



Meet SeeTree

The Intelligence Network for Trees

SeeTree is an ag-tech company with a mission to digitally transform permanent-crop farming, by **optimizing fruit production** using our proprietary **intelligence for every tree solution**.

About SeeTree

SeeTree combines machine intelligence with human intelligence, to gain insight into the health and productivity of *every single tree in mega tree farms*.

Our mission is simple. We are here to foster high-tech innovations in precision agriculture to help growers in optimizing their actions and assets so they can achieve profitable growth.

The Three Pillars of the SeeTree Intelligence Network:

- Tree Health
 - Early detection of severe diseases (e.g., HLB)
 - Detection of non-producing and under-performing trees
 - Root-cause analysis of weak areas
 - Fruit Optimization
 - Early prediction of yield-per-grove
 - Fruit count and size distribution per tree
 - Detection of “alpha trees”
 - Farming Efficiency
 - Detecting of inefficiencies in farming activities
 - Enabling central oversight
 - Creating of digital integrated learning system
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The Problem and the Solution

Problem:

Poor quality data will not enable permanent-crop farmers to overcome the industry's major challenges – crop losses, dwindling resources, tight sustainability standards, and fluctuated profit margins. Growers are under pressure to produce more food with less resources. Achieving this incredible feat without transforming the data available to farmers, will be impossible.



Solution:

SeeTree delivers end-to-end service, providing growers with intelligence on individual trees and tree clusters from the air, ground, and underground. The data collection campaign utilizes high-resolution, multi-dimensional sensing imagery obtained from drones, paired with ground sensors and rangers with boots-on-the-ground who acquire samples for further data analysis. SeeTree has developed a scalable analysis system with geospatial and object recognition algorithms at its core, to uniquely identify, measure, and organize data of millions of trees and more. Using modern classification techniques, we trained our system to spot weak trees and tree clusters to help the farmer direct their efforts and resources.

Who is SeeTree For?

SeeTree is best suited for commercial farmers who grow permanent crops. Our current user base includes commercial growers of the following:

- Citrus fruits
- Almond
- Olives

Next on our agenda are Eucalyptus, Pistachio, Hazelnuts, Oil Palm, Apple and Grapes.

Facts about SeeTree

- Raised \$20M in financing from leading investors in the field, including Hanoco Ventures, Canaan Partners Israel, Uri Levine (Co-Founder of Waze,) iAngels and Mindset.
 - Headquartered in Tel Aviv, with additional offices in California and Brazil
 - Partnered with the largest citrus growers in Brazil and California
 - 90 employees globally
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Connect with SeeTree:

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