

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

\$3 M	Turnover Q1 2018
100	Farmers equipped
35	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](#)