



Yellow Brick AgTech



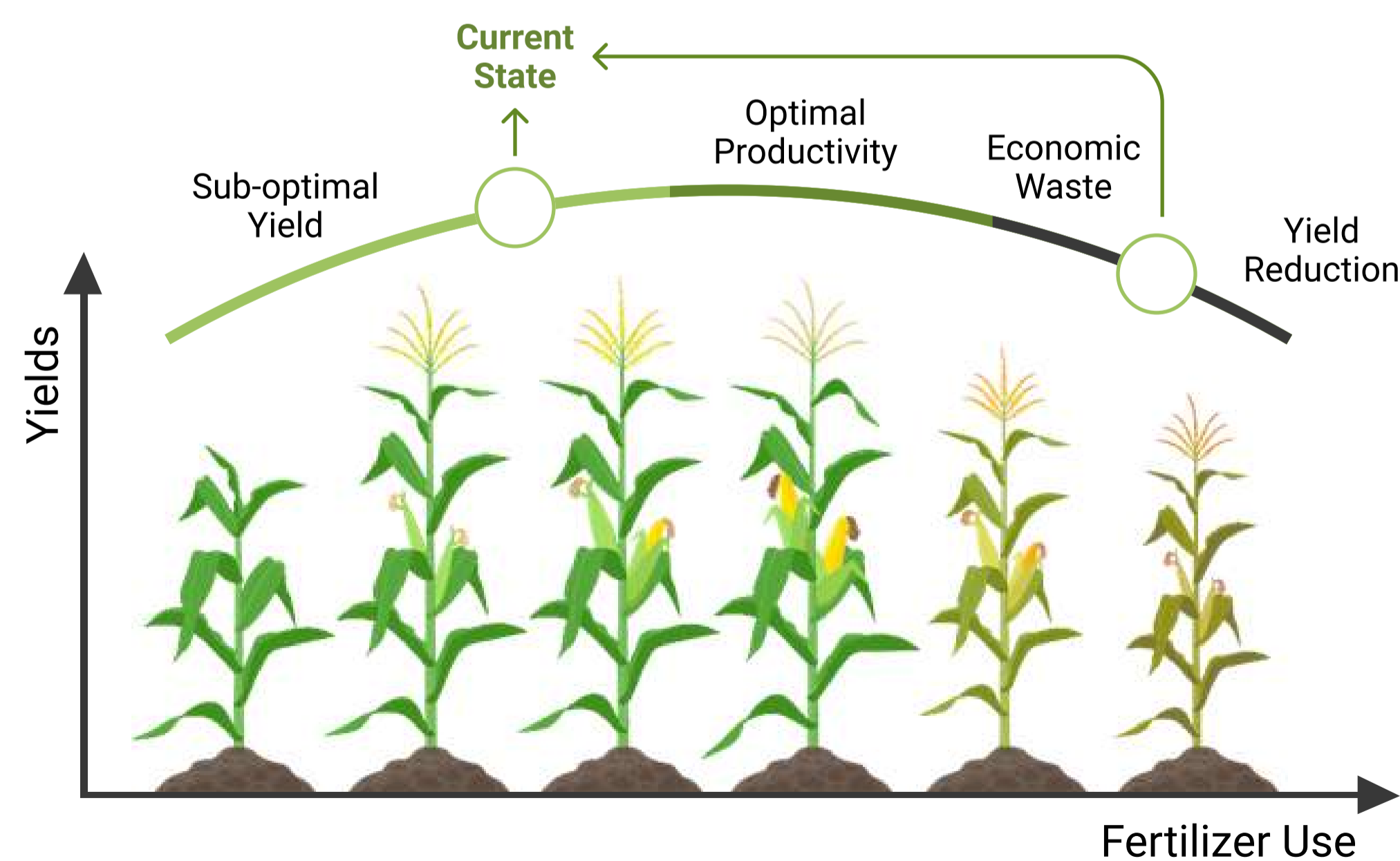
CLOUD-BASED PLATFORM FOR TAILORED FERTILIZATION PLANS
AND MONITORING OF PEST AND DISEASES

The Problem

Traditional Fertilization Practices

Misuse of fertilizers is a global phenomenon resulting in:

- Decreased yields
- Waste of fertilizers
- Water bodies pollution
- 2 million tonnes of pesticides are utilized annually worldwide
- Damage to the environment



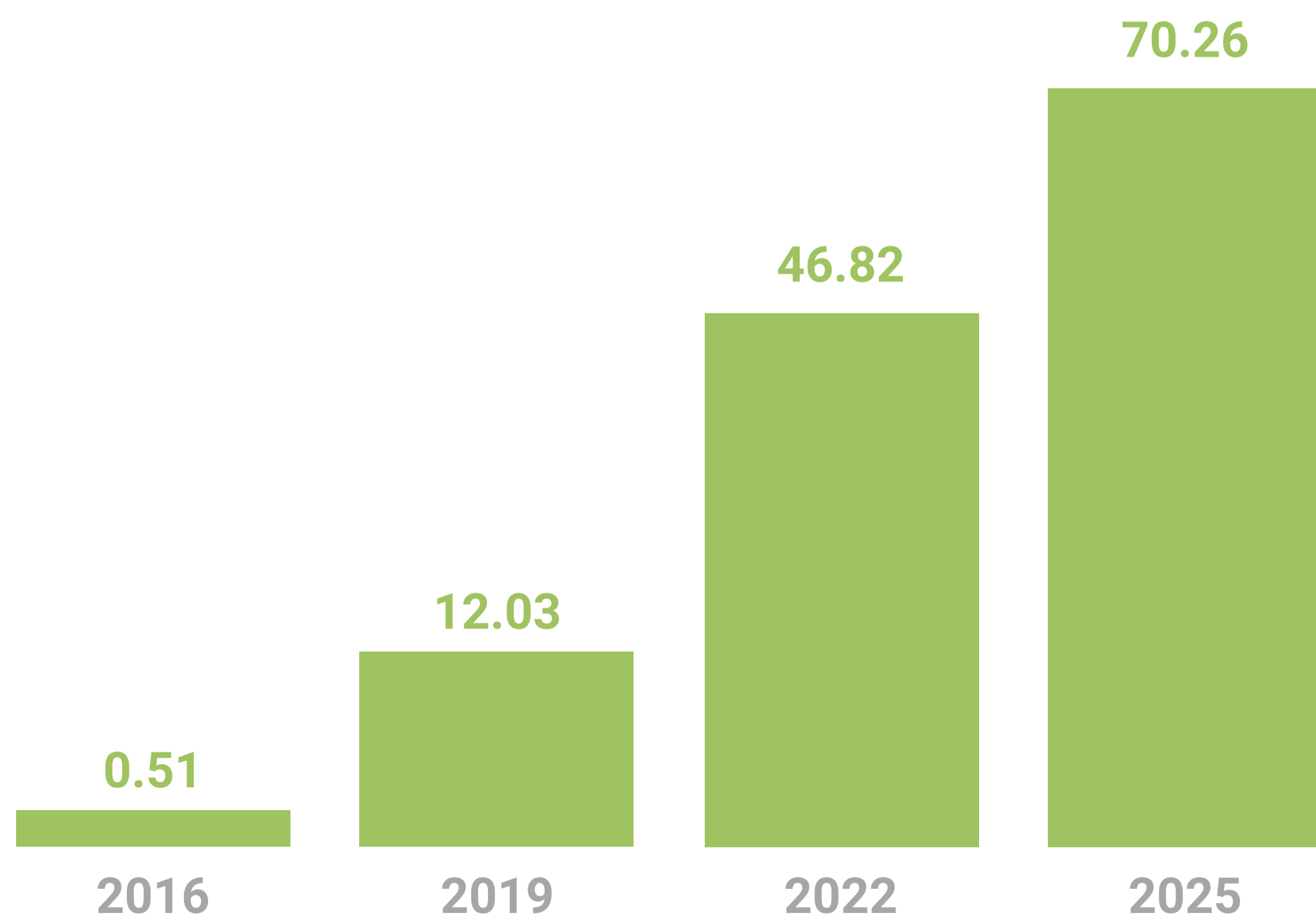
**iPlant
Nutrition**

The Opportunity

The Farmer

There are 500+ million farms in the world.¹

Number of IoT active connections in agriculture,
in millions, European Union



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



The Opportunity

Manufacturers, Organizations, Cooperatives

- Agrochemical market: USD 243.1 Billion ¹
- Total market cap of the largest chemical companies: USD 782.54 Billion ²
- Global fertilizer demand: ~ 200mmt ³
- Global pesticide market: 4.15mmt ⁴

¹ <https://www.statista.com/statistics/311943/agrochemical-market-value-worldwide/>

² <https://companiesmarketcap.com/chemicals/largest-chemical-companies-by-market-cap/>

³ <https://www.dtnpf.com/agriculture/web/ag/crops/article/2020/01/03/global-fertilizer-demand-bright>

⁴ <http://www.fao.org/economic/ess/environment/data/pesticides-use/en/>





The Solution: iPlant Nutrition Software

An easy-to-use software solution where growers and advisors can create customized adaptive and interactive fertilization plans for their specific regional and field conditions in a matter of minutes.



Custom - built
algorithm



Cloud-based
No installation needed



Worldwide



Customers from over
70+ countries



Pest & Disease control
and monitoring



Data-driven



Software-Hardware
connectivity

Mission: Empower growers worldwide to make the right decisions so that they can increase profits and support environmental sustainability.



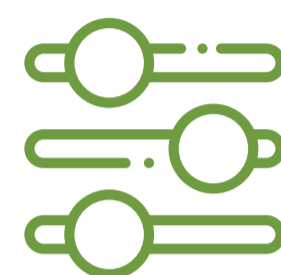
Features



Fertilizer
recommendations
in minutes



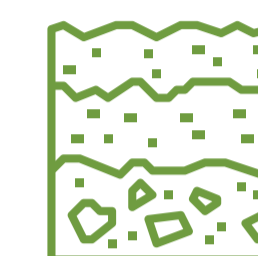
Flexibility to use
your
own crop
information



Manages many
dynamic parameters



Covers 215 crops



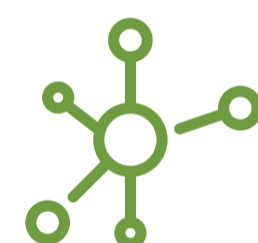
Works with all
growing methods:
soil & hydroponic



Pest & Disease
control
monitoring



Continuously
updating
database



Fertilization plans
for all macro-and
microelements



Provides
optimization of
profits and costs



Supports monitoring
of standards,
expenses, status and
regulation



Provides actionable
insights which deliver
real value



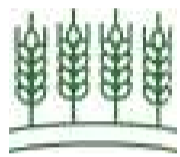










Wireless
connectivity

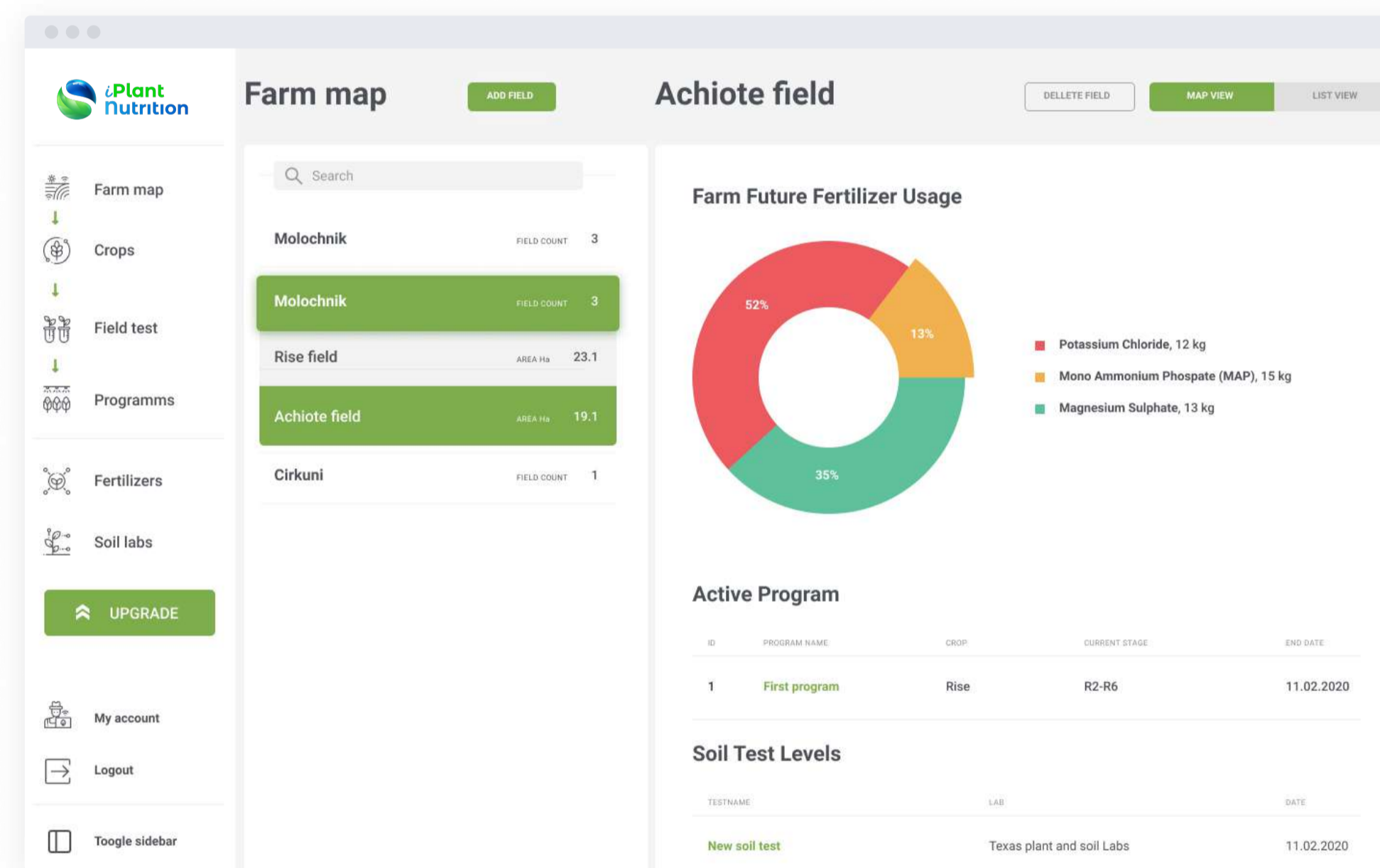


How It Works

User-Friendly Interface

Variables Taken Into Account

 Previous Crop	 Tillage	 Crop Selection
 Soil Test	 Tissue Test	 System Inputs
 Location	 Water Test	 Fertilization
 Disease	 Pest	

The screenshot shows the 'Farm map' interface for 'Achiote field'. It includes a sidebar with navigation options like 'Farm map', 'Crops', 'Field test', 'Programms', 'Fertilizers', 'Soil labs', 'My account', and 'Logout'. The main content area displays a table of fields (Molochnik, Rise field, Achiote field, Cirkuni) and a donut chart titled 'Farm Future Fertilizer Usage' showing 52% Potassium Chloride, 13% Mono Ammonium Phosphate (MAP), and 35% Magnesium Sulphate. Below the chart is an 'Active Program' table and 'Soil Test Levels' section.




The printed document, titled 'Your Fertilization Plan', features a donut chart and a table of fertilizer recommendations. The table lists various fertilizers and their quantities:

Item	Quantity
Potassium Chloride	12 kg
Mono Ammonium Phosphate (MAP)	15 kg
Magnesium Sulphate	13 kg



i-Plant Nutrition: Customized Platform (White Label)

The screenshot displays the i-Plant Nutrition platform interface on a laptop. The interface is divided into several sections:

- Header:** "YOUR LOGO Powered By SMART" on the left, "Farm map" and "Achiote field" in the center, and "DELLETE FIELD", "MAP VIEW", and "LIST VIEW" on the right.
- Left Sidebar:** Contains navigation icons and labels: "Farm map", "Crops", "Field test", "Programms", "Fertilizers", "Soil labs", "UPGRADE", "My account", "Logout", and "Toogle sidebar".
- Search:** A search bar with the text "Search".
- Field List:** A table listing fields:

Field Name	Field Count
Molochnik	3
Molochnik	3
Rise field	23.1
Achiote field	19.1
Cirkuni	1
- Farm Future Fertilizer Usage:** A donut chart showing the distribution of fertilizer usage:
 - Potassium Chloride, 12 kg (13%)
 - Mono Ammonium Phospate (MAP), 15 kg (35%)
 - Magnesium Sulphate, 13 kg (52%)
- Active Program:** A table listing active programs:

ID	PROGRAM NAME	CROP	CURRENT STAGE	END DATE
1	First program	Rise	R2-R6	11.02.2020
- Soil Test Levels:** A table listing soil test levels:

TESTNAME	LAB	DATE
New soil test	Texas plant and soil Labs	11.02.2020



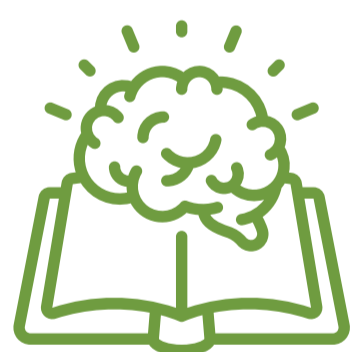
Mobile App



One account,
multiple devices



Create fertilization plans with
easy-access from the field



Resources and knowledge
at your fingertips



Suitable for all types of
agrochemical applications



Demonstrated Traction In The Precision-Ag Sector



Improving crop performance



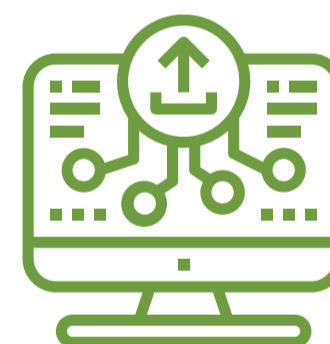
Known brand with investor support from pioneering companies in the agtech field



Customers in **70+** countries
5,000+ daily website visitors



10+ years experience



Developed and supported by in-house agronomists and software engineers



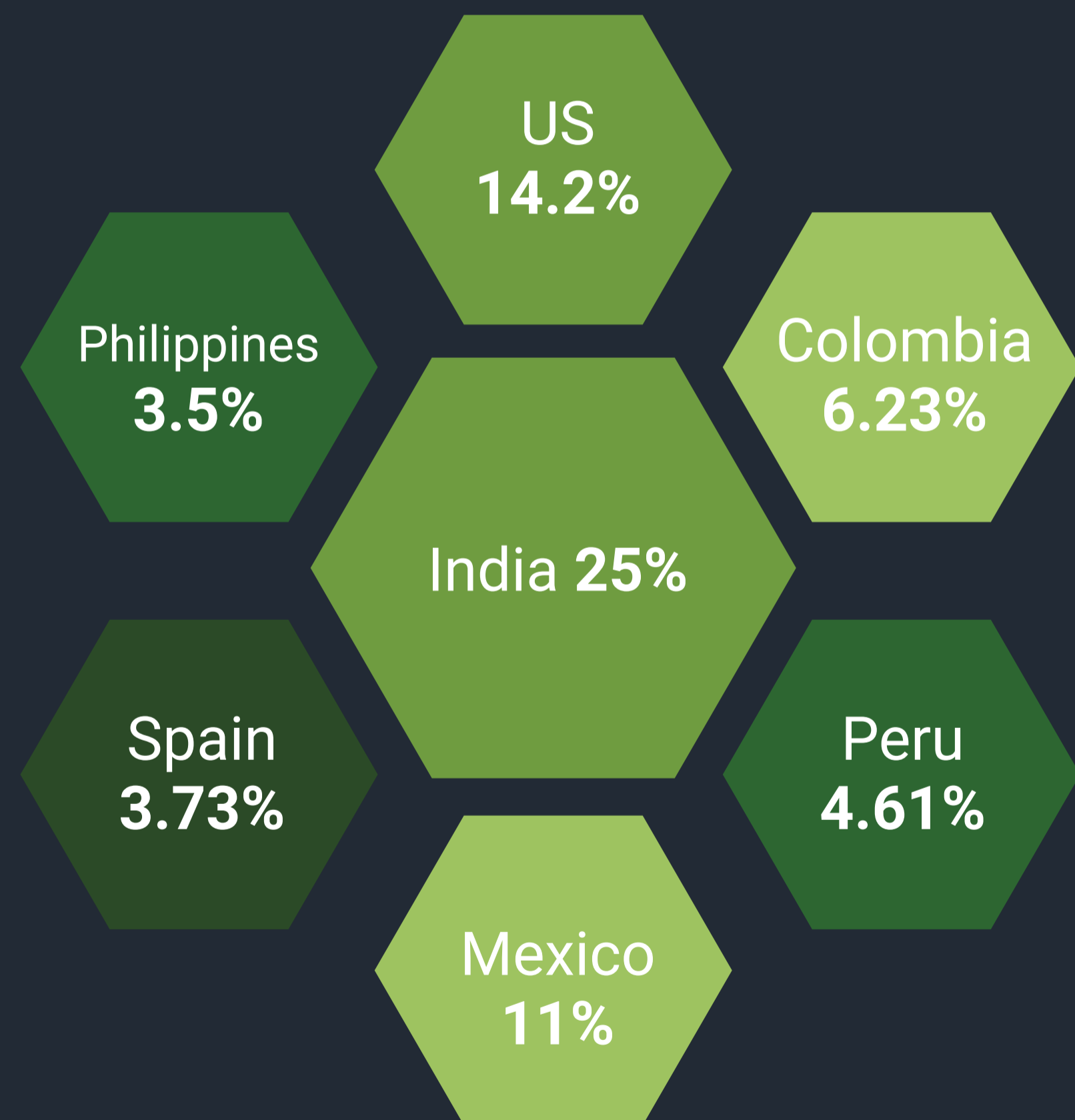
Collaborations with established and well-networked companies

10



Market Adoption

Top countries by website visitors

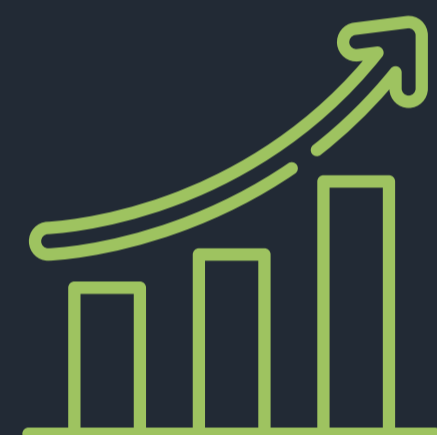


1,019,259

number of website visitors per year

2,713,157

number of pages (separate sections) of the website visited by the user



2,792

website visits per day

7,433

page views per day



18,826

followers

68,670

users reached per day

11



i-Plant Is Uniquely Positioned In The Precision Agriculture Sector

Company	Fertilizer planning	Farm management based on collected data	Full nutrient requirement data for over 215 crops	Tissue analysis interpretation of field test results	Cost optimization modules	Designs nutrient solutions and fertilizer recipes for fertigation and hydroponics	Balances soil pH, designs liming applications
Haifa Chemicals	✓	✗	✗	✗	✓	✗	✗
Farmplan	✗	✓	✗	✗	✓	✗	✗
Teralytic	✗	✗	✗	✓	✗	✗	✓
i-Plant	✓	✓	✓	✓	✓	✓	✓
Agrivi	✗	✓	✗	✗	✗	✗	✗
Yara	✓	✗	✗	✓	✗	✗	✗
Rootwise	✓	✗	✗	✗	✓	✗	✓



Our Partners & Shareholders



Japanese diesel engine manufacturing company established in 1912 that delivers solutions as an industrial equipment manufacturer. Yanmar's global business operations span across seven domains, including agricultural machinery.



Colombian company established in 2006 with the objective of promoting the use of land and the commercialization of agricultural products with export potential. GNA has the following companies: Croper (agricultural marketplace), AgriLink (agricultural events) and AgriCapital (agricultural lending platform).



UK-based co-investment facilitator established in 2009 focused on private equity investments and opportunities in the precision agriculture space, with a division in real estate development.



Collaborators

Smart collaborations to offer the best services to improve farm efficiency



Current Round



Raising:

GBP 10MM



Pre-money valuation:

GBP 50MM



Use Of Funds

- Integration with companies that will allow workable outputs of Smart Fertilizer recommendations
- Bringing the current AI algorithms for pest control and plant nutrition to the next level
- Creation of data-driven algorithm controlling sensors, irrigation equipment and associated tools
- Integration with other YB AgTech companies as part of the ecosystem
- Increasing human capital to required levels
- Product development with B2B & B2C alignment: mobile app, reporting, admin tools and real-time monitoring
- Developing partnerships and channels
- Finalizing iPnuk v3.0 and iPnuk v4.0 and going live with developed technologies





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

Contact Details



*i*Plant
Nutrition

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

Please contact us at:

supportagtech@ybcap.com



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