



PHYTELLIGENCE

Intelligent Agriculture

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Mission Statement

Proposing a tasty and exciting elevator pitch here... let's feed them early!





The Problem

Dated Nurseries and Old Varieties

Outdated Nurseries and Old Varieties are Limiting Industry

- Family owned, fragmented
- Lacking innovation (using 75-100 year old growing practices)
- Growing plants in dirt exposing plants to soil based pathogens
- Frustrating growers by:
 - Not keeping up with demand
 - Shipping Late
 - Providing back log of new varieties by delivering slowly and in small quantities
 - Creating industry shortage of materials from slow production and poor quality
 - Causing scarcity and slow ramp of new plant varieties



10%

of the wrong plants
shipped to growers

100 YEARS

Since last innovation

20%

Mortality of
plants shipped

Current varieties, rootstock, and compounds are aged and not meeting all consumer or agronomic needs

- No new pear variety in the United States for 100 years
- No well performing dwarfing pear rootstock available
- Growers need disease, drought and pest resistance still a constant battle
- Can take 10 years to have saleable fruit from a new tree
- Consumers demand more variety, taste, flavor, convenience and they want it faster
- Climate change requires shifts in what plants are grown where.



The Solution

Disrupting Nursery Business and Creating New Varieties