



Yellow Brick AgTech



PLANT METRICS

In Vivo. In Situ. In Real-Time.

A top-down photograph of a person's hands holding a small green seedling over a hole in the ground. A shovel is visible to the right. The scene is dimly lit, with a dark blue overlay.

Plants are speaking to us and we need to learn their language

Until now it was just a dream

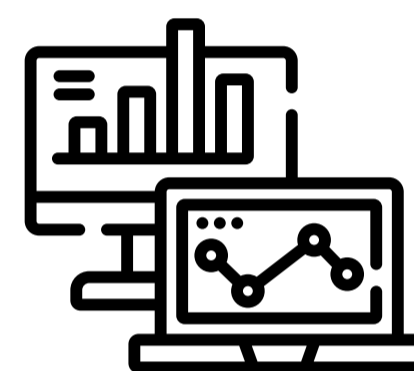
Now we are turning the dream into reality



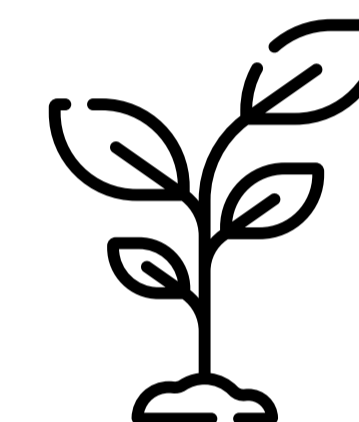
Company Purpose



Beyond Controlled
Environment Agriculture
(CEA)



Monitoring & Sensing of
nutritional and environmental
needs of the plants



Linking plant physiology and
hardware development to ensure
efficiency in the use of
resources

The Problem

- Plants are living organisms and in constant dynamic interaction with the environment
- Conventional ways to measure plant status often requires sample collection and lab analysis which is time-consuming and expensive
- Actions taken based on one-time measurements could be inaccurate and thus no longer relevant
- **There is a need for real-time plant monitoring to allow growers to do the right thing at the right time**



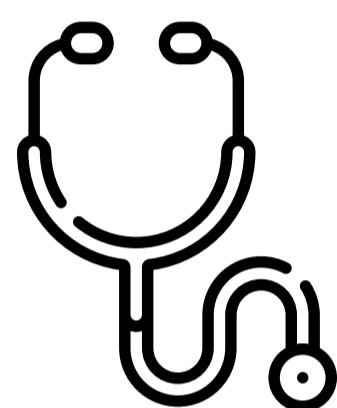
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The Solution

An in-house developed system in collaboration with companies with agtech traction.



Sense



Monitor



Communicate



Gather data

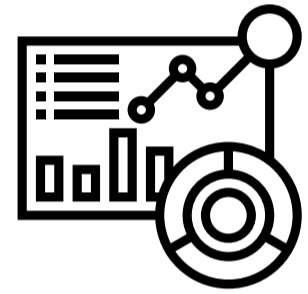


Command

Physiology: Precision

Plant status analysis

Type of data collected:



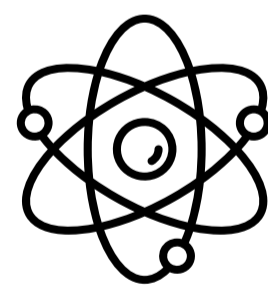
Qualitative



Quantitative



Chemical



Physical



In real-time



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How It Works



Continuous reading of plant
and influencing parameters –
internal and external



Live communication with an
integrated cloud-based
platform



Cloud-based platform
integrated with the YB AgTech
ecosystem

Business Model

- Proprietary R&D and IP
- Hardware manufacture and sales
- Subscriptions
- White label of cloud-based platform
- Licensing agreements
- Prediction models based on data gathered





Competitors



Academic
institutions



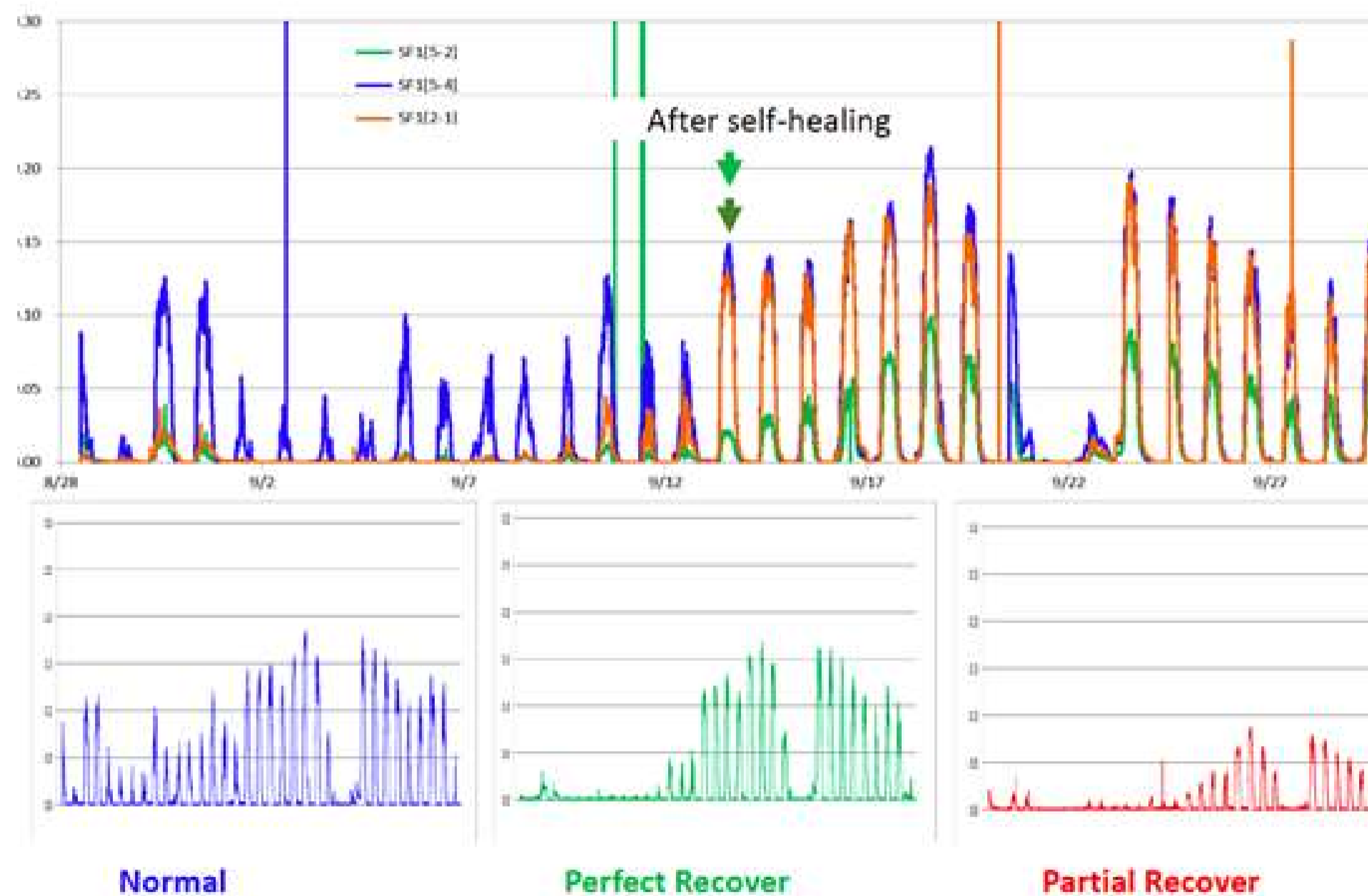
Greenhouse
monitoring platforms



Crop monitoring platforms
and sensing suppliers

None provide a synergetic system such as ours

Confidence In Traction In The Plant Sensing Sector



1. [VPD and biosensor](#)
2. [Drain reduction to zero](#)

- Investor support from pioneering companies in the agtech industry with a combined history of over 50 years in the agricultural industry
- Ability to reduce water and nutrient waste by 30%^{1,2}
- Ability to detect diseases prior to the onset of symptoms and monitor the healing process after treatment



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Physiological
Monitoring

Remote

Biosensing

Recording

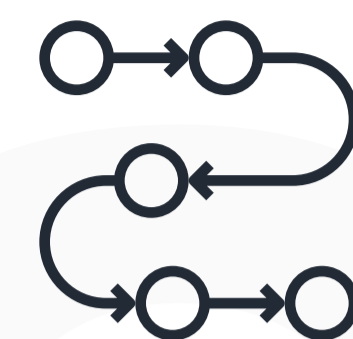
Communication

Environmental

Growth



Collaborators



To be revealed during the due diligence process



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
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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 15MM



Pre-money valuation:

GBP 75MM

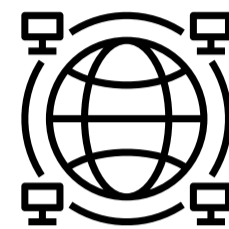


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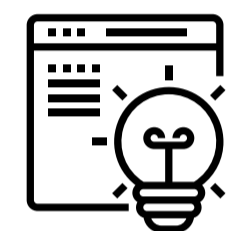
Use Of Funds



R&D and patents registration



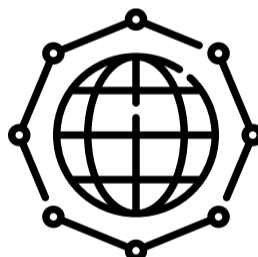
Finalize the build of centralized platform



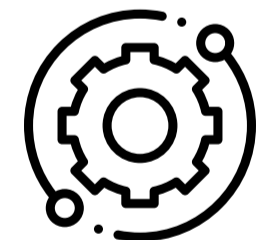
Product development



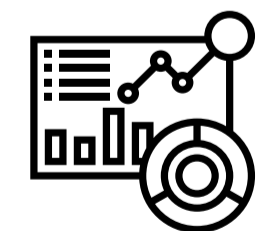
Business development



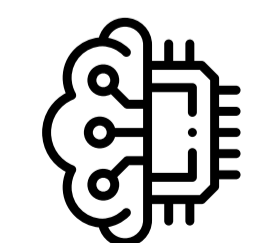
Integration with the whole YB AgTech ecosystem



Product manufacturing



Model development based on data analysis



AI & ML development for automation



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Contact Details



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Next Presentation

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