



YB AgTech Ecosystem



# YB IndoorFarm

THE FARM OF THE FUTURE, TODAY

# The Problem

- Globally 70% of freshwater is used for agriculture <sup>1</sup>
- Arable land declined by 40% <sup>2</sup>
- Food is transported for long distances, leading to high carbon footprint and logistic costs <sup>3</sup>
- Weaknesses in the supply chain lead to waste and economic losses
- Food production is susceptible to unpredictable variables (e.g. climate, pest & disease)
- Vacant urban properties due to pandemics

1. [data.worldbank.org/indicator/er.h2o.fwag.zs](https://data.worldbank.org/indicator/er.h2o.fwag.zs)

2. <http://www.fao.org/3/y4252e/y4252e06a.htm#:~:text=During%20the%20same%20period%2C%20the,lost%20to%20non%2Dagricultural%20uss>

3. <https://pubs.acs.org/doi/10.1021/es702969f#>



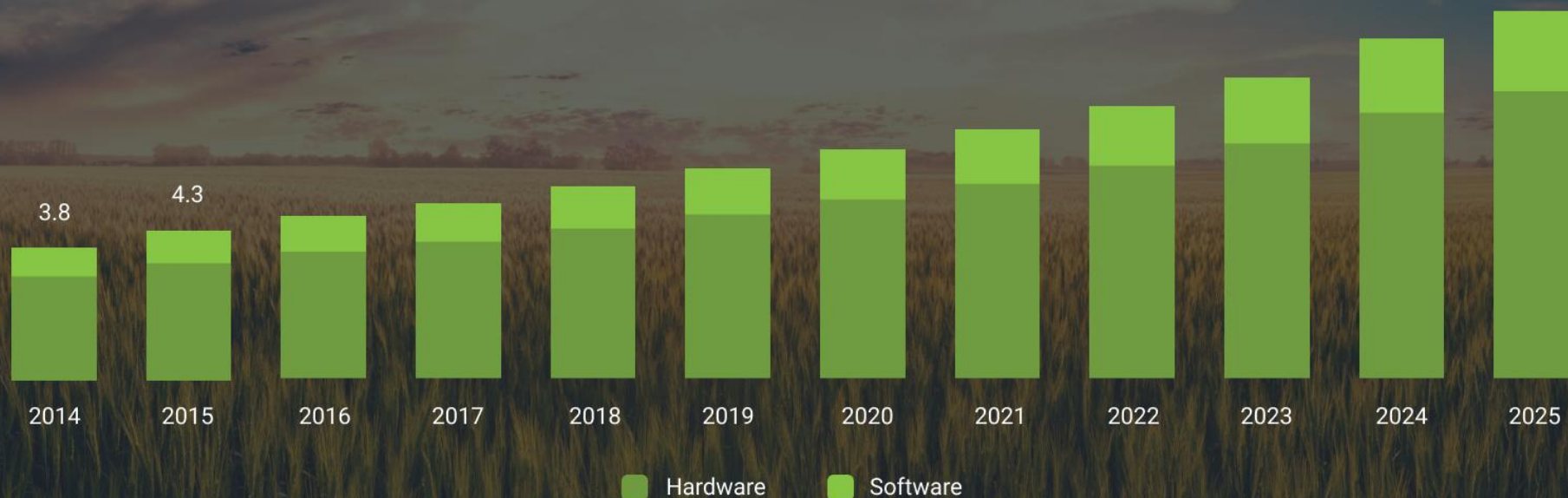
# The Opportunity

- Indoor farming market size was valued at USD 2.90 billion in 2019 and is forecasted to reach USD 11.71 Bn by 2027 at a CAGR of 20.1%<sup>1</sup>
- Agricultural market in UK is GBP 10.7 Bn<sup>2</sup>

1. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/515048/food-farming-stats-release-07apr16.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/515048/food-farming-stats-release-07apr16.pdf)

2. <https://www.emergenresearch.com/industry-report/vertical-farming-market>

## North America indoor farming market size, by component, 2014 - 2025 (USD Billion)



# The Solution

- Grow food in urban areas utilizing non-agricultural land
- Grow nutrients with alternative technologies
- Reduce food miles
- Utilize 2D alongside 3D space (growing vertical)
- Year-round production
- Water-efficient growing systems to reduce water usage by 70-85%<sup>1</sup>
- No pesticides or biological control according to the procedures used
- Standardization of process due to control system
- Reduce unpredictability
- A combined model of real estate and sustainable food production

<sup>1</sup>[https://asrjetsjournal.org/index.php/American\\_Scientific\\_Journal/article/view/2543/1028](https://asrjetsjournal.org/index.php/American_Scientific_Journal/article/view/2543/1028)



**YB IndoorFarm**



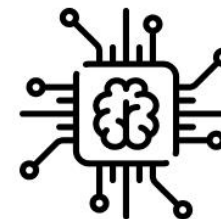
# Go-To-Market Strategy



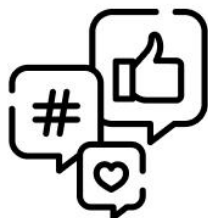
Creation of production site



Target market: large distribution  
and a wide-range of crops



Implement the knowledge, experience, and  
technology of the YB AgTech ecosystem  
benefitting from the latest developments



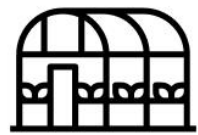
Use traction on social media  
of YB AgTech Group



Use existing client network in  
70+ countries and 5 continents

# The Business Model

- Projected property yield in UK terms 5-6% p.a.
- Production in the sector yield 12-13% p.a.
- An opportunity to invest in both tangible assets and food production, which can be replicated and become a new investment structure vehicle



Property

+



Production

=



Business



Reliable, tangible, and  
income-generating investment  
vehicle



# Collaborators



Existing network



## YB AgTech Ecosystem





# The Team



**Johnathan Kol-Bar**  
Executive Chairman & CEO



**Johan van Zyl**  
Chief Operational Officer



**Carlos Flores, Ph.D.**  
Plant Scientist



**Mathilde Stefanini**  
Agronomist



**Rodanthi Bampili**  
Agronomist



**Moti Margalit Ph.D.**  
Chief Technology Officer



**Dino Maletta**  
Chief Financial Controller



**Tobias Chang**  
CEO, Yellow Brick  
Estates Limited



**Illia Volha**  
CTO



**Bobbie Smith**  
Legal



**Joel L. Cuello, Ph.D.**  
Advisor for Indoor Farming



**Mini Kol-Bar**  
Financial Control Management



**Gabriela Fernandes**  
Agronomist / Support



**Mitchel Marin Restrepo**  
Agronomist / Support



**Natalia Mendez**  
Agronomist / Support



**Andrew Dai**  
Financial Analyst



**Roman Bilotserkovets**  
Design Team Leader



**Sviatoslav Pavelko**  
Frontend Software Developer



**Alexey Pylypenko**  
Group IT



**Abigail Salomon**  
PR Representative



**Hayley Martin**  
Executive Assistant



**Eli S Kol-Bar**  
GM I-Feeder Technologies  
(US) Inc



**Anjana Ashrit**  
Operations



**Vitaliy Niftayev**  
Algorithm Specialist



**Serhii Yarosh**  
PHP Software Developer



**Rahul Kanakgiri**  
Properties General Manager



**Olha Kovalchuk**  
Brand Identity Designer



**Asya Kolomiets**  
Designer



**Danylo Khomych**  
Frontend Software Developer



**Nikita Fursa**  
Backend Software Developer



**Yan Mahdych**  
Backend Software Developer



# Contact Details



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