



smart agro

Smart AgroTech Investments

Investor Presentation | December 2021

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Smart Agro

Smart Agro partnership invest in breakthrough agriculture technology companies, with the potential to become unicorn.

Smart Agro brings value to its portfolio companies by bringing an extensive management and professional experience in the agriculture industry in Israel and worldwide

Management has a strong business network with agriculture companies as well as global funds
By that the partnership plan to generate value and revenue to investors who believe in its path



**In the next 40 years farmers
will have to grow as much
food as they have in the last
10,000 years combined*...**

“

Norman Borlaug

*



Management Team

EXPERIENCED MANAGEMENT IN ESTABLISHING, MANAGING AND INVESTING IN STARTUP COMPANIES IN AGRO-TECH FIELD AND RELATED SECTORS



EREZ MELTZER,
CHAIRMAN

Leading Israeli businessman with over 30 years of CEO experience. Active investor in agriculture, industrials, healthcare and real estate. Major shareholder of Agro-Project Serves as a board member with several companies, including **Agrinovation**. Former Chairman of BOD of **Hadassah Medical Center**, CEO of **Gadot Chemicals & Shipping**, CEO of **Africa Israel Ltd**, CEO of **Netafim**, world leader in advance irrigation and a number of other top management roles.



DGANIT VERED,
CEO

An experienced investor in Agritech and Food tech companies. Until recently was a Venture Partner at **Entrée Capital**, responsible for AgriTech and FoodTech investments. Invested in 4 Agritech startups. An active Chairwoman of the board at **ViAqua** and board members in additional startups. Dganit's brings over 20 years of senior management experience as **Intel Israel Fabs** CS site manager and VP R&D with **Perrigo and Hazera**.



Experienced Board

Dr. Ido Schechter
Agrinovation general partner

Aaron Berdah
Chairperson Better Seeds

Revital Sabag
Attorney at Yigal Borochovsky & Co.

Israel Taiber - GP
Maale Kineret

Guy Goren - GP
Director at open sea

Oren Attiya
CFO

Assaf Rosenberg
Extensive stock market experience



Smart Agro – criteria and investment strategy

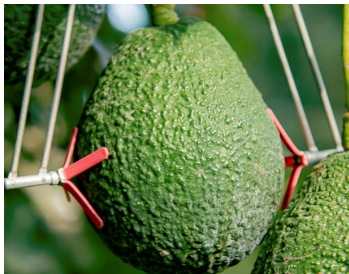
Smart Agro review startups that meet the following criteria:

- ✓ Amazing professional teams with the ability to develop the technology and establish a multinational company
- ✓ Breakthrough technology and products that solves significant global problem with potential to become a \$1B company
- ✓ Companies with market access via sales or via strategic partnerships
- ✓ Companies that will increase their value in a relatively short time and has a unicorn potential





Plant sensing
Precision
Agriculture
and irrigation



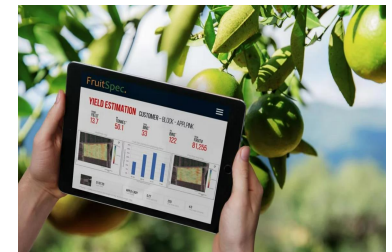
(former CanBreed)
Perfecting plant
Genetics via new
Breeding
Technologies



Autonomous
robot for green
house activities,
starting with
pollination



Hyperspectral
technology enable
the streamline of
the fruit supply
chain.



Smart Agro – support and value to portfolio companies

Fund raising and follow up investments

- ✓ Publicly traded fund with evergreen fundraising option
- ✓ Building co-investments with other funds for advanced startup money raising rounds

Connection to strategic companies

- ✓ Management has connection to network of international companies that consider Smart Agro as “quality assurance” for business potential collaboration
- ✓ Management has connections to farmers for pilots.

Deep business and management experience

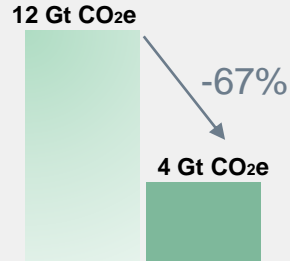
- ✓ Go to market
- ✓ Product market fit
- ✓ Building teams that match the company stage
- ✓ Transfer form R&D to scale up and sales



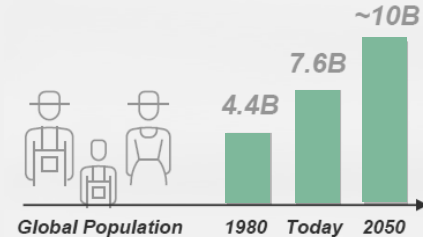
The Transition From Agriculture To Agrotech - Window For Opportunity

Reducing the negative impact on the environment:

Desertification
Deforestation
Pesticides
CO2 Emission
Packaging



Need for increased quantities and better quality food:



Limited resources:

Limited Farmland
Limited water – competition on drinkable water
Shortage in labor

Sustainability and entry of advanced technologies from other fields:

AI
Big Data
CRISPR
Robotics
Imaging



AgriTech - A Growing Global Industry



Fruit and vegetable market is \$3.6T, Agriculture market \$9T
Agritech investments in 2020 ~**\$8B, X8** since 2012



Source: Agfunder report 2021 

Exits in the global Agrotech industry

valmont 

Valmont bought
prospera

FOR **300**
MILLION DOLLARS



INARI raised
this year

145 MILLION DOLLARS
at a valuation of
400 MILLION DOLLARS

indigo

Indigo raised
this year

535
MILLION DOLLARS



MONSANTO bought
THE CLIMATE
CORPORATION

FOR **1.1**
BILLION DOLLARS

CHEMCHINA 

CHEMCHINA
bought
syngenta

FOR **43**
BILLION DOLLARS



BAYER
bought
MONSANTO

FOR **63**
BILLION DOLLARS

Exits in the Israeli Agrotech industry



Limagrain bought
Hazera Genetics

FOR **93**
MILLION DOLLARS

Mexichem 

Mexichem bought Control
in Netafim

FOR **1.5**
BILLION DOLLARS



ChemChina bought
Makhteshim Agan Group

FOR **2.4**
BILLION DOLLARS

TEMASEK 

Temasek bought
Rivulis

FOR **365**
MILLION DOLLARS



syngenta bought
Zeraim Gadera

FOR **95**
MILLION DOLLARS



Valmont bought
prospera

FOR **300**
MILLION DOLLARS

Agro-Tech – The Israeli Ecosystem, Exporting Agritechnology

SIGNIFICANT INCREASE IN INVESTMENTS

From **84** Million Dollars
In 2014 To **174** Million Dollars
In 2018

A vigorous **ecosystem** which enjoys steady growth and is establishing itself as a promising innovation hub promoting the advancement of Israeli ag-tech.

Israel leads in innovation due to agricultural background, world-class agronomic institutions, and experience working with advanced military technology systems (data, simulations and aerial technologies), unique geographical location and diverse topographic structure, which allows in a very short distance, different and extreme growing environments.

OVER 400

Active Agritech startups

Multinational Companies investments such as ChemChina/ Syngenta, Orbia, ADM, Bayer/ Monsanto, BASF, Temasek, and More.

source: Ministry of Economy and Industry of Israel from January 2020



Over 400 Agritech startups in Israel

SMART FARMING IoT and Data-Enabled Farming SOLCHIP Phyttech Senalizer	Farm Management Platforms cultivu SMART! supPlant AgriTask prospero ATPlabs TARANIS	Smart Irrigation greenIQ Tevatronic cropX manna	Pest Management Agribotix Qagrint flarix	Drones & UAVs Wings&Robots vHive light & strong Airscort	CROP PROTECTION & FERTILIZERS AGRON-SHELEF Biofeed EdenShield Folifert	MACHINERY & ROBOTICS FruitSpec Virentis METROBOTION edete	IRRIGATION & WATER MANGEMENT NeoTop emefy OVAL H-Dripper	POST HARVEST Fresh De Frost MarketSquare BotanoCap Valentis Pimi Agro AMAZE	FARM TO CONSUMER Avonevs-GT MarketSquare FARMIGO FARM ZEE
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BIOTECH

Genetics & Breeding

Roobility
 EQUINOM
 Phenome
 kaimea
 TARGETGENE
 NRGene

Biological Inputs & Treatments

Groundwork
 InPlant
 morflora
 Transfert

AQUACULTURE

Algalia
 AlgalCore
 Biofishery
 VILQVA
 Aquinovo
 seaVITA
 enzootic
 Waterator



SPECIAL CROPS

ColiPlant
 LEAF
 CANNATECH
 TIKSINHEILAM
 Cannabica
 SPOT PHOTONICS

WASTE TECH

BELOW
 HOMEIOGAS
 B3D
 MELODEA

LIVESTOCK & POULTRY

milRobot
 TargetPoint
 oxdet
 eggXYT
 Metabolic Robots
 SynVaccine
 CattleWatch

NOVEL FARMING SYSTEMS

floraotonica
 flux
 AgroFuture
 Living Box
 Tal-Ya
 GrowPonics



Start-Up Nation Central is an independent, nonprofit organization committed to leveraging deep knowledge of the Israeli innovation ecosystem to connect business, government, and NGO leaders from around the world to people and technologies in Israel, to solve their most pressing challenges while creating value for the Israeli innovation ecosystem.

GREENSOIL INVESTMENTS

With offices in Rasana and Toronto, and \$ 100m under management, GreenSoil Investments funds companies in the agro & food technologies and building innovation sectors. Founded in 2011, GreenSoil's agro & food technologies fund has a portfolio of 6 promising companies and is the largest dedicated fund in this space in Israel.

Global Ag-Tech Trends translates to SmartAgro as pipeline

Genetic improvement of crops:

Utilizing advanced breeding tools (like CRISPR), breed for needed traits like disease, insects and extreme weather tolerance etc.

Precision applications of pesticides and bio pesticide,

Changing the ecologic system in order to better control pests and diseases. Avoiding damage to beneficial insects. Protecting the bees

Advanced growing systems:

Transition to growing crop with minimum impact to the environment. For example: indoor farming, algae close loop farms, urban farming etc.

A digital revolution in Ag

Promotes development of new sensors and big data systems that enable more precise and predictive farming, increasing yields and reducing input.

Robotics and automation

Change farming by increasing efficiency, enabling development of new farming practices and systems. Resulting increase of yield and secured supply chain

A demand for cheaper and fresher produce

has urges farmers to improve post-farm supply chains by using new technologies and processes such as indoor and vertical agriculture.



According to the research of the Ministry of Economy and Industry of Israel from January 2020

First Portfolio Company – Better Seeds (Former CanBreed)



BETTERSEEDS

(Former CanBreed) Perfecting
plant Genetics using New
Breeding Technology



Better Seeds is breaking boundaries in the field of genetic modification in crops

The company filed several patent applications

Better Seeds - First Investment

- ✓ Production of stable improved seeds
- ✓ **Enhancement of Plant Seeds:** Use of New Breeding Technology (“NBT”) for faster and more accurate breed for better genetics as well as CRISPR-Cas9
- ✓ Market size over \$10B

Since investment:

- ✓ Purchase of HEMP farm in San Diego
- ✓ Success in genetic editing of Cannabis plant
- ✓ Success in production of stable hybrid (F1) cannabis seeds – 1st worldwide
- ✓ Construction finish of 4.5 Dunham farm for research, breeding and cannabis seeds production

The Partnership invested in equity 2 Million Dollars

At a pre-money valuation of 18 Million Dollars



The partnership has an option to invest additional \$1M at a 15% discount on the next round

Second Portfolio Company - Arugga

arugga
AI FARMING

Autonomous robot for
green house activities,
starting with pollination



Arugga has a breakthrough AI and Robot technology for greenhouses,

The company filed several patent applications

Arugga – 2nd Investment

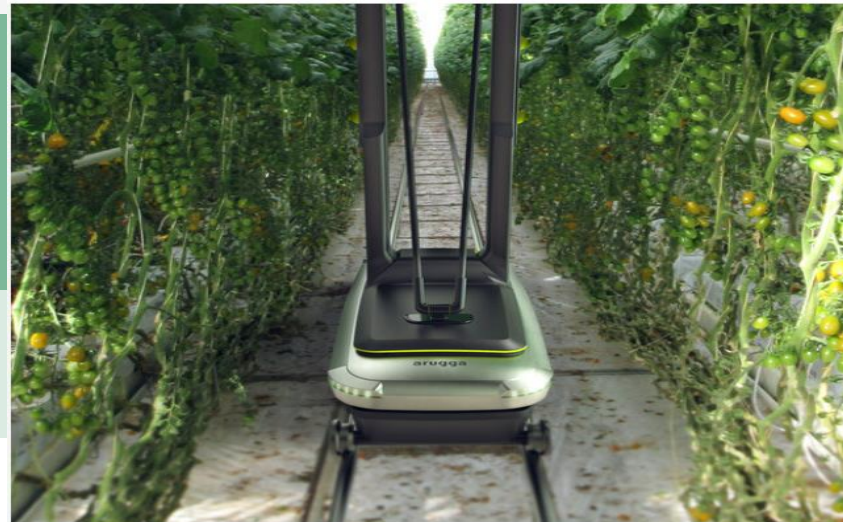
- ✓ Robot that performs activities in the greenhouse like pollination, data gathering and in the future additional labor intensive activities.
- ✓ Arugga signed an investment and distribution agreement with BioBest (one of the WW leading pollination bees suppliers)
- ✓ Market size over \$5B

Since investment:

- ✓ 1st contract for robots supply to COSTA in Australia

The Partnership invested in equity
0.5 Million Dollars

At a pre-money valuation of 9 Million Dollars



3rd portfolio company SupPlant



Plant sensing,
Precision Agriculture
and Precision Irrigation



SupPlant Breakthrough technology in precision irrigation

SupPlant – 3rd Investment

- ✓ Precision irrigation based in plant sensing system
- ✓ Algorithm, based on the data collected over the years, that can give irrigation recommendation without the sensing system
- ✓ Sales started in 2019 showing significant market traction and dramatic increase in sales in 2020
- ✓ Strategic partnerships with companies in the irrigation and precision agriculture arena
- ✓ Market size of over \$2B

The Partnership invested in equity
1.5 Million Dollars

For about 5% in the company



3rd portfolio company SupPlant

FruitSpec.

Hyperspectral technology enable the streamline of the fruit supply chain.



FruitSpec.

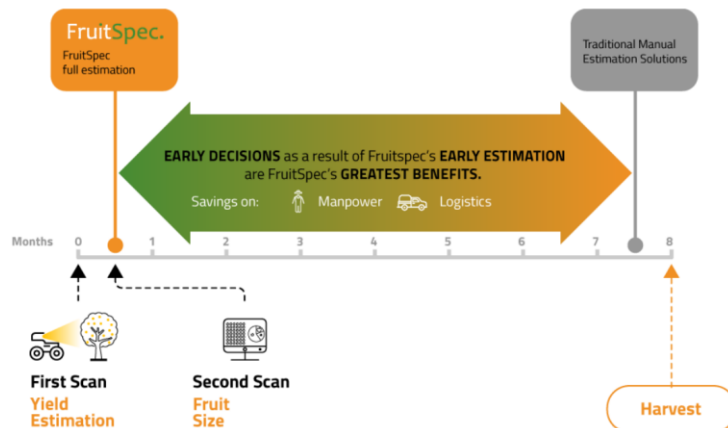
FruitSpec breakthrough hyperspectral technology enable the streamline of the fruit supply chain.

FruitSpec— 4rd Investment

- ✓ Scouting for fruit size and yield measurement very early in the season, enabling high probability of prediction in the supply chain and avoiding fruit loss.
- ✓ Know variety yield, weight and size distribution months before harvesting
- ✓ Commercial solution for citrus, apples, stone fruits and grapes.
- ✓ Improve packing house operations, preventing potential loss of \$30B/year.

The Partnership invested in equity
1 Million Dollars

For about 5.8% in the company



It's time to join Smart Agro



3 Investment:

Better Seeds combines a groundbreaking genetics technology and breeding **Arugga** breakthrough AI and robotics for greenhouses **SupPlant**, accurate and accessible plant sensing and precision irrigation



Investment in the right sector at the right time with immense potential, accelerated growth and possible high returns



A managing team with extensive and proven experience in the Agro-Tech industry, venture capital and the capital market



A unique investment model that enables access to a growing investment sector



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smart agro

