

# agmatix

Company Overview 2021





# Agri-Food industry in 2050.

The massive growth in the world's population and the digital revolution are posing key challenges to the global agriculture-food system



Provide safe and nutritious food to  
**10B**  
people



Reduce environmental footprint –  
deforestation,  
irrigation, GHG  
emissions



Provide livelihood  
to growers in  
**~750M**  
farms



Dealing with  
unpredicted  
weather and climate  
change

Agriculture data is growing exponentially, however, data curation and standardization issues create sharing barriers and market failures that make it challenging to solve these challenges.



# Data is the Cure. Collaboration is the Key.

**Imagine a World Where High Quality and Standardized Data is Available & Easily Assessable**



Digital solutions are interconnected, leveraging clear protocols and improving adoption rates.



Researchers openly collaborate and contribute.



Agro-professionals empower growers with actionable insights.



Big data enables solving similar problems worldwide.

**Connected, standardized, high-quality and actionable data is the fuel that will enable the agriculture industry to meet the growing global demand for food.**



# agmatix at A Glance.



**agmatix is an agro-informatics company that develops data-driven solutions for Agro-professionals worldwide.**



Our unique technology uses agronomy data science and advanced AI technology to harmonize agronomic data transforming it into actionable insights at field level.



**With a revolutionary approach, we aim to solve the lack of data standardization to improve crop yield, quality and promote sustainable agriculture.**



Agro-Tech  
Company



Founded  
by ICL 2020



Revolutionized  
Data Driven  
Agriculture



Core tech data  
Science



Agronomy  
Knowhow



~50  
FTE's





# Revolutionizing Data Driven Agriculture.

Our vision is to create **best of class sustainable agriculture** for the future by **making high quality and standardized agronomic data** freely available for agro-professionals to **translate into impact**.

To do that, agmatix is building a leading **digital field trials technology** that is **revolutionizing data driven agriculture**.

Our technology **disrupt a domain** where lack of common language, connectivity and data curation methodologies are **significant barriers for improvements**.

Implementing agmatix solutions will allow agricultural professionals around the world to **increase crops yields** while **reducing environmental damage** and **improving crop quality** over time.

Revolutionizing Data Driven Agriculture.





# Developing Leading Digital Field Trials Technology.

Our solution allows customers to **aggregate, standardize, enrich** and **analyze** data from agronomic research and field trials and transform it to **actionable insights** and **decision support systems** for agro-professionals to use.

## Core Tech:

**Axiom** – Our core technology developed to automatically ingest, standardize and curate agronomic data at scale.

## Product Modules & Capabilities:

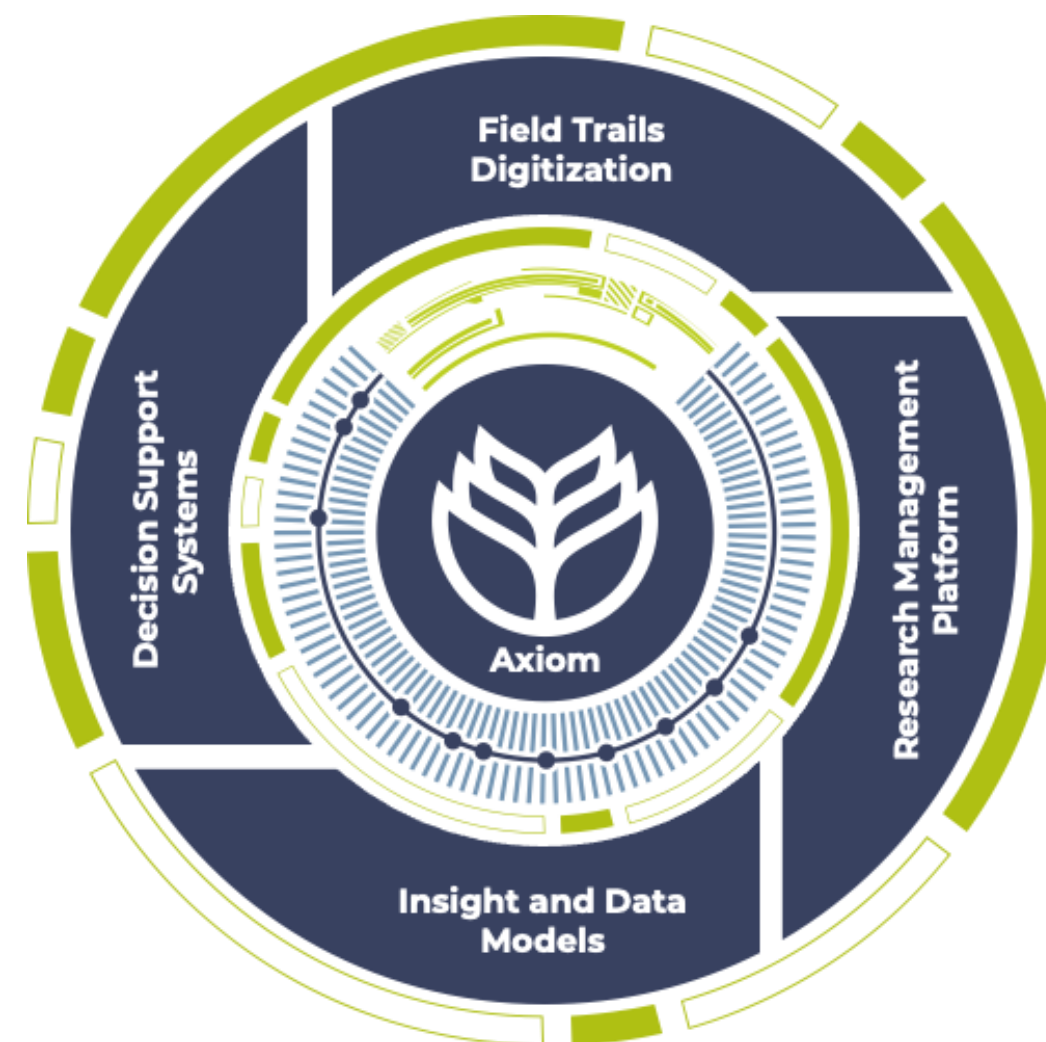
**Field Trials Digitization** – automatically ingest and standardized legacy data from field trails and experimentation

**Research Management Platform**– digitally manage field trails from A to Z including data collection and analysis

**Insights & Models** – Self analysis tool and advance ML models derived from the field trails and experimentation data.

**Decision Support Systems** – Our crop advisor tool enables translation of insights to actual DSS's for agro-professionals

## agmatix Technology For Digital Field Trials



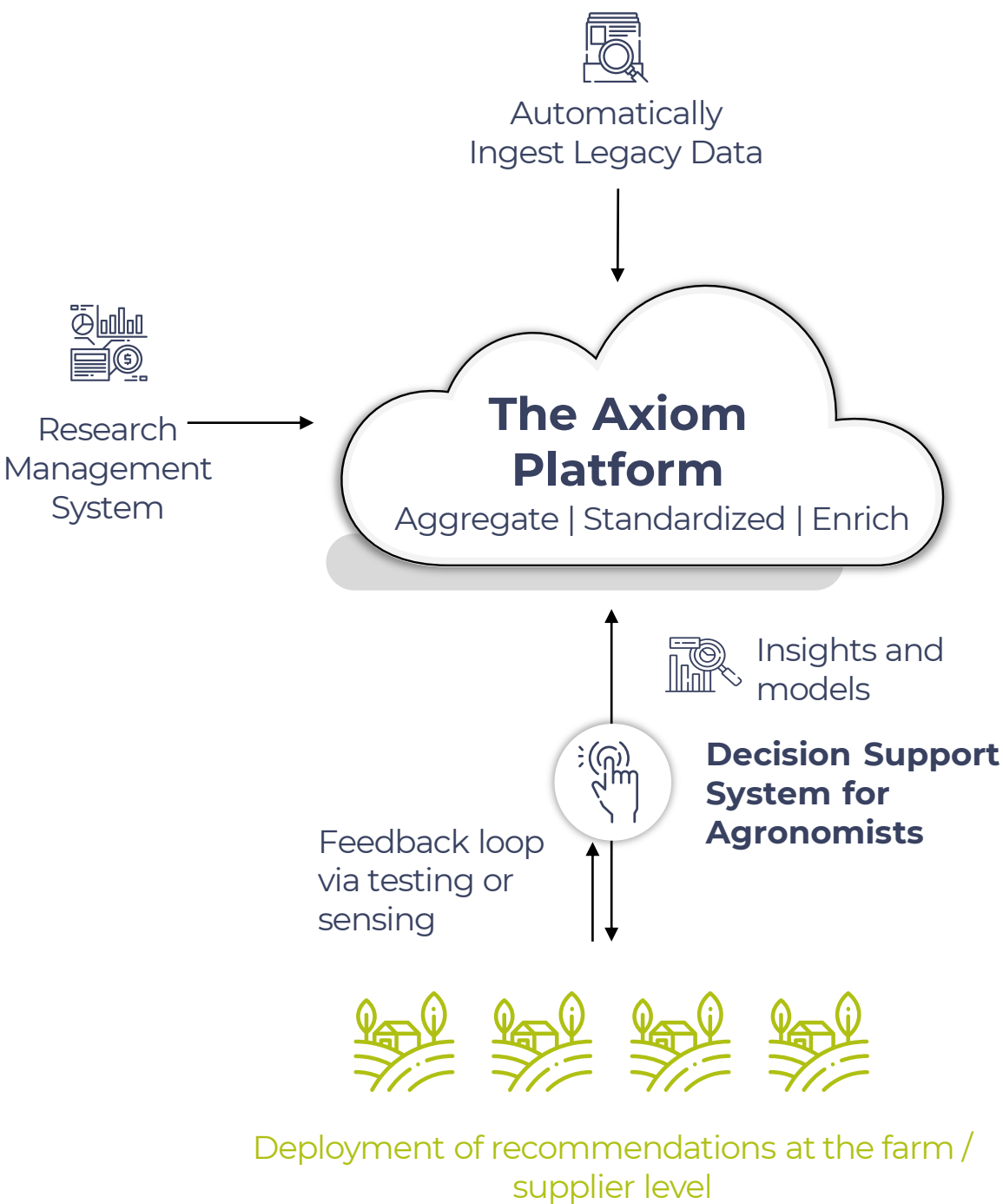
A single engine that drive the agronomic innovation cycle from research and experimental data to real life actions and back with continuance improvements.





# From Research Data To Supply Chain Agility

Translate Standardized Data To Dynamic Crop Models In Your Supply Chain





# Leading Data Partners.

Partners who already pilot our technology



\*More than 50% of the top universities in the US in agriculture





# Leadership Team.



**Ron Baruchi**

**President & CEO**

+ 20 years of experience in digital, technology, innovation and executive management (blue dot, Teva pharmaceuticals, one technologies, Elbit)



**Sagi Katz (PhD)**

**Chief Agronomist**

PhD (Hebrew University)  
Soil and Water Science  
Expert in drip irrigation system optimization  
Senior agronomist PhyTech



**Shai Sela (PhD)**

**Chief Scientist**

PhD (Ben Gurion)  
Post Doc (Cornell)  
Soil, Water and Crop Modeling  
Part of the Adapt-N team sold to Yara



**Elad Hirsh**

**CTO**

+15 years in experience in Software Architecture, DevOps, and Data infrastructure & pipeline (Jfrog, AlphaCSP, Finjan, IDI)



**Lior Grunhaus**

**VP BizDev & Customer Success**

+7 years of experience in business development, operations and strategy



**Adir Traitel**

**VP Products**

+15 years of experience in product management and data driven solutions (moovit, nokia)

# Thank you

Visit us at *[agmatix.com](https://agmatix.com)*

