

Your Farm Operating System

Connecting farm knowledge, field conditions, and grower expertise into orchestrated actions

The Problem

Permanent crop farmers manage multiple varieties, phenological stages, locations, and seasonal cycles at once, with nothing connecting protocols, field history, current conditions, and expertise into orchestrated actions. Knowledge lives in individual farmers and agronomists' heads, and nothing catches what falls through the cracks. One mistimed action can cost an entire season.

Hundreds of AgTech solutions exist. None runs the entire farm.

The Solution

Rhythmos combines agronomic knowledge with full field history, past-season outcomes, and financial trade-offs across the entire farm, not one action at a time, to prescribe the optimal path forward. It generates plot-specific, executable workplans that tell farmers exactly what to do, when, and how, from the seasonal schedule down to each day's tasks. Every action is tracked to outcome, building farm-specific intelligence that compounds season after season.

The agronomic intelligence is ours. The decision is always the farmer's.



How It Works

CORE (Contextual Operations Recommendation Engine) combines:

- ▶ Individual farm and plot protocols
- ▶ Agronomic best practices and phenological calendars
- ▶ Up-to-date and historical farm and plot data
- ▶ Collective farmer knowledge from the grower network

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Why Now

Farmers worldwide face mounting climate, labor, cost, and regulatory pressure, and an aging workforce, as operational knowledge leaves the industry faster than it can be replaced. Advances in AI and field-data infrastructure now make it possible to capture that knowledge and act on it at scale. Rhythmos is built for this moment.

The Market

- ▶ Digital AgTech: \$15B market, +12% CAGR
- ▶ Permanent crops (table grapes, deciduous, sub-tropical, citrus): horticulture's highest-value, most complex segment

Business Model

- ▶ Pay-Per-Hectare through grower networks, cooperatives and farming organizations
- ▶ White-label partnerships with breeders, precision ag partners and other service providers
- ▶ Average ARR: \$5K–\$15K per farm

Founding Team

- ▶ **Yoav Tomer**, CEO. 3x startup CEO, ex-farmer, 20+ years in high-tech and agtech
- ▶ **Ziggy Fromm**, Chief Agronomist. 40 years in table grapes and permanent crops, active farmer, certified agronomist
- ▶ **Zheniya Mogilevski**, CPO. Data scientist and product leader, PhD candidate, Hebrew University of Jerusalem

Traction and Validation

- ▶ MVP developed and deployed
- ▶ Active pilots across 200+ ha in Israel: table grapes, deciduous, avocado
- ▶ TNUFA grant, Israeli Innovation Authority
- ▶ ASPER-HUJI Accelerator, Hebrew University of Jerusalem

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