

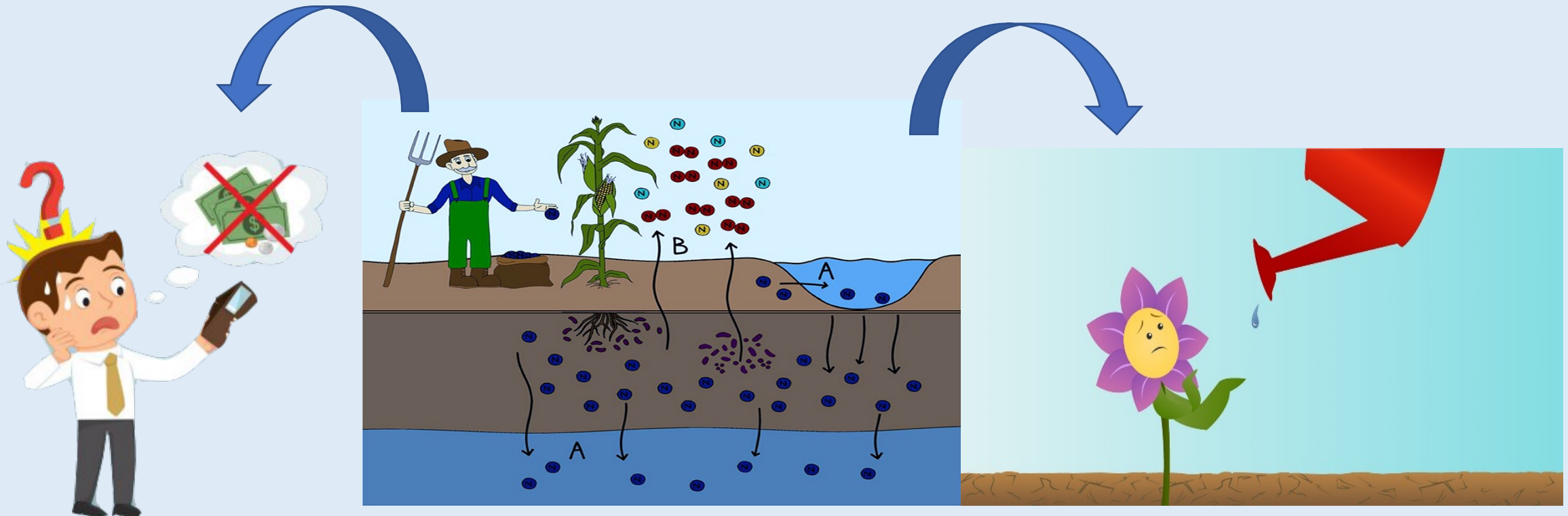
PlantFIT: Towards Sustainable Agriculture

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The Problem

\$ 200 Billion



Current Solution

Aker(USA)

- Aerial and below the canopy diagnostics
- Humidity, Pressure, CO2, O2, and soil variability mapping

Gamaya(Switzerland)

- Canefit and Soyfit mainly the satellite and drone imagery
- Field productivity detection,
- Anomaly detection,
- Weed classification.

CropX(Israel)

- Soil sensor(moisture, electrical conductivity, temperature)
- Weather forecast
- Hydraulic models

EVBiotech(Netherland)

- It creates microbial cell factories (MCFs).
- They develop crop strains cost effectively to increase the agricultural output.

Limitation: *No Real Time Insight on What Plant is Going Through Internally*

Value Proposition

(Validated)

- Early diagnosis of crop stress: (3-7 days earlier)
- Reduce productivity losses
- Reduce Environmental pollution:
 - Optimized usage of water, fertilizer, insecticides, and pesticides
 - Mitigate greenhouse gas release and fertilizer leaching
- Less Spoilage of farming resources (~80%)
- Genetic Engineering of crops

Customer Segment (Validated)

- Farmers
- Insurance Company
(Farmers Mutual Hail, GlobalAg, Texas Agri Business)
- Agro Corporations
(Cargill, Bayer, John Deere)
- Big Data Companies
- State Agencies

(Validated)

Key Partner

- Robotics Industry
 - 11 Major Agro-Robotics Companies
 - 3 Interested in Partnership
(Blue River Technologies,
Agrobot, ecoRobotics)
- Insurance and Finance Industry

Key Activity

- Technology Development
- Data Analytics and Modeling
- Securing Intellectual Property



Key Resources

- R&D Team
- Research Facility
- Intellectual Property

Customer Relationship

- Traditional methods
- Websites, Newsletters and Trade Journals
- YouTube/Facebook
- Account Management Team

Cost Structure

- Product Development
- Manufacturing
- Marketing and Employee salary
- Licensing, Certification and Patenting

Channels

- Website
- Robotics Companies
- Distributors
- Agro Tech Companies

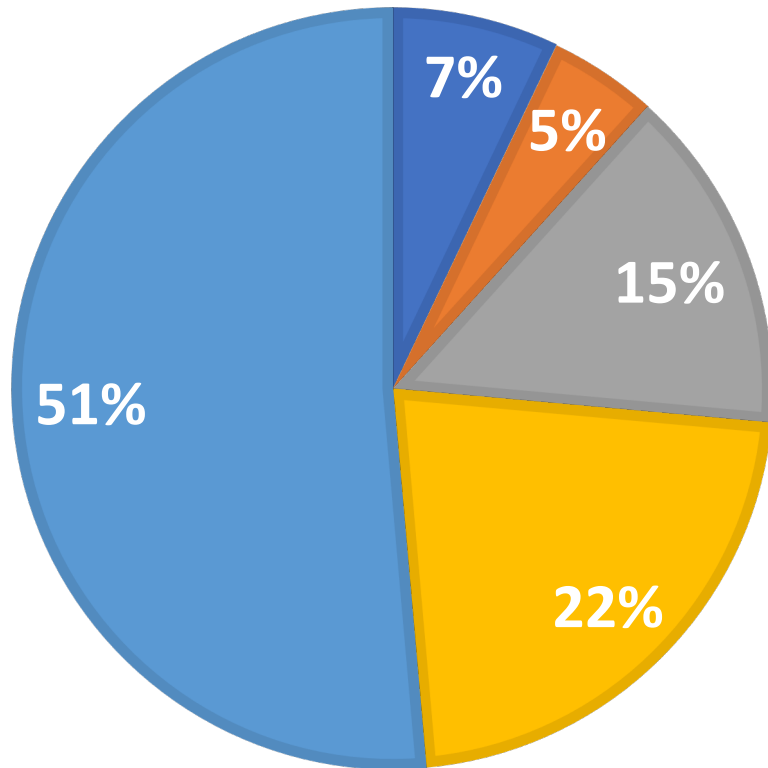
Revenue Stream

- Device and subscription
- Installation and Maintenance
- Manufacturing Profit Sharing
- Aggregating Data
- Data Analytics Service

Market Size

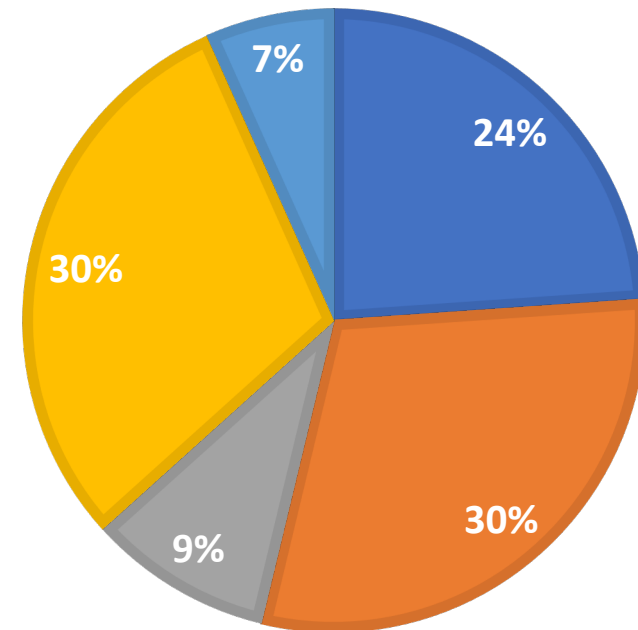
TOTAL 81.8 BILLION DOLLAR

■ Field Robotics ■ Drone ■ Genetics
■ Data Analytics ■ Others










1.2 BILLION DOLLAR(SENSOR)

■ Biosensors(soil) ■ Temperature ■ Humidity
■ Image sensor ■ Others



PlantFit

<p>Key Partnerships </p> <ul style="list-style-type: none"> • Robotics Industry • Insurance and Finance Industry 	<p>Key Activities </p> <ul style="list-style-type: none"> • Technology Development • Data Analytics and Modeling • Securing Intellectual Property <p style="text-align: center;">✓</p>	<p>Value Propositions </p> <ul style="list-style-type: none"> • Environmentally Sustainable • Reduced Productivity Loss • Less Spoilage(~80%) • Internal Stress Monitoring 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Traditional methods <ul style="list-style-type: none"> • Websites • Newsletters • Trade Journals • YouTube/Facebook • Account Management Team <p style="text-align: center;">✓</p>	<p>Customer Segments </p> <ul style="list-style-type: none"> • Farmers • Insurance Company • Agro Corporations • Big Data Companies • State Agencies 	
<h2>Validated</h2>		<h2>Validated</h2>		<h2>Validated</h2>	
<p>Cost Structure </p> <ul style="list-style-type: none"> • Product Development • Manufacturing • Marketing and Employee salary • Licensing, Certification and Patenting <p style="text-align: center;">✓</p>		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Device and subscription • Installation and Maintenance • Licensing • Manufacturing Profit Sharing • Aggregating Data and Data Analytics Service <p style="text-align: center;">✓</p>			