RoboDate

Robotics meet palm trees

Who we are: We are an Agritech Robotic Startup @Seed Stage who develop fully automatic and autonomous Robot equipped with AI computer vision capable for Date Cultivation which dramatically improve the farmers profits.

The Opportunity: We identify a slot of opportunity to increase the efficiency of dates harvesting at this time while the export competition is getting harder, expecting to lower the current profit margins and prices at the export markets.

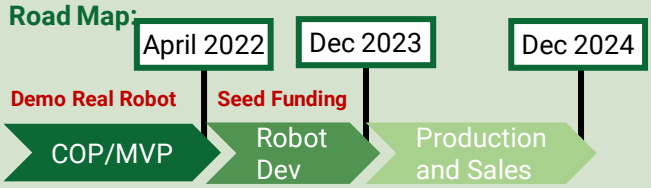
The Challenge: Nowadays farmers use lifting machines all along the year with highly labor cost and huge risk.

Our Solution: Smart Robot with single operator per every 20 Hectares doing a precise and fast cultivation saving cost with ROI of only 2 years.

Status Of Work:

- Provisional patent pending.
- Build Robotic team and Lab to demonstrate MVP
- AI computer Vision SW are in progress for MVP.
- Built proven business plan and business model .
- Drawn and animated Robotic design and acts.

Road Map:



The Team :

Eli Peretz CEO/CTO :
Senior Mechanical Engineer and Business manager.

Doron Balaish COO:
Agriculture expert and inventor.
Industrial manager background

SW team: 'Crystal Vision' directed by Ofer Ben Tovim

Robotic team: 'Expert' team representing Hyundi

Required Pre-Seed Funding:	$300,000
Materials:	$60,000
Eng. &others labor:	$225,000
Patent pending :	$15,000

Use Of Proceed : The Funding raise at Pre-Seed is dedicated to finance the Development activities for the MVP and First PT . Pay the SW developers and Engineers Salaries, the Robotic Lab expenses and also for Patent pending.

Potential Market: The dates market value in Israel alone is $650M shared by around 100 big firms and 8 subcontractors, in an area of 7000 Hectares, and 350 selling potential robots. The US dates groves in California and Arizona is about the same size . Arab Countries are the largest groves with 60,000 Hectares. East Asia are the largest with palm oil dates on 5,000,000 Hectares.

Revenue Model : The Revenue models is based on selling robots and services, SW upgrades training and maintenance. According our calculation per reasonable marketing funnel is to sales 15 robots within 5 years (after 3 years development) which return the total investment of $3.5M. Afterwards per 8 years of selling the revenues grow up linear to ~$10M annual revenues with gross profit of 40%.

Marketing Strategy : Our marketing strategy is based on the Israeli market as early adopter with whom we identified strong readiness to try and buy. The Customer relation is continuous with service and training to hold customers and after market sales. Next Step is to establish a US branch to penetrate US markets MEA and APAC.

Threats : The treats are the agriculture machinery and Robotic companies ,other SU. Our competition strategy is to have 2-3 years advance with cont. R&D and patents with strong customer and co-partners relations based on good service and further developments to best suit the farmers future needs.

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