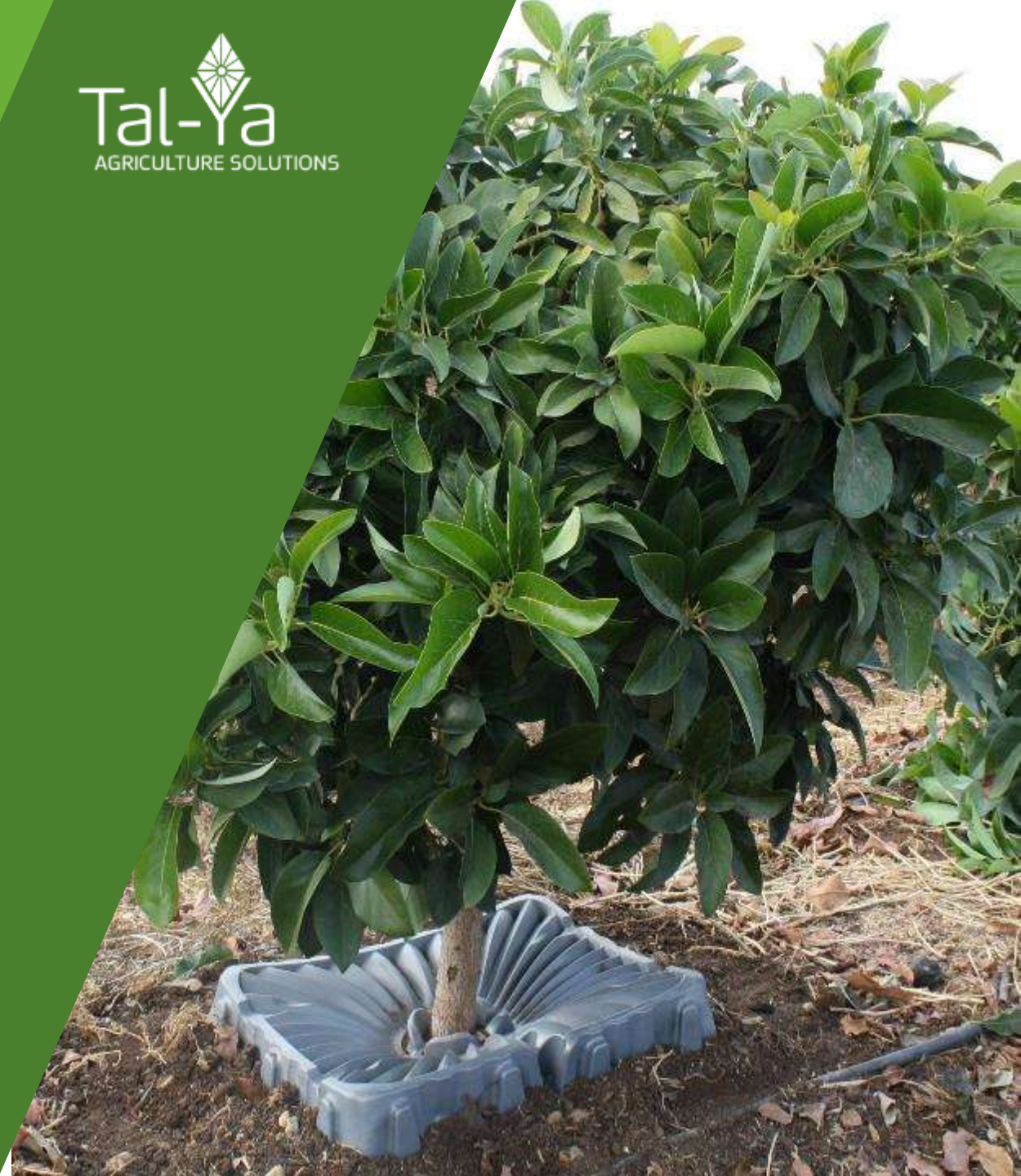


# The Beauty and Power of Simplicity

June 2020







# NATURE

Daily Challenges  
Hidden Solutions



# The laws of nature



Evaporation

Condensation

Gravitation

Photosynthesis

Isolation



**Ideal micro-climate to the  
root zone**

## Mitra's benefits



Water Saving

Well Aeriated Soil

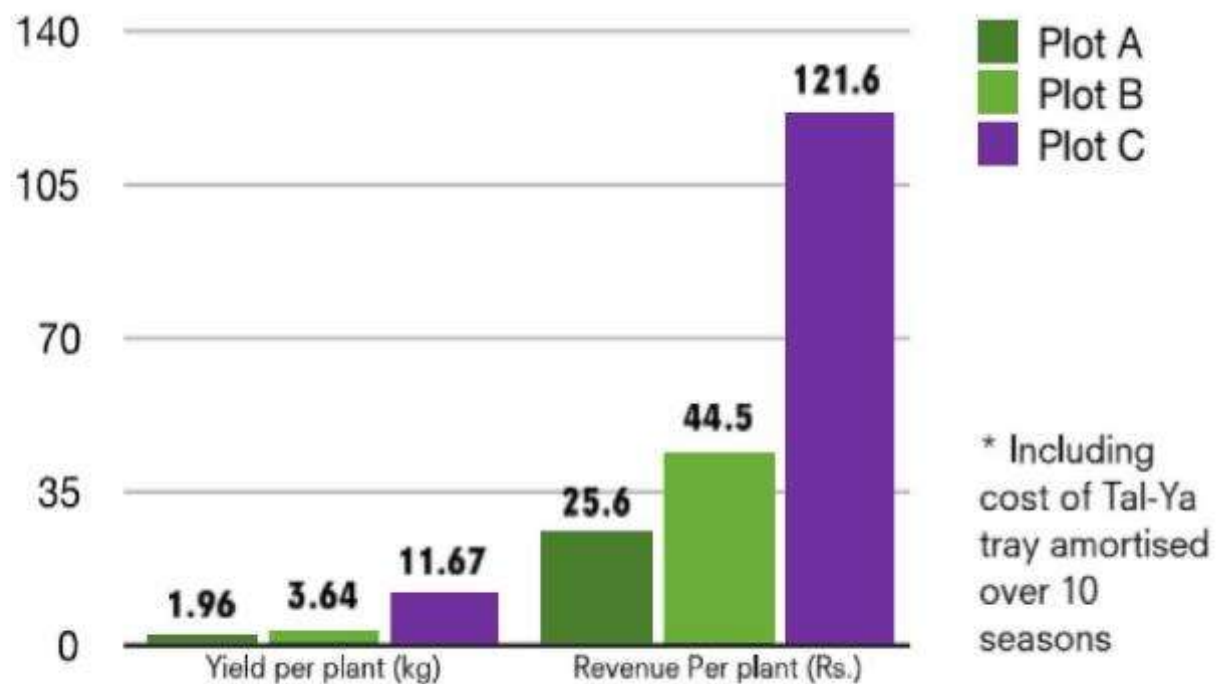
Tempers Extreme Weather

Healthier Soil | Less Herbicides &  
Fertilizers

No weeds. No weeding

Higher, Better Yields



**Experiment summary:**





Israel

New  
Mexico  
U.S.A







Italy

Azerbaijan,  
Red Cross







From  
National Water  
Program  
to Tal-Ya

# The people who've made this a reality



## Management Team



**Oded Distel**  
CEO



**Avi tamir**  
founder and CTO



**Yoni Ben Zaken**  
Business Development



**Mili Peled**  
Marketing



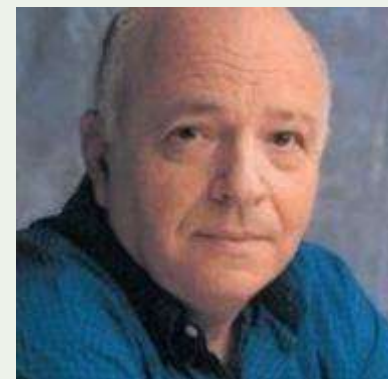
## Scientific board



**Prof. Aaron Fait**



**Prof. Zohar Kerem**



**Prof. Ilan Chet**



**Prof. Uzi Kafafi**



# Competition



## Plastic Mulch |

Advantages:

Price

Easy to use

**Disadvantages:**

Environmental hazardous

Doesn't Meet New Regulations

Limited benefits compared to Tal-Ya

Toughest Competitor |

Market Conservatism





# Mitra's Future Scale up Vectors/Pivots



## Advanced Product Development



Digitation Smart Mitra

Slow release

## Innovative Cost-Effective Business Model



Microclimate as-a-service

## New Markets



Forestry

Organic farming

The sky's the limit





**Mitra teams up with  
Mother Nature  
so farmers can grow  
More, Better, Greener yield,  
Faster.**

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