



We're Lemonade (NYSE: LMND) for the Crop Insurance industry

CURRENT STATUS:

- Apr 2023

- Launched
- Jun 2023

- ASTRA acceleration program by Starburst and IAI.
- Apr. 2024

- ML & platform creation
- Jul 2024

- Partnerships with insurance agents
- Dec 2024

- 10K acres under operation
- Jan 2025

- Initial revenue stream
- Dec 2025

- Revenue growth
- 2026

- 10M ARR

KEY COMPONENTS



ML



Cloud



Sat. data



Forecast

FUNDING REQUIREMENTS:

Seeking \$1,5M pre-seed to be used for:



MVP & AI training



GTM through insurance agents



Generate initial revenue stream



THE NEED

Agro-insurance is the only safety net for the farmer. Yet it is: hard to choose, too complex, biased with claims settled manually.



THE SOLUTION

Online platform with extensive use of satellite data & ML streamlines the whole process from purchase to payouts. Saves farmer at least 10% on insurance costs. Underwriting accuracy up for 25%, saving 50% of costs for claims adjustment.



WHY NOW

Geo-data & ML is finally affordable.
Agro-insurance industry is slow-paced and outdated with payouts exceeding \$10B annually in US.

WHY N.O.A.H.

The only fully digital crop insurer based on space data and ML.

VALUE 4 FARMERS

- 1 Get tailored coverage offer and save at least 10% on insurance
- 2 Save your time & cost – all advisory is done by AI, based on field identification, geospatial time-series, and predictive modeling.
- 3 Receive payouts in days with rapid processing of satellite imagery.

MARKET OVERVIEW:

\$100+B

US farmers spend on insurance, est.

\$21B CAGR 6,1%

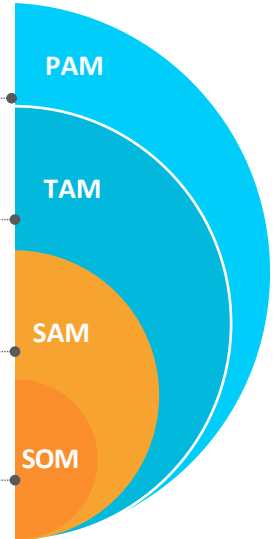
US crop insurance market

\$4,61B

Insurance premiums of small & mid-sized farms

\$115,2M

at least is our 0,55% TAM share



BUSINESS MODEL:

B2B, \$45 per acre of ARR each year. \$101 lead cost. \$1000 per claim savings. \$3600 less agency fees.

THE TEAM:

Mikhail Aleksandrov

Built businesses from the ground up three times.

Co-Founder and CEO

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

Sergey Gershun

Co-founded and successfully exited an AdTech startup.

Co-Founder and CTO

- 15+ years in IT as Software Engineer/CTO/CEO
- Founded and sold CPA-advertising AdTech startup.