

The background image shows a large, modern industrial building with a high, vaulted roof and a section with large glass windows. In the foreground, there's a long, dark, rectangular structure, possibly a storage unit or a processing module, with a glass-enclosed section. To the right, a loading dock area is visible with several semi-trucks parked, forklifts, and stacks of pallets. The facility is situated in a rural area with fields and trees in the background under a cloudy sky.

FRUIT-OH

Turning Agricultural Waste Into Value

Autonomous On-Site Waste-to-Value Systems

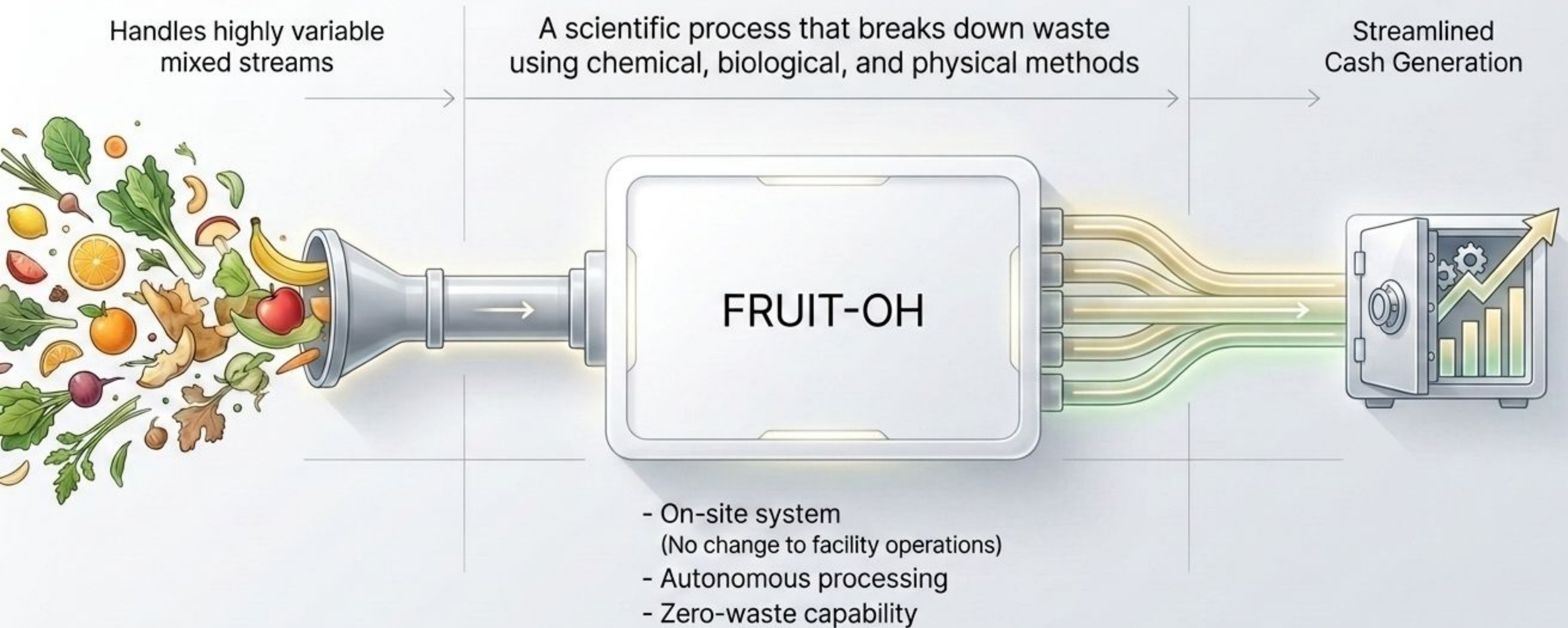
The 2.5 Billion Tons Waste

Current Process

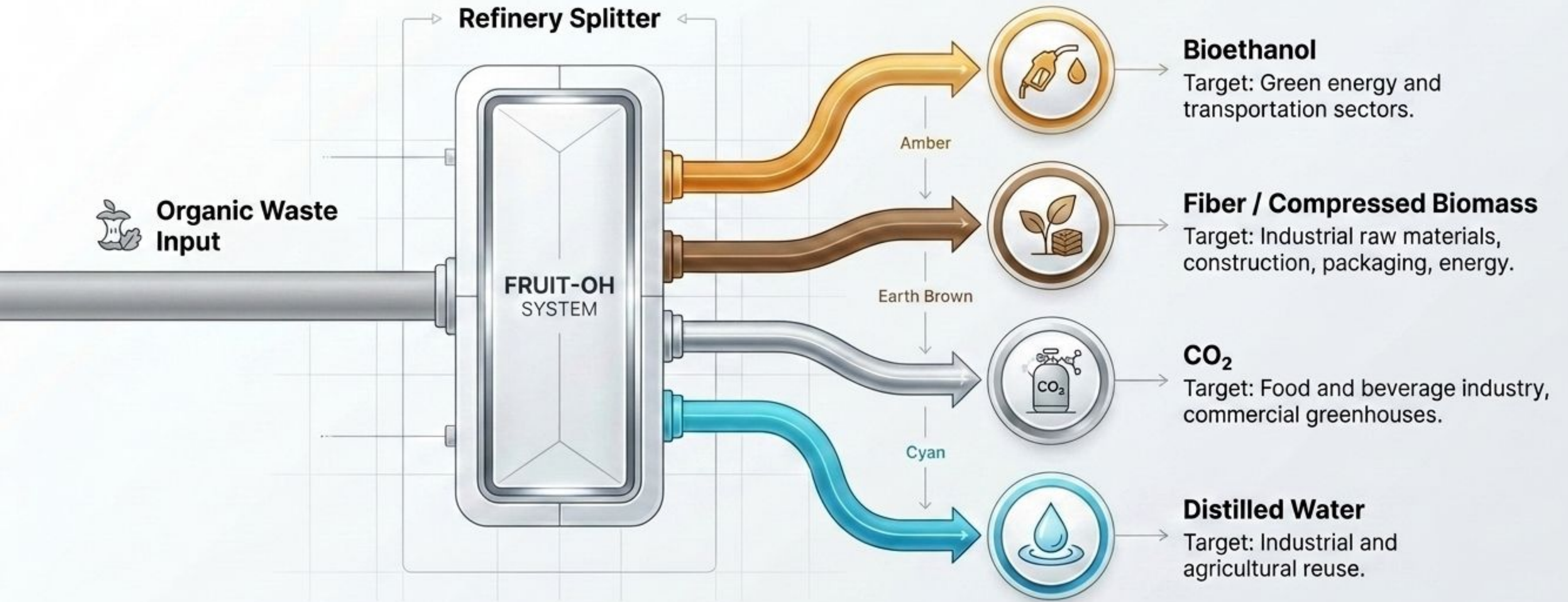


Disposal Cost: ~\$100 per ton
Global Cost: ~\$125B annually (FAO)

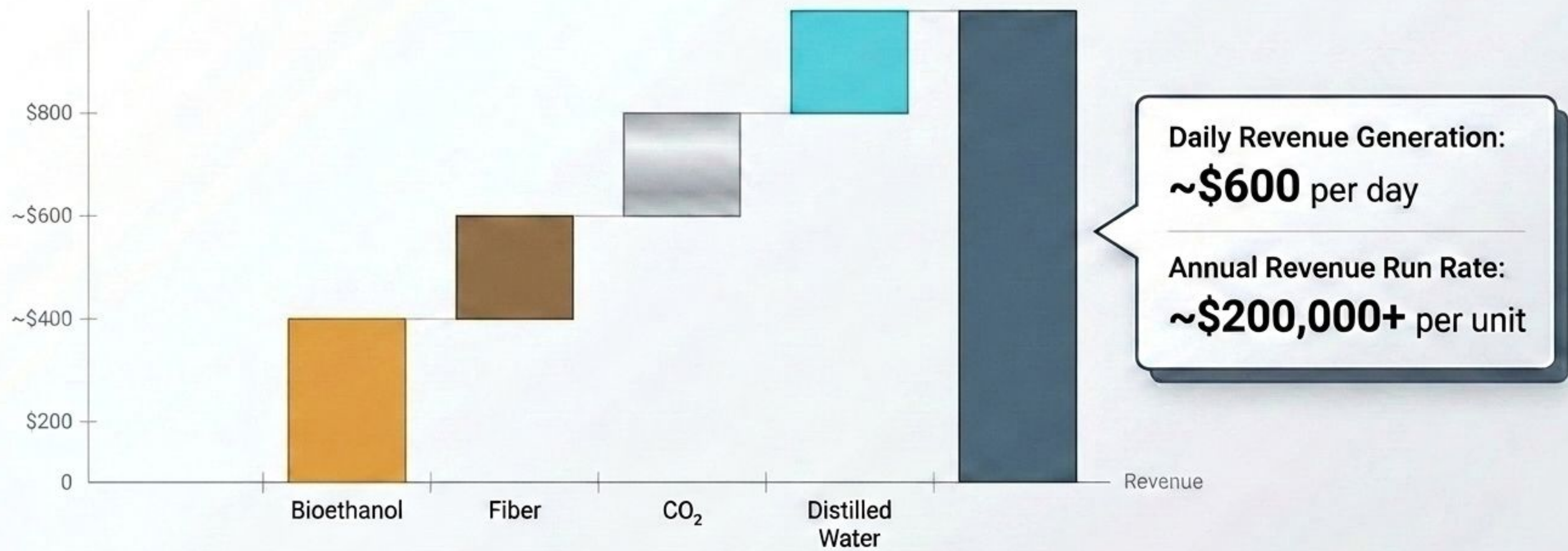
The next generation process - the circular arbitrage engine



Four Distinct Revenue Streams from Waste Input

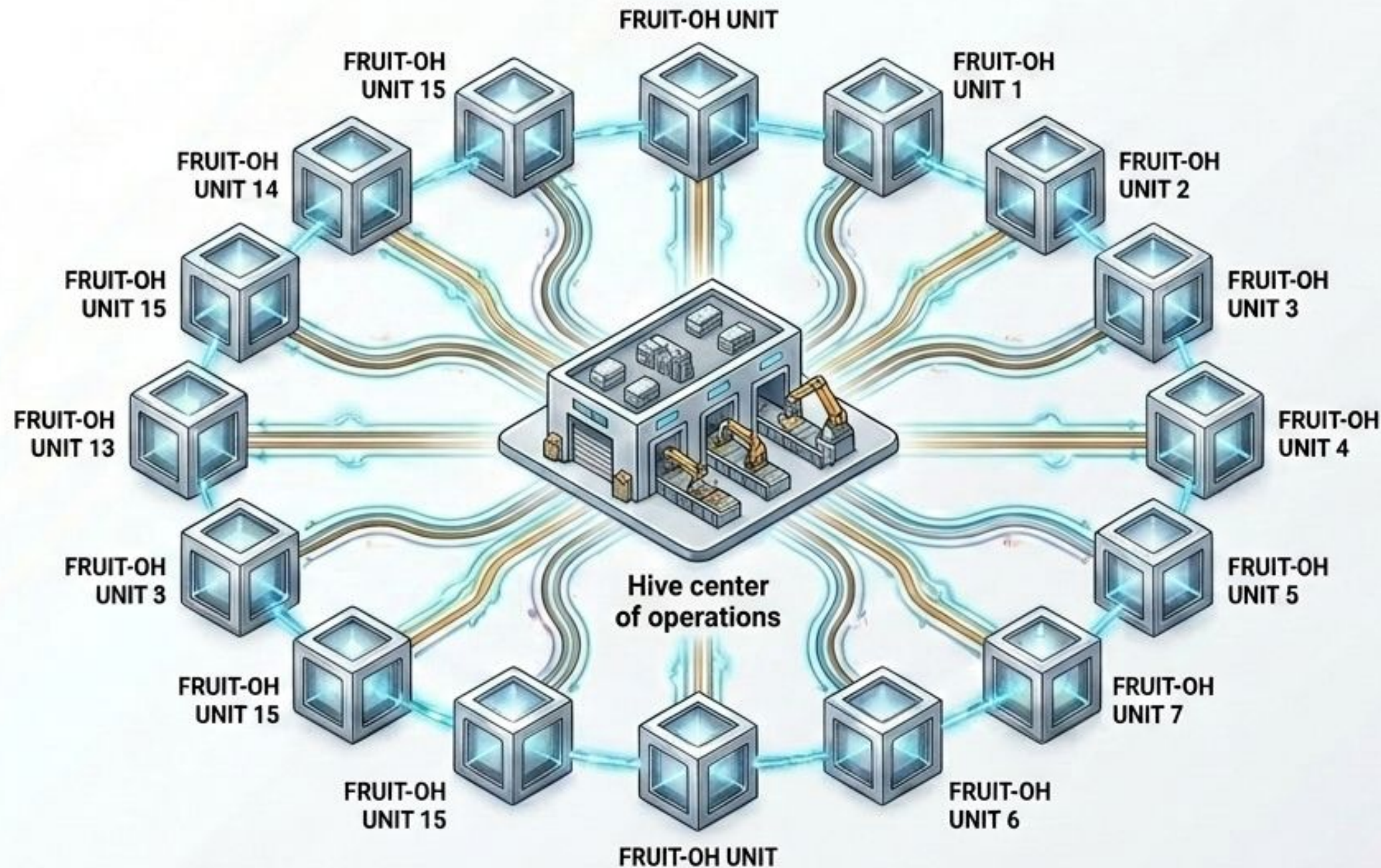


Micro-Economics: Profitability Per Ton



minimum input per unit per day - 1 ton; maximum capacity - unlimited

The Hive Model: Scaling the Micro to the Macro



The Scale Equation

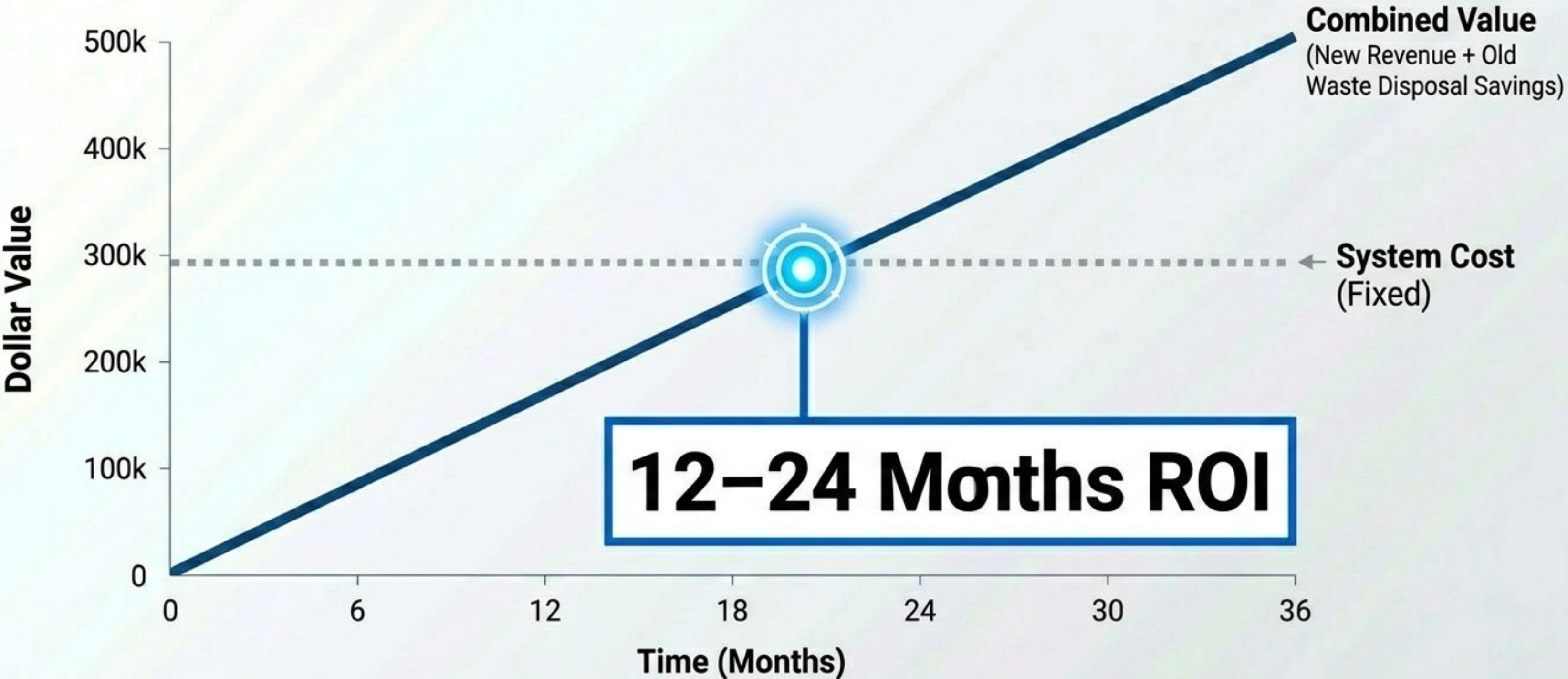
1 Hive = 15 Units

1 Unit = ~\$600/day

**1 Hive ≈ \$4M
Annual Revenue**

Quick and immediate deployment of the units; central and remote control of the units as a hive

The Customer Proposition: Rapid Capital Return

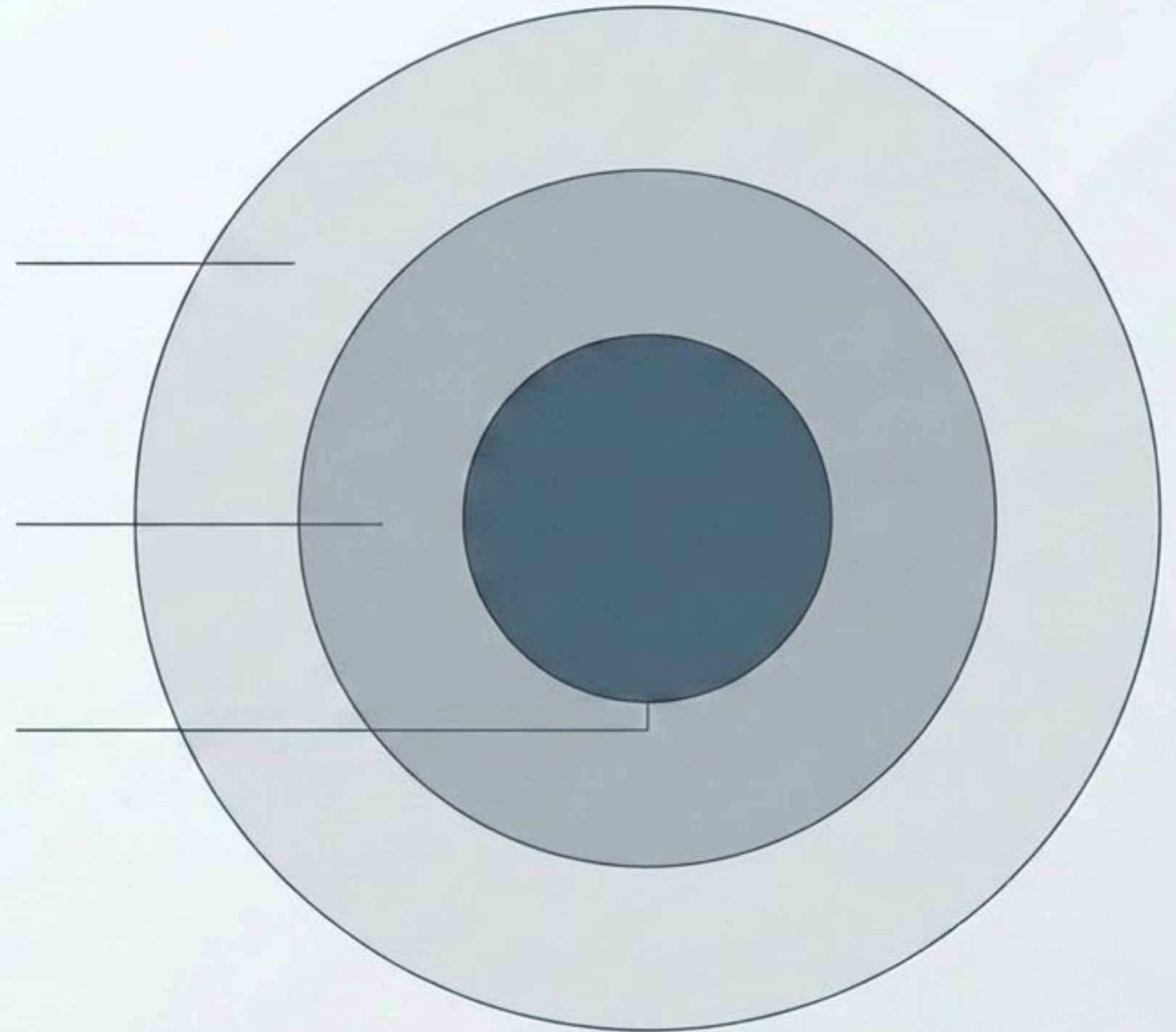


A Massive, Untapped Global Infrastructure Market

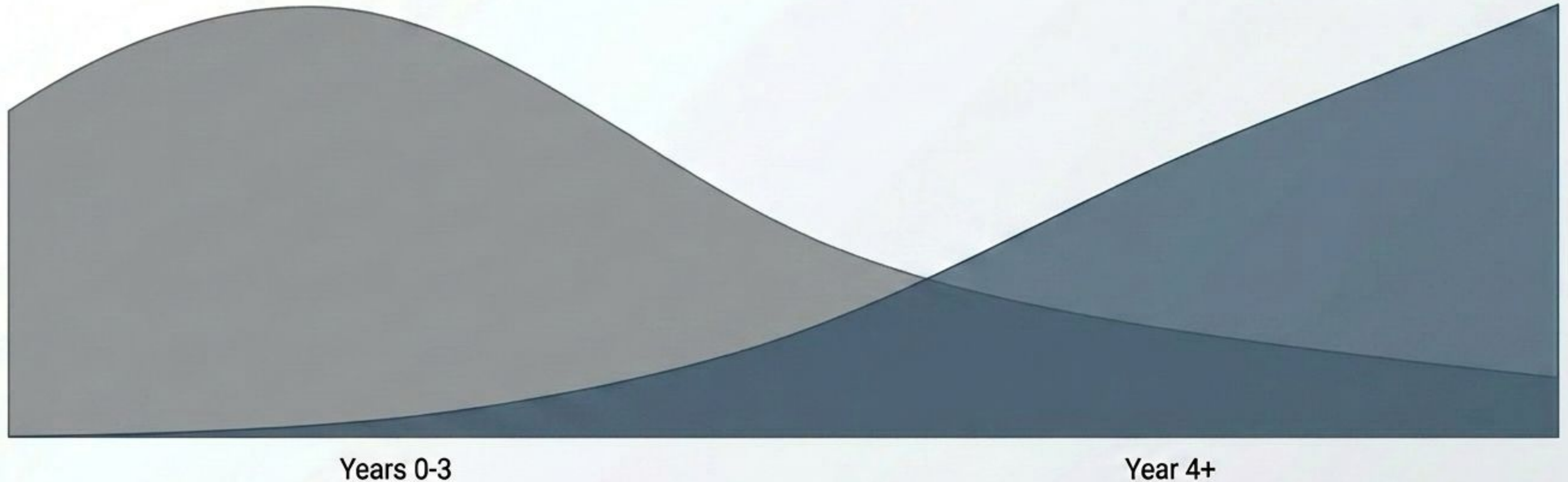
TAM (Total Addressable Market)
2.5 Billion tons of organic waste annually (FAO estimates)
Capacity for 800,000 units at all global waste-points

SAM (Serviceable Addressable Market)
~100,000 packing houses worldwide.

SOM (Serviceable Obtainable Market)
Deployment of 10,000 units by Year 10.



Go-To-Market: From Direct Operations to Global Network



Years 0-3

Year 4+

Phase 1: The Ownership Model

- FRUIT-OH owns/operates deployed units (10-20 units deployed).
- Direct commodity sales – annual expected revenue of \$2M - \$4M (accumulating).
- Goal: validation and optimization of technology - automation and infra-structure.

Phase 2: The Platform Models

- Global expansion by selling hives (hardware machine + operating software as SaaS) to global agri-corporates.
- Annual expected revenue of \$4M (accumulating).

Raising Investments

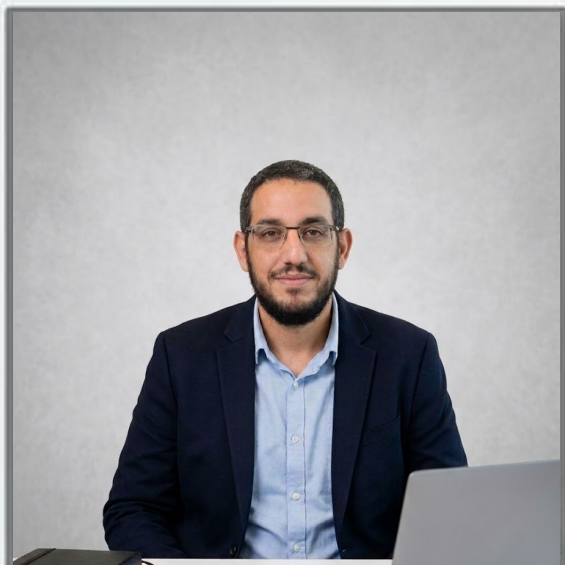
Pre-seed: \$1,000,000

Seed: \$3,000,000



**Expected
ROI – year 4**

The Execution Engine



Itay Noked, Founder and CEO

Mango Farmer, Fruit Storage and Packing Plant Specialist. MSc Agricultural Science and Biotechnology; Chemistry and Food Science Practical Engineer.



Or Dror, CTO

Experienced Analytical Environmental Chemist, Waste Treatment Specialist, Renewable Energy Specialist. BSc Environmental Science.



Tom Alon, CMO

Seasoned marketer and business developer, expert in creating brand identity and new markets development. BA Communications.



Yuval Azany, COO

Experienced logistics and operations manager and Director of licensing and regulation at a real-estate and construction company. BA education, MA Israel studies and Environmental Education.



Jarden Shechter, VP Technology

BA in Computer Science and extensive experience in building AI and computing systems.



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