



Yellow Brick AgTech



Online Agronomists

Support On Demand



The Problems

- Knowledge and experience comes at a price
- Travel restrictions resulting in limited on-site visits
- Ability to compare and source ag-specialists in your time zone and in your language
- Global competition
- Lack of consultant availability at short notice
- Limited number of consultants in certain regions



02



Precision-Ag And Ag-Consultancy Market

- Precision farming market is growing in all sub-sectors
- Cost of consultancy favours the large farms
- Large farms pay \$6-9/ha/year ¹
- Small farms pay up to \$100-150/hr ¹

The market is predicted to grow to \$12 Bn by 2025

2018

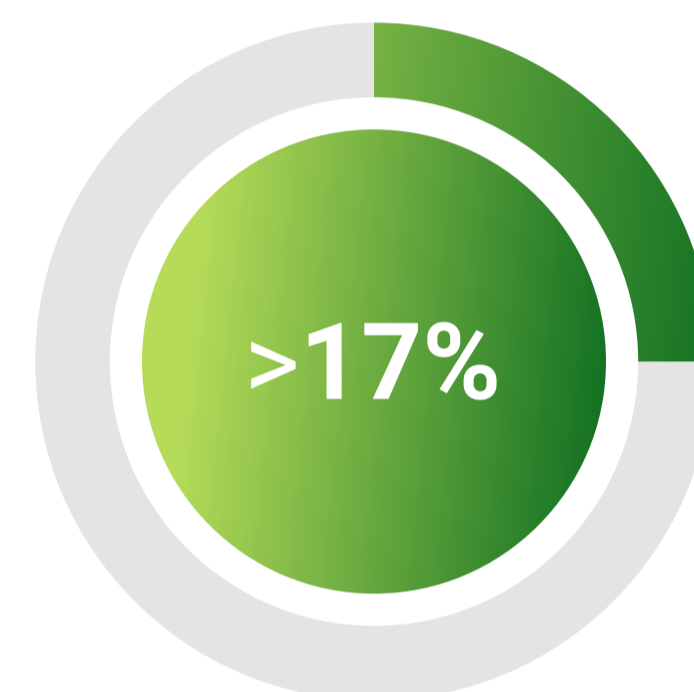
> \$4 Bn

2025

> \$12 Bn

PRECISION FARMING MARKET

CAGR (2019 - 2025)



Remote sensing technology



Weather monitoring applications



Field mapping segment

North American industry share by 2025:

>32%

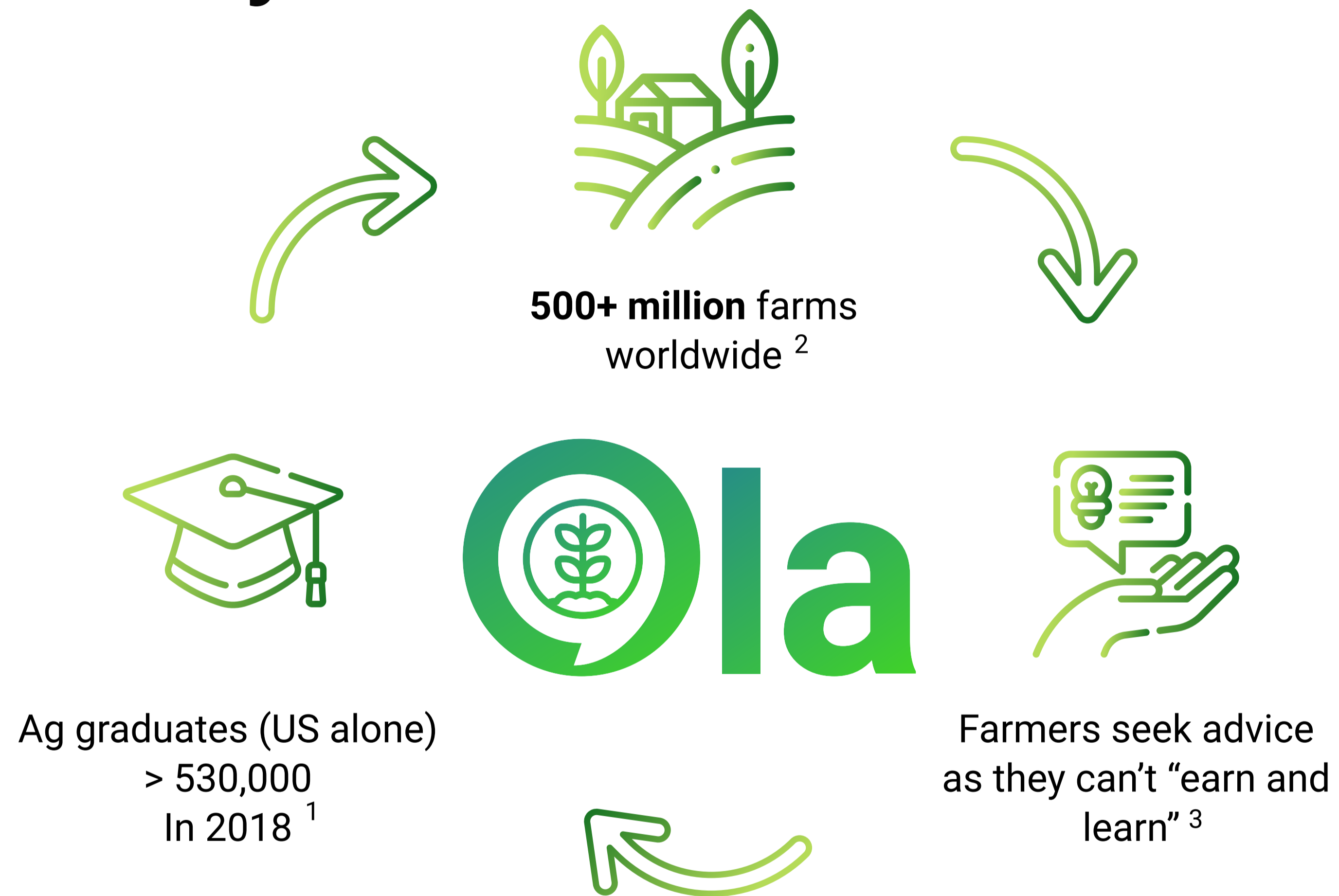
Latin American market CAGR (2019 - 2025):

>18%

¹ <https://www.agrifutures.com.au/wp-content/uploads/publications/07-103.pdf>



The Opportunity



1. DataUSA

2. <https://www.ifad.org/documents/38714170/40706188/>

3. https://www.researchgate.net/publication/23514815_The_Role_of_Agricultural_Consultants

The Solution: An Online Agronomist

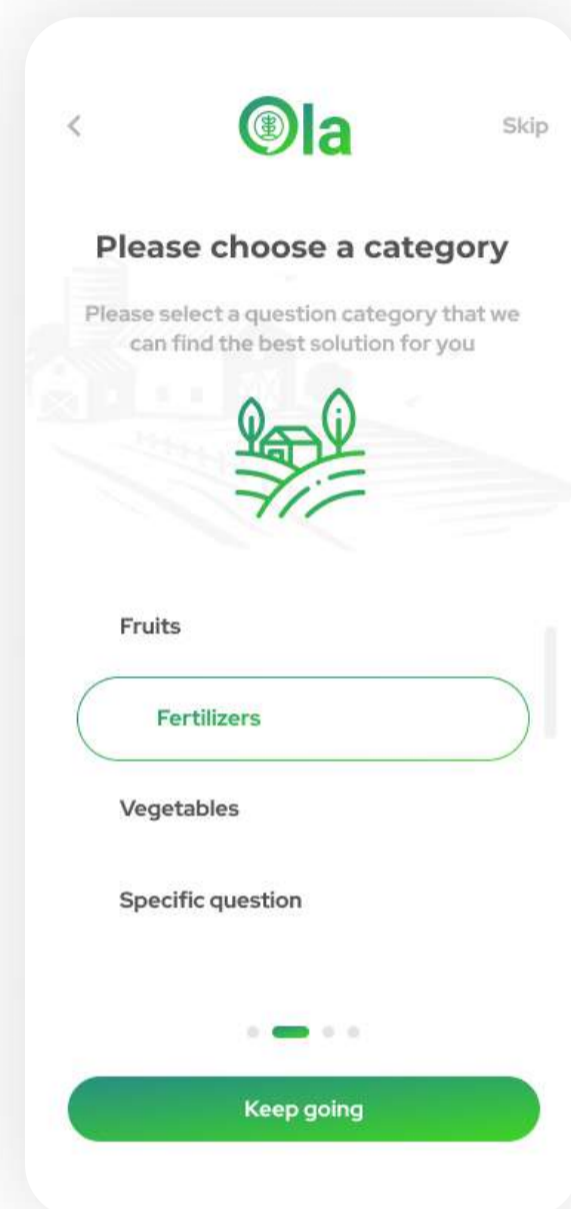
- A digital platform **connecting** the agronomist to the grower
- **Serving** all types of growers
- **Budgets** to suit user requirements
- **Expertise** rated and reviewed
- Available at **all times**
- **Available worldwide** and in various languages
- **Learn** and advise
- **Interactive data sharing**



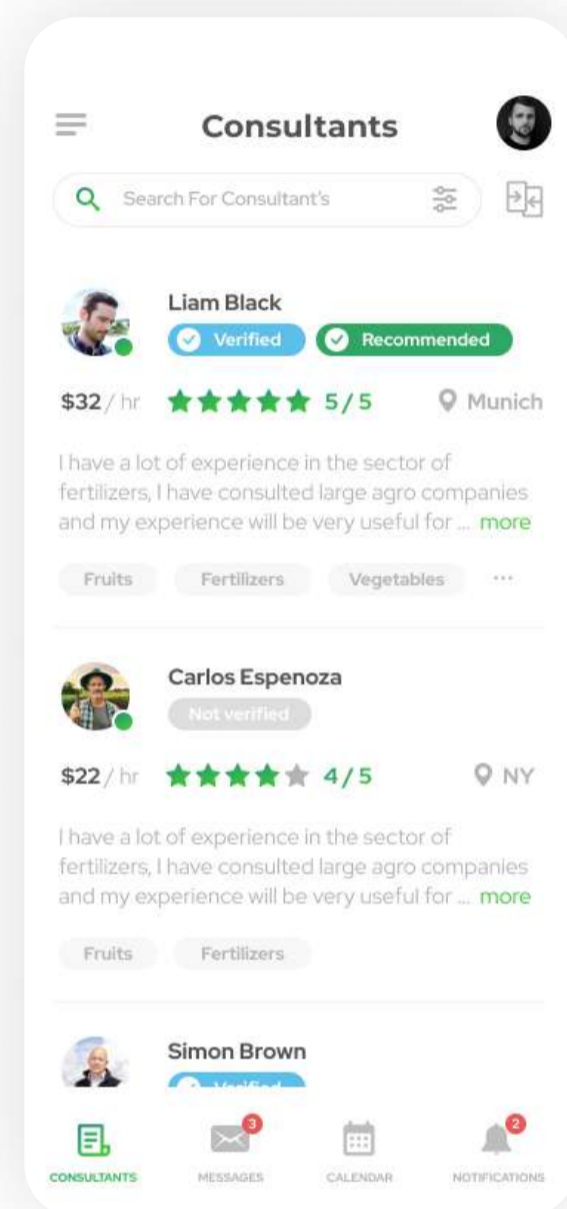


How It Works

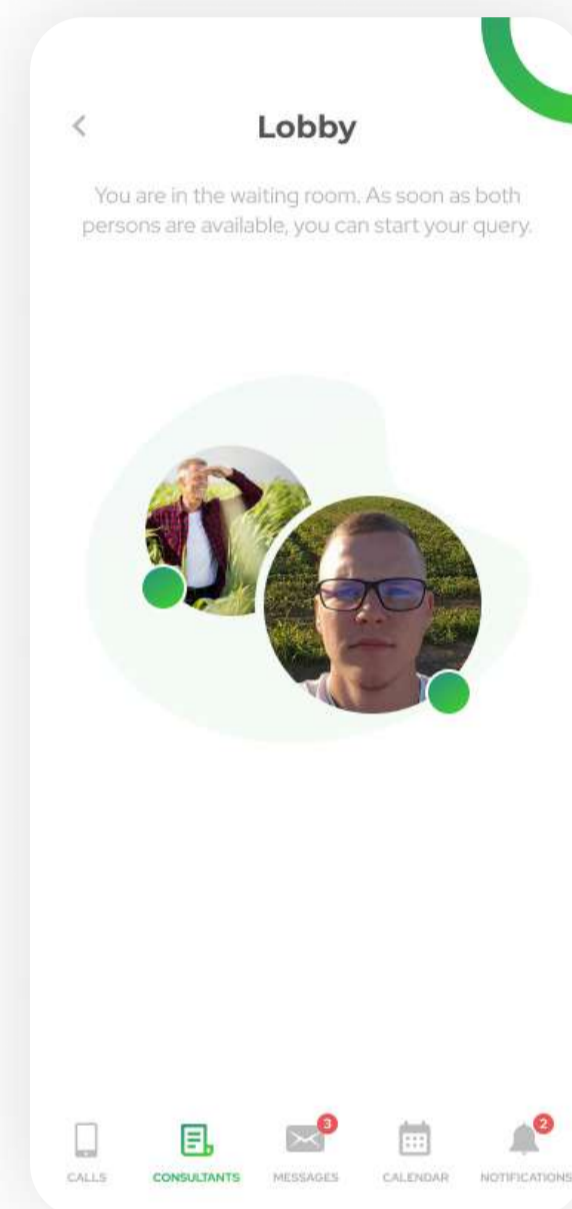
Identify need



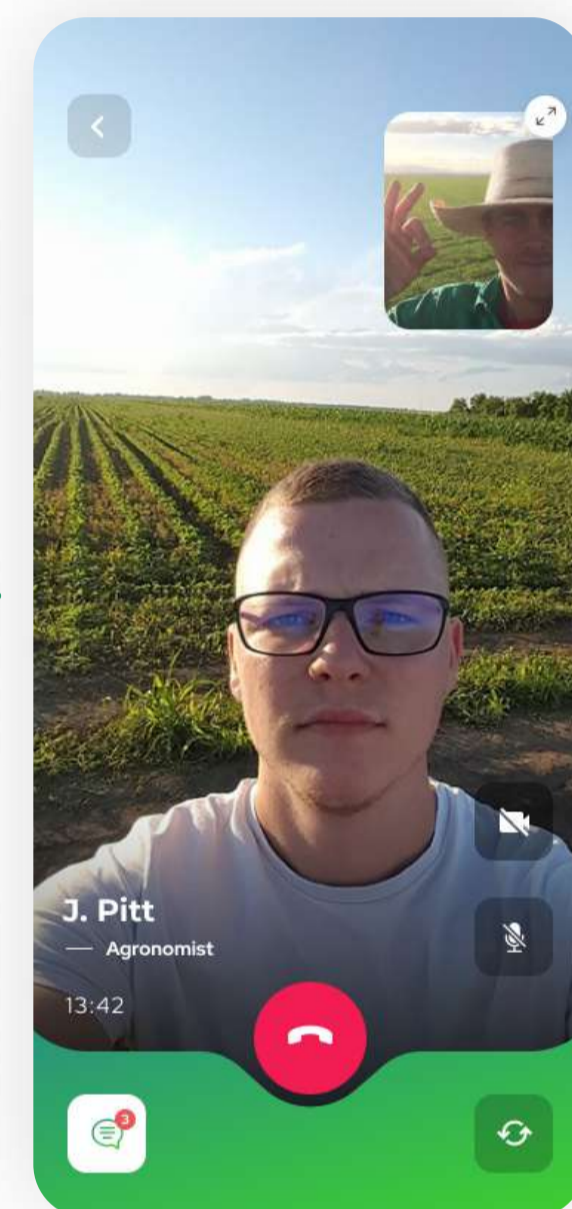
Choose agronomist



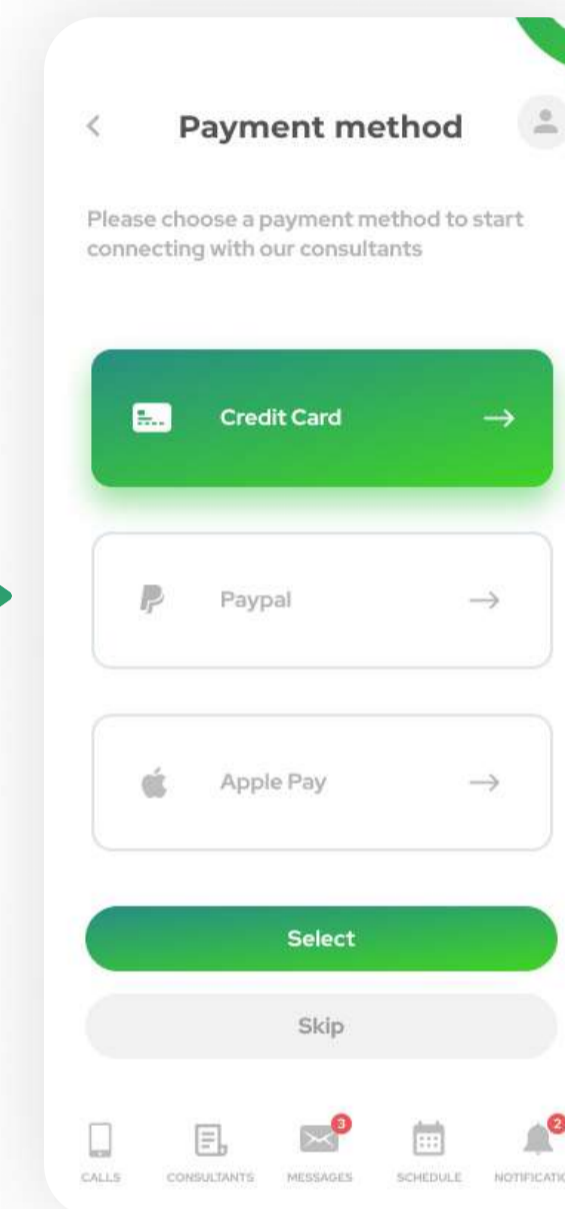
Connect



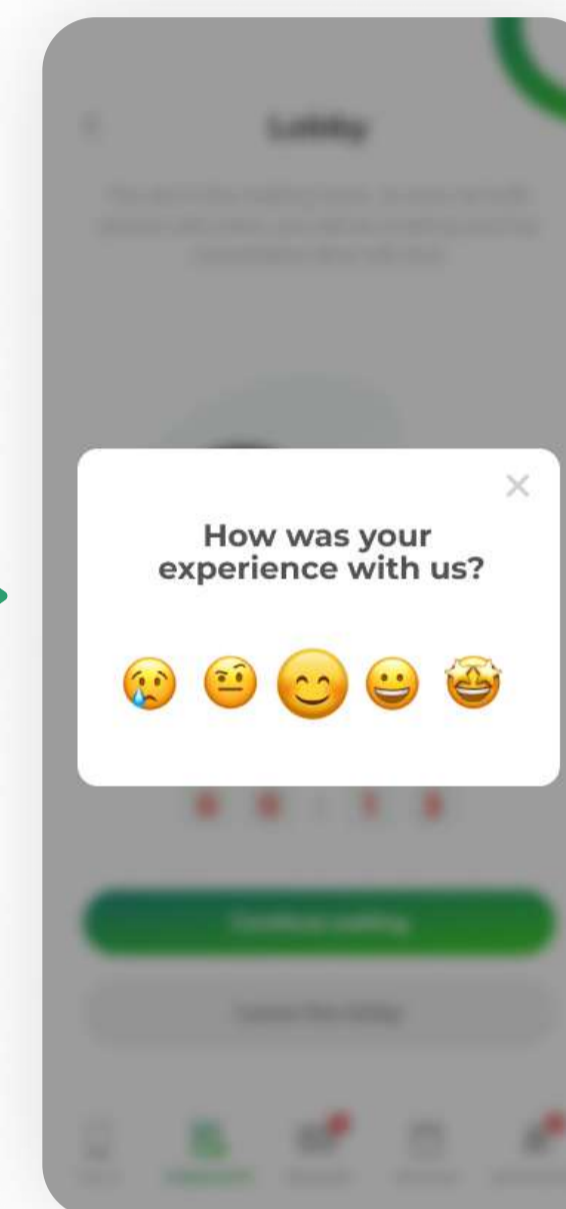
Acquire knowledge



Payment



Provide feedback



Global



Multi-language



Secure payment



Knowledge at your fingertips



Interactive



OLA Offering And Go-To-Market Strategy

- Target market: all **farmers, growers, nurseries** and **home-grower** enthusiasts
- Offering a mobile app and website platform – subscription and commission-based
- Use social media and traction gained by YB AgTech companies
- Collaboration with government agencies, educational institutes, farmers' associations and non-profit organisations



Use our network of agronomists connected to YB AgTech through collaborative companies to launch initial database and recommend OLA to their clientele



Use existing business networks in over 70+ countries and 5 continents



Confidence In Traction In The Precision-Ag Sector

- Investor support from a pioneering company in the agtech industry
- Supported by companies under the YB AgTech umbrella with a combined history of over 50 years in the agricultural industry
- Developed in-house
- Budget-friendly consultancy ¹
- Digital consultancy is growing rapidly, e.g., the telemedicine market which has a focus on online consultancy, predicts a rise at a CAGR of 23.5% between 2019 and 2026 from 34,289.2 MM USD in 2018 and is anticipated to reach \$185,669.6 MM by 2026 ²

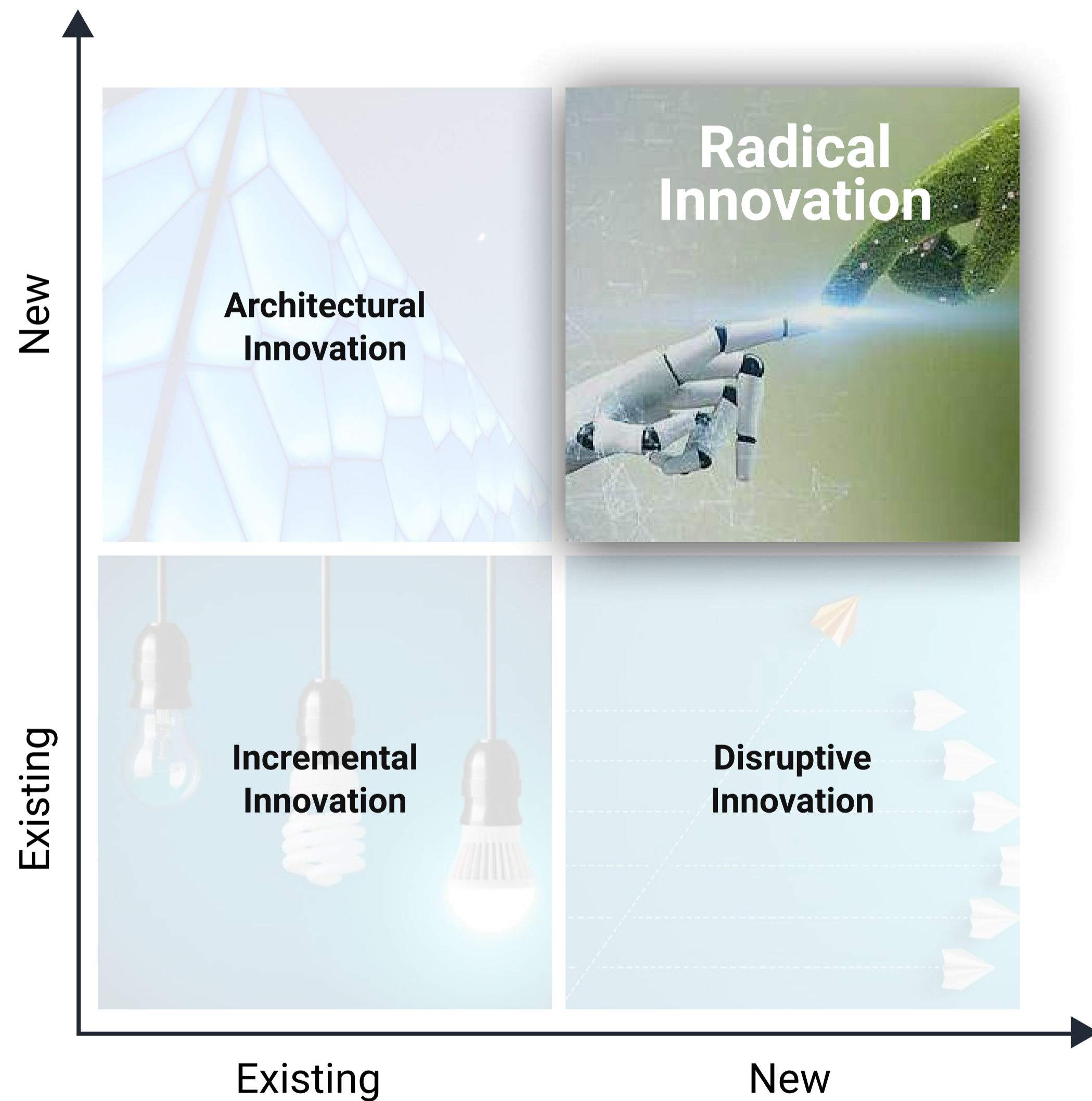


1. www.consultancy.uk/news

2. <https://www.globenewswire.com/news-release/2020/12/07/2140336/0/en/>



Markets & Competitors





Our Partners & Shareholders



Yellow Brick AgTech



YELLOW BRICK
Technologies





Collaborators



Existing agronomy network



Yellow Brick AgTech





The Team



Johnathan Kol-Bar
Executive Chairman



Johan van Zyl
CEO



Hayley Martin
Executive Assistant



Dino Maletta
Chief Financial Controller



Mini Kol-Bar
Financial Control Management



Tobias Chang
CEO, Yellow Brick
Estates Limited



Rahul Kanakgiri
Properties General Manager



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



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



Moti Margalit Ph.D.
Chief Technology Officer



Mathilde Stefanini
Agronomist



Rodanthi Bampili
Agronomist



Gabriela Fernandes
Agronomist / Support



Mitchel Marin Restrepo
Agronomist / Support



Elisa Genovesi
Agronomist



Abigail Salomon
PR Representative



Ahmed Abdalla
Customer Success Manager



Alexey Pylypenko
Group IT



Anjana Ashrit
Operations



Tahifa Choudhury
Executive Assistant



Andrew Dai
Financial Analyst



Illia Volha
CTO



Vitaliy Niftayev
Algorithm Specialist



Michael Starosud
Frontend Software Developer



Serhii Yarosh
PHP Software Developer



Sviatoslav Pavelko
Frontend Software Developer



Yan Mahdych
Backend Software Developer



Nikita Fursa
Backend Software Developer



Olha Kovalchuk
Brand Identity Designer



Roman Bilotserkovets
Design Team Leader

Current Round



Raising:

GBP 25MM

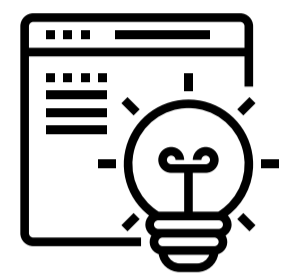


Pre-money valuation:

GBP 125MM



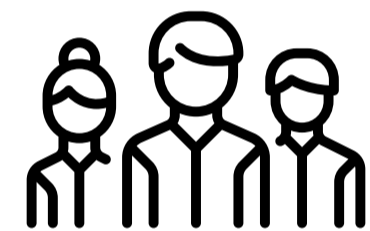
Use Of Funds



Proof of concept finalization



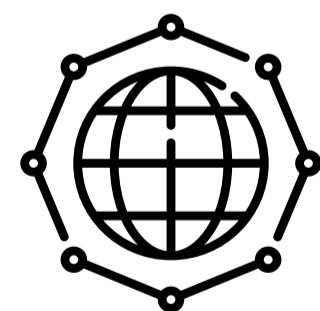
Business development



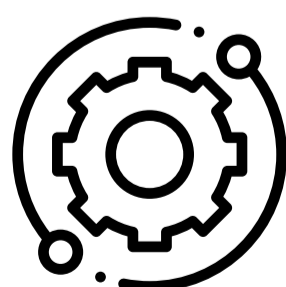
Hires across sales and operations



Marketing campaigns



Integrate with the whole YB AgTech ecosystem



Maintenance, updates and support



Contact Details

63 Walsingham, St Johns Wood Park,
NW8 6RL, London, UK
+44 203 137 6699



Please contact us at:

supportagtech@ybcap.com



Next Presentation

To learn more, please click on the logos below:

