

Croptimize

ENSURING FOOD SUPPLY CHAIN RELIABILITY

CONTACTS

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CROPLAND LOSS

10 times

The size of California

PRODUCTION LOSS

\$ 900 B

CROP PRICE

Up 10 to 20 %

STRATEGIC RAW
Materials (Crops)

PRODUCTION
Rate/Supply Reduction

PRICE
Chang by 2030

MAIZE



-12%

+90%

RICE



-23%

+89%

WHEAT



-13%

+75%

OAT



-30%

+56%

POTATOES



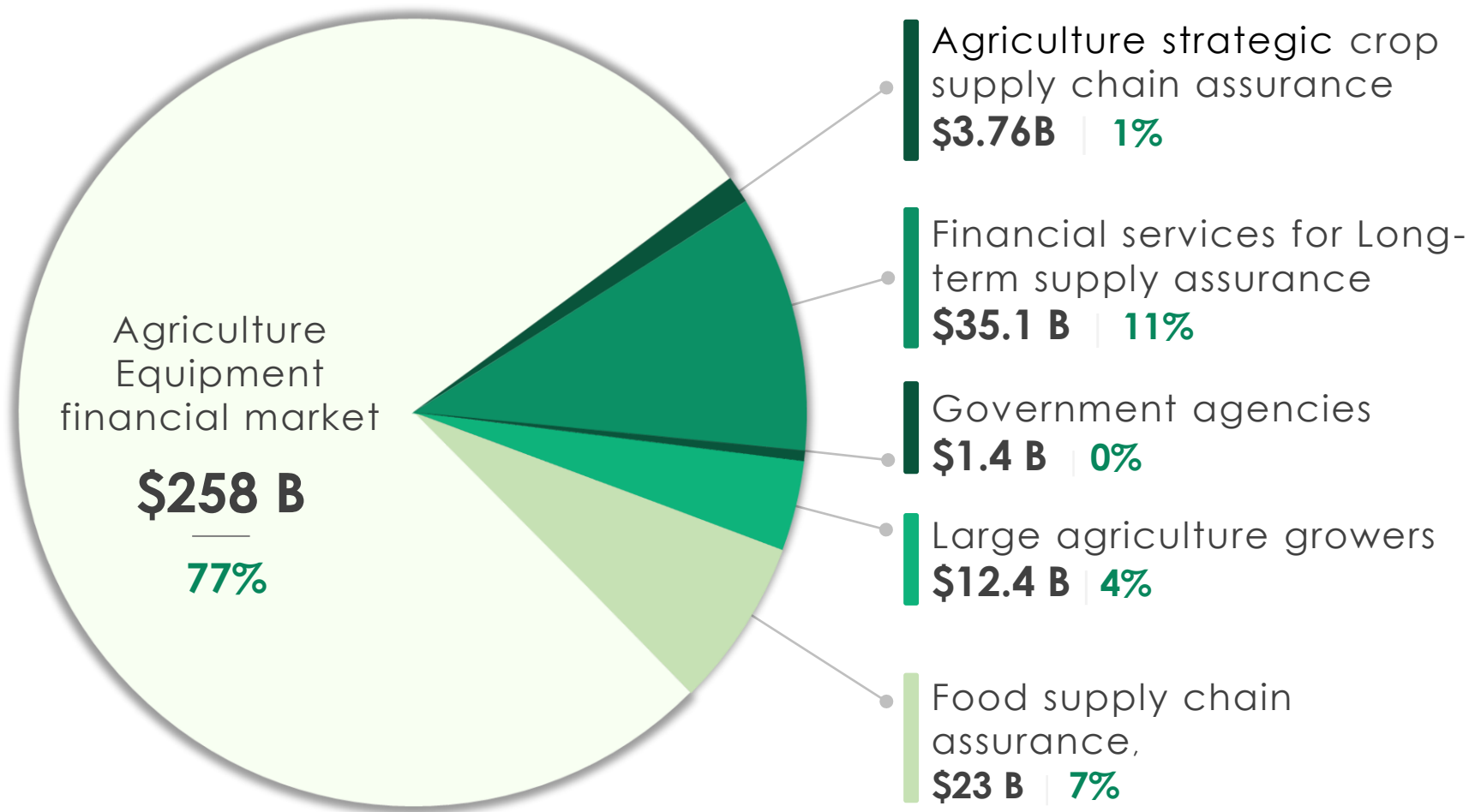
-32%

+100%

THE FOOD SUPPLY CHAIN IS VERY VULNERABLE TO SUPPLY DISRUPTIONS



2030 SaaS Food Supply Chain Management forecasted \$436B Market: The Supply Chain Reliability Opportunity



>40
Leading
Service
Providers

GO TO MARKET

Direct Pilots and
MVPs

Collaborate with
**SaaS service
providers**

Licensing -
recurring
\$10K/User

Compelling investment opportunity in the food chain reliability segment



GO TO MARKET



- ➔ **Direct Pilots** and MVPs
- ➔ Collaborate with **SaaS service providers**
- ➔ Licensing: recurring **\$10K/User**

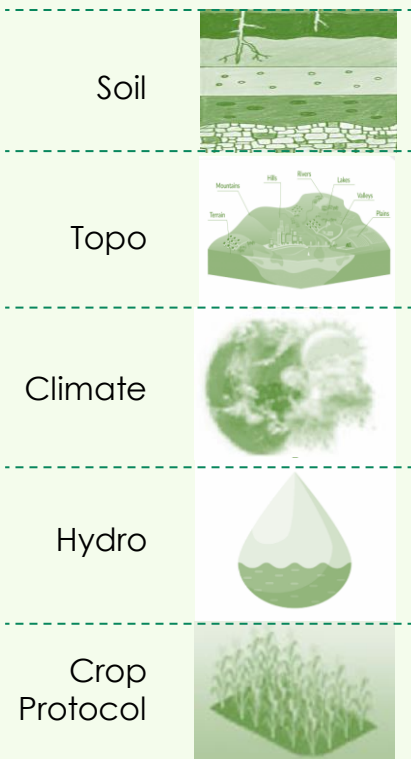


Long-term Crop Supply Assurance Solution:

25 years of research at the Agriculture Faculty, the Hebrew University

CROPTIMIZE PLATFORM

DATA INPUT



Business
Demand, Cost, Logistics

Practice
Agro IP, Unique

PROCESS

Coupling AI
and
Crop Modeling

CORE IP

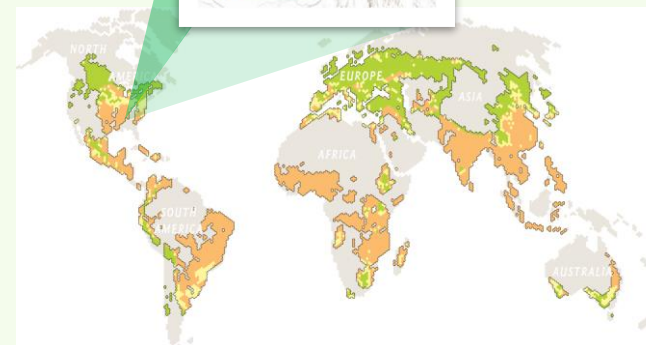
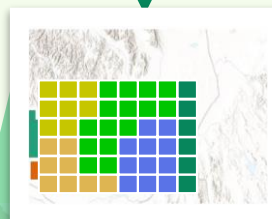
- Plant-based Planning:
- Yield Prediction
 - Crop Quality
 - Sustainability

Propriety Geospatial
algorithms allow from
local to global scale



OUTPUT

What, When and
Where to grow



SAAS SOLUTION

- Selects best areas for strategic crops
- Climate Risk evaluation
- Risk Monitoring
- Allows Production Flexibility
- Long-term supply Planning



CPG in the field of Beverages

New Areas/Vendors

USA

STRATEGIC CROP

POTATO

STRATEGIC CROP

BURLEY

CPG in the field of Beverages

New Areas/Vendors

USA

Large LATAM grower

Plan & Monitor 13M Hectare

S. America

STRATEGIC CROP

SOY
WHEAT
CORN

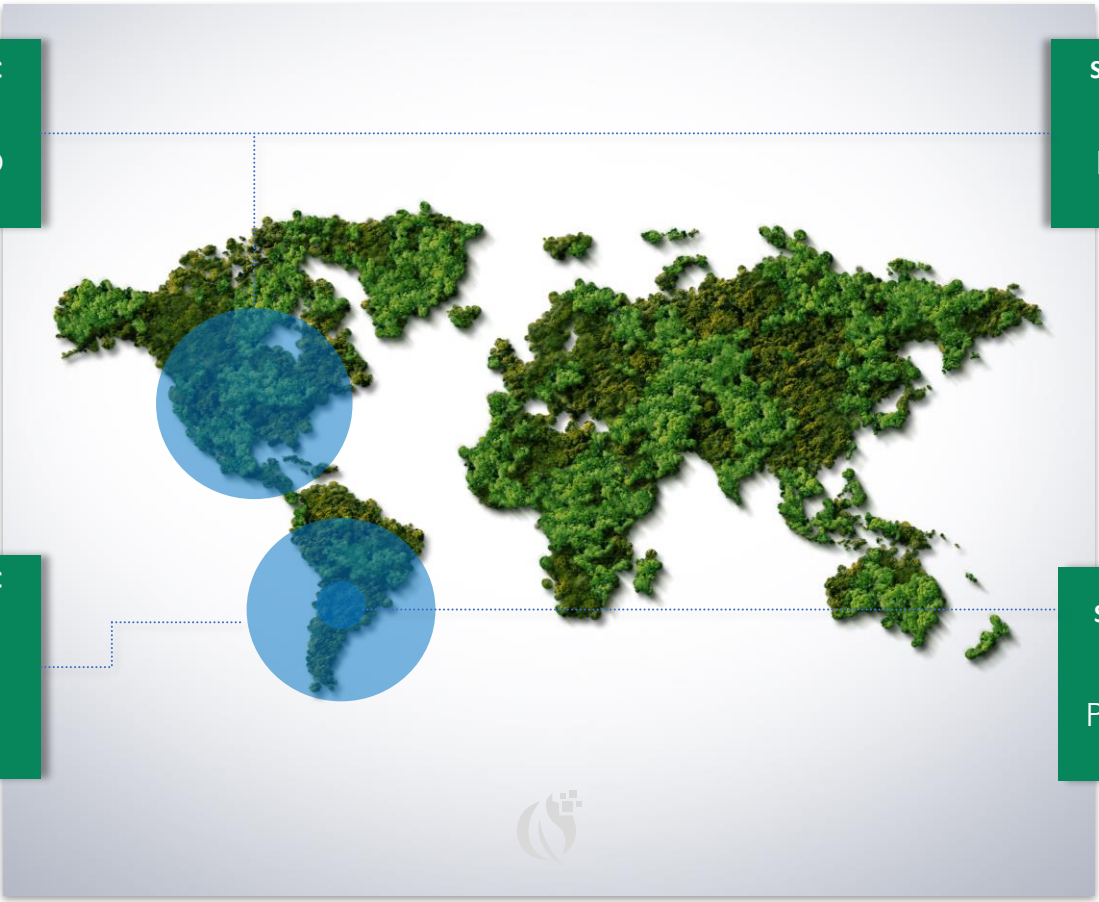
STRATEGIC CROP

POTATO

CPG in the field of Food Production

New Areas/Vendors

Villa Dolores- Córdoba Argentina





Current Solutions are Inadequate – mostly done manually

PLANNING SERVICE PROVIDER	USING CROP MODEL SIMULATIONS	SMART USE OF CROP MODELS-AI FEEDBACK	NO NEED FOR FIELD VISITS	CLIMATE CHALLENGES ACCOUNTABILITY	LONG-TERM PLANNING
CROPTIMIZE*	Multiple models	✓	✓	✓	✓
McKinsey (ML-based planning methods)	✗	✗	✗	✗	✗
CIBO Technologies [\$67.4M in funding over 2 rounds]	Single model	✗	✓	✗	✗
CSIRO's AgriYieldz**	Single model	✗	✓	✗	✗
Gro Intelligence [\$117M B round]	✗	✗	✓	✗	✗

*Our M&M-VS lab is at the forefront of research in precision agriculture and climate-environmental impacts on agricultural crops



A typical Customer journey of Carlos Rodríguez, Supply Chain Manager, Strategic Crops, Grupo Bimbo [Mexico]

COUNTRY	Mexico
REGION	All
FORECAST FROM YEAR	2025
FORECAST TO YEAR	2030
CROP	Potatoes
YIELD/YEAR [TON]	1,000,000 Ton
OPTIMIZE ON	Yield
OPTIMITE ON	Vendors
OPTIMIZE ON	Sustainability



MEXICO ADOBADAS

Adobadas (a mixture of chiles used in Mexican cooking) is a top-selling flavor in Mexico and associated with warmth, tradition, and pleasure.





Cost Model and Client ROI – a Use Case Scenario

2030 Region CPG Use Case Demand [Tons]: 1,000,000

Current vendors' supply ability 2025-2030	Current + New Vendors by Croptimize
- Ton/Year: 726,209 2030 Production Loss/Profit (*): \$ -68,447,750	 - Ton/Year: 1,014,239 2030 Production Loss/Profit (*): \$ 2,880,300 - Croptimize Annual CPG Users: 10 5 Years recurring license: \$ 500,000 5 years ROI [based only on 2030!]: 576%

ROI is based on 2030 income and Loss prevention only, and 2025-2030 recurring license costs

(*) Model Assumptions:

1 ton CPG production value	\$ 250
Price/ton improve for long-tern Vendor supply contract:	4%
Recurring Annual License/User	\$ 10,000



SHAI GILBOA
CEO, CO-FOUNDER

BSc, MBA, Technion
A Serial tech entrepreneur
6 start-ups, 2 exits



The Robert H Smith
**Faculty of Agriculture,
Food and Environment**



PAMELA JRAMOY
CBO, CO-FOUNDER

Consultancy Owner 10+ years in CALA,
Israel-Europe. Trade Finance Manager at
CABEI Bank 6 years, over \$470M infra,
Agri Projects. Ran Environmental Unit 3+
years



YARON MICHAEL
GEOSPATIAL DIRECTOR, PhD

Mastering Geospatial resources and
technologies. Integrate Remote sensing
and other Geospatial data sources



TEDDY COHEN
**VP SERVICES, CFO, CO-
FOUNDER**

CPA, 25 years expert: IT Services, finance,
tax, controls business management



CHIEF AGRONOMIST

TBD



DAVID HELMAN
CSO, PhD

Head of Modelling & Monitoring Vegetation
Systems Lab (M&M-VS). Institute of
Environmental Sciences (Soil and Water
Sciences). Faculty of Agriculture, Food &
Environment, HUJI.



GAL YARDEN
PhD ACTIVE BoD MEMBER

An Ag/Bio/foodtech serial Entrepreneur
(Beeologics, Bio-Oz, Vital etc.), Early-Stage
Investor (over 15 startups, and additional via
VC's) . Hade leading roles w/ Monsanto &
Bayer as Biotech-prospector and Open
Innovation lead. Recently co-founder of
AgChimedes as venture-builder.





ASK

ADDED VALUE INVESTOR, ABILITY TO FUND \$0.5M-\$2M
and follow-on investments

ROUND	CLOSING	RUNWAY	AMOUNT	STATUS	MILESTONES
SEED	Q3/2024	Q2/2026	\$2M	Open	1. Pilots with strategic Clients
					2. Core + System devolopement
					3. Launch MVP with strategic clients
					4. ARR \$50K
SERIES A	Q1/2026	Q4/2028	TBD	Future	1. > 3 strategic paying clients
					2.BE on 2028



STATUS	IP	OPERATIVE
▪ Founding Team ▪ Market need validation ▪ In-house Pivot/Alpha ▪ POC completed early June 24 ▪ Validated the Need per market segment ▪ Traction with leading CPG's and growers toward paid pilots	▪ Hebrew University licensee ▪ Knowhow & Algorithms ▪ Geospatial Tools ▪ Geo Multi-layer data ownership 	▪ Jan 2022 ▪ To be registered on Closing, ▪ Located in Israel 

Croptimize

Ensuring a Stable Food Supply with Croptimize
Amidst climate instability

**Thank you for the
opportunity.**

**Let's meet for coffee to discuss this
further.**

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