



Croptimize Investor One-Pager: ENSURING FOOD SUPPLY CHAIN RELIABILITY

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Why we do: By 2030, urbanization and climate instability will cause a rapid loss of cropland equivalent to 10 times the size of California and a \$900 billion loss in food production, putting the food supply chain at risk, mainly strategic crops [seasonal like wheat, potato, corn, oat, rice, soy...]

How Big is The Opportunity:

- Focusing on entities actively seeking solutions to climate-related supply chain disruptions
- Servable market size addressing SaaS food supply chain reliability issues due to climate instability:
- 2024 - \$ **19.25B**
- 2030 - \$ **78 B**

Can you define it in the market?

There are direct segments like Food Manufacturers, CPGs, large farmers, Supply chain vendors, restaurants chains, and food service providers.

Indirect segments are banks, insurers, governments, agriculture equipment corporates, irrigation and fertilizers vendors,

What's the secret sauce?

Advanced licensed science and plant models, licensed by the Hebrew University, scalable and for global usage, to plan and monitor best long-term strategic crop areas

How do we make \$:

Per Segment:

Recurring, \$5K/User to \$150K/Enterprise

Revenue Models:

1. SaaS subscription model:
2. Tiered Pricing Model
3. Usage-Based Pricing Model
4. Outcome-Based Pricing Model
5. Hybrid Model: Base Fee + Variable Component
6. Enterprise Licensing Model

Can we execute?

- Skilled and experienced team
- Backed & partnered with the Agriculture faculty of the Hebrew University
- Successful POC on June 2024

Can we prove it with the management team's track record?

We have a balanced team to reach success with both design partners and R&D.

Proof that customers will buy?

The common problem of most segments is: "find new areas of strategic crops due to climate instabilities". As of today, the process is manually done. Croptimize will provide a SaaS solution.

Is this essential or nice to have?

- It's Food Supply Chain Essential.
- Our Technology is replacing manual work done by supply chain employees and consultants/large consulting firms

We seek a \$2.5M Seed investment.

What will we do with your money?

- Success with 1-2 Pilots/POCs
- Meet design partners' MVP expectations
- Completing the gaps in the application of technology.

CONTACTS

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