



Growth Plan – August 2021



Status

Agrowing - August 2021

Technology

Proven advantage over the existing competition.

Secured sustainable edge over the existing competing solutions.

Taking the market from 4-6 multi-camera low-resolution, low dynamic-range multispectral to affordable high-end wide dynamic-range 10-14 single sensor multispectral imaging.

Business

Adopted by leading survey and AI analyzing companies (**over 30 paying customers and universities**).

Commercially deployed by a few selected top AI companies.

Being integrated with the next generation of Real-Time and near Real-Time solutions with the world's top innovative partners.

Operationally balanced.

Agrowing is a fabless AI-Enabling sensor manufacturer and multispectral software provider.

Agrowing's future revenues will be based on software licensing, SaaS, sensors sales, and IP licensing.



Patents

Granted and Pending

- 2 essential patents allowed and granted over the globe (US, EU, Euro-Asia, China, Japan, Canada, Mexico, Australia).
- Patents also in process in many other countries.
- Patents implemented in Agrowing's hardware and software suite.
- Infringing of the IP can be easily detected beyond doubt with no need for court warrants.
- **Multispectral imaging apparatus** [US10574911B2](#).
- **Method for aerial imagery acquisition and analysis** [US10943114B2](#).



Innovative Hardware

Award-winning patented innovative product of the show, (competing with products from Boeing, Aerovironment, Lockheed Martin, Trimble, Leica etc.)

High-resolution 5/10/14 narrow spectral bands.

Low cost of future products' development.

Affordable cost.

Secured advantageous roadmap.



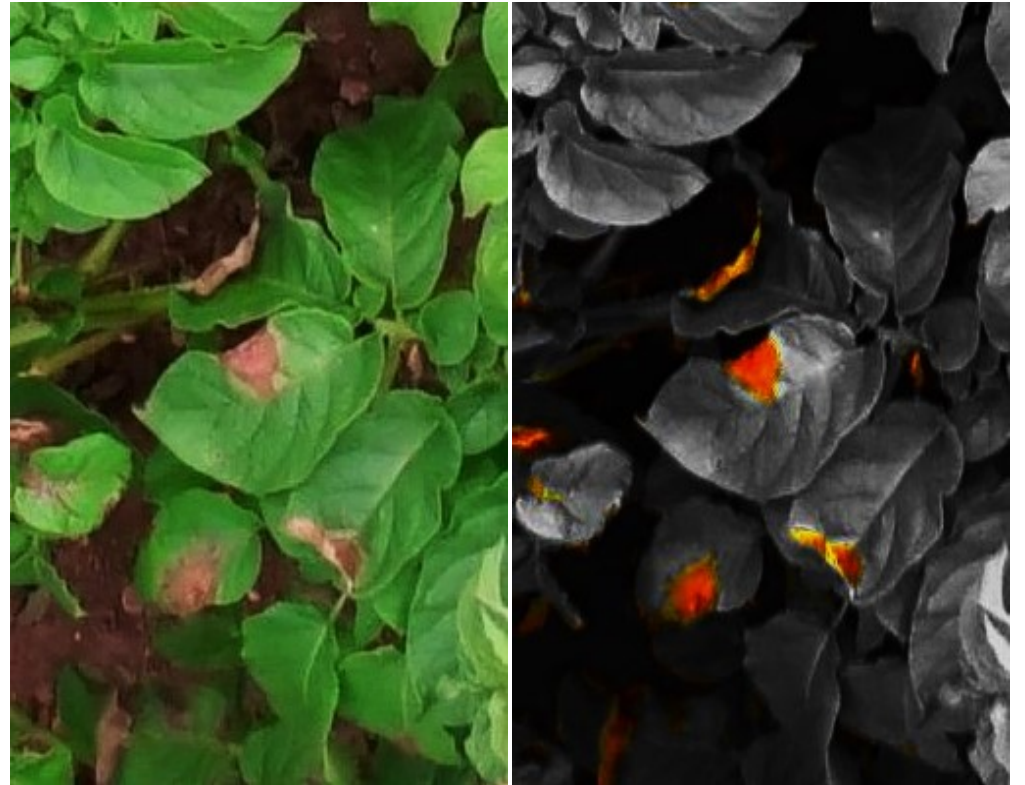
Disruptive Software

Our sensors enable AI companies to acquire aerial leaf level multispectral imagery, for real first order Precision Agriculture.

Such analysis was proved to reduce the need for laboratory tests, providing in-the-field immediate results.in HLB (citrus disease).

The technology enables also automatic detection of pests, diseases, nutrient deficiencies, soil quality, yield prediction tec..

It enables the reduction of insurance claims and costs.





Agrowing provides a turnkey solution of various Sensors & SW suite bundles for experts and growers.

The SW suite is also offered as a turnkey solution by our UAV and orthophoto-stitching partners.

The software has a “KISS” version (keep it simple & stupid) for in-the-field operation by UAV service providers and growers.

Future services will include Near Realtime cloud classification of of pests, diseases, nutrient deficiencies and other phenomena, plus a decision support service, providing growers with actionable data.



Multidisciplinary Innovation



Technologies are developed just like ploughing furrows.

An expert in a “furrow” tends to be blind to the innovation in other “furrows” and fields.

Having an overview of different fields and furrows is our expertise.

Being able to bridge technologies and innovations of different fields is the key to our advantages.

Agrowing's Founders combined multi-disciplinary experience and in-depth knowledge of imaging, video, optics, agronomy, CE and AI, enabled us to design an Out-The-Box multispectral disruptive and effective solution



“Agrowing Ltd. has an established track record when it comes to enabling powerful tools for farmers and growers.

The provider of AI-enabling multispectral sensors consistently creates products that set it apart from the competition to enable real opportunities for users.”

Jeremiah Karpowicz – Editorial Director of Commercial UAV News

<https://www.commercialuavnews.com/forestry/drones-that-can-detect-infected-citrus-trees-create-new-opportunities-in-precision-agriculture>

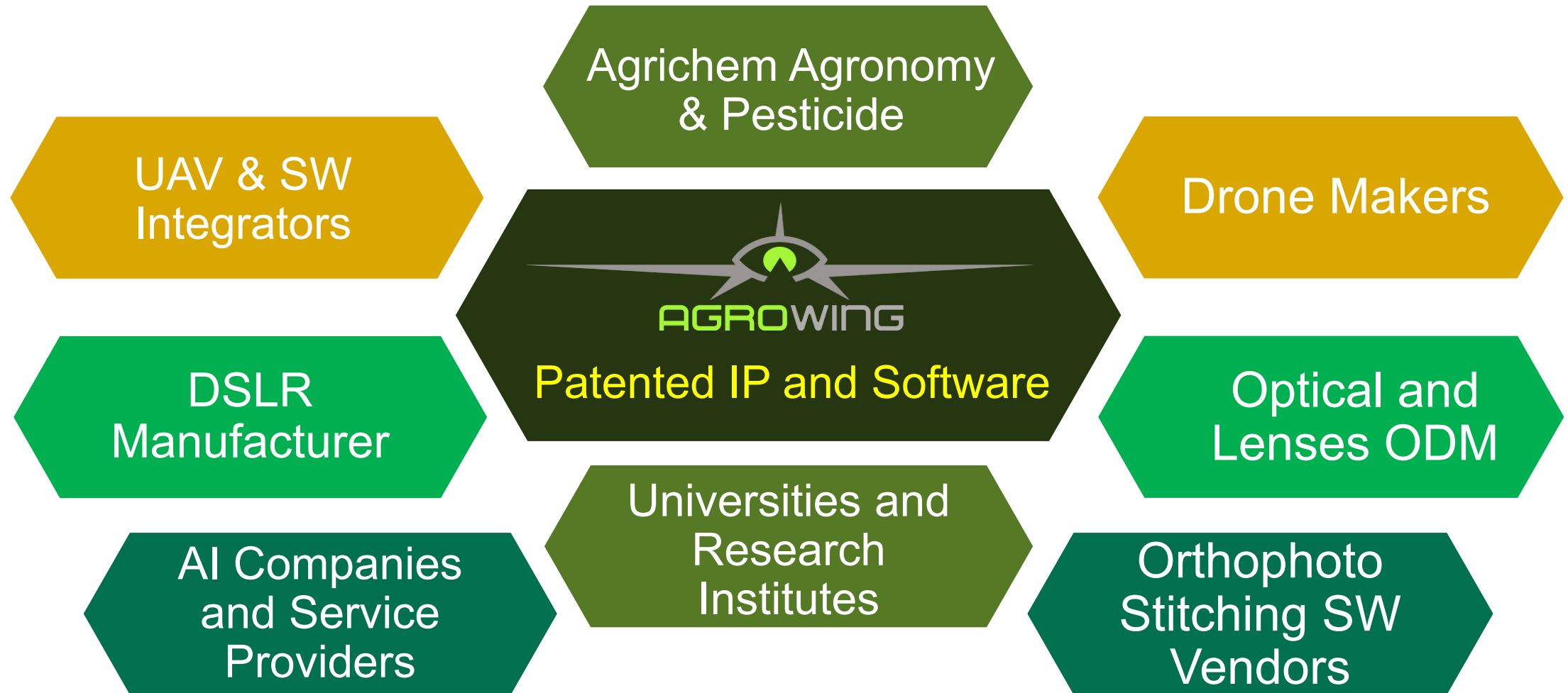
Founders

Agrichem Ltd. the Israeli arm of Corteva (former Dow Chemicals and DuPont merger), is a major player in the Israeli agricultural market, running an active R&D program, giving priority to integrated pest and disease control solutions as a part of its agricultural activities. The group brings more than 40 years of experience in agronomics and agricultural needs and technical services.

Ira Dvir CEO, Mr. Dvir established his being a world expert and pioneer in the field of video compression and imaging technologies. Mr. Dvir received his MA Cum Laude from Tel Aviv University.

Nitzan Rabinowitz Ph.D Algorithms Expert, Dr. Rabinowitz is an acclaimed scientist, with more than 25 years of experience with algorithms development for geophysical applications. Dr. Rabinowitz received his PhD in seismology from Uppsala University, Sweden.

Agrowing's Lean Jigsaw Puzzle





Production Fabless Strategy

Sony (and others)

DSLR manufacturers keep improving their products.

Even the top DSLR products enable affordable conversion to multispectral sensors, using our patented technology.

Any Sony (or the like) investment is reflected in our sensors without costing us a cent!

Xiamen Leading Optics - Evetar

Optical design to specifications and manufacturing the lenses by a top Chinese ODM (designs and supplies the lenses for Panasonic Security and Axis/Canon), secures timely high-volume production.

Packing lenses kits and accessories by Evetar saves manpower and secures timely supply.

Agrowing can enhance its product line within weeks after the launch of a new Sony E-Mount DSLR camera.

The cost of designing a new lens including the production of minimal quantity is negligible.

Partners

Multiple Platforms

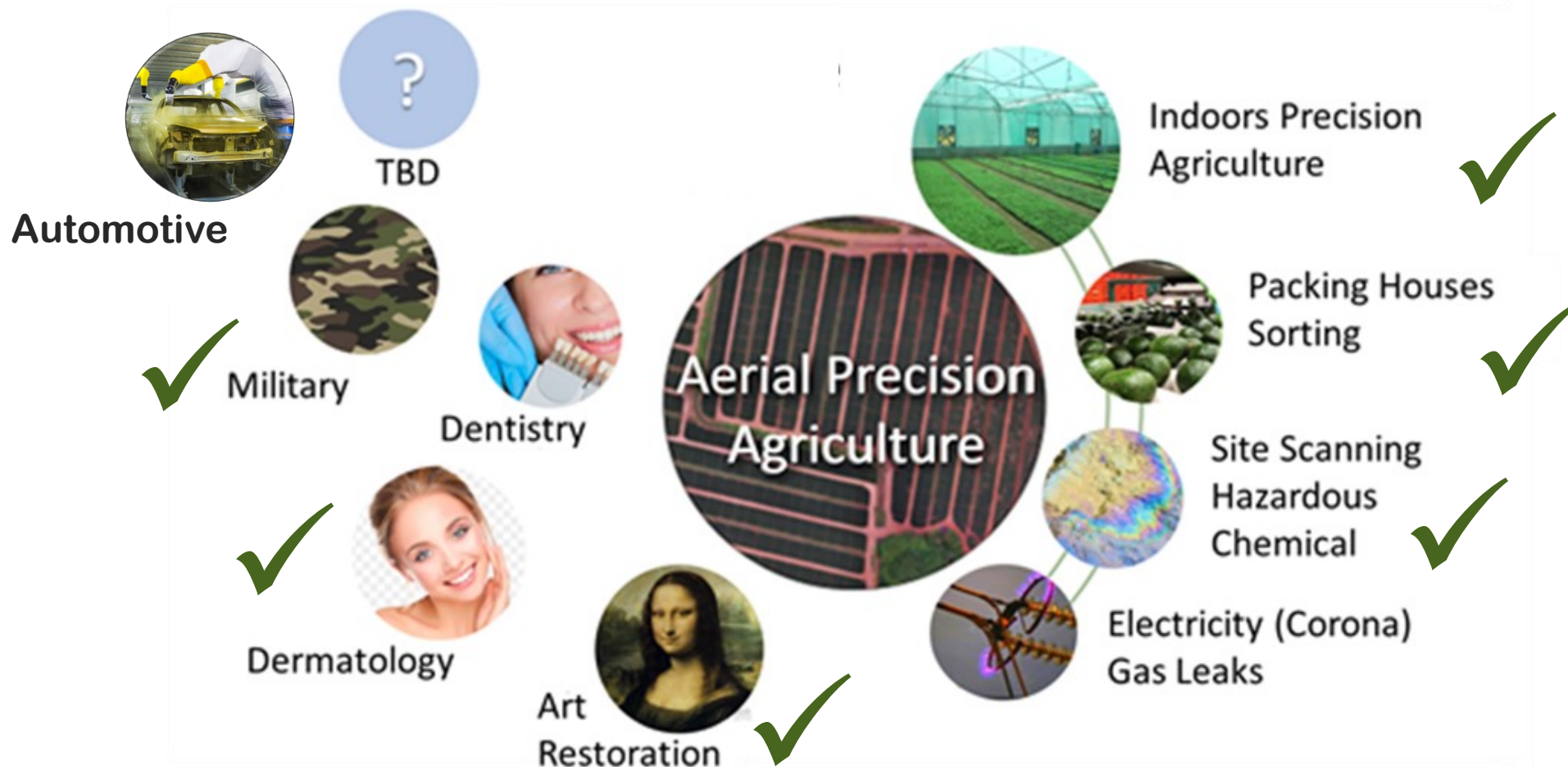
Agrowing's solutions are suitable for various applications and platforms, and are integrated with innovative unmanned platforms and payloads for wide commercial deployment*.

* Underwater performance is still to be tested.



Focus

Agrowing is focused on field crops agriculture, but the technology is valuable for many additional markets. For some of the potential applications a POC is still required.





TIME TO GROW

Agrowing is set for shifting from its technological verification and adoption stage to capturing a large market share!

Expanding Globally

Agrowing has added in Q1 and Q2 2021

Pro-Lite (UK) <https://www.pro-lite.co.uk/>

Pro-Lite (Spain and Portugal) <https://pro-lite.es/>

Senseacre (India) <http://senseacre.com/>

Aunion (China) <http://www.auniontech.com/>

Drones Imaging (France) <https://www.dronesimaging.com/en>

Vertical Technologies (Netherlands) <https://www.deltaquad.com/>

Indigo Drones (Costa Rica) <https://indigodrones.com/>

In most cases these distributors chose Agrowing as a replacement for Mica Sense



Spreading Across the World



International Projects



Agrowing and Corteva Agriscience Hellas <https://www.corteva.gr/> have signed recently an agreement for tests and POCs using Agrowing's sensors for various analyses on a number of field crops.

Agrowing and the Agri EPI Centre <https://agri-epicentre.com/> of the UK, will apply soon for a small grant under The Wohl Clean Growth Alliance with Agrowing.

Agrowing's Brazilian partner VetorGeo is holding two projects based on our sensors' technology with Bayer Brazil.

<https://vetorgeo.com.br/projetos/>

The Brazilian Embrapa <https://www.embrapa.br/> has just asked to purchase two sensors following VetorGeo's project with Bayer.

Business Model

One and Done

One and Return

SAAS bundle

IP Licensing



Agisoft

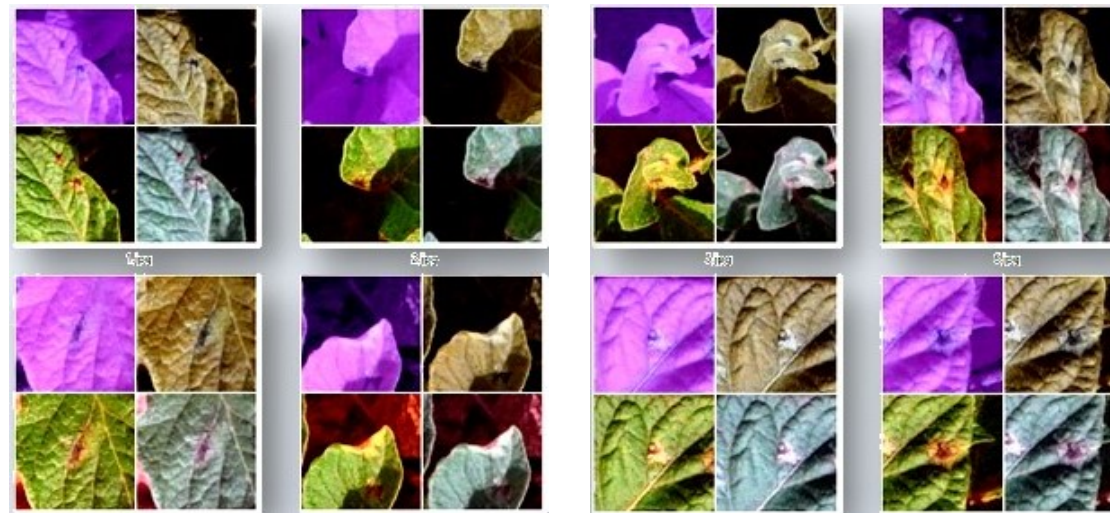
Ug|CS

PIX4D

Long Term Vision



Utilize the advantages of Agrowing's sensors and cloud services to create
THE WORLD'S MOST COMPREHENSIVE LOCATION AND
WEATHER ASSOCIATED MULTISPECTRAL IMAGERY BANK
OF PESTS, DISEASES, AND VEGETATION IRREGULARITIES.



The Missing Pieces of the Puzzle



Agrowing currently has **no marketing team**.

Agrowing has **no sales team**.

Agrowing has **no QA and shipping team**.

Agrowing has **no field application engineers**.

Agrowing has **no local offices in the US, EU and Pacific Asia**.

Agrowing is currently a two and a half men company.

**Agrowing can triple its sales withing weeks,
given the sufficient resources.**

Completing the Gaps

Agrowing intends to recruit a Marketing & Sales VP and a CFO

Establishing a Marketing and Sales team

Establishing SW and Field application support team

Establishing a QA and shipping teams

Ira Dvir CEO

Ilia Bakharov VP R&D

Nitzan Rabinowitz Ph.D Algorithms Expert

Agrichem Agronomists and R&D support



Revenues

2021 Growth



Month	Sales \$
March April May	110,000
June July August	130,000



Market

2022-2025 Growth

Sony estimates the multispectral sensor market at 250K sensors per year from 2024 on.



With competitive pricing and a margin of \$3,200 to \$6,900 per sensor, our future looks bright!



Required Funds for 2021-2022

5-10M USD*

This amount is required for Agrowing's growth and expansion.

It can bring Agrowing to 15-30m USD revenues in 2023.

*** The pace of the execution is dependent on the raised funds.**

Agrowing's future revenues will be based on SAAS, software licensing and sensors sales.

Execution Plan*

Release our DSS Xstress and AI Analyzer SW suites.

Release our AAA - "Algorithm's Assistant Application" for AI algorithms' design for companies and academic institutes.

Enhance our product line with additional 2 Full-Frame lenses and an Auto-Focus lens.

Fill our Cloud Multispectral Imagery Bank with high resolution imagery of pests, disease and vegetation irregularities, collected from our partners and customers.

Storm MicaSense's DJI's and Pix4D's and the like distributors' net.

Placement of Funds*



- Closing management gaps (VP Marketing & Sales; CFO).
- Establishing a marketing & sales team.
- Establishing software development and support teams.
- Opening North America. Europe and Pacific Asia offices.
- Enhancing the sensors' product line by additional two Full-Frame lenses.
- Add a Full-Frame Auto Focus lens.
- Commercialize an AI-Algorithms development tool.
- Enhance Agrowing's multispectral imagery bank.
- Preparing for 2024 IPO.

Customers and Partners





Thank You!

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