape and irrigation systems represent one of the least optimized but most resource-intensive operating systems for hospitality and real estate portfolios—often accounting for 20–50% of total water use with limited performance visibility. Degraded soils force irrigation systems to work 30–50% harder, compound energy costs, and increase chemical dependency—yet most maintenance programs treat the symptoms without addressing the underlying biological failure. Golf courses, sports fields, municipal landscapes, and irrigated farmland collectively represent millions of acres where soil dysfunction is silently driving up operating costs every season.

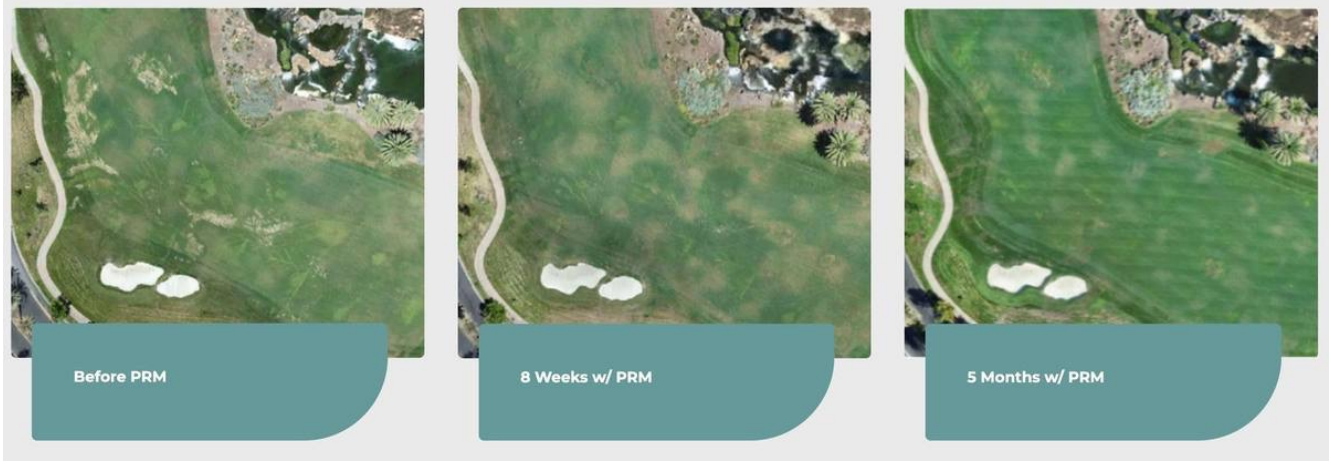
THE SOLUTION

PRM's BIOS platform restores soil as functioning biological infrastructure—without costly capital rebuilds or operational disruption. Each deployment follows four integrated stages: soil diagnostics to establish a performance baseline; prescriptive regeneration using PRM's proprietary biological and engineering protocols; continuous monitoring of water, energy, and input costs; and utility-verified outcomes tied directly to incentive program eligibility.

Brentwood Country Club: 40% water reduction (22M gallons/year), $350,000 in annual savings, $311,000 LADWP utility incentive in year one. San Francisco Giants / Oracle Park: 90% pesticide reduction, 70% fertility savings, field resilience enabling 300+ events per year including concerts that added $40M+ in incremental revenue.

BY THE NUMBERS

40%+	60%+	90%	$350K
Water Savings	**Energy Savings**	**Pesticide Reduction**	**Annual Savings**
Verified by LADWP / Metropolitan	From reduced pumping load	Oracle Park / SF Giants	Brentwood Country Club



PILOT STRUCTURE

PILOT PARTNER CONTRIBUTES

- Single-site installation (golf course, sports field, municipal landscape, or irrigated farm)
- Multi-site portfolio installations to follow successful internal pilot
- Baseline and post-installation metering of water and energy use
- Light coordination with facilities or grounds management staff
- 12-month evaluation commitment

PILOT PARTNER RECEIVES

- Quantified water and energy savings—measured and utility-verified, not modeled
- Access to six-figure utility incentive rebates (LADWP, Metropolitan, and others)
- Reduced chemical dependency, lower maintenance costs, improved surface quality
- A validated business case for portfolio-scale rollout

PROGRAM OF REQUIREMENTS

IDEAL ASSET TYPES

- Hospitality portfolios, golf course portfolios, professional sports fields, municipal parks and landscapes, irrigated agriculture
- Installation: Non-disruptive; no load interruption or capital rebuild required. BIOS equipment integrates with existing irrigation and grounds infrastructure.
- Operational Impact: Automated operation, continuous monitoring. Reduced maintenance requirements as soil health improves. No disruption to use schedules.
- Measurement: Real-time tracking of water consumption, energy use, soil biology markers, turf/crop health, and input costs.
- Funding: Municipal and utility rebates available through LADWP, Metropolitan Water District, WSIP, TAP, and ICP programs. Incentive eligibility validated.

LEED & ESG ALIGNMENT

- LEED O+M: Water Efficiency (Outdoor Water Use Reduction)
- Sustainable Sites: Soil health, runoff reduction, landscape performance
- Energy & Atmosphere: Reduced irrigation energy demand
- Innovation Credits: Regenerative soil systems and biological infrastructure
- PRM enhances ESG reporting across water, energy, and chemical reduction metrics.
- Portfolio Impact (100 properties): 2B+ gallons of water saved annually. $20M+ reduction in water + energy costs.

THE COMPANY

Performance Resource Management (PRM) is a soil regeneration and monitoring company founded by Parker Cohn. The BIOS platform has been validated across nearly a decade of deployments spanning golf, professional sports, municipal landscapes, and commercial agriculture. PRM is sole-source validated by Metropolitan Water District—the largest water district in the country—and is a recognized LADWP incentive program participant. PRM is currently raising a $20M Series A. Recognition: 2025 NZA Trailblazer Award, 2024 MLB Eco-Slugger Innovation Award, 2023 CA DPR IPMAA Award.



Agriculture

Reduce cost and increase yield, nutrient density of crops



Golf Courses

Improve quality, color and reduce heat and traffic stress



Sports Fields

Resilient turf with enhanced recovery for more events



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