

## EARLY METRICS' RATING

**90 / 100**

Rating conducted in April 2018

## ANALYSIS

### MANAGEMENT **96 / 100**

Complementary partners covering all core skills needed: crop science, algorithmic development

Differences in initial financial investment made by the partners that could be a source of friction

### PROJECT **84 / 100**

Proven commercial traction : with more than 100 farmers equipped since 2015 in the world

Technical complexity of the project requiring years of development and tests and a wide array of skills

### ECOSYSTEM **88 / 100**

Sound advance in technology, financial stability and client base, protecting from new comers

Partial dependency towards business partners, only commercial vectors abroad

For more information: [Early Metrics](#)



**Founded:** November 2013

**Country:** Israël

**Sector:** AgriTech

## SupPlant

**Technical maturity:** Stable and deployed

**Commercial maturity:** Turnover > 1 200 K

**Fundraising:** \$20 M

## MANAGEMENT

[Zohar Ben Ner](#)

CEO

[Eran Brezner](#)

CTO

[Leon Slavkin](#)

Algorithm Developer

## PROJECT

### Summary

SupPlant provides an automated irrigation control solution to improve crops' performance and decrease water usage. The Israeli startup offers a software that automatically analyses the data collected from the in-field sensors and controls the irrigation systems. Farmers also receive alerts that give them recommendations about their crops' needs.

### Key metrics

<b>\$3 M</b>	Turnover Q1 2018
<b>100</b>	Farmers equipped
<b>35</b>	Employees

### Targets

- Farms (all sizes)
- All crops : field crops, vegetables, orchards..

### Business model

- Setup fees and sale of sensors : \$5 K to \$20 K
- Annual subscription based on the size of the exploitation : \$2 K to \$6 K

### Financials ( )

Data not disclosed

## ECOSYSTEM

[Phytec](#)

[Trimble](#)

[ThingWorx](#)