



Cracking the Code for Elite Plant Propagation at Scale
The Operating System for high-value, hard-to-root perennial crops.

THE MARKET OPPORTUNITY: A MULTI-BILLION DOLLAR SUPPLY GAP

- **The Bottleneck:** Global demand for elite crops like Avocado, Cocoa, and Mango is surging, yet supply is choked by outdated, manual propagation methods.
- **The Failure Rate:** 40% of high-value woody species are "difficult-to-root," leading to >50% waste and inconsistent orchard performance.
- **The Opportunity:** A massive, untapped market for predictable, industrial-scale production of elite, pathogen-free plant material.
- **Market Entry:** Starting with the \$600M+ Avocado seedling market.

TARGET MARKETS

Our IP is applicable to the world's most valuable trees:

- Avocado (Beachhead)
- Mango (Global Expansion)
- Cacao (High Demand)
- Eucalyptus (Forestry Industry)



Vigorous roots for maximum uptake

Get in Touch

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THE SOLUTION: FROM GUESSWORK TO PREDICTIVE BIOLOGY

- **Crop-Agnostic Engine:** Our platform replaces "trial-and-error" with data-driven protocols applicable to any perennial species.
- **Clonal Fidelity:** Delivering 100% true-to-type, uniform plantlets that maximize orchard ROI and climate resilience.
- **Rapid Expansion:** Leveraging our Avocado success to fast-track protocols for Cocoa, Mango, and Eucalyptus.

GLOBAL TRACTION & INSTITUTIONAL VALIDATION

- **Global Footprint:** Active sales and validated protocols in 4 continents (Israel, India, Spain, Brazil).
- **Strategic Partnerships:** Collaborating with industry giants Westfalia Fruit and Brokaw.
- **Trusted Foundations:** Backed by Israel's leading agricultural hubs (Kibbutz El-Rom, Beit-Zera, and Galon).

SCALABLE BUSINESS MODEL

- **High-Margin Sales:** Direct supply of premium plantlets to global commercial nurseries.
- **IP Licensing:** Global licensing of proprietary "recipes" for localized production.

THE TEAM

- **Guy Herzl, CEO** - Leading Strategy & Execution
- **Dr. Lior Rubinovich, Co-Founder** - Scientific Inventor, MIGAL
- **Shaul Zaban, Co-Founder** (Biz Dev)
- **Gilad Eliraz, Chairman** - Ex-Director Foreign Trade, Min. of Ag



Advanced In-Vitro protocols ensure pathogen-free genetics