



**BLUE WHITE
ROBOTICS**

Autonomy Now

September 2021



Revolutionize industries through autonomy

Fellowship – Innovation – Love of the Land

Company Snapshot

Founded 2017 (Tel-Aviv, Israel)

US subsidiary - office in NY and CA

100 FTE – Israel and USA

Stage – growth, paying customers

Round B - \$37M, led by Insight Partners & Entrée Capital

Total funding - \$50M

Value proposition

ROI from Day 1 to both Grower and Vendors



NOW is the right time for autonomous agriculture

30M acres permanent crops

@\$500 ARR/Acre = Global TAM \$15B

All suffer from severe labor shortage

Rising food demand

Market ripe for disruption

Enabling **regulation** and **customer acceptance**

In-field data opportunities - connectivity & efficiency

Blue White Robotics

Autonomous Farm

Autonomous infrastructure for permanent crops

Improving efficiency & utilization

Optimal fleet management

Safe & healthy operations

End-to-end adoption process



Transform the existing fleet to **autonomous**



Software platform



Robots as a Service



Adoption Process & ROI

Phase I

BWR - Robots as a Service (RaaS)



4 Autonomous Tractors

Reduce your drivers and downtime

Saving grower 25-35% opex cost

Phase II



Autonomous Farm

1 farm operator

Fleet optimization - reduce fleet

Saving 30-60%

Phase III

Software as a Service (SaaS)



All Farms

Operation handoff to the grower

BWR support & monitoring

Saving 50-70%



Our Unfair Advantage

Autonomous Technologies Expertise – based on decades of experience from defense and mobility industry

Holistic Solution – support multiple farming tasks, multiple vehicles types and different crops

Focus on Adoption – robot as a service approach, working closely with the grower

Robust System Design – no HW dependency, experience with different real-world situation and environments



2 Year Plan & KPIs

Market leader – autonomy & data provider in permanent crops

Expansion focus - CA, WA, FL/NY, AU

Hundreds of vehicles

Vast vendors program



Our Management Team



Ben Alfi

CEO | Co-Founder



Yair Shahar

COO | Co-Founder



Aviram Shmueli

CTO | Co-Founder



Alon Ascher

US GM & VP BD



Tomer Agam

VP R&D



Ohad Boaz

VP Operation



Yahel Nir

VP Finance



Amir Peleg

VP Mobility Solution



Michal Roizman

VP Product



Liran Marom

VP HR

20+ years of autonomous technology experience - Software , Robotics, Drones, Communication, Integration Experts





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