



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

Scarecrow is a smart plant protection platform that equips PCA's and growers with sensors and software to track what treatments work, which don't, and why. We turn field-level data into actionable recommendations for farmers and create scalable, verified datasets that inform agrochemical companies, insurers, and regulators.

Problem

Spraying remains one of agriculture's most critical operations - and yet, it's still done blindly, with no way to verify if it worked.



Solution

We harness AI, real-time sensor data, and expert insights to deliver actionable, field-ready recommendations - with full visibility before and after spraying. Scarecrow delivers a full-stack pest intelligence system for agriculture:

-  **Treatment Tracking** – Link pest events to outcomes, building a feedback loop that improves over time.
-  **Field App for PCAs** – Log findings, severity, GPS location, and treatments in seconds.
-  **Remote Inspections** – Scale inspection by enabling fieldworkers to capture expert-grade data with image uploads.
-  **Smart Traps** – Autonomous devices that identify and report pest activity daily.

Why We're Different

Micro-Level Data: We track precise data, and build scenario-specific models for effective pest control, to enable targeted, sustainable pest management.

Outcomes tracking: Pest sightings, treatments, and outcomes are structured and tracked in real-time.

PCA's are the key: Focused on the PCA data, Scarecrow created the best PCA tool out there.



Traction

-  10K growers
-  100K Acres
-  15K treatments - tracked and optimized
-  250 PCA's - 50% of Israel's PCA's
-  \$150K ARR

Business Model

Current	Future
💰 Trap rent - 300\$/season	💰 Scarecrow Service
💰 Remote inspection - 6\$/Acre/Season	\$40-\$100 Acre/season
💰 Management System - 7000\$/month (Tiered by service level and Acre)	(depending on crop)

Market Opportunity

- \$70B global agriculture pesticide market
- 570M Farmers worldwide
- Israel first → California → Global Scale

Team

Uri Gelandar - CEO - Plant protection expert
Daniel Dansker - CPO - Turning ideas into scalable solutions
Avihai Aharon - CTO - Blending tech with agriculture

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