

Seed' UNIVERSITY

THIS IS
NOT
YOUR
TYPICAL

AFFILIATE
PROGRAM

WE KINDLY INSIST YOU READ CLOSER • WE
READ CLOSER • WE

THE INTERNET MEANS MORE CONNECTION, **more content,** AND MORE CAT MEMES

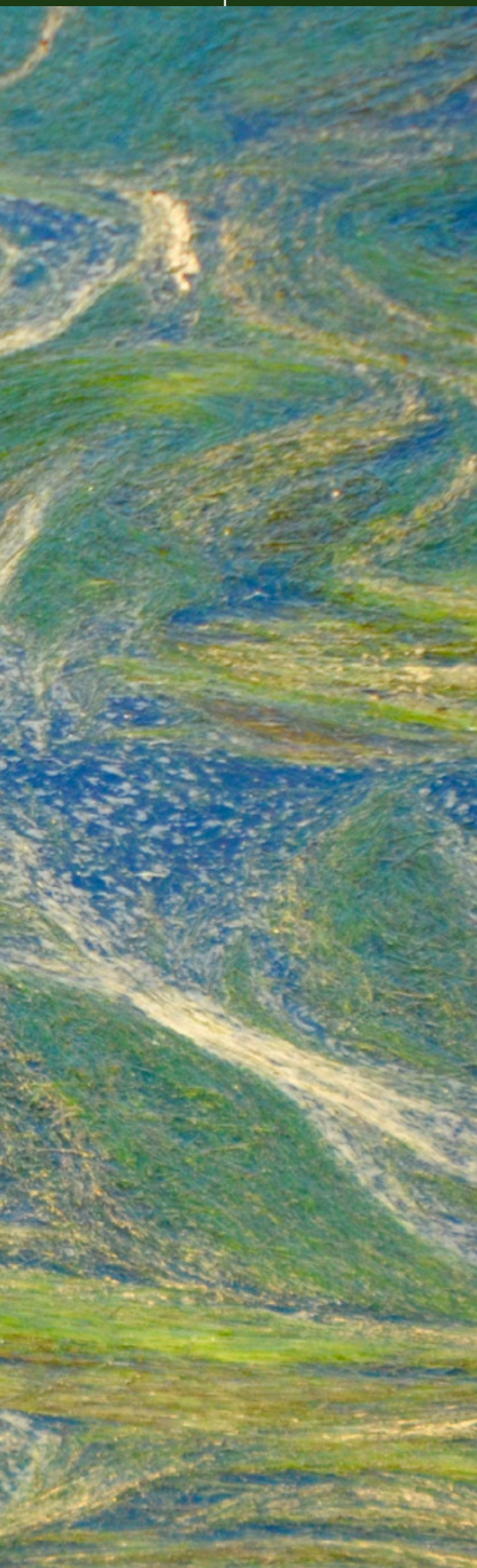
But it also means
misinformation can spread
faster and deeper than truth,
especially when it comes to
our health.

In the wake of stories like Fyre
Festival and the overnight
virality of #celeryjuice, it's
more critical than ever that
we set a new standard in not
only the products, but also the
information we all consume.



Together, we can power the movement to accountability
and be the antidote to #fakescience.

IT STARTS WITH A **commitment** TO LEARN



WE'RE TAKING you back TO SCHOOL

@SEEDUNIVERSITY

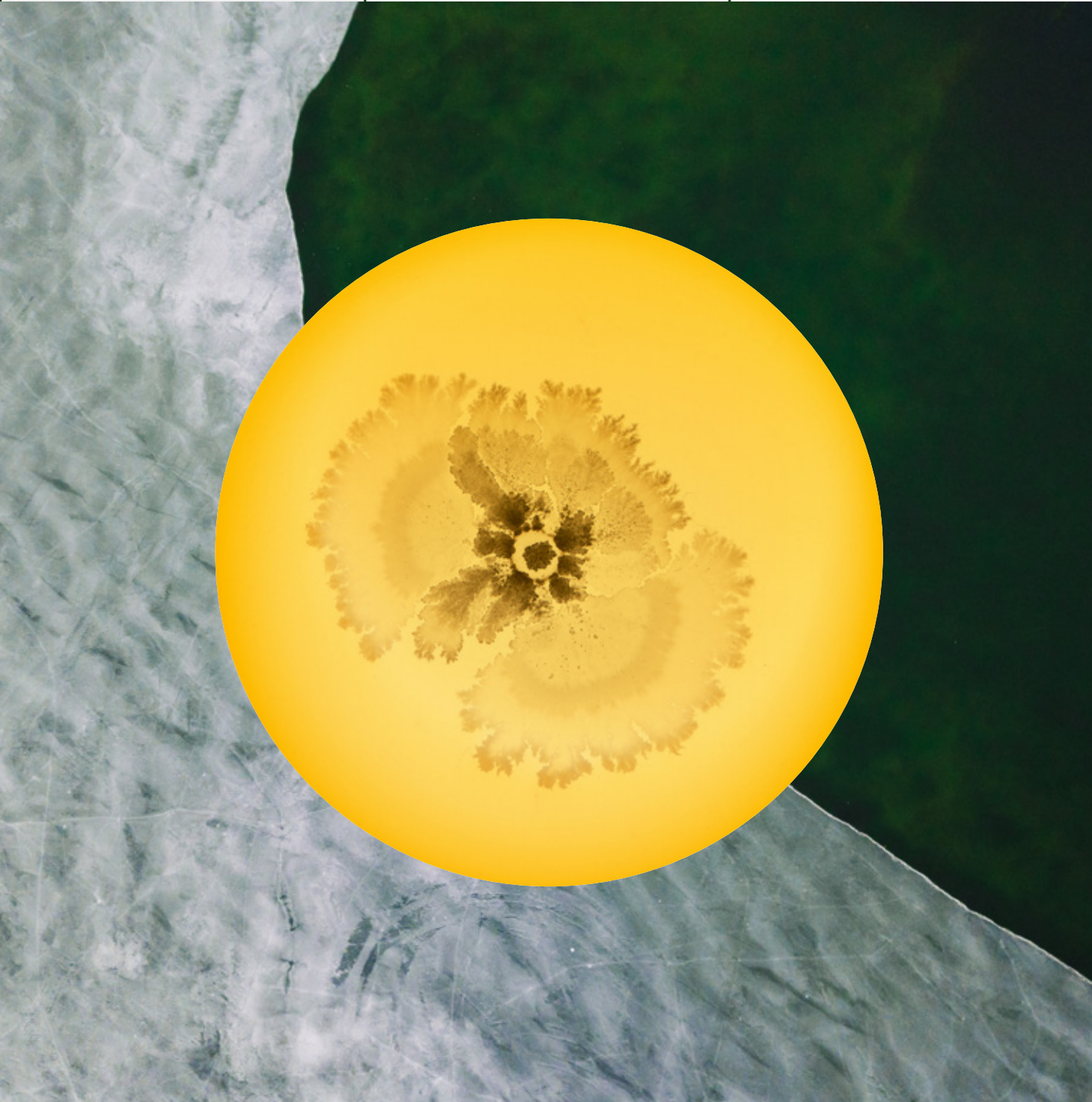
is now admitting¹ our
pilot class 🙋



An interactive
**59 MINUTE
COURSE**
on Instagram
Stories—for
**FOUNDATIONAL
KNOWLEDGE**
of the
**MICROBIOME,
PROBIOTICS,**
and
Seed°

¹PARENTAL BRIBES
NOT ACCEPTED.






HOW



IT

WORKS

LEARN BEFORE YOU LINK

STEP 1

Apply

Sign the ‘Accountable Influence’ manifesto and [APPLY TO SEEDUNIVERSITY](#)[↗].

STEP 2

Enroll

Take the course, pass the final, and graduate with leveled-up nerd status to receive your first certificate and your tracking link.

STEP 3

Seed the World

Share your unique URL, drop your new knowledge, and earn commission on every sale you make. 30+ day (sugar-free) cookie and regularly refreshed creative and content for your use.

YOU WIN, WE WIN

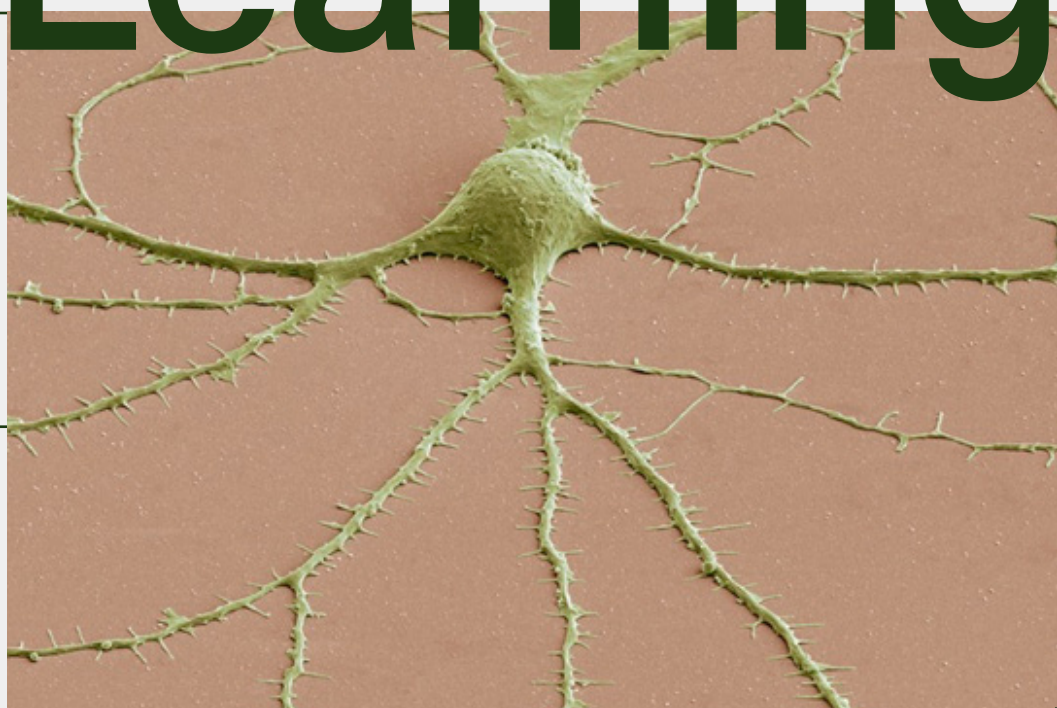
In biology, we call
it ‘mutualism’.

¹We believe learning is ROI.

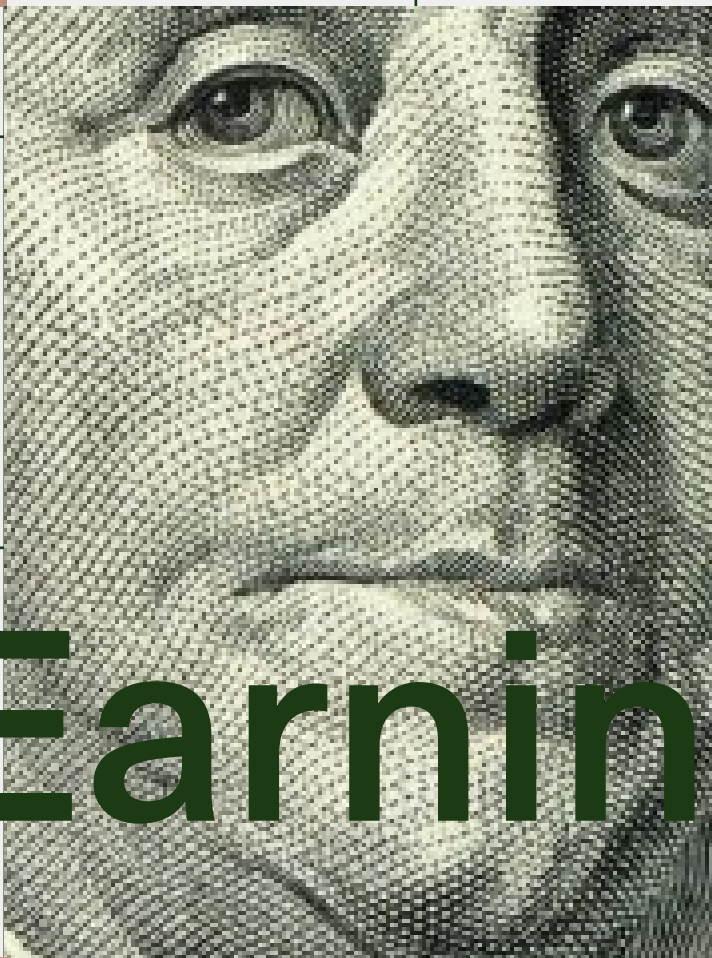
²**15% BASE
COMMISSION**
and 30+ day cookie because
cash money, duh.

³Hit target milestones and
unlock serious rewards.
Think: an all-expenses paid
spot on our Seed Field Trips
(coming this fall 🤯).

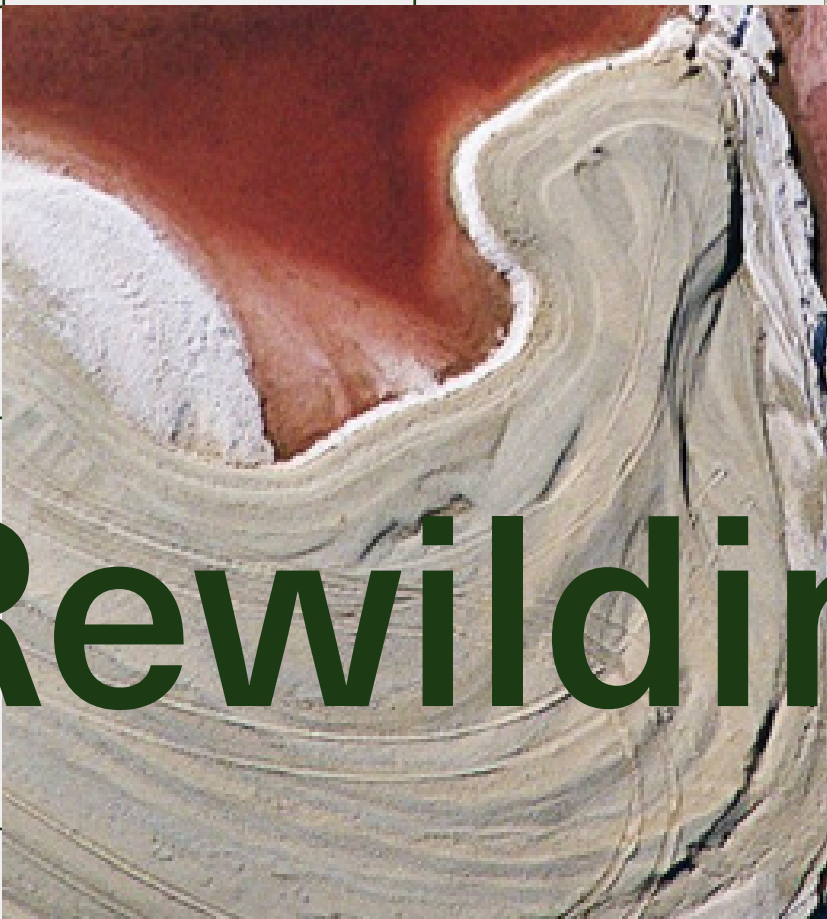
Learning¹



+Earning²



+Rewilding³



=ROI

WE GOT YOUR BAC•

We're in this together. You take care of learning, we'll make sure you're supported and it's fun and rewarding.

NERD → NERDIER → NERDIEST

Lifetime access to SeedUniversity,
so you never have to stop learning.

EXCLUSIVE PROMOTIONS

For you and your community.
And maybe even some of our
limited edition merch.

OFFICE HOURS

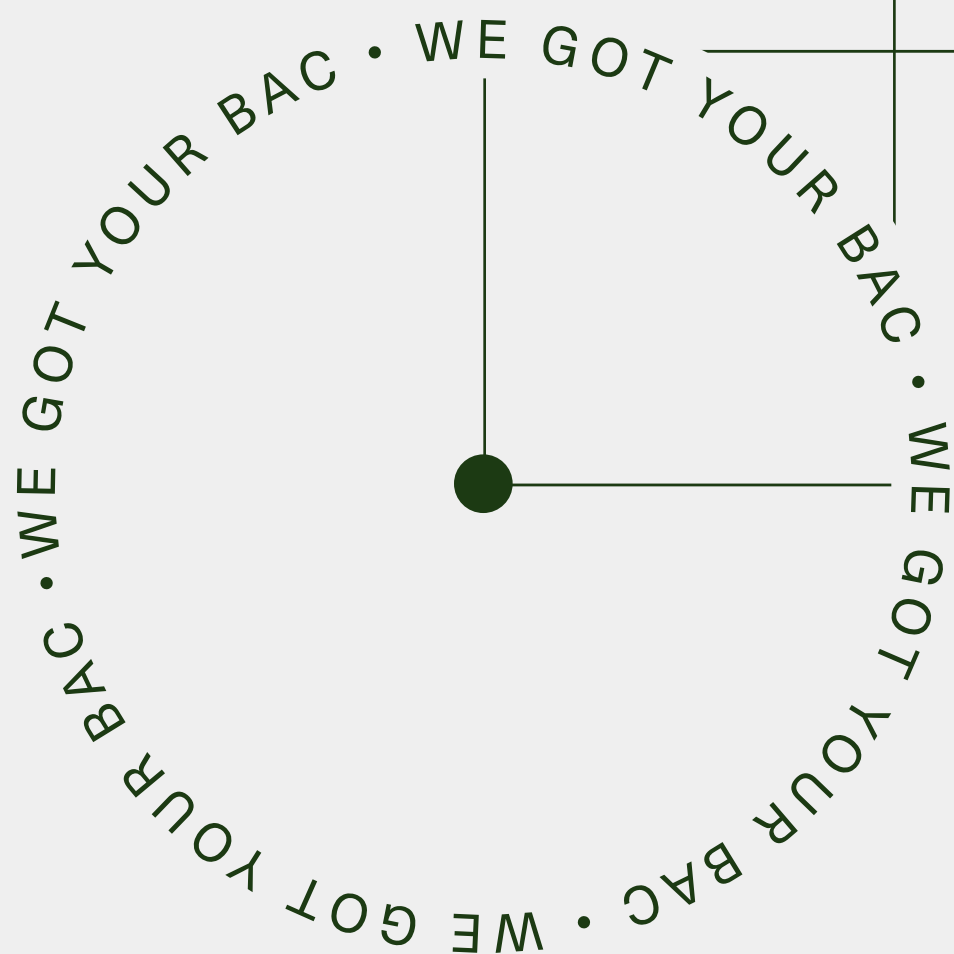
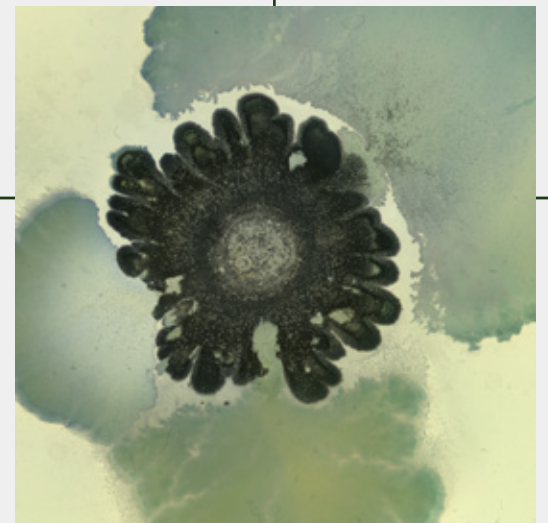
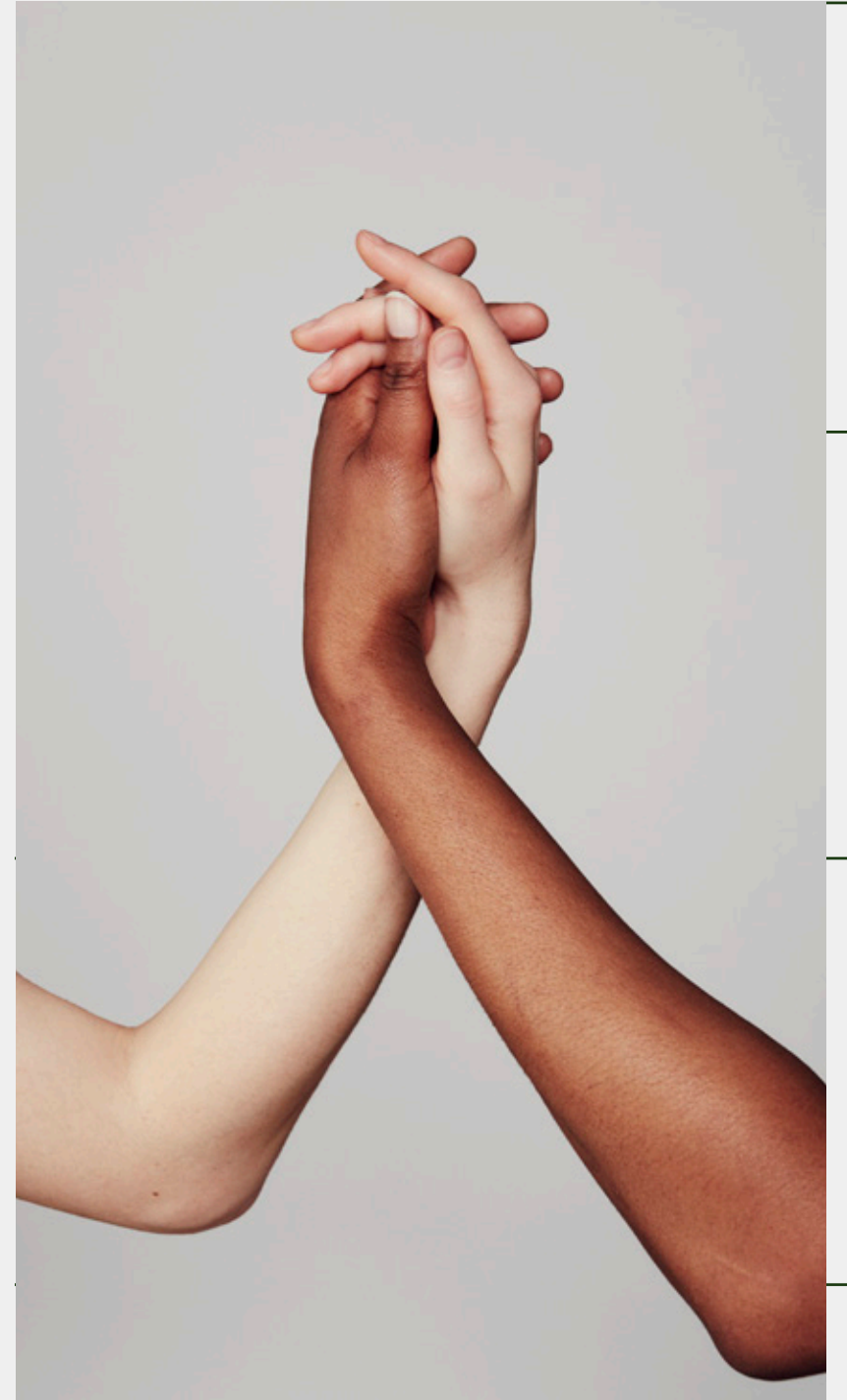
Exclusive Q+As with leading
scientists, doctors, and experts.

FIRST ACCESS

Be the first to experience and
announce new Seed products.

URL → IRL

Community events and science classes, microbes-to-microbes.



LEARN MORE, EARN MORE

Curiosity is always rewarded.

That means extra credit opportunities—think: limited edition merch, field trips, tickets to Fyre Festival (jk), and higher commission tiers.

¹ Science fanny pack

² Seed Field Trips

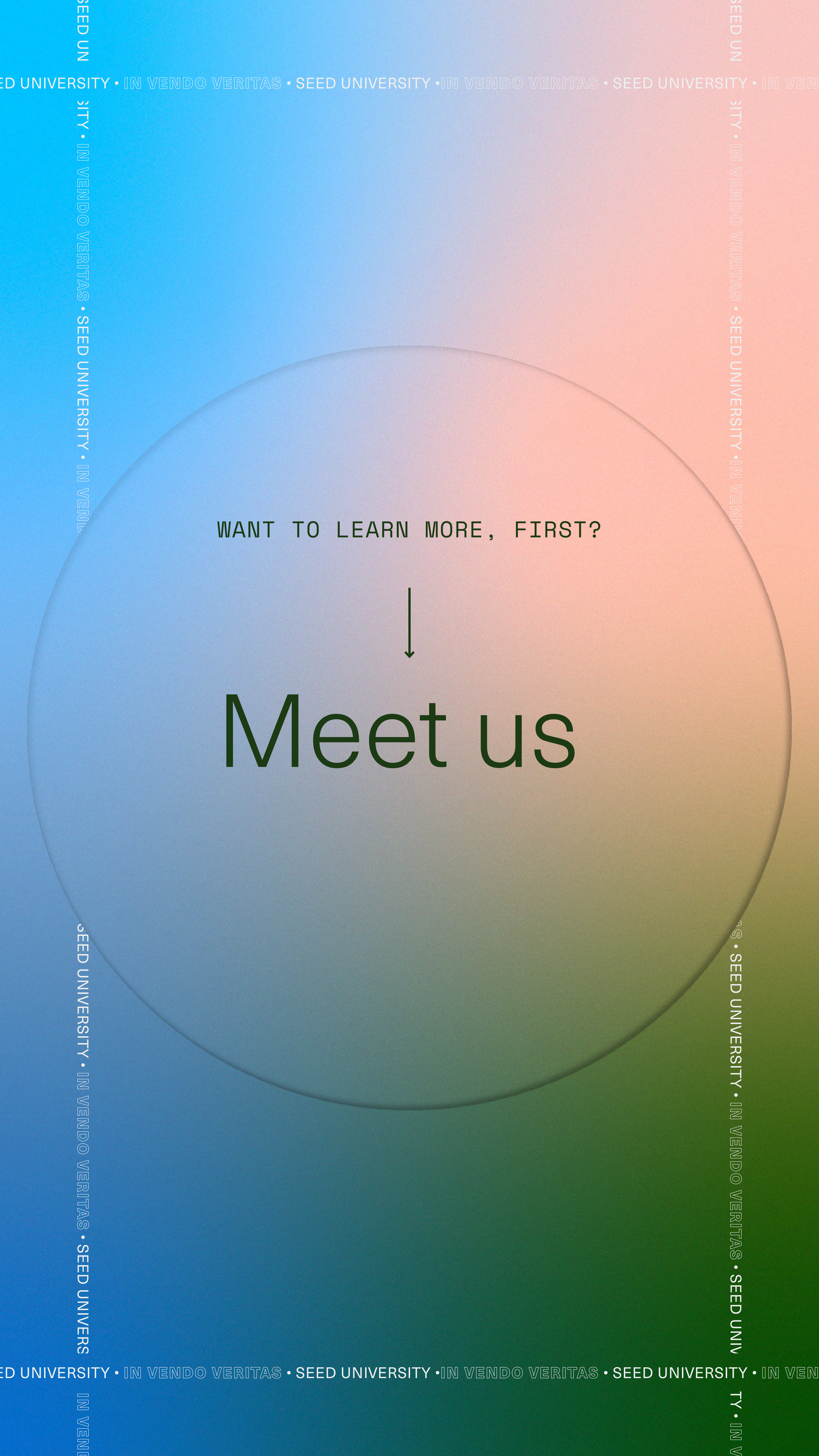
³ SeedUniversity merch



READY TO DO THIS?



Apply



WANT TO LEARN MORE, FIRST?



Meet us

We're Seed'

an ecosystem of kindred scientists,
doctors, innovators, entrepreneurs,
and translational storytellers from
around the world.



WE PIONEER APPLICATIONS OF BACTERIA

We are all walking, talking ecosystems. Like a coral reef or a rainforest, each of us is teeming with life—thousands of species that evolved through millennia of symbiosis to coexist with us.

These microbial partners define a more connected biology, radically shifting our perception of self and health, and demand a new approach to medicine, hygiene, diet, and living.



ARA KATZ



RAJA DHIR

TO IMPROVE HUMAN AND PLANETARY HEALTH ●

THE RISE OF ‘WELLNESS’

has ushered in a wave of consumer enthusiasm and self-care, but also propelled a category filled with misleading messaging, questionable products, hyperbolic claims, and a shift away from science.

As part of our greater mission to set a new standard in consumer health, we bring leading microbial research to the field of probiotics with a commitment to much-needed precision, efficacy, and education.



OUR FIRST PRODUCT FOR HUMANS



The Daily Synbiotic

[FEMALE ↗](#) [MALE ↗](#)

A proprietary formulation of 20+ clinically-validated probiotic strains and a new class of patented, plant-based prebiotic compounds.

Developed for systemic benefits beyond digestive health.



Formulated by our Chief Scientist Dr. Gregor Reid, who chaired the UN–World Health Organization Expert Panel that authored the definition of ‘probiotics’.

BACTERIA WITH BENEFITS

This goes beyond your gut.

The Daily Synbiotic delivers a range of clinically-verified, core benefits to the gastrointestinal system which in-turn, influences systemic health.

- 🌀 Gastrointestinal Function
- 🍍 Gut Barrier Integrity
- 📏 Gut Immune Function
- 📶 Cardiovascular Health
- ⚡ Metabolism + Energy Production
- 🛡️ Anti-Oxidative Stress
- 🏠 Dermatological Health*
- 🌱 Folate Production*

GO DEEPER ↗

* FEMALE FORMULATION ONLY

SUSTAINABLY DELIVERED, MONTHLY

Each component of our Sustainable Refill System is designed to protect your Daily Synbiotic and be gentler on our Earth.



WELCOME KIT

- Glass jar for monthly refills
- Complimentary travel vial



MONTHLY REFILLS

- Bio-based, compostable oxygen + moisture protection pouch
- Biodegradable and dissolvable green cell foam



[LEARN MORE ↗](#)

ONE BODY,
ONE
EARTH

It goes beyond sustainable packaging.

Bacteria show us that everything is connected—the choices we make extend beyond our bodies, to our world.

Human health and planetary health are one.



WE FOUNDED SEEDLABS

to develop NOVEL
APPLICATIONS for
bacteria, partnering
with KINDRED
INNOVATORS to
solve some of the
BIGGEST PROBLEMS
facing our collective
home ●

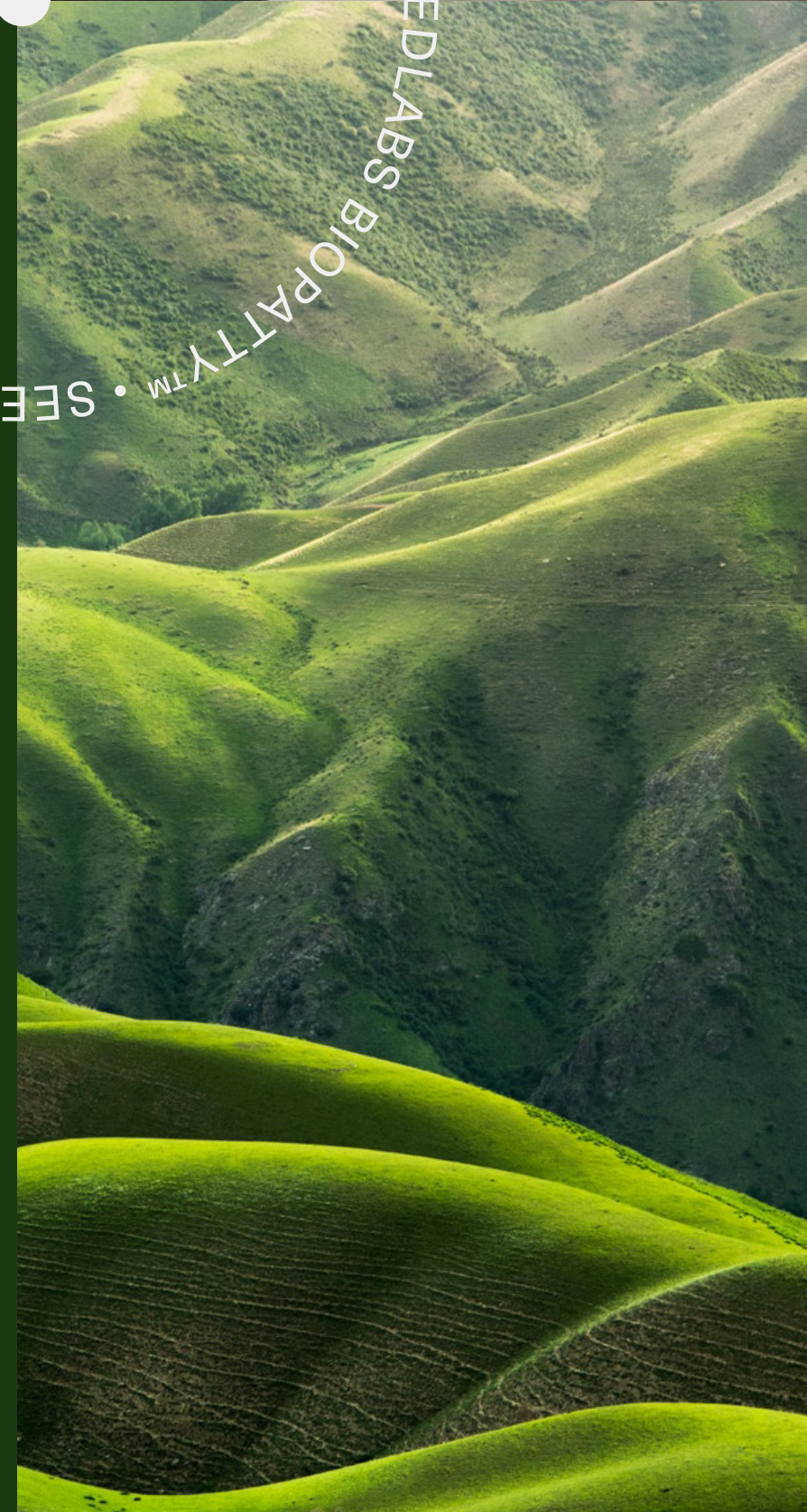
OUR FIRST PRODUCT FOR THE PLANET



As pollinators, honey bees are critical to approximately a third of our global food crops. But widespread pesticide use, along with climate change, disease, and habitat loss, has reduced honey bee populations at an alarming rate.

Our BioPatty™ is a probiotic for honey bees that increases immune resilience against pesticides and has shown success in the prevention and treatment of fatal bacterial pathogens, in an ever urgent fight against Colony Collapse Disorder.

[LEARN MORE ↗](#)



SEEDLABS BIOPATTY™ • SEEDLABS BIOPATTY™ • SEEDLABS BIOPATTY™

WE DON'T
DO
TL;DR—

We're [SEED](#)↗

These are our [SCIENTISTS](#)↗

This is our [FIRST PRODUCT](#)↗
for humans.

This is our [SUSTAINABLE
PACKAGING SYSTEM](#)↗

This is our [PROBIOTIC FOR BEES](#)↗
developed by [SEEDLABS](#)↗

This is how we'll build a future of
[#ACCOUNTABLE INFLUENCE](#)↗
together (you're invited).

Want a head start on learning?
This is our [INSTAGRAM](#)↗

A RESOURCE
FOR
FURTHER
READING ●

READY TO DO THIS?



Apply

