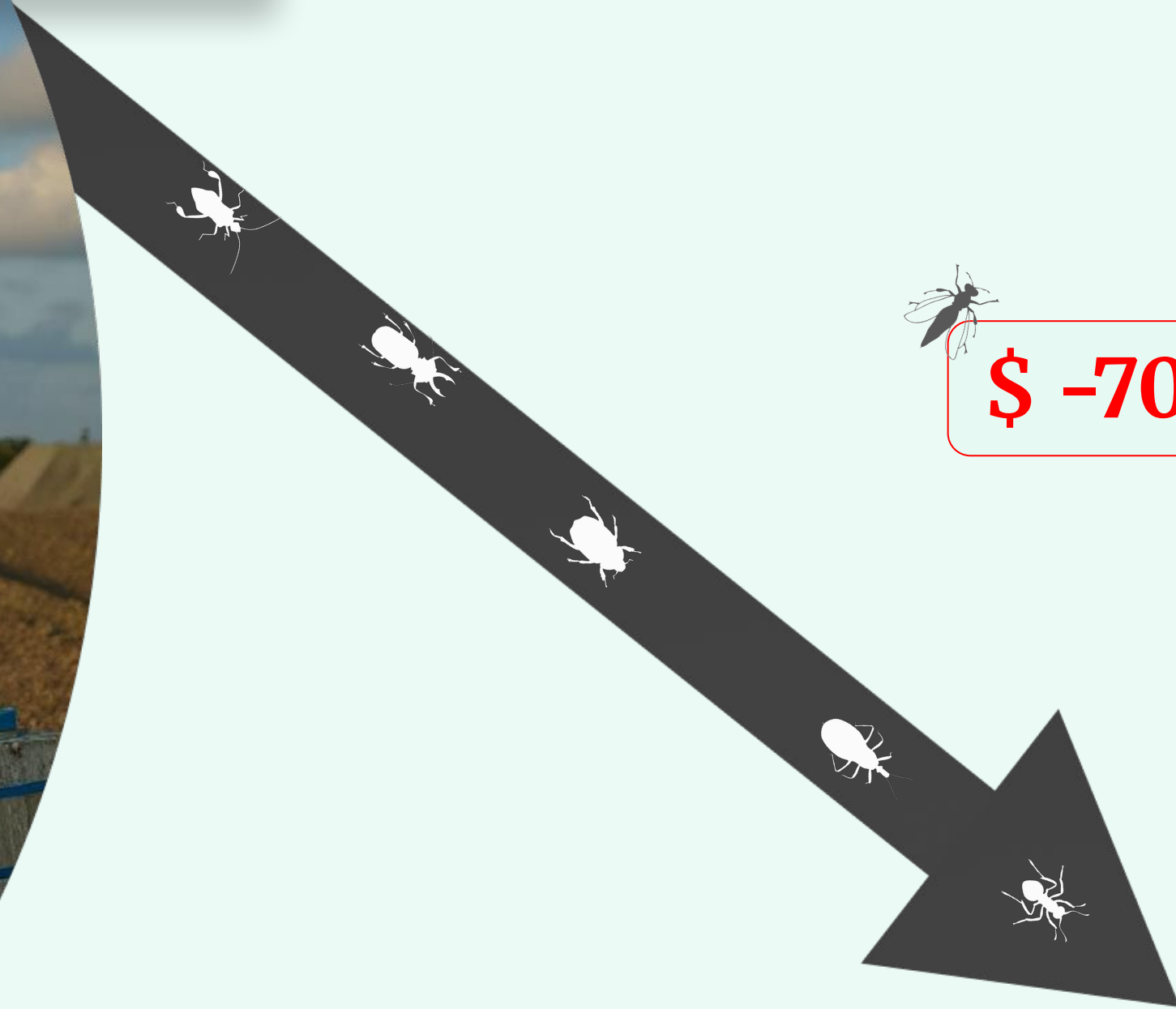


We are **SCARE**  **CROW**



Meet David



\$ -70,000



Farmers Like David Are Still Losing

570M

Global Farmers

Face the same blind spraying
challenge as David

\$70B

Wasted Chemicals

On ineffective pest treatments due
to lack of precision

40%

Yield Loss

Average crop damage despite
preventative measures

Scarecrow: The Shift From Guessing to Knowing

We're redefining pest control with data - Scarecrow brings clarity where spraying brought guesswork.



What to do, when to do it and proof that it worked

Done



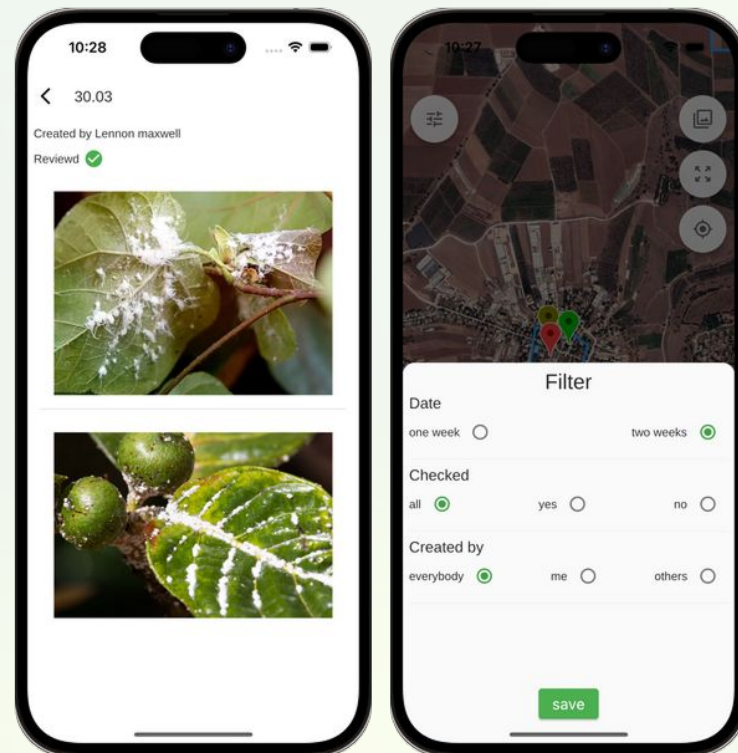
Decline



The System Behind the Solution

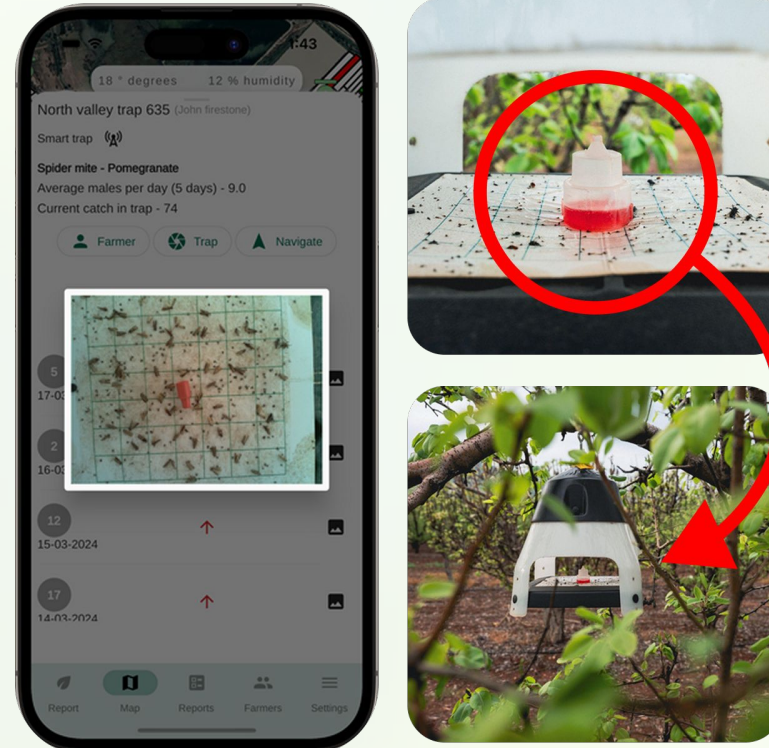
Remote Inspections

Comprehensive field analysis



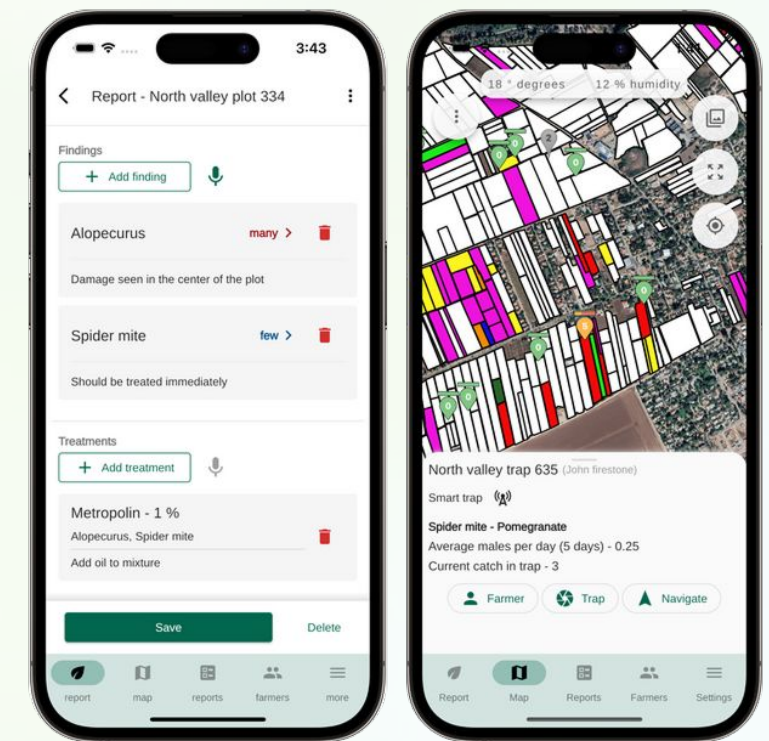
Smart Traps

Pest monitoring

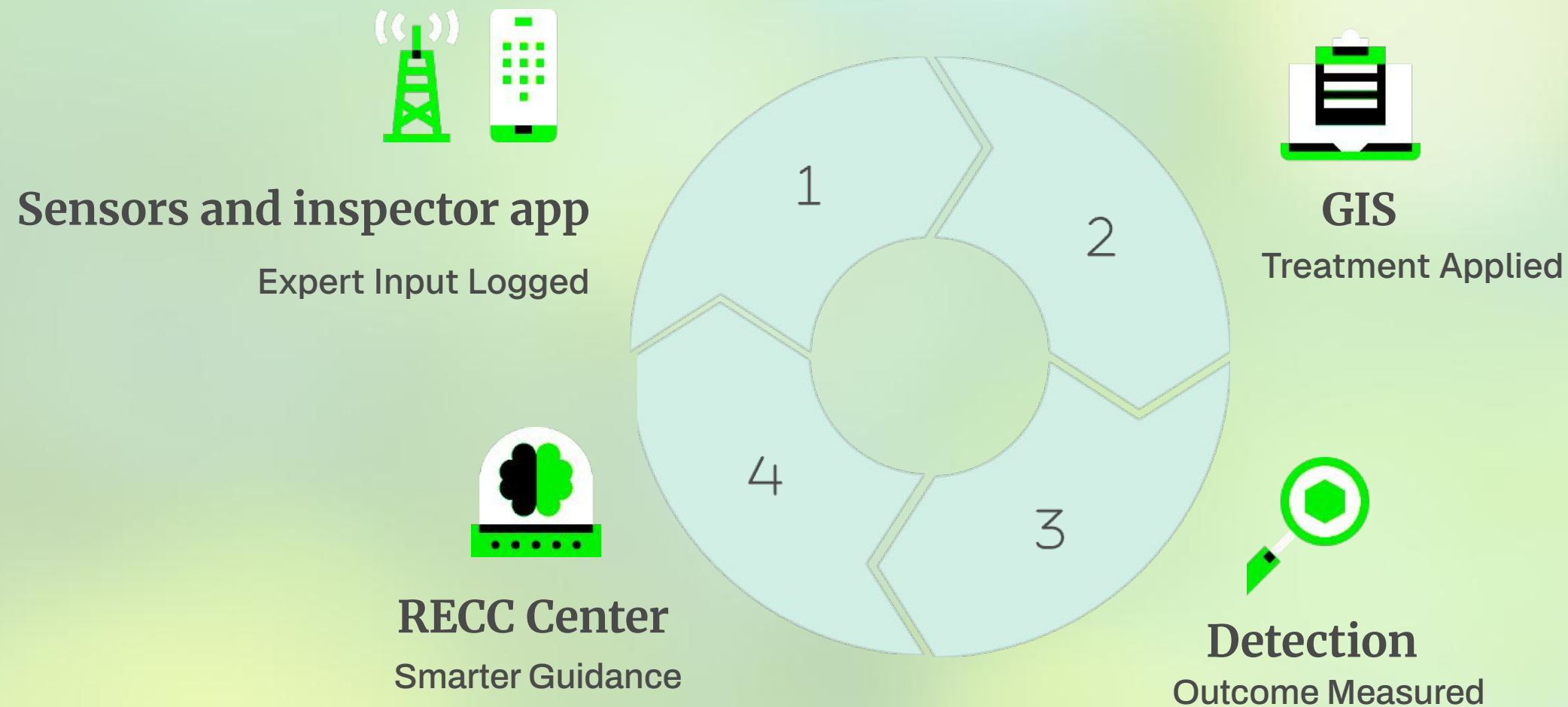


Inspector App

Field data collection and reporting



The Learning Loop



Unlike others, we don't just track actions - we track outcomes to understand what works and why.

Why Farmers & Inspectors Love It



Inspector-First Design

Easy to log, quick to use in the field



Zero Extra Effort

Data collected in the natural workflow



Historical Insights

Patterns reveal which treatments work best

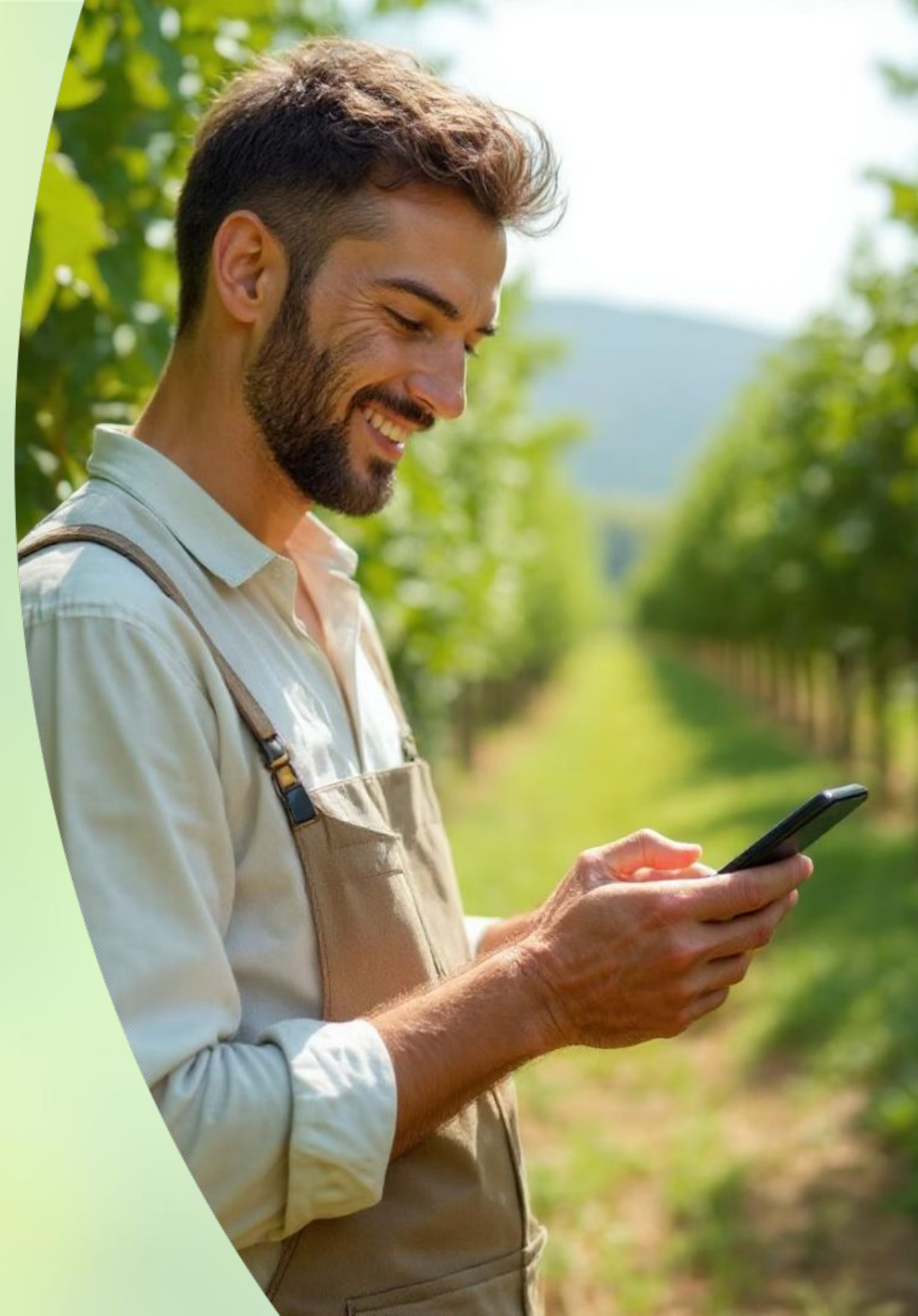


Data Control

Inspectors own and manage their reports



Collecting precise location data



David's Transformation

+\$100,000



Pest damage dropped from 10% to 0.7%



Saved over \$100K in one season



Less spraying, healthier crops, more trust

And It's Not Just David...



10,000+ Growers

Trust Scarecrow with their crops



100,000+ Acres

Protected by our system



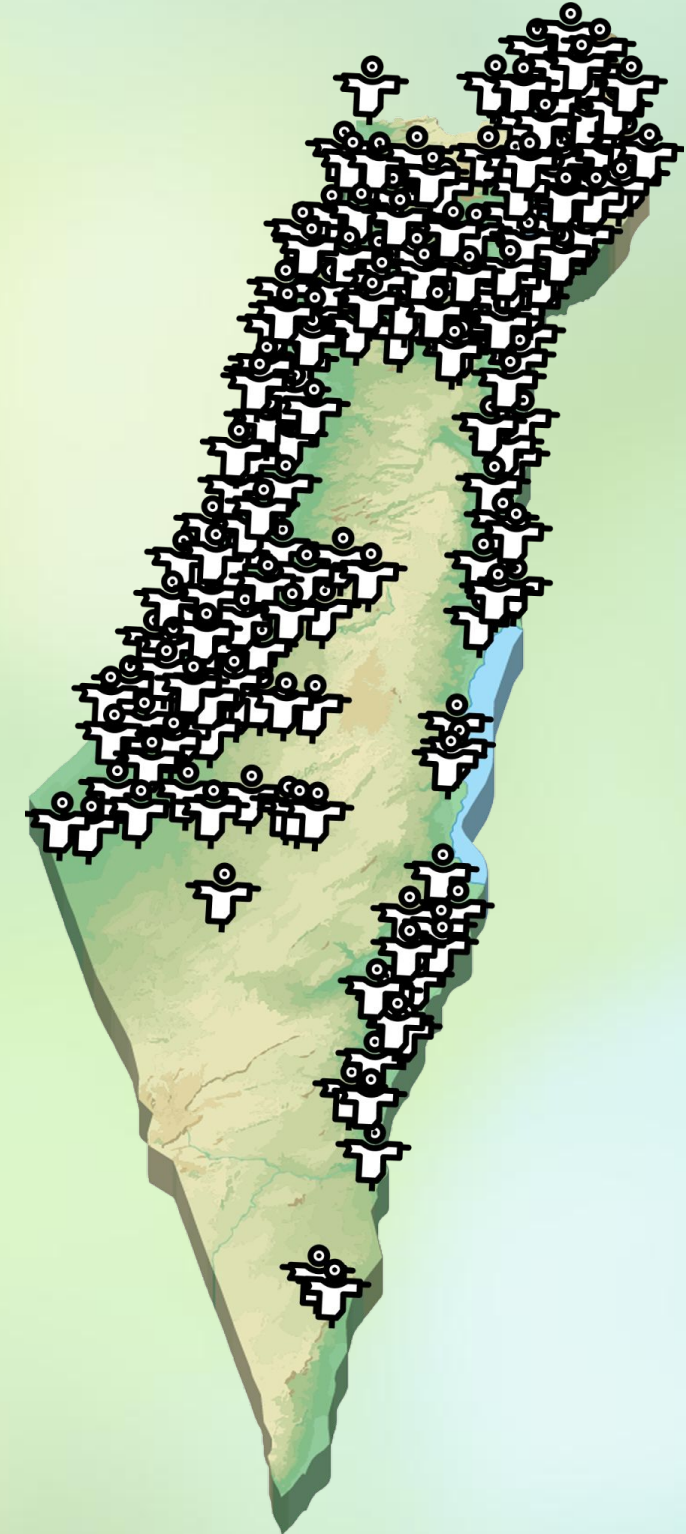
Israel 50% PCAs

250+ pest control advisors use our platform



15,000+ Treatments

Tracked and optimized



Market Opportunity

TAM
\$220B/yr

Global pest & disease losses + treatment costs

SAM
\$70B+/yr

Pest control market; \$30B in U.S., Europe, Australia

SOM
\$80M/yr

Targeting 1% by 2030 via subscriptions & data deals

Our subscription model ensures recurring revenue and generates high-value agronomic data. We're initially targeting specialty crop growers - those most impacted by pest risks



Israel First

Establish strong local presence



California Next

Expand to largest US agricultural market

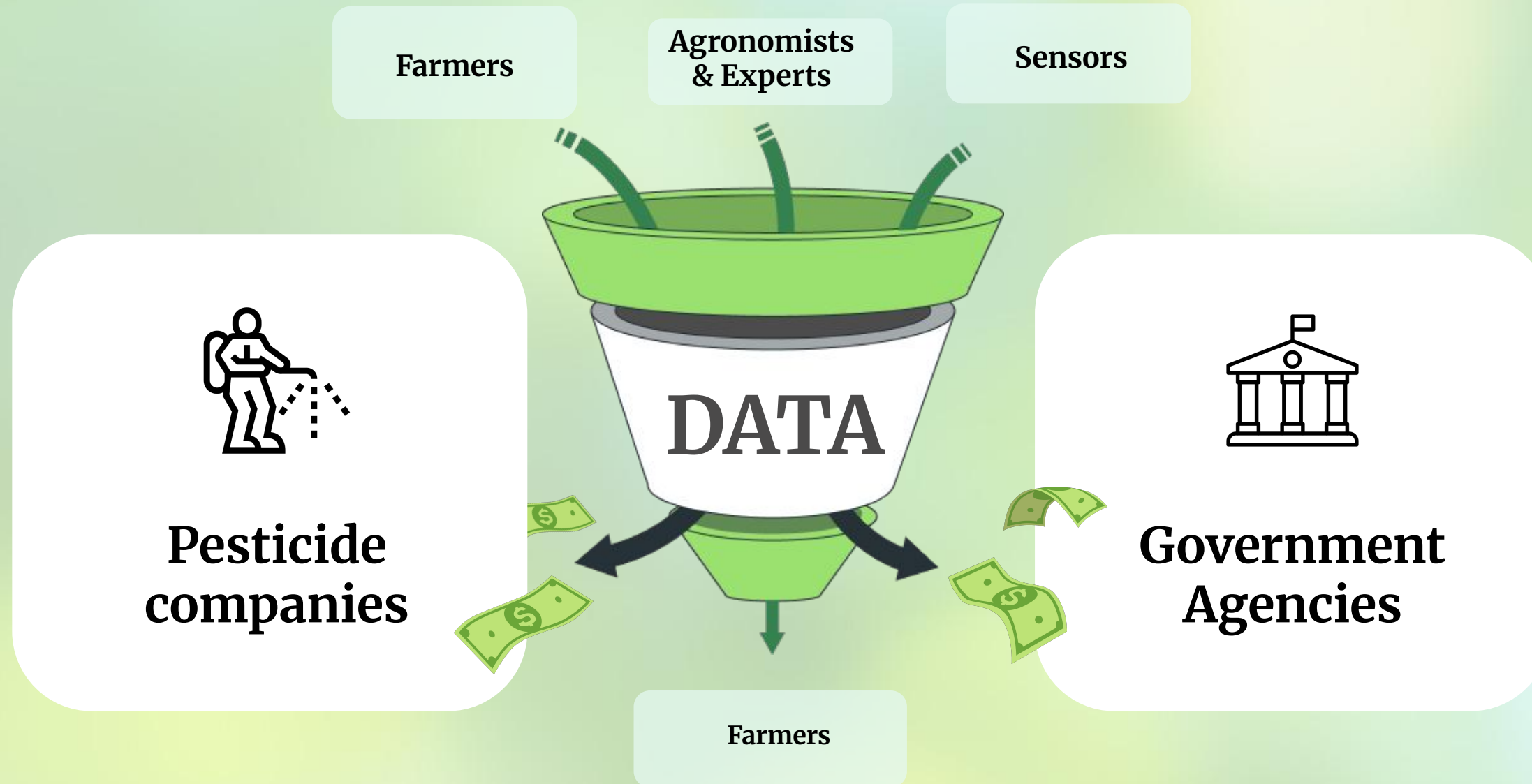


Global Scale

Reach 1M+ Acres worldwide

Not only single farmers...

Our Clients and Why They Choose Us



Our Business Model

Current Revenue Streams



Smart trap rental
\$300/season



Remote inspections
\$6/Acre/season



Monthly subscription (Tiered by
service level and Acre)
~\$7,000/monthly



Future Model (2026)



Full plant protection service (Profit)

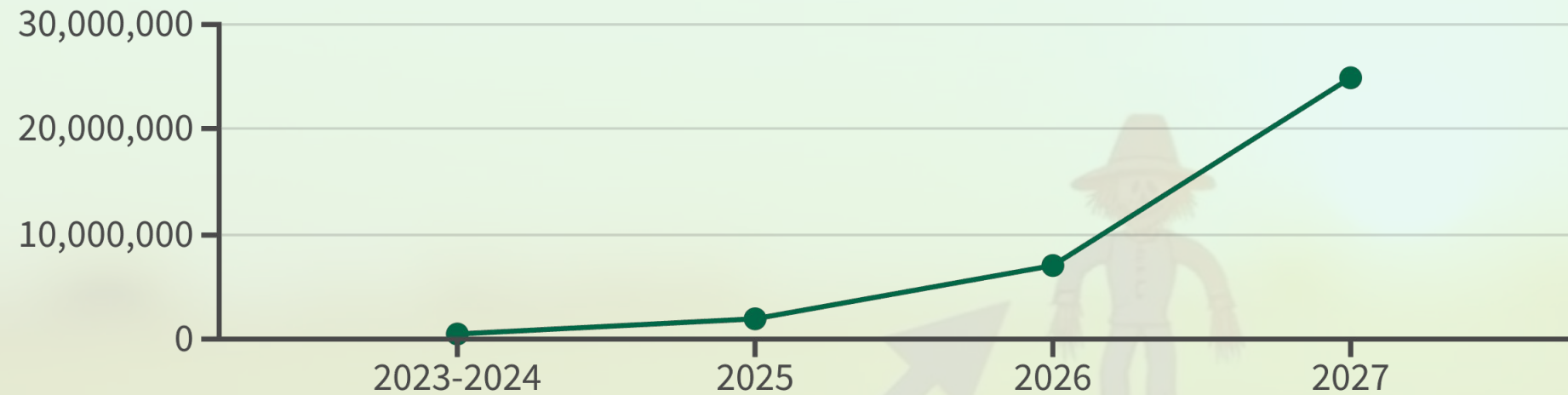


Service \$40-\$100 Acre/season
(depending on crop)



We are transitioning to
value-based pricing with scale

Revenue



2023-2024 — \$250K ARR (**WAR in Israel**, our product helped save lives)

Trusted partners



Competitive landscape



Team



URI GELANDER

CEO & Co-Founder

Plant protection expert with deep field experience, leading the vision to modernize agriculture.



AVIHAI AHARON

CTO & Co-Founder

Full-stack developer blending tech with agriculture, driving platform innovation.



DANIEL DANSKER

CPO & Co-Founder

Seasoned engineer leading complex projects and turning ideas into scalable solutions



HOWARD FINGER

Investor & Advisor Founder & CEO at Etzbah Ventures.

Founder & CEO of Etzbah Ventures, expert in scaling B2B communities with recurring revenue and strategic innovation.

Spraying isn't a gamble anymore, but a data-driven decision that advances sustainability and profit.

Thank You!

