

Friends of the Trendlines Group

Simcha Shore, CEO of AgroScout, has asked that we provide the following general information about AgroScout to our associates.

AgroScout, a portfolio company of The Trendlines Group, is raising up to \$500,000, via an [ExitValley](#) crowdfunding campaign. To date, AgroScout has developed a **working prototype** and built a **strong IP** (intellectual property) portfolio, including a patent pending in the USA. Recently, they completed **beta testing** in Israel and the USA, including a pilot case study in potatoes, and carried out a soft launch of its product in the USA, working with U.S. growers, two field researchers and the U.S. Potato Growers Association. AgroScout has received investments from Trendlines and private investors (including a large grower) as well as non-dilutive government funds from the Israeli Innovation Authority, in a total of about \$1 million. Trendlines is again investing in AgroScout as part of this round.

AgroScout is inviting friends of The Trendlines Group to participate in this round.

For information regarding AgroScout and participation in this round, please contact Simcha Shore, CEO of AgroScout (sim@agro-scout.com), by 15 September 2019. The current minimum investment is US\$7,000 but may be increased at the company's decision. See general disclaimer below.

Investment Opportunity

A market in need of change: Farms are losing a significant percentage of their yield to disease (about 20-40%), while at the same time, farmers are looking to reduce the amounts of chemical pesticides and fungicides used to treat disease to lower the high pesticide costs and meet the increasing regulations.

Today, agronomists referred to as scouts perform visual checks in different parts of the field every few days. However, this provides limited coverage (around 5-10%), so diseases are often detected only at later stages when the disease has spread, causing **growers worldwide to lose 20-40% of their yield** (FAO, 2018). Recently introduced high-tech crop monitoring solutions are operated by trained employees and harness cutting-edge hardware, \$50,000 cameras, "monster" sci-fi drones and aerial photography previously only available to governments and security organizations. Yet, these systems are all out of reach for about 95% of the world's growers.

AgroScout opportunity: AgroScout provides an **affordable** and **easy-to-use AI solution** based solely on **user-generated content**, low cost and FAA-excluded drones, and on cloud-based analytics. To maintain its affordability, the app was designed to rely on equipment that is widely used on farms: smartphones and simple drones. **The app offers field protection in under one minute.** Users simply download the app, press "Sync My Drone," use the intuitive map wizard to mark the field, press "Protect," and wait for the results.

Immediate and continuous availability. Like any do-it-yourself project, growers have flexibility and control to check fields between rain showers or for use in remote rural areas or even to

check twice a day (compared to systems that require scheduling ground teams that may arrive late and or may only check cash-rich crops).

Optimal coverage: The AgroScout app allows farmers relying on one drone battery (~20 minutes) to cover up to 100 times more area compared to that covered by a scout walking the same 20 minutes randomly through one section of the field.

Precision and pest identification on a single plant: Plant-level discovery with planes and satellites isn't always possible or economical. By relying on the user and the user's equipment to collect data, the AgroScout app can offer growers detection to the level of a single plant.



*Potato Pilot:
Early Blight*

Early discovery of pests and disease and fast discovery of uncharted infections:

Amazingly fast discovery and learning is made possible by relying on users for data collection and tagging, fast-learning AI algorithms and the aggregated information collected from the large community of users.

All weather: The app is not sensitive to weather. Expensive solutions based on planes and satellites are limited to good weather. The AgroScout app relies on the users' simple off-the-shelf drones capable of autonomous low-height flight above crops and not greatly influenced by low clouds and other weather conditions.

A highly experienced team is ready to meet the market challenges: AgroScout's founder and CEO, Simcha Shore, is a veteran information systems specialist with significant experience in leading R&D projects, including drones, tracking, and analysis. The company's CSO, Ido Bar-Av, has 15 years' field agronomy experience, and Ilan Ehrenfeld, AgroScout's CTO, brings 25 years' experience leading high-tech projects and start-ups for large companies, including with aerospace systems.

Market worth and expected growth rate: The global agriculture market is one of the largest markets in the world, with an approximate value of hundreds of billions of dollars. This market is expected to grow significantly by 2050 due to the need to feed the expected 2 billion additional people in the world. Up to 40% of all crops are lost every year due to pests. For most farmers, advanced agronomic and remote monitoring systems are too expensive and ineffective, which creates a tremendous market potential for AgroScout.

Learn more about AgroScout

For more information about the Company, visit the crowdfunding campaign and Company website:

[AgroScout crowdfunding campaign](#)

[AgroScout company website](#)

If you have any questions about the AgroScout investment, please be in contact with Simcha Shore by email (sim@agro-scout.com) or phone: +972.52.925.6266

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