



MEIDATA

Research for

Decision

Makers



MEIDATA Tailored Market Research

Company facts:

50+ Full-time Analysts

14 Foreign Languages

8+ Industries Monitored

12 Years of Experience

Research services:



PRIMARY RESEARCH



MARKET EVALUATION



DATA ANALYSIS

The Meidata advantage:

Quick response time



Foreign languages



Data visualization



Wide variety of services





Meidata research supports companies in any stage

Customized reports according to specific business needs

Market Evaluation

Market Sizing

Competitive
landscape
analysis

Tech & product
benchmarking

Expert interviews

Trend analysis

Regulation
Analysis

Consumer
preferences

Go-to-Market
analysis

Potential partner
& client sourcing

M&A screening

Innovation
tracker

Whitepapers &
Research for
makreting

Data Projects

Price
Optimization
Analysis

Decision support
systems

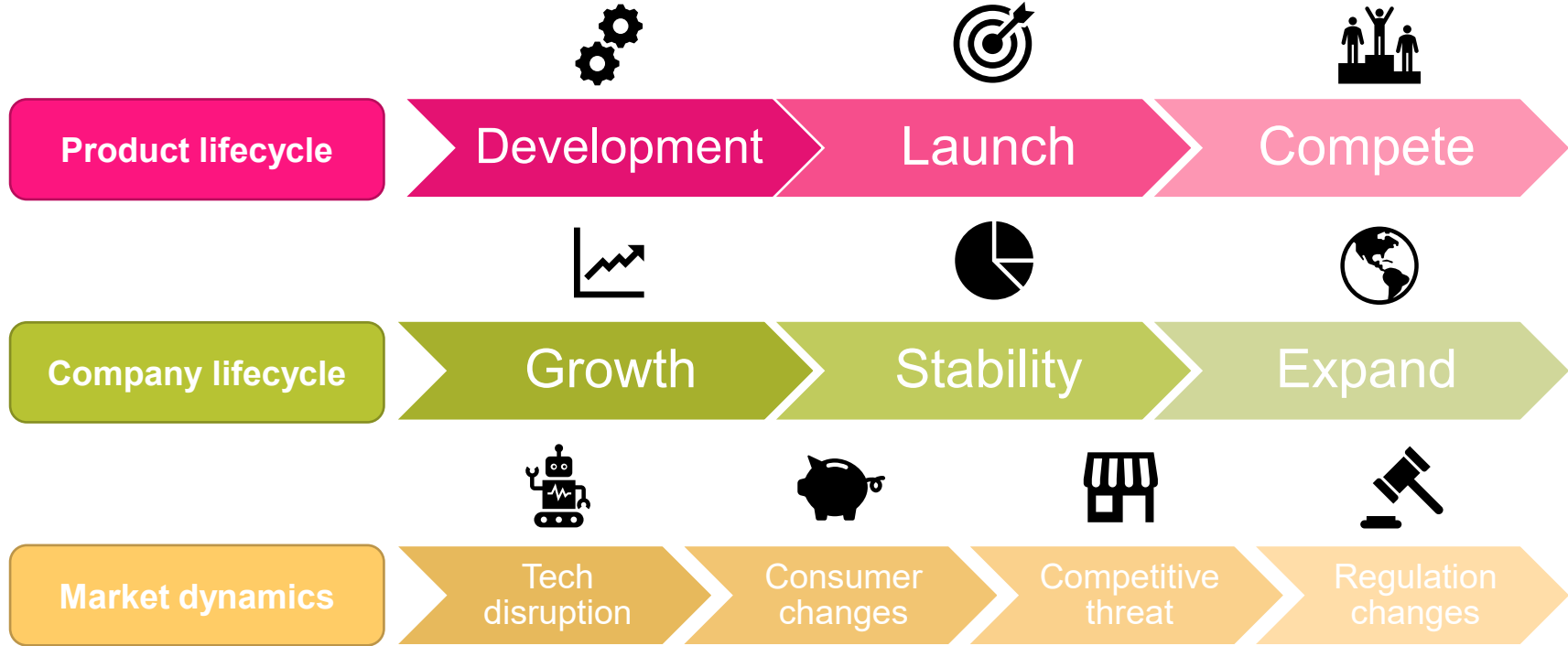
AI based
products

Recommender
systems



Market research for any part of the business lifecycle

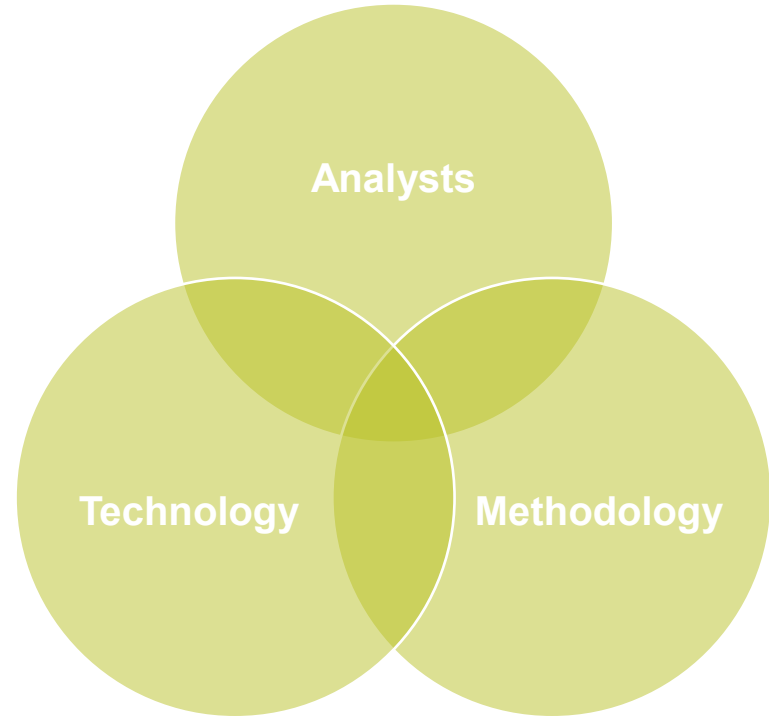
Business decision making is connected to the stage of the business





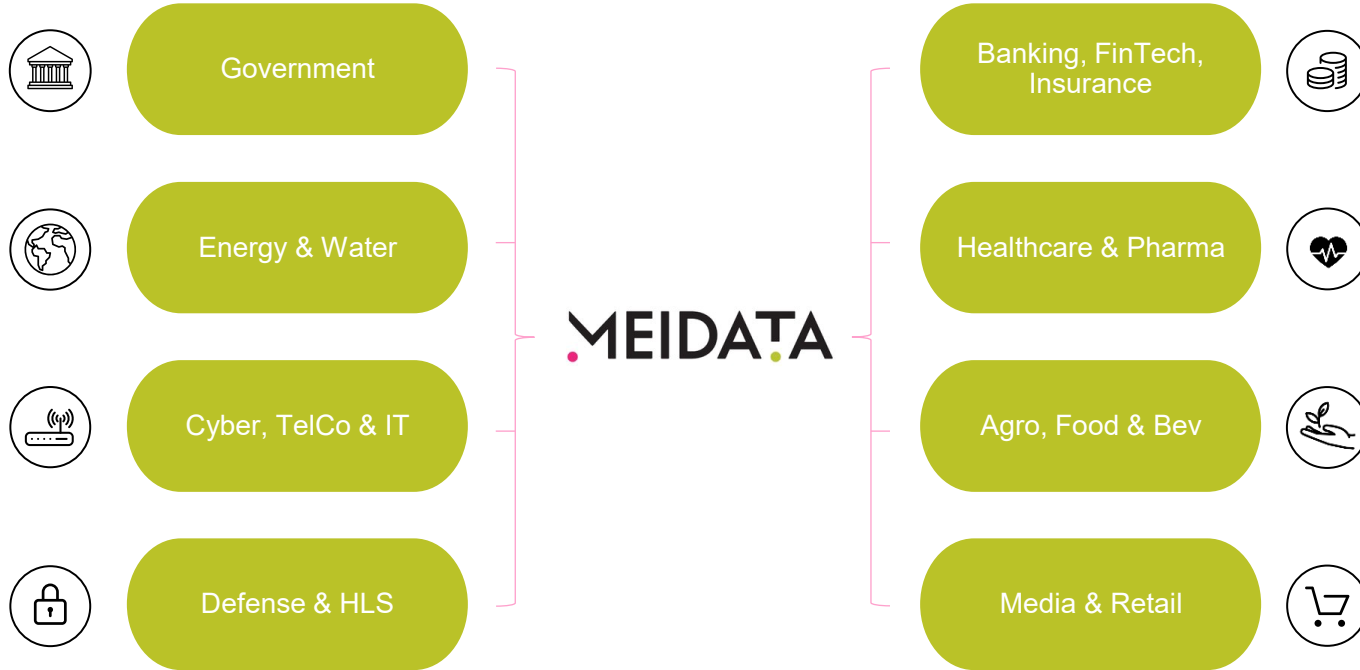
Meidata is the intersection of research & technology

Market Research at Meidata integrates technology, methodology and analyst insights





Company structure & industries served





Data sources combined with leading technology

What's in our toolkit?



Interviews with
industry experts



Company & industry
reports



Online panels &
focus groups



Gov't & regulatory
publications



Survey solutions



Global news
publications



Social media &
professional
networks



Paid databases



Research Examples



**5G Deployment
Plans & New
Product Launches**
Global Review

2020

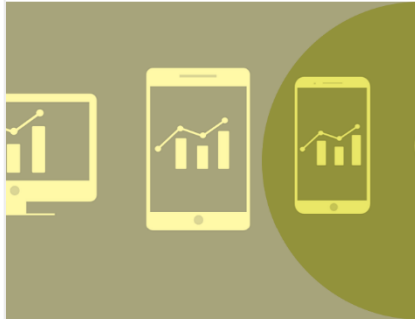
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UAV Market

Identifying new market
opportunities; client &
partner sourcing

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Sisense

Analyzing the current state
of BI internationally

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**Transportation of
Hazardous Materials
through Tunnels**

Int'l safety requirements,
agreements, and case
studies

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Research samples: Market size estimation



The organic farming market size in Israel has been volatile

Organic farming comprises only 1.8% of Israel's agricultural land area

Organic farming in Israel

Organic agriculture began flourishing in Israel in the 1970s, with 1,000-2,000 dunams of organic plantation which doubled during the 1980s. Official statistics of total organic farmland in Israel is only available since 2012.

Israel's organic law follows European Union organic standards and requirements. The Ministry of Agriculture and Rural Development has appointed three private companies to oversee the production of organic foods: Agrion, Skai Israel, and the Institute of Quality and Control (IQC).



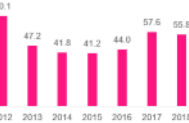
Source: CBS, Israel Ministry of Agriculture and Rural Development
* Farming area includes both arable land and crop area

Organic farming area

Percentage of organic farming area out of total area



Organic farming area (thousand dunams)

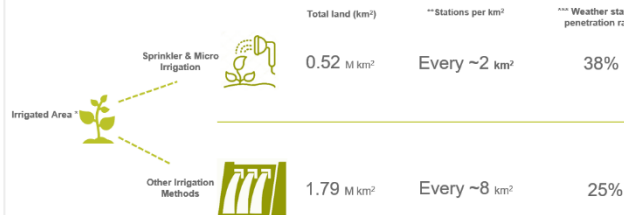


In the years 2013-2016, there was a noticeable decline in organic agriculture area, although the figure climbed back in the last two years.

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Factors affecting the market size



* The data refers to 46 countries, which together cover most of the world's irrigated lands. The research operates under the assumption that these represent over 80% of the total irrigated areas in the world.

** The data referring to stations per km² is derived from an interview and supporting sources of companies using data from stations.

*** Penetration rate is an estimation based on data indicating digital adoption in agriculture. One of the leading factors we took under consideration the use of agricultural machinery. Data source: World Bank.

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Methodology of top-down approach

The methodology used to estimate market size takes into consideration solely "irrigated areas"



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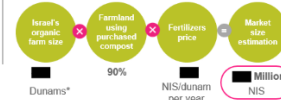


Market size: range estimation

The data received from interviews has been used to create a best-case and a worst-case scenario

Best-case scenario of market size estimation

This scenario assumes the higher-cost estimation given, which is NIS/dunam per year. In addition, we assumed that 10% of organic farmland do not purchase compost and are likely to make their own.



Worst-case scenario market size estimation

In this scenario, we used the lower-cost estimation, which is NIS/dunam per year. In addition, we assumed that 30% of organic farmland owners do not purchase compost.



The interviews conducted with agriculture organizations, as well as the Ministry of Environmental Protection, validate our assumption that the organic fertilizer market mostly consists of compost, and it is a small-sized market.

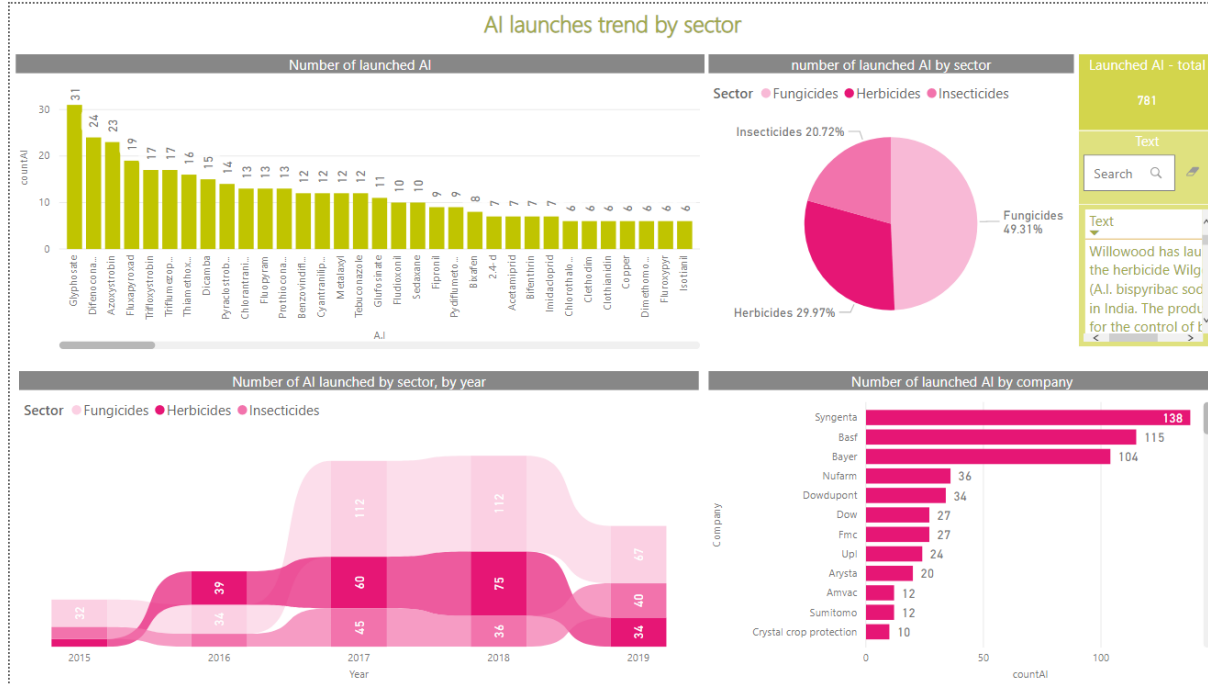
* To simplify the model, we assumed that through all farmland in Israel, the soil requires an equal amount of fertilizer.

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Research Examples - Data Projects





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