



Breaking the glass ceiling on agricultural yields

The only **fertigation platform** based on plant's continuously changing nutrient needs

A photograph of a bustling outdoor market street. In the foreground, there are stalls with large piles of yellow lemons or oranges. People are walking through the market, some looking at the produce. The street is lined with more stalls and buildings in the background. The lighting is warm, suggesting late afternoon or early morning. The overall scene conveys a sense of active commerce and food distribution.

Global food security
depends on agriculture's ability
to deliver consistently
high crop yields

Healthy crop yields **depend on 3 core inputs**

Light

Water

Nutrients
(fertilizer)

Fertilizers bring
the most profound
change to a plant's
health, quality and yields



But, only if certain conditions are met...

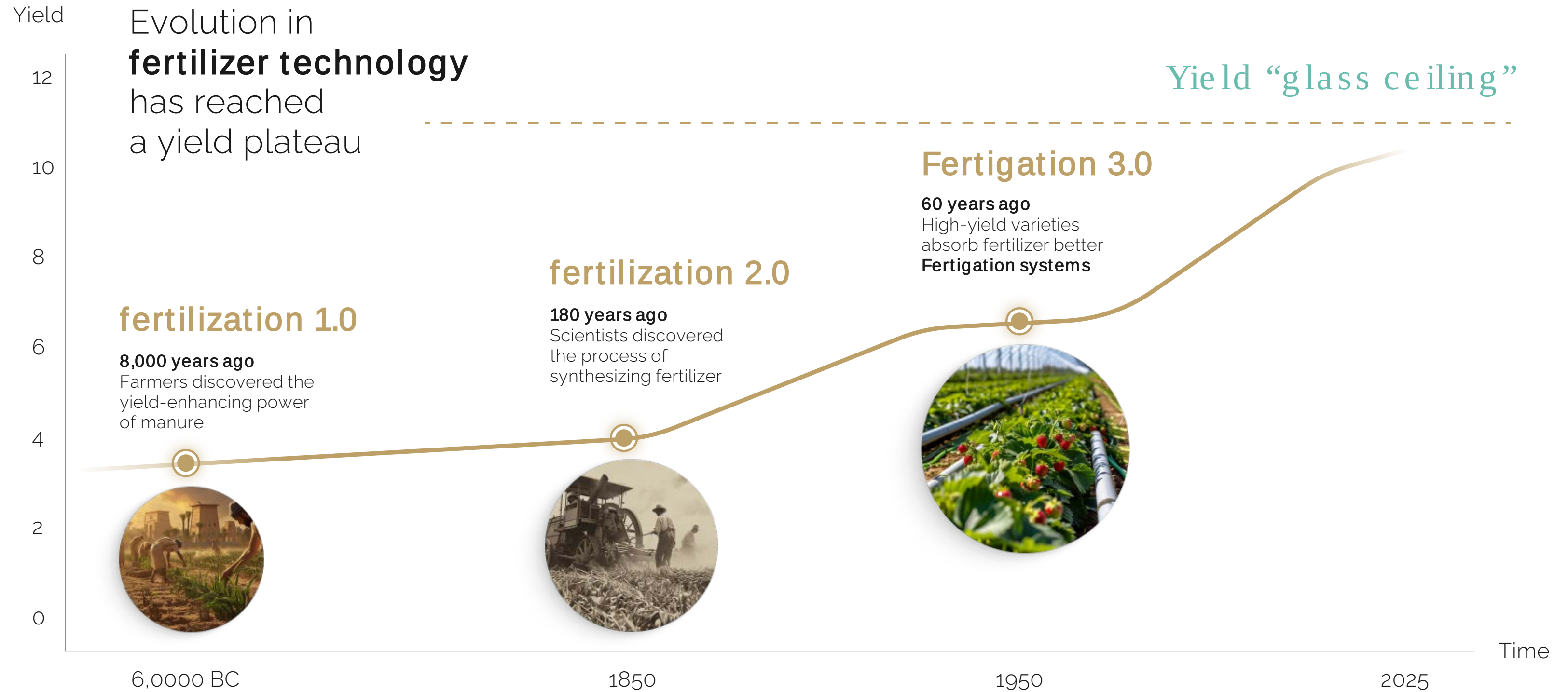
Under fertilization
starves the plant of critical
nutrients, stunting growth

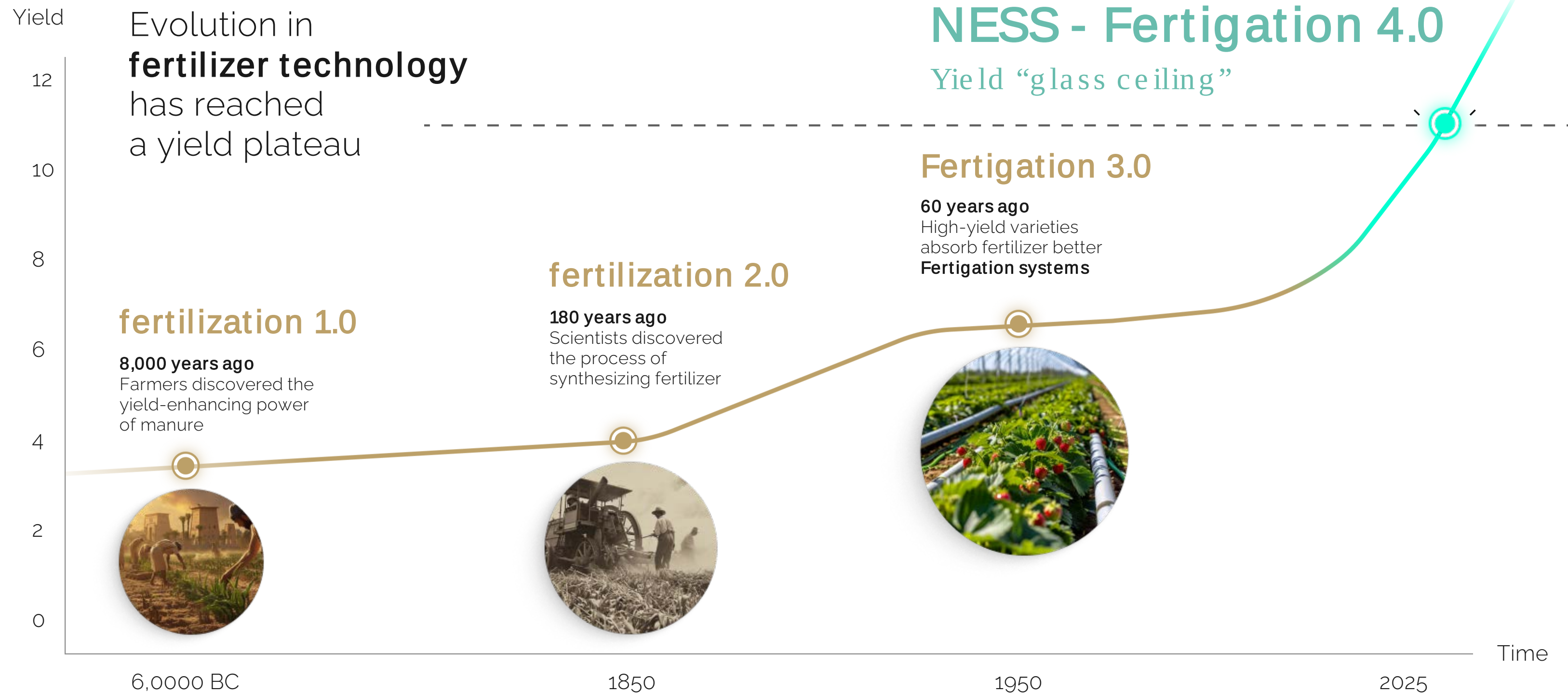


*The Perfect
Balance*

Over fertilization
hinders growth and
causes plant stress





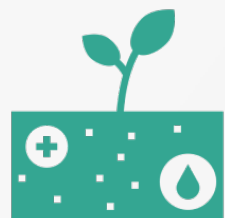


3 key discoveries

Underlying our game-changing platform

The problem

Plant's nutrient needs are dynamic and variable, but today's nutrient delivery systems are "one size fits all".



NESS Solution

Personalize nutrient delivery
(according to each plant's needs)

The problem

The amount of fertilizer given by farmers is based on historical data – thus always inaccurate.



NESS Solution

Deliver nutrients based on real-time data.

The problem

Current "starving & feasting" nutrient delivery methods create abiotic stress that disrupts optimal nutrient intake.



NESS Solution

Balanced nutrient delivery minimizes stress.

NESS Fertigation: Self-Adapting Fertigation Platform



OPTIMIZED NUTRIENT DELIVERY (application technology)

Homogenous application
minimizes plant stress,
optimizes nutrient intake



NUTRIENT PERSONALIZATION (algorithm)

Soil and plant sensor data analysis
"personalizes" optimal nutrition per
plant and growth stage



FULLY AUTONOMOUS

Optimal fertigation ratio
delivered to plants
(independent of farmer)

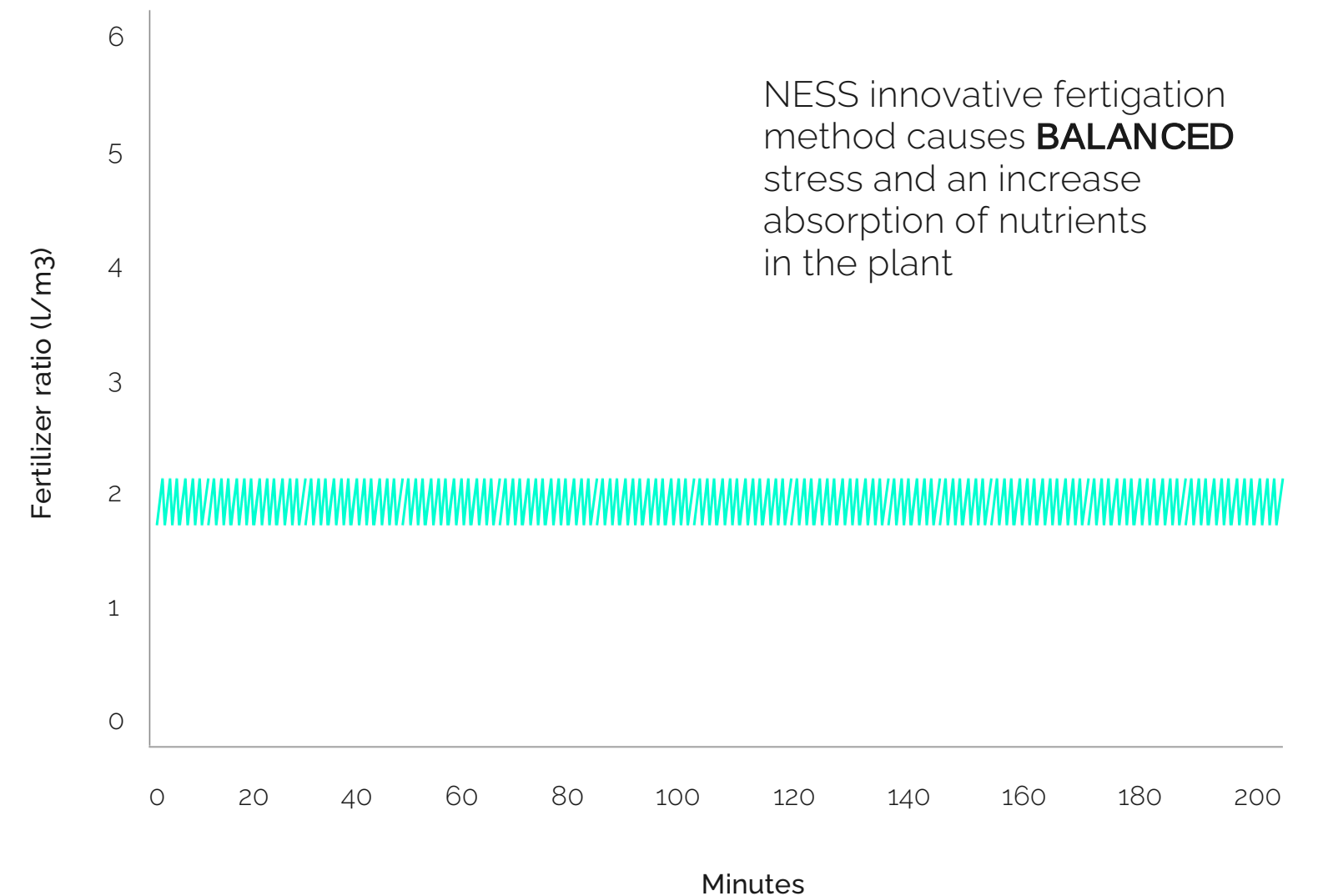
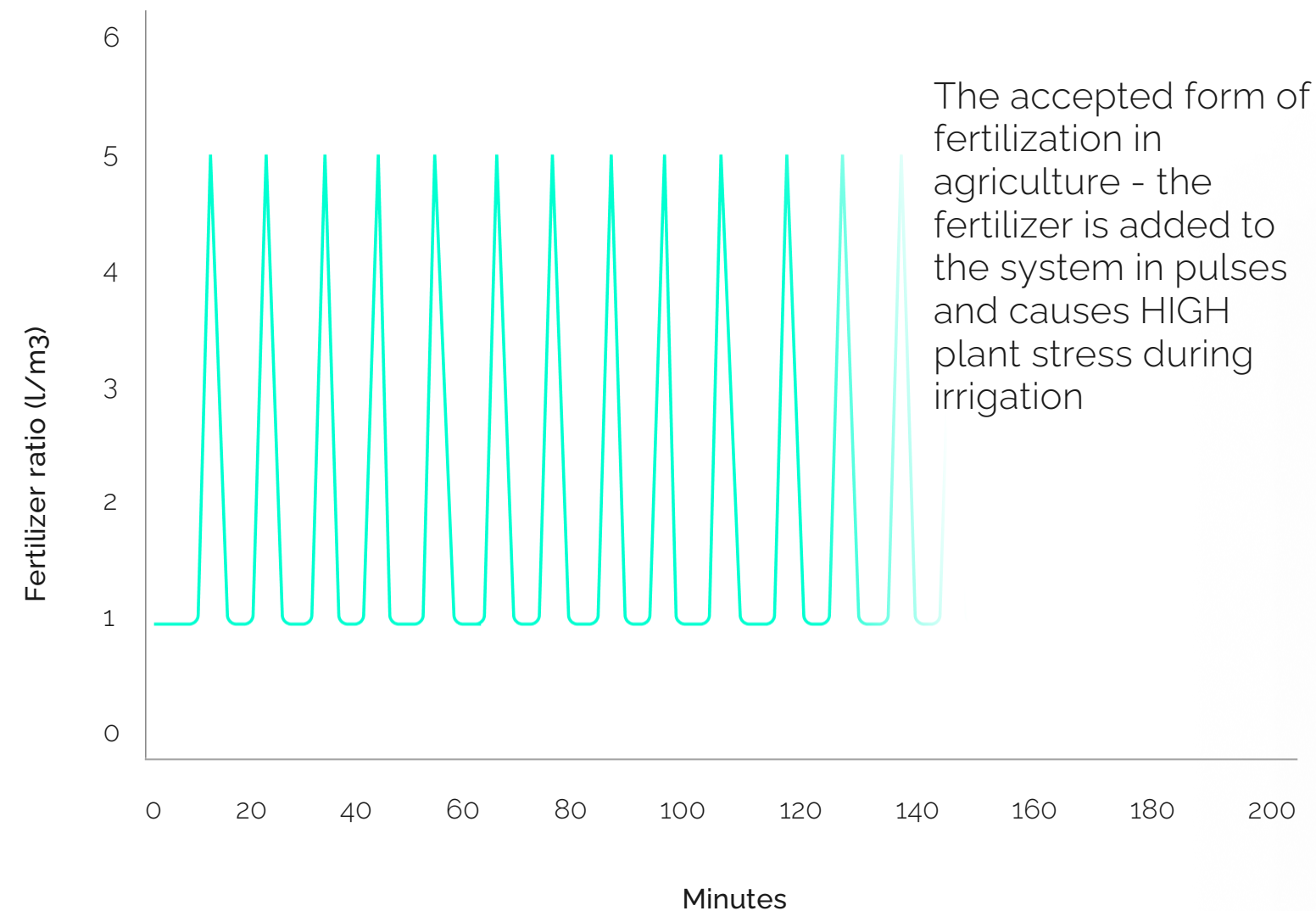


More Yield + Better Plant Health
(no added fertilizer costs)



Autonomously delivered, **balanced nutrition, personalized** to plant's actual growth needs.

NESS Optimized Nutrient Delivery



The graphs represent a single irrigation cycle and equal fertilizer amount

Plant Needs **Fertilizer Algorithm**

(patent pending)

NESS unitary fertigation

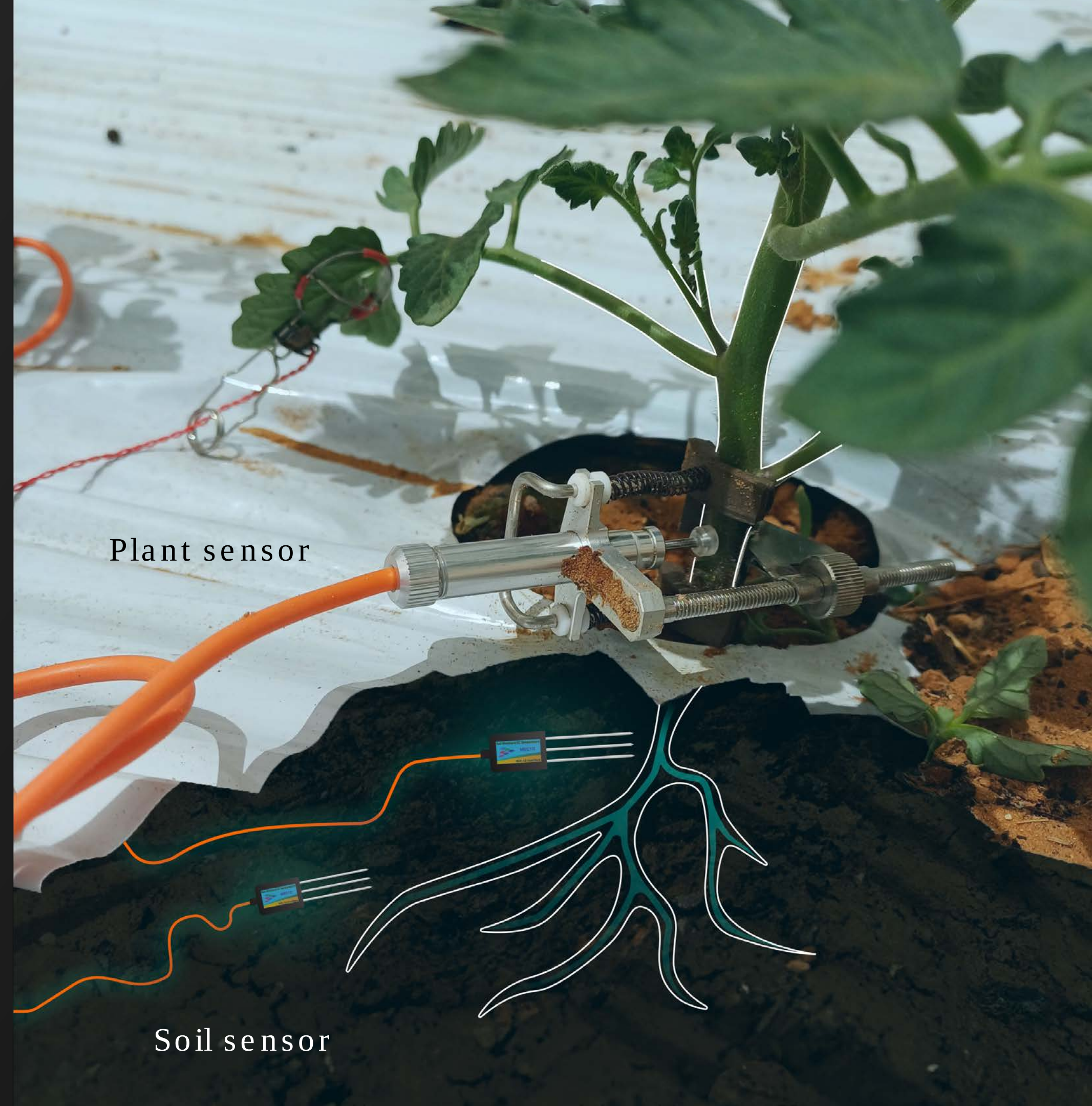
Better fertilizer absorption

Soil and plant sensors detect
how much fertilizer is absorbed

Enhanced productivity

Automatically update
fertigation ratio

Optimization of the plant need
and stress reduction



Plant sensor

Soil sensor

Yield Increase of Fruits and Vegetables

Compared to common fertigation
systems in Israel

Proof of concept working
with a prototype from
experiments over
the years 2017-2024



Mangoes

Over 20% increase in yield



Melon

Over 25% increase in yield



Grapes

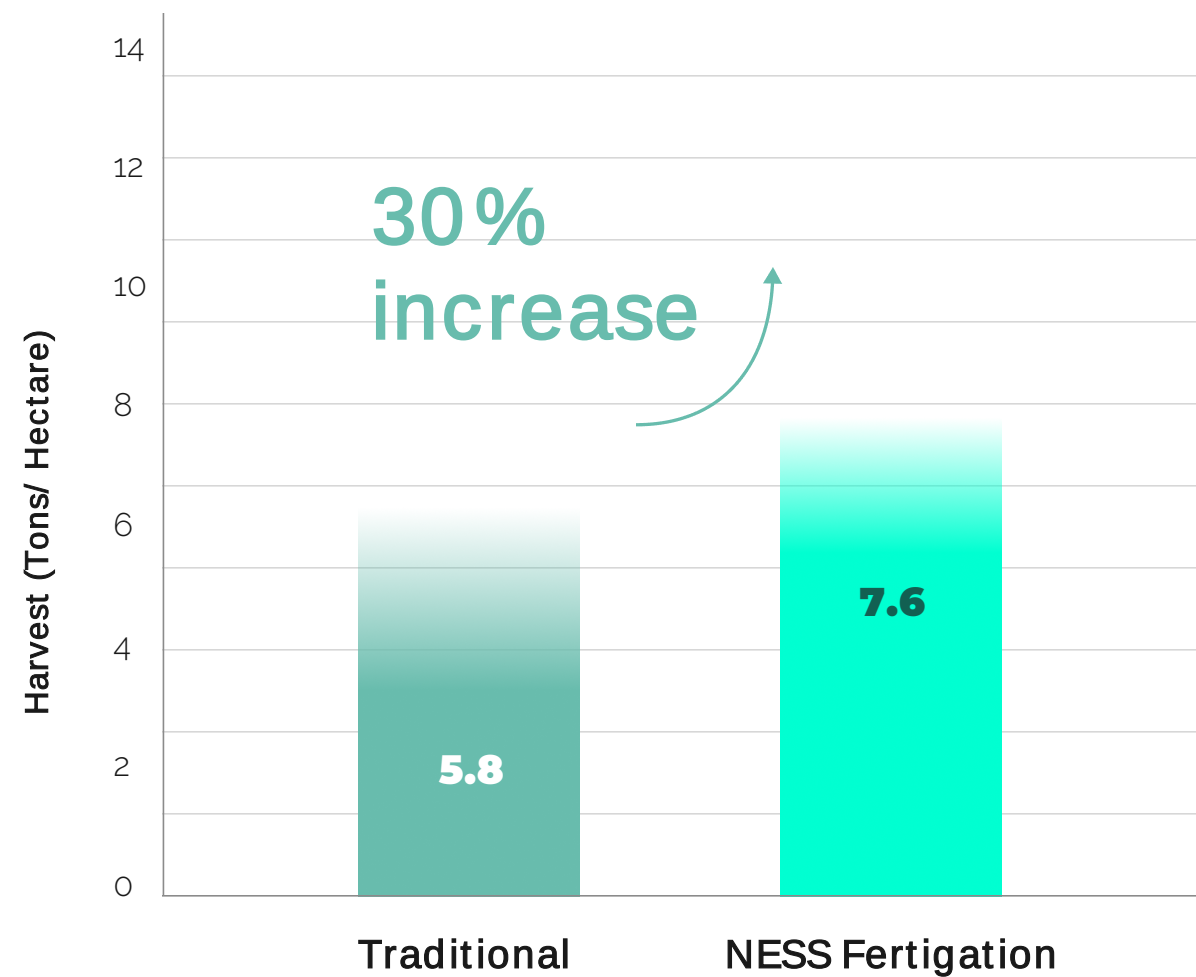
Over 35% increase in yield



Cucumbers

Over 35% increase in yield

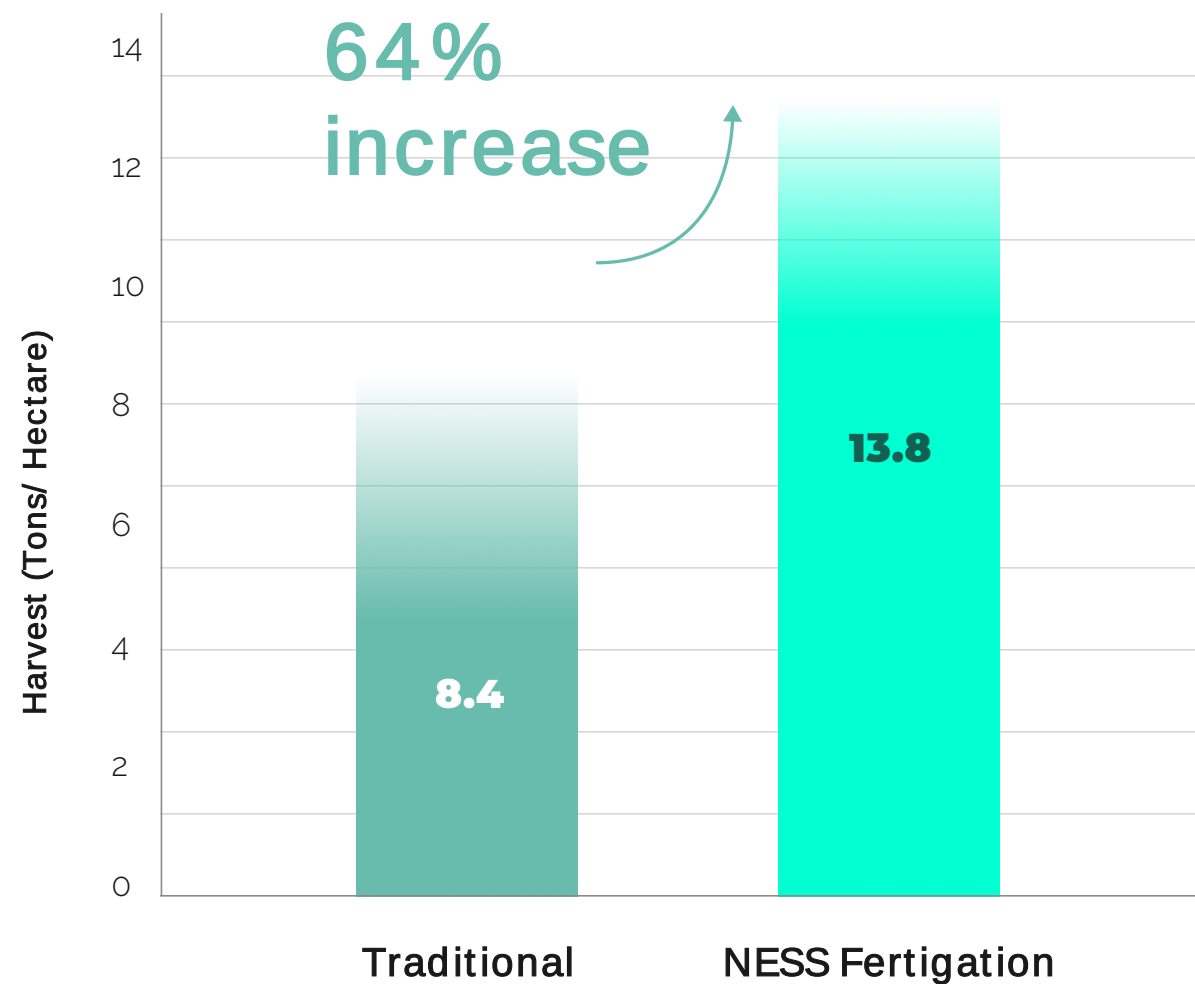
Yield increase in agricultural R&D



T-test shown statistical significance



- Melon – “Galia” Variety’ by Daryl Gillett Vegetables Researcher 9/2023
- Yield results in experiment done in Southern Arava agricultural research center



- Cucumber – “Hilux” Variety’ supervised by Dr. Mollie Sacks 5/2024
- Yield results in experiment done in northern Israel

Our value proposition

Grow more produce
per hectare.

We offer farmers a double financial benefit:
(1) higher yields and (2) higher profitability
using same resources



Higher yield per hectare

Lower costs per ton/yield.



Business Model

Subscription-based model



Initial fee

Farmer pays 8,250 USD for the system. Our team arrives and installs the system in the field



Simplicity

Fixed price

No learning curve

100% guarantee

1-2 seasons ROI



Annual service (ARR)

Farmer pays 2,000 USD per hectare per year for monitoring, technical support and fertigation service based on real time data



System Costs

System CAPEX – 5,500 USD

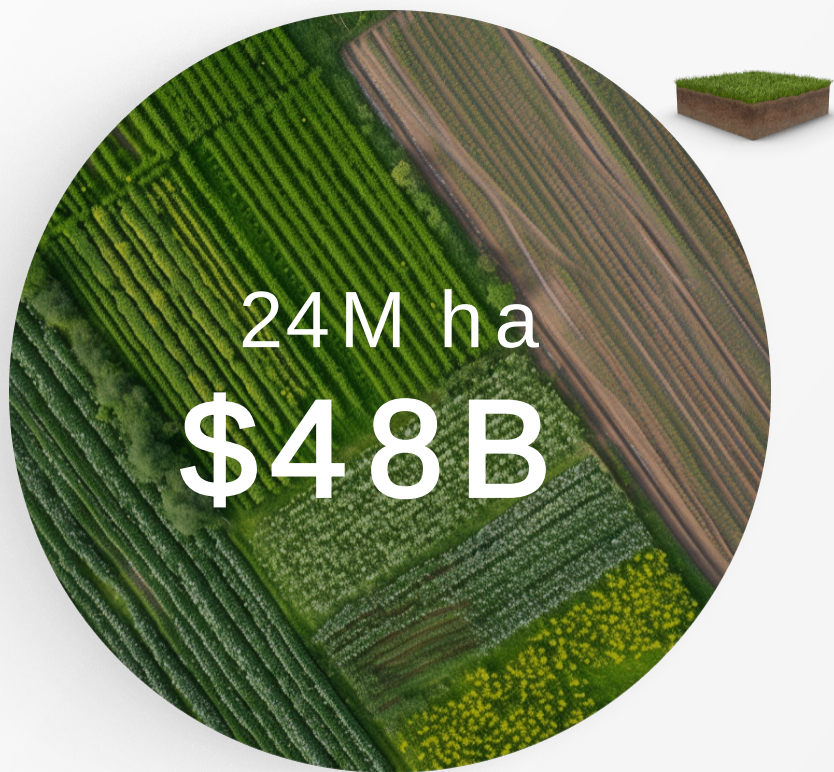
System OPEX – 1,050 USD

Each system can fertigate between 1-4 hectares (depending on crop type)



TAM

NESS targets open field and greenhouse growers in all geographies



Total irrigated land
(all world)



Greenhouses
(developed countries)



Greenhouses Spain



Greenhouses Israel

Our Competition

COMPANY	FOCUS AREA	FERTIGATION HARDWARE	INNOVATION IN THE APPLICATION METHOD	SENSOR BASED ALGORITHM	FULLY AUTONOMOUS	DRAMATIC CHANGE IN YIELD COMPARED TO MODERN SYSTEMS
NESS Fertigation	Fertilizer	✓	✓	✓	✓	✓
Netafim	Water and fertilizer	✓	✓	✗	✗	✗
Rivulis	Water and fertilizer	✓	✗	✗	✗	✗
Galcon	Water and fertilizer	✓	✗	✗	✗	✗
Crop-X	Water and fertilizer	✗	✗	✓	✗	✗
DOTS	Fertilizer	✗	✗	✓	✗	✗
Yevul Info	Fertilizer	✗	✗	✓	✗	✗

Companies that focus on water and not fertilizer are a competition for the amount of resources that the farmer invests in systems that provide “improved decision- making”

Barriers To Entry

First-mover advantage

Autonomously delivered, balanced nutrition,
personalized to plant's actual growth needs.

Patent Pending



OPTIMIZED NUTRIENT DELIVERY (application technology)

Homogenous application minimizes
plant stress, optimizes nutrient intake

Patent Pending



NUTRIENT PERSONALIZATION (algorithm)

Soil and plant sensor data analysis
"personalizes" optimal nutrition per plant
and growth stage

Trade Secret



FULLY AUTONOMOUS

Optimal fertigation ratio delivered to
plants (independent of farmer)

2 years of proven field research



More Yield + Better Plant Health (no added fertilizer costs)

Pre-seed - SAFE

Our need

SAFE investment of \$500K

\$200K already secured
Actual need for \$300K

SAFE investors will choose
between 20% discount or
CAP of \$3M USD



The money will be used for

- ▶ Product development (\$100K - \$110K)
- ▶ R&D- Algorithm improvement,
Validating new crops,
Additional
sensors (\$120K - \$180K)
- ▶ Initial sales (\$80K - \$110K)

SEED Round

Our goal is to raise \$3M USD
by one year from now at a
CAP value of \$10M USD

The NESS Fertigation Team



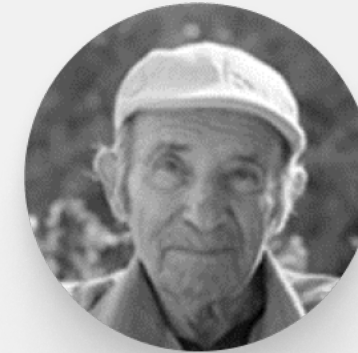
Gai Boger
CEO & Co-founder

25 years experience in business development and innovation as CFO of Neot Semadar, Head of technical development and ex-8200 officer



Oded Grosser
VP of BusinessDevelopment

Agronomist and expert in managing agriculture business. 13 years in Mehadrin as VP of agriculture and water, and district manager



Eitan Segal

Agronomist and experienced farmer - inventor of the method and Co-founder of the company

Deceased 2023



Giora Dishon
Active Director

CEO and Funder of Nova measuring instruments (NASDAQ: NVMI)



Chai Toren
Active Director

CFO of Nova measuring instruments



Ido Amarilyo
Active Director

VP of Business Development Psagot investment house



Adi Rosen Segal
Active Director

Founder and CMO of culinary story





Thank you

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Investor deck

