Yield-Driven Operations
The rise of Agtech: Fragmented market with each solution improving a different part of the process

Growing
- Water monitoring
- Field sensors
- Weather tracking
- Pest management

Harvesting
- QR barcode system
- QC system on farm
- Reporting's about performance

Packing shed
- Raw Storage
- Packing line
- Packed storage
- Dispatch
- Sales Orders

Marketing
- Sales Order
- Traceability
- Command and Control
The Visibility Challenge: Farmers are in the dark when making management decisions

What happened in the field?  How did post-harvest operations affect yield?  What will leave the packing shed?  What will be grade of fruit?  How will this translate into revenue?
TieUp Farming’s smart operations platform

TieUp Farming offers the only end-to-end operations platform for the horticulture industry, translating open field farming into an accurate, yield-driven operation.

- Streamlined workflow
- Control and Commend multiple farms
- Complete traceability
- Reduced costs
- Improved yield
Technology: Advanced data science engine optimizes yield by correlating between inputs from the field and outputs from the packing shed.

Data collection via TieUp app and third party technologies.

Inputs from the field → Data science engine → Net output from the packing shed.

Real time optimization

TUF for executives

TUF for managers

Yield optimization via a feedback loop – “What If” analysis.
## Experienced Team
Combining strong business, technology and agronomic expertise

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<tr>
<th>Name</th>
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| Roei Yaakobi     | CEO                   | • Proven track record of delivery for disruptive projects across the agriculture sector  
                    |                       | • Grew up on a farm – extensive experience working the land               |
| Ran Tibi         | CTO                   | • Over a decade’s experience with complex system architectures and leading R&D teams  
                    |                       | • Served in the Israel Defense Force’s elite technology unit              |
| Roberto Ciancio  | Head of Sales         | • Extensive farming experience in both Australia and Italy                  |
| Eerz Naim-Feil   | Agronomist            | • Extensive agronomic experience                                            |
|                  |                       | • Bachelor and master's degrees in plant science                           |
| Alexandre Dewerpe| Data Analyst          | • Bachelor degree in Agriculture science                                    |
|                  |                       | • Global experience in several industries                                 |
Thank you!

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