

Plannter

Growth

Above 1,500 orders valued at \$400k, 3 largest suppliers signed up.

The Team



CEO
Idan Am-Shalem

14 years of product manager with focused experience in financial projects. It has clients such as Visa, TheGraph, Schneider Electric, Bank Leumi, and more...



CTO
Matan Atiya

Developer for over 7 years in Optum's innovation division with rich experience in new technologies and management of advanced data sets.



Research
Netanel Atiya

Spraying aircraft technician, former Telem Aviation employee, management in the Israeli Air Force for aircraft maintenance, equipment and logistics



Advisory & Sales
Ofir Zaguri

13 years of experience in agricultural spraying, logistics and operational manager in the southern division of Telem Aviation.

Summary

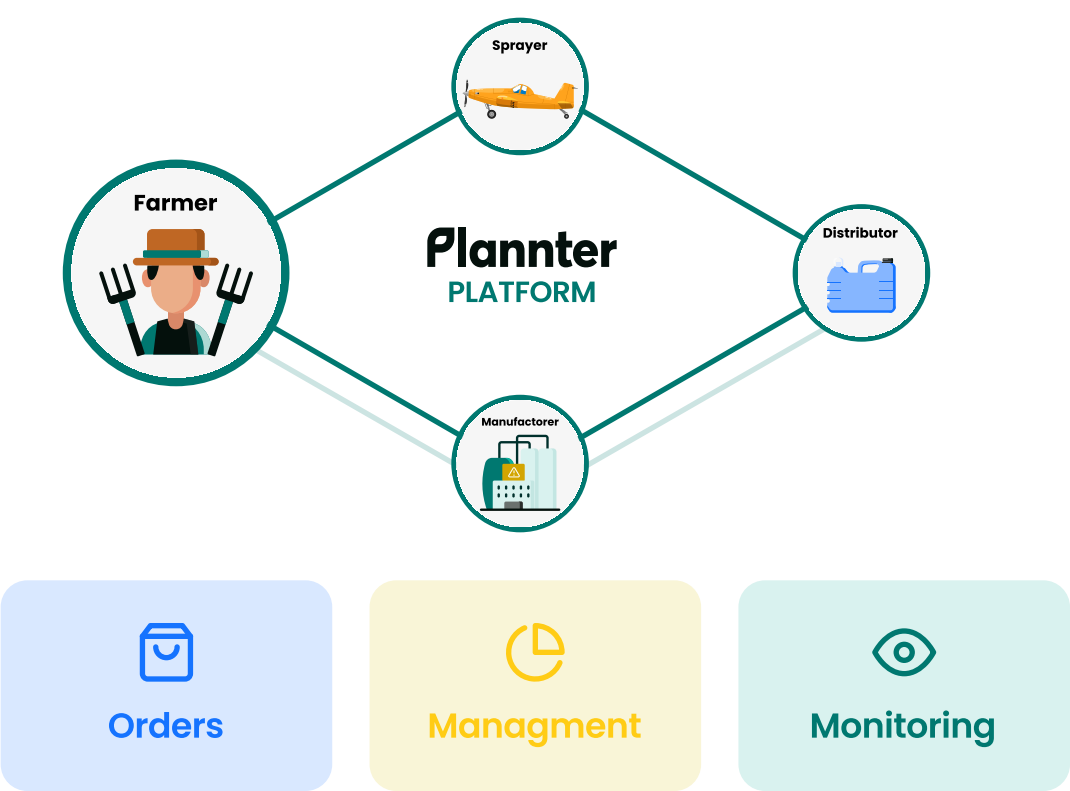
Plannter is transforming agriculture procurement by automating collaboration between farmers and suppliers. This platform reduces manual tasks and improves financial management, leading to more efficient operations. With strong early adoption and growing market, Plannter offers a promising investment opportunity in expanding ag-tech sector.

Problems

- Lack of communication between suppliers.
- Unreliable information in reports and daily work.
- Mismanagement of daily operations.
- Lost of historical data.

Our Solution

An autonomous platform enabling real-time management and collaboration between suppliers and farmers.

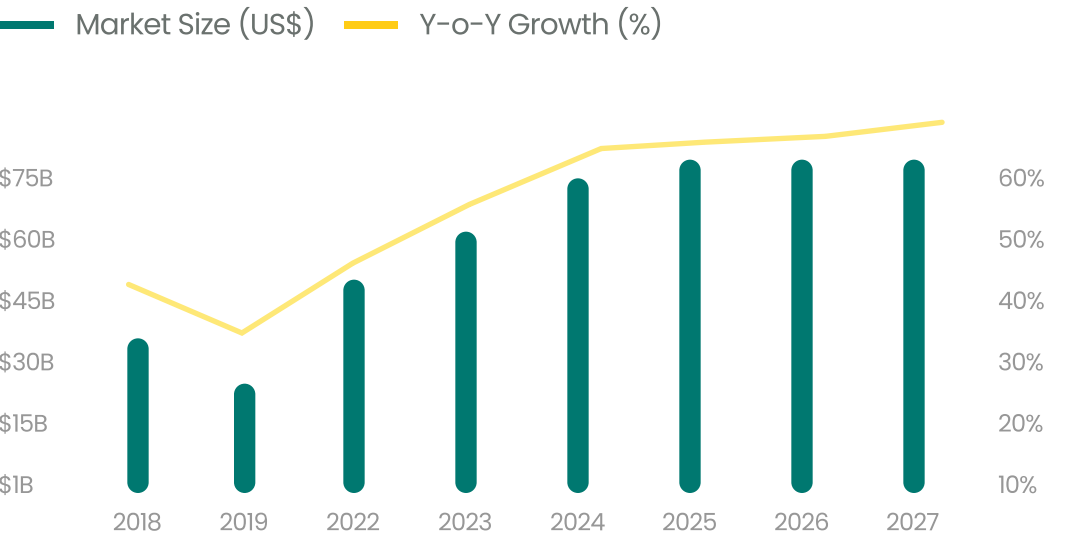


Competitive Advantages

We outpace competitors with fast, innovative technology, delivering updates that enhance daily work collaborations and less manual crop management.

Why Now?

Sales of pesticides in the EU have remained stable at around 360m kg per year over the period 2011-2018. France, Spain, Italy, and Germany are the four largest markets. The global pesticides market is forecast to reach over **\$70B** by 2027. As the population grows, there is an increasing demand for agricultural produce, which in turn drives the demand for pesticides.



+12% Year over Year Growth

+\$70B Pesticides Market Size

Milestones

- Q4 2023

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Proof of feasibility

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UX & UI
- Q4 2023

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Starting Developing

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Completed MVP Mobile App

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Completed MVP Desktop App
- Q4 2023

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Contracts with customers

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Pilot contract with Telem Aviation Ltd.

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Over 100 farmers used the app
- Q4 2024

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Fundraising

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Close 2 more contracts with big distributors

Technology

React, React Native, AWS, Mapbox GIS, Firebase.

Mission & Vision

Plannter's leverages advanced technology for global agriculture, empowering farmers through disease prevention. Our vision involves blockchain for universal documentation, fostering sustainability and transparency.

Opportunity

In the wake of COVID-19, there's a crucial opportunity to monitor the direct and indirect impacts of future pandemics originating from our food sources. By proactively tracking and mitigating risks, we can enhance the safety and resilience of global food supply chains.

Target Market

Farmers and suppliers as one that allow receive monetization without manual operations.



Business Model

- SaaS

Subscriptions tier model for software solution services.
- Fees

Volume per transactions from the suppliers.
- Data

Up-to-date real-time farm performance activities.

Products & Brands

We have launched 2 essential products for the farmers and the suppliers. Our growth is phenomenal, with over 300 farmers and 3 enterprise suppliers.



Plannter

plannter.com • idan@plannter.io

