



RUMAFEED

Leading the Green Revolution
in Solanaceae plants

Unparalleled contribution to improved productivity
& reduced waste in Solanaceae farming

- ✱ **RumaFeed is a seed trait company** that uses gene editing (CRISPR) to remove the toxic glycoalkaloids from potatoes and tomatoes a USD 430 Billion annual market.
- ✱ **Until now potato and tomato growers needed to destroy 35%** of the plants they invested in. **RumaFeed's** technology allows for the use this biomass without extra effort. The farmers can make more money on their investment, the world profits from less dangerous chemicals and more protein sources and you actually get more nutritious potatoes that are less expensive to process.
- ✱ **For Seed companies** - can provide new varieties – and extend the royalties and rights for existing varieties
- ✱ **For farmers** - The haulm can now be used as a highly nutritious food & feed source – increasing the profits of the farmers. Potato haulm can provide a minimum of **additional \$600 per hectare**
- ✱ **For potato processors** – lowering the costs – our solution reduces the cost of processing of these plants for starch and protein - saving water, electricity and reducing the need for dangerous materials. Also, the potato peel which until now was removed can be used without fear of it being poisonous.
- ✱ **Potato sellers** can offer a “healthier potato” since the process has increased the level of protein in the plant. - It also extends the shelf life of potatoes as they do not become poisonous when greening. **RumaFeed** varieties have shown on average to have **17% more protein extracts**



Rumafeed has managed to knockdown the gene responsible for Glycoalkaloids synthesis thus making the haulm a highly nutritious food and feed source

POC

MVP

Glycoalkaloids knock-down ➔ Knockdown validation

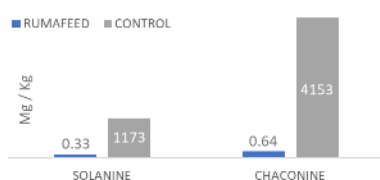
Haulm in-vitro digestibility assays ➔

In-vivo (lamb) feeding trial ➔

Feed (silage) optimization

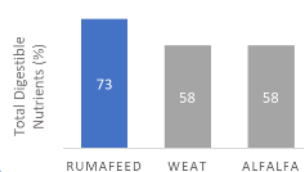
Glycoalkaloids biosynthesis

Treated lines have nearly zero Glycoalkaloids



In-vitro digestibility

Superior results for treated potato haulm



Lambs in-vivo digestibility

- No toxicological clinical signs were observed
- Digestibility and gross energy increased
- N retention was nearly twice

Highly experienced & committed team



Oded Ilan
CEO



Prof. Haim
Rabinowitch
CTO & Founder



Itai Keren
Head of Agronomy
and Operations



Ayelet Omid, PhD
GE expert



Micha Danziger
BoD Member & Founder



Ido Schechter, PhD
BoD member & Founder



Izhak Nakar
Chairman

- ✱ Oded Ilan (CEO) – an experienced entrepreneur who sold a previous company to Oracle. This company (Iridize) was extremely profitable and had Visa, DHL and Oracle as customers.
- ✱ Prof Haim Rabinowitz (CTO) - a highly respected plant biologist, who was the rector of the Hebrew University in Jerusalem and actually invented cherry tomatoes.
- ✱ Itay Keren (COO) and Head of Agronomy - an experienced potato grower who has worked for several startups in the field
- ✱ Dr. Ayelet Omid is highly regarded plant expert with over a decade of lab experience.

High profitability trait business



Royalties paid as % of
seeds sold or per Ha



Trait IP licensed to
seed companies for
royalties

Revenue highlights

Initial focus on NA
TAM – \$28 Billion annual
2025/26 sales inc. trait
development fees only

2026 initial sales with
RumaFeed varieties
2026 start selling
additional varieties

Forecasted seed potato market (USD billion)

2030: 22.7
2035: 27.0

Addressable market out of total market

2030: 0.7%
2035: 9%

Commission for Rumafeed traits

2030: ~13.1
2035: ~194

Development fees (USD million)

2030: ~1.9
2035: ~3.4

Total sales (USD million)

2030: ~15
2035: ~198

Current Status



We've achieved a **proven MVP** and have fed lambs with RumaFeed potato silage with very good results. We've sent our material to be tested in labs in USA and in Israel. The results show a **20% increase in protein** and the silage was considered **better than alfalfa**



We have positive feedback from initial discussions with **Bayer**, **LimaGrain** (for tomatoes) and other large organizations in India and Kenya (for our potatoes), and in USA (Ahern) to integrate our offering with theirs.



Protecting our IP - We are listing patents in several regions including USA, Canada and India. We are also listing four varieties of potatoes that have reached 6th generation



We are currently raising a **USD2,000,000 seed round** to enable international growth and to start developing tomato varieties



For more info, please contact odedilan@rumafeed.com