



Leading the Green Revolution in Solanaceae Plants

Investor Deck

December 2025

RumaFeed uses gene editing to transform vegetable crop economics, while addressing critical global food security challenges

Company Background

 Founded: Aug. 2020

 Funds-to-date: **\$1.5 million**

Milestones

 Built a strong **IP portfolio**:

 Global patent application

 4 proprietary "TwinAction" potato varieties registration

 Generated significant **commercial interest** from:

 Major agricultural players, e.g., Bayer & Limagrain

 Leading organizations across the USA, India, Mexico, Tanzania & Kenya

Partners



Kingenta



Team

Executive Team



Oded Ilan
CEO

Serial entrepreneur (sold his previous company to Oracle)



Prof. Haim Rabinowitch
CTO & Founder

World-renowned plant biologist
(invented cherry tomatoes)



Itay Keren
Head of Agronomy & Operations
Experienced potato grower



Ayelet Hasson Omid (PhD)
Gene Editing Expert
Plant science expert with over a decade of lab experience

Board of Directors



Izhak Nakar
Active Chairman



Ido Schechter (PhD)
BOD Member & Co-founder



Micha Danziger
BOD Member & Co-founder



Yigal Galli
BOD Member

Global Food Need

- 🌱 Worldwide, **2.3 billion** people are hungry & natural resources are dwindling
- 🌱 Need to produce **much more** using **much less**
- 🌱 Solanaceae plants (e.g., potatoes, tomatoes, eggplants & peppers) are a major portion of the world's food, selling globally for **~\$430 billion** a year
- 🌱 Today, potato & tomato growers must **discard ~35%** of their crop biomass due to naturally occurring toxins in the foliage, causing:
 - 🌱 Significant **economic waste**
 - 🌱 **Missed opportunity** for sustainable protein production



RumaFeed's Solution

Using CRISPR gene editing technology, RumaFeed has developed **proprietary varieties** that eliminate toxic compounds in the foliage, unlocking previously unusable biomass for animal feed & other applications & enabling:

-  Up to **50% revenue increase** for farmers on existing investments
-  **20% higher protein content in tubers** on par with alfalfa feed (validated in lamb feeding trials)
-  **Reduction of processing costs** for protein and starch
-  Enhancing the **nutritional value** for consumers
-  **Decreasing reliance** on harmful agricultural chemicals

Ideation



Molecular Discovery



Implementation



Greenhouse Confirmation

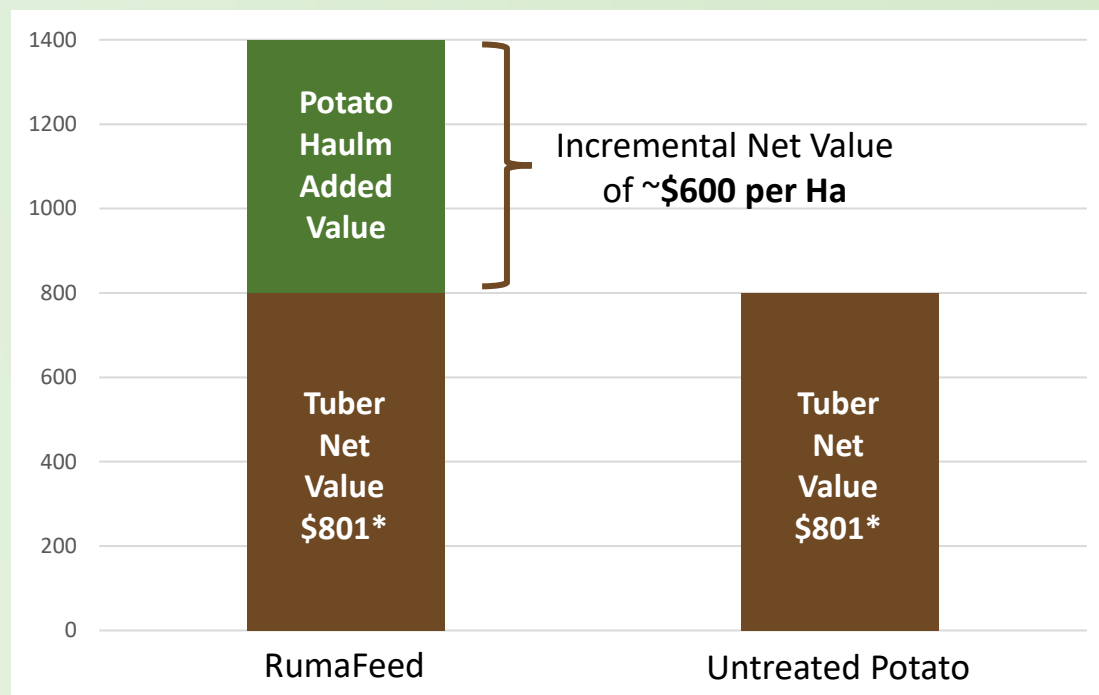


Field Validation



RumaFeed = More Revenues for the Growers

\$600 Incremental Net Value per Ha



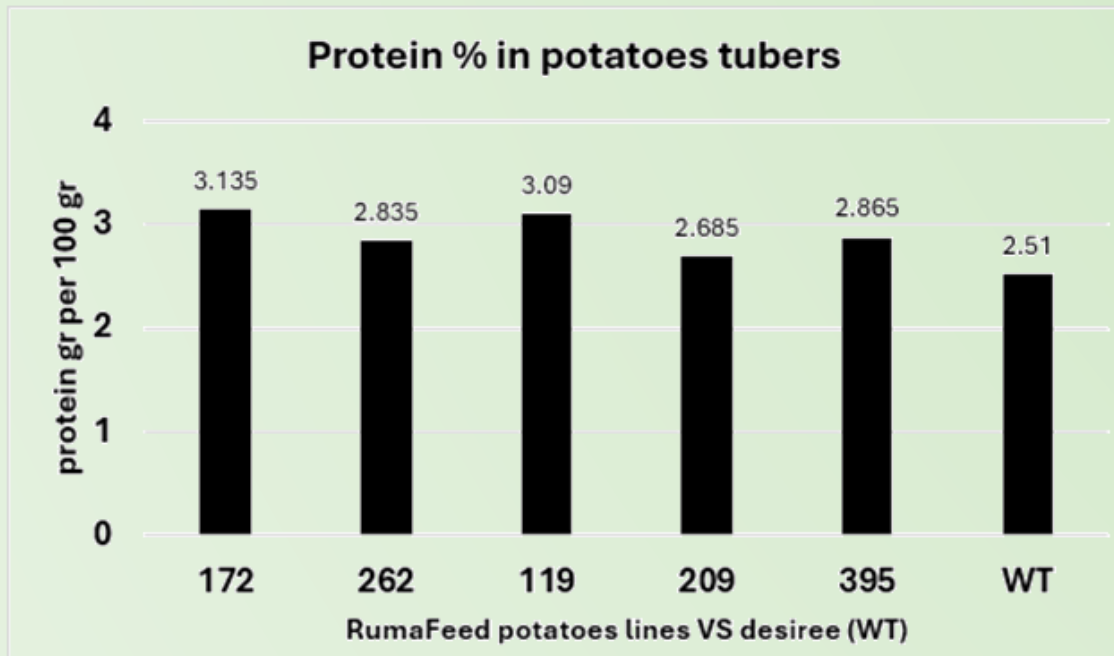
Notes:

-  Savings in haulm destruction were not included & are assumed to be offset by incremental operational costs
-  Based on representative conditions, requires site and customer specific review



RumaFeed = More Protein & More Starch

- RumaFeed varieties have shown an average of **17% more protein extracts**
- This includes the valuable **Patatin protein**
- Protein & starch extraction from RumaFeed tubers is **faster & less expensive**



Line	Protein content	Avg	Control comparison
172-1	3.41		
172-2	2.86	3.135	25%
262-1	3.16		
262-2	2.51	2.835	13%
119-1	2.67		
119-2	3.51	3.09	23%
209-1	2.99		
209-2	2.38	2.685	7%
395-1	2.74		
395-2	2.99	2.865	14%
WT-1	2.62		
WT-2	2.4	2.51	

RumaFeed's ESG Impact

By directly addressing 7 of the UN's 17 Sustainable Development Goals, RumaFeed offers **unparalleled impact** to:

-  Mitigate **climate change**
-  Diminish **desertification**
-  Alleviate the **food crisis**



Initial Target Markets: Potatoes & Tomatoes

🌱 Global **potato** market size in 2025: **\$120 billion**

🌱 CAGR: 3.9%

🌱 Around **4,500 global varieties**

🌱 Global **tomato** market size in 2025: **\$208.4 billion**

🌱 CAGR: 4.7%

🌱 Around **10,000 global varieties**



Source: Mordor Intelligence, 2025



Business Model

- 🌱 Genetically editing RumaFeed's traits into existing varieties for a **fee** of **\$0.5 million** per variety
- 🌱 Ongoing **royalties** from the new varieties at **7%** (average fee in the market)

Initial Markets' Potential

- 🌱 **Potato** market potential ~**\$9 billion** per year
- 🌱 **Tomato** market potential ~**\$19 billion** per year

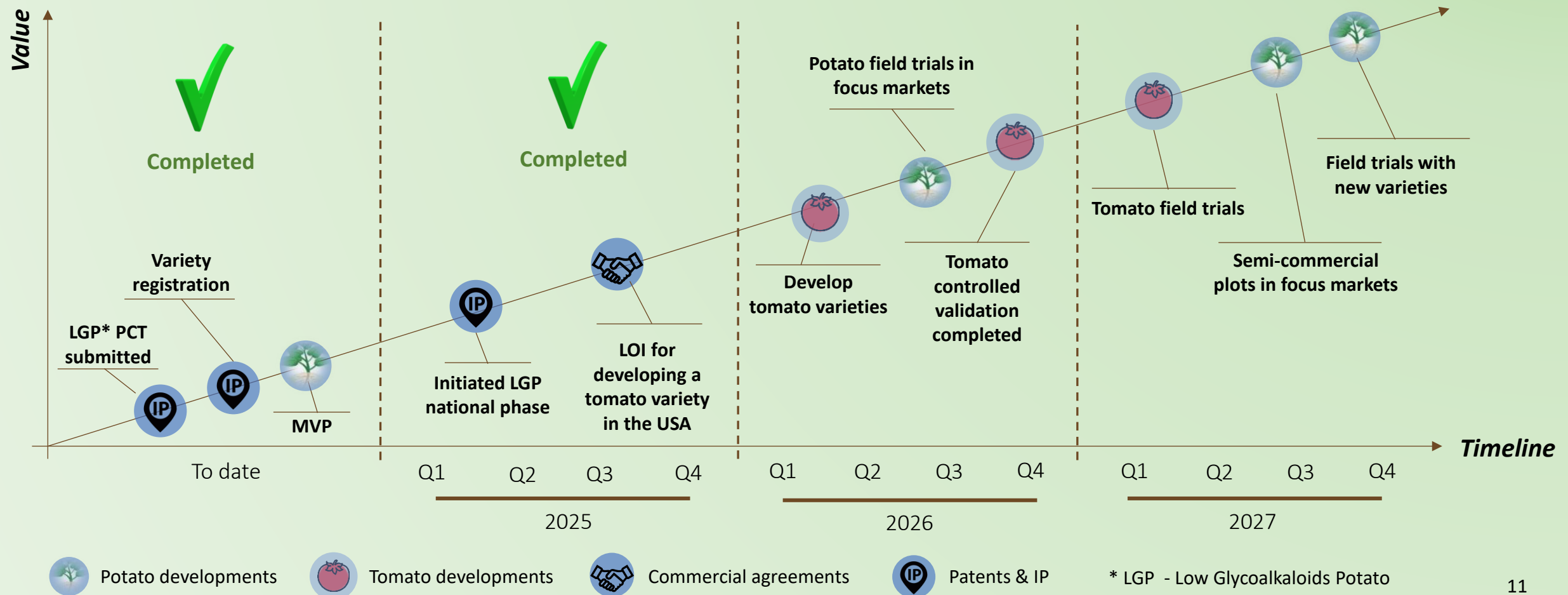
Thus, RumaFeed's **TAM** (Total Available Market) ~ **\$28 billion** a year



Use of Proceeds

Raising **\$2 million** (\$330K already secured) to develop **new varieties** & generate **international sales**

Key Milestones



RUMAFEED

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