



NOAH

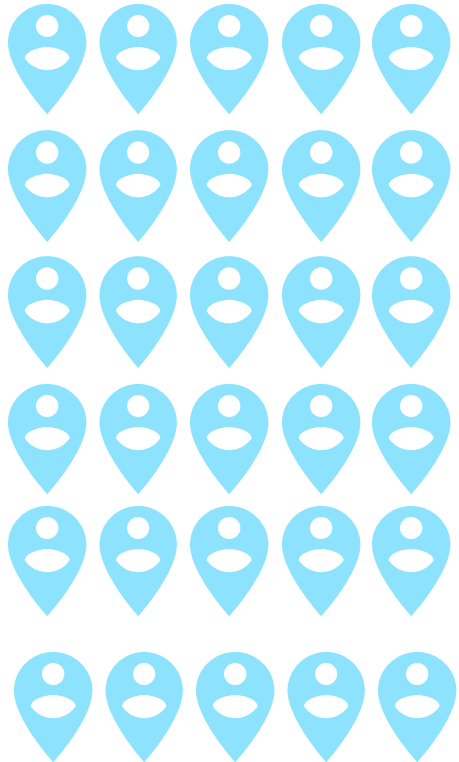
New Orbital Agriculture Hub

Revolutionizing Crop
Insurance Landscape



**LEMONADE (NYSE: LMND)
FOR THE CROP INSURANCE**

We've talked to



over
80
people



making an extensive customer development. From crop adjusters, agents and actuaries to the farmers and corporate procurement officers.



To find out problems

US Farmers:

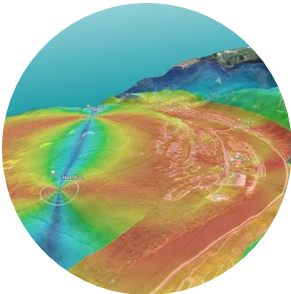
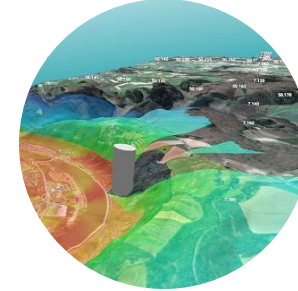
- 1** Can't choose the right coverage - **pay more** for insurance.
- 2** Can't understand the policy - spend **time and money** for advisory services.
- 3** Payouts are **uncertain** and depend on adjuster's perceptions.



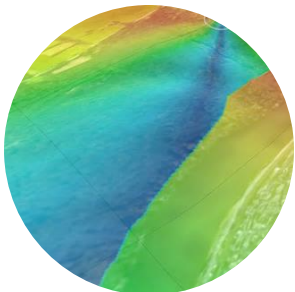
Crop insurance as it should be



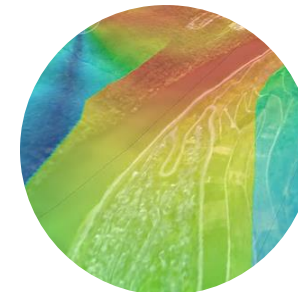
Geolocation and crop type are enough to get the tailored coverage offer and save at least **10%** on insurance



Save at least **25%** of time & cost - all advisory is done by AI based on geospatial time-series and predictive modeling.



Days, not weeks for payouts with rapid processing of satellite imagery.



How it works?



Field data, solar radiation data, weather forecast, satellite data.

1. →

2. →

M

Feed it all to our ML algo.

3. →

MAX

Get the max potential yield for the current culture in the current field.

4. INDEX

Model previous years and get the farmer's efficiency index.

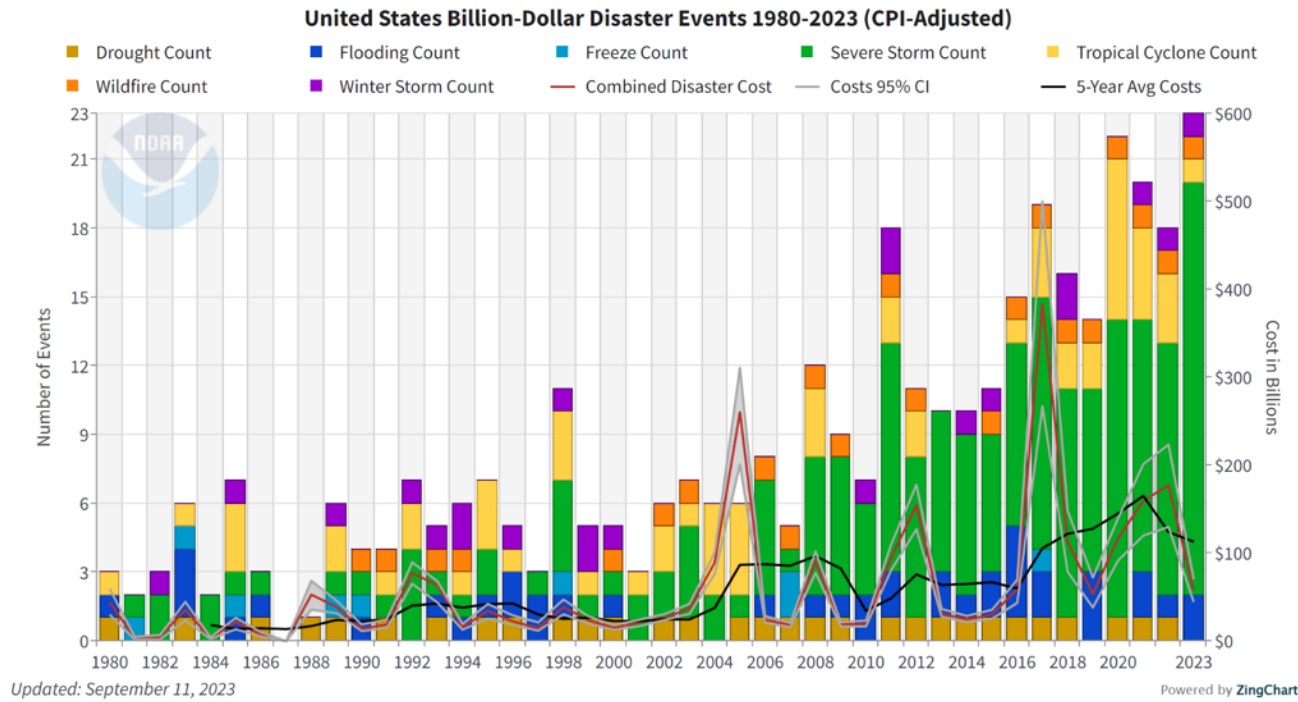
→ 5. We have the yield prediction

TRL-6

Why NOW?

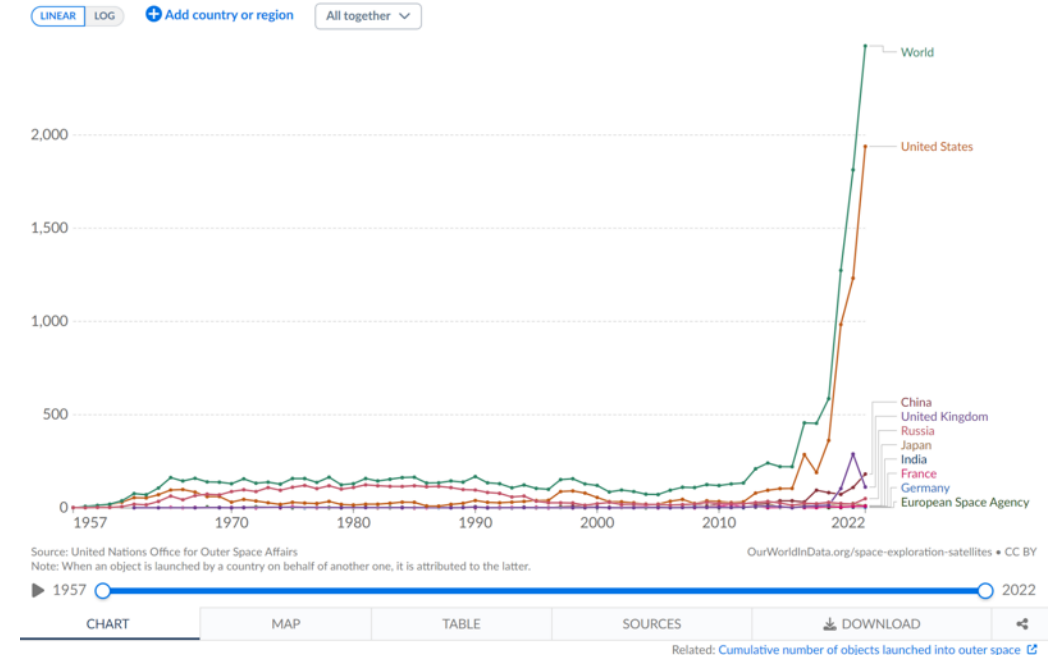
Growing risks due to
climate changes

More types of satellite data are
finally affordable



Annual number of objects launched into space

This includes satellites, probes, landers, crewed spacecrafts, and space station flight elements launched into Earth orbit or beyond.



Market

\$100+B

US farmers spend
on insurance, est.

\$21B, CAGR 6,1%

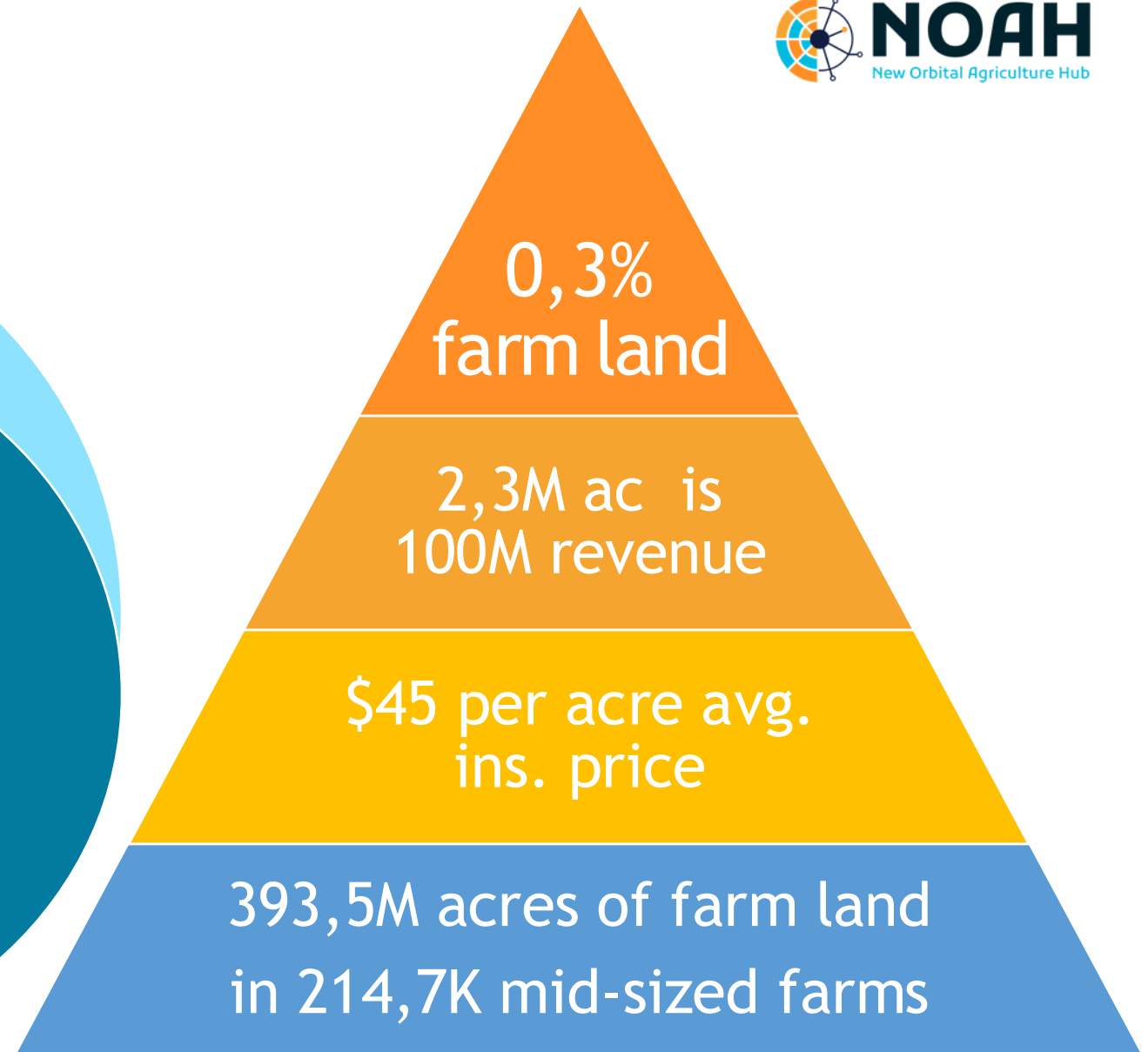
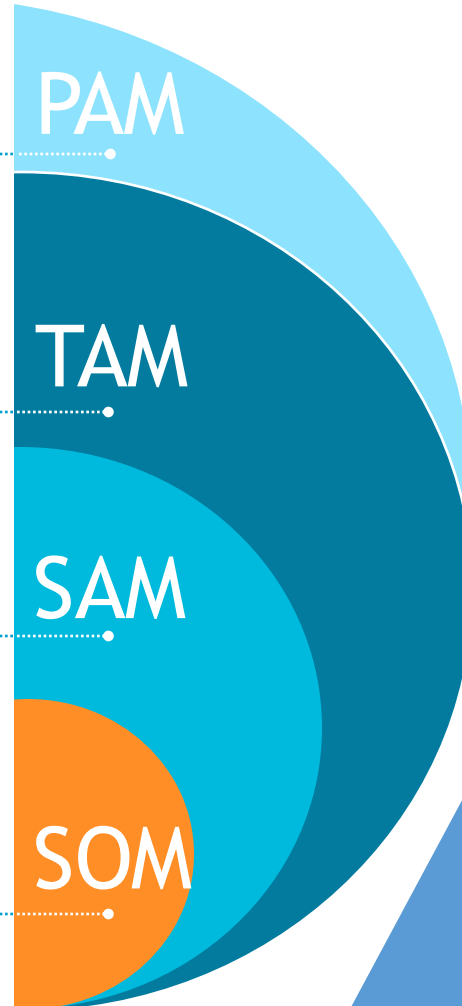
US Crop insurance, 2022

\$4,61 B

Insurance premiums paid by
mid-size farms

\$115,2 M

at least is our 0,55% TAM share



Existing crop ins companies

TOP-3
(2B + premium)

Other
(200M + premium)

N.O.A.H.

Swift
settlement

Coverage
advice

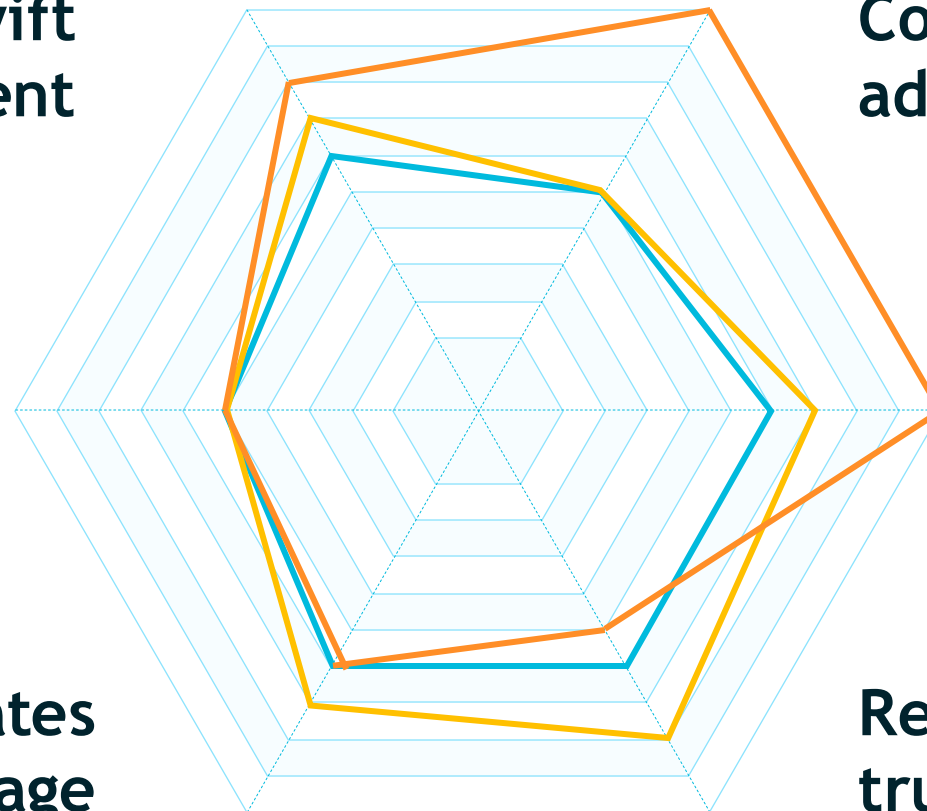


Price

Digital
native

No debates
on coverage

Reaching farmers via
trusted insurance
agents



Go-to-market



- We distribute NOAH through a network of insurance agents
- They're incentivized with commissions, leveraging their **trusted** farmer relationships



Technology

NOAH's yield prediction model achieves **90-95%** accuracy using satellite data and ML.



Our model delivers highly accurate, **field-level** yield forecasts, helping agents and farmers make **data-driven** decisions with **confidence**

We offer data to **fix** MPCl practices.

Business Model



USD

An average crop insurance cost in US

45
per acre

NOAH' SaaS is just **\$2** per acre now. Plus **DATA**.

B2B2B - building sales with crop insurance **producers**.

Co-founders

Mikhail Aleksandrov co-founder

- 20+ years of exp in professional consultancy
- Passionate about spacetech



Sergey Gershun co-founder

- 15+ years in IT as software engineer, CTO, CEO
- Believes that data-driven decisions will make world a better place



Built businesses from the ground up three times.

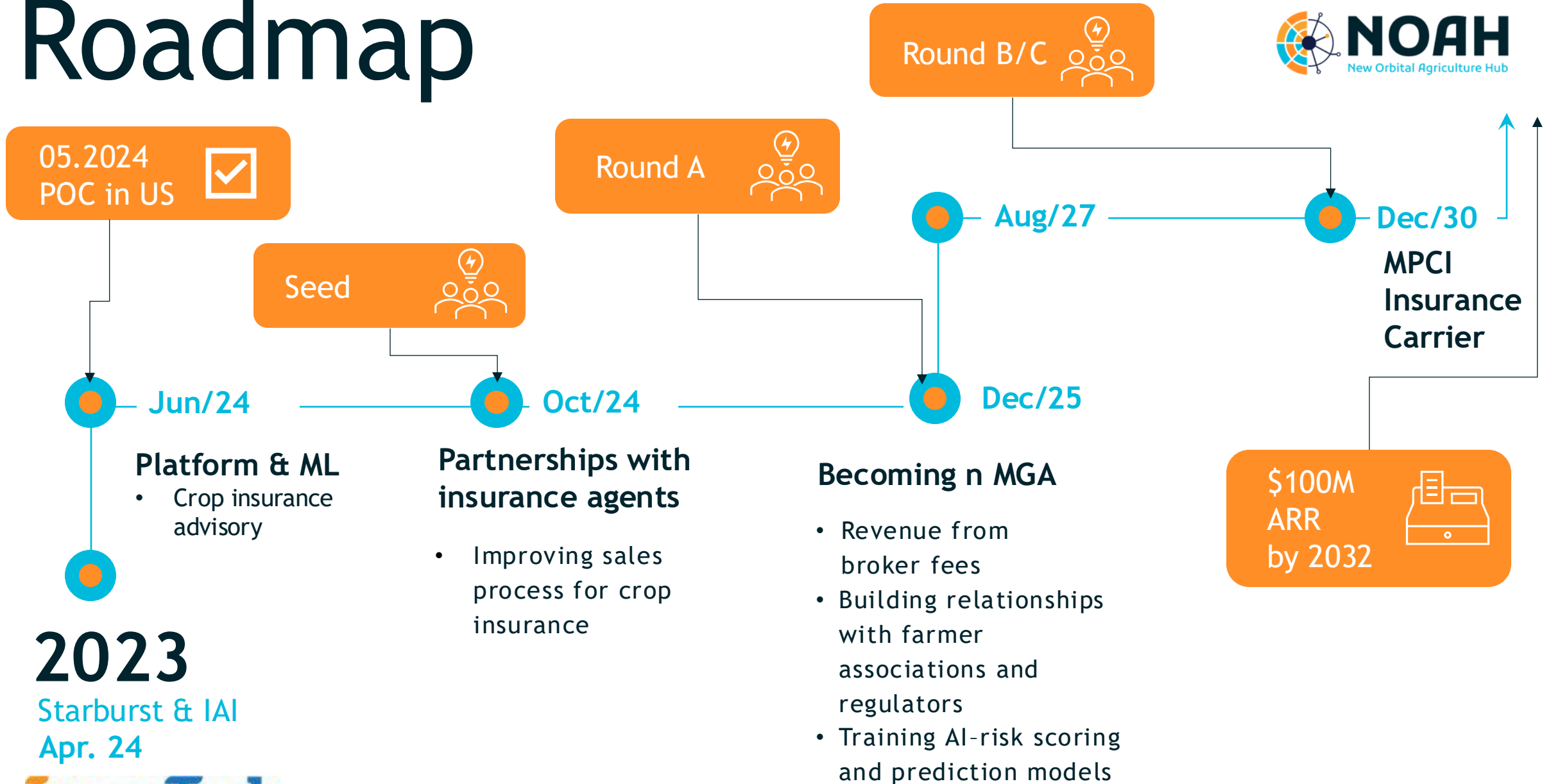
Key Areas

Client Relations | Legal & Finance | Sales |
Communication & People Management |
Networking

Co-founded and successfully exited an AdTech startup.

Technology Domain Knowledge |
Product Vision | Marketing | Raising

Roadmap



2023

Starburst & IAI
Apr. 24



Raising Investments

Currently, we are raising investments



NOAH is raising

\$1,5M

Seeking funding via **SAFE** deals

We plan to spend this money on:

Building
a platform & ML training

Setting up
in US & licensing

Partnership sales
to acquire at
least **10K acres**

Join our mission to revolutionize crop insurance and shape a resilient future for farming

noahsat.com



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STARBURST



ASTRA

InsurTech
— ISRAEL —