

Preventing Damage.
Boosting Yields.
Strengthening global Food
& Water Security



Nobify

Where Technology Meets Ecology

Ofir Tessler
Co-Founder & CEO

Nobify Pitch Deck
May 2025

What We Do

 We Deter Birds efficiently from large aquatic areas, Combining **Computer vision SW** with **Whipping air hoses HW**, **Boosting Our Customer's Yields** by **25 percents** and more!



Fish Loss %

45%



9%



0%



...



Problems Addressed



Aquaculture Market

Predation of fish, fish food competition, and transmission of diseases by birds in fishponds cause a **financial damage >30%**



FPVs Market

Bird droppings on solar panels cause significant **energy production losses >30%**



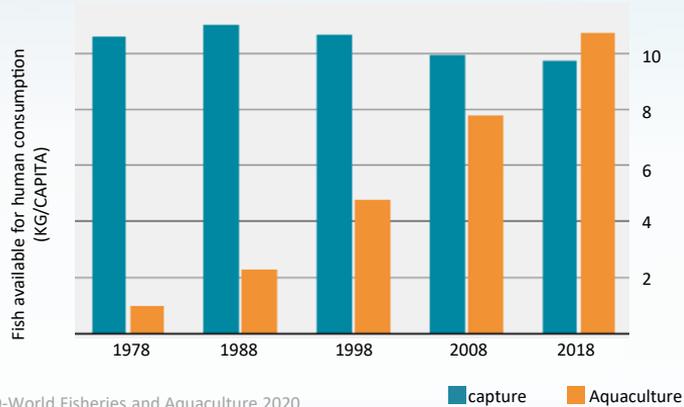
Global Markets



Aquaculture Market

Fishery is reduced <> aquaculture in rapid rise

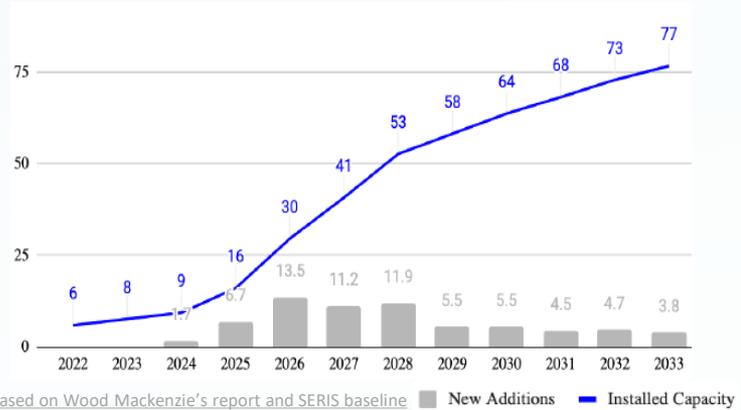
Relative contribution of aquaculture and capture to fisheries to fish available for human consumption



FPVs Market

Expected damage 2033- at least 3\$ billion

cumulative installed Floating PV capacity (GW/p) is presented below, growing at **26.4% CAGR**



TAM 25\$ billion, SAM 13\$ billion



Traction



Started working in **January 2024**

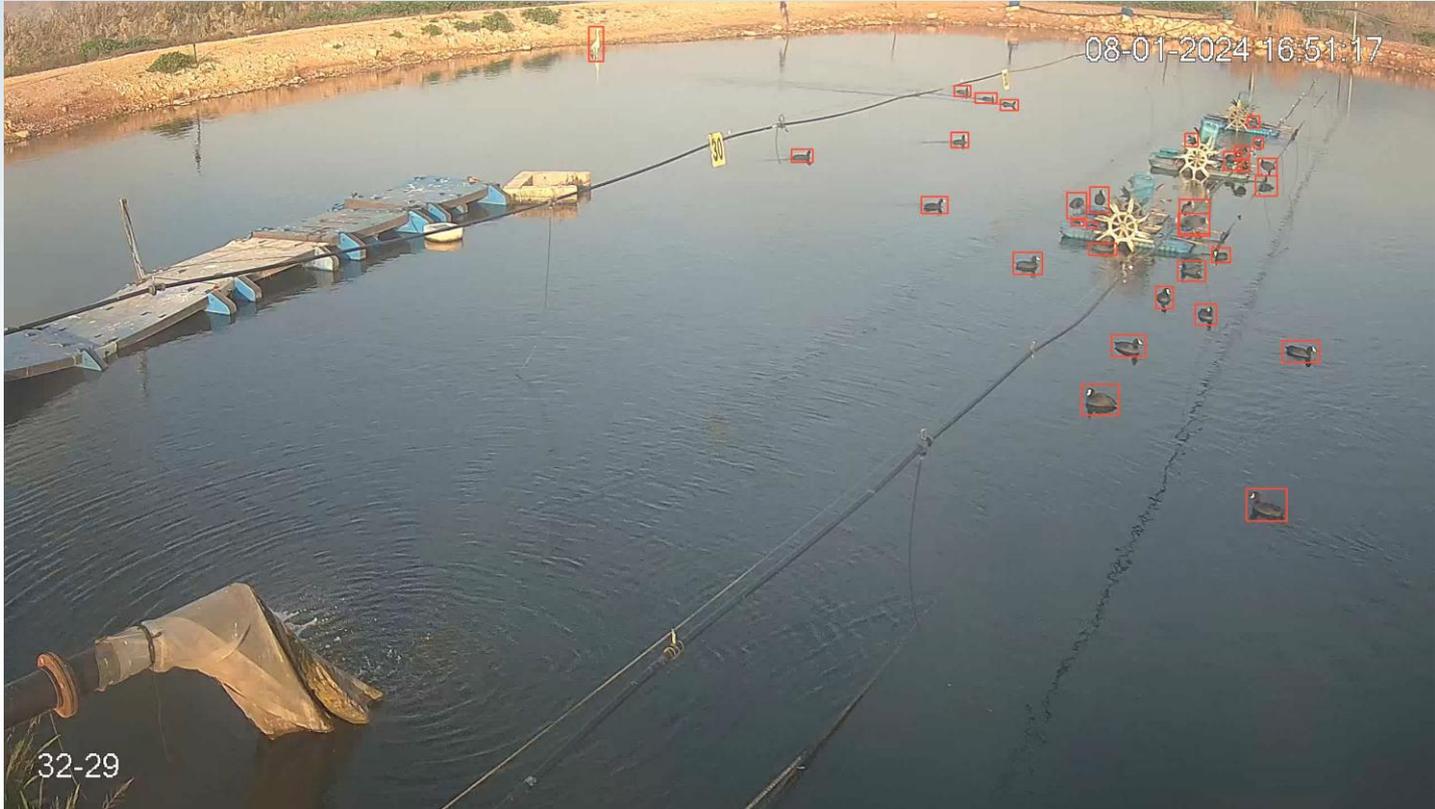
By **June 2024**, we launched a Beta

By **September 2024**, we delivered our **Product**

By Now- Strategic, **National & Global Collaborations**



Technology (1)- CV Software Detection



Technology (2)- CV Software Detection



Technology (3)- Hardware



Our Solution- A Completely Protected Pond!



Data, Alerts, Reports- Great Business Value!



Dashboard List
Production 2.0.0

Sites
Live
Dashboard
Reports

Site: Maoz Haim
Asset: Pond 27
Created From: 20:05 10/12/2024

Detection Events			
	Started At	Ended At	Camera
	17.12.2024, 7:13:50	17.12.2024, 7:16:10	Camera3
	16.12.2024, 16:21:32	16.12.2024, 16:23:52	Camera2
	16.12.2024, 16:16:10	16.12.2024, 16:20:20	Camera4
	16.12.2024, 16:15:36	16.12.2024, 16:16:26	Camera4
	16.12.2024, 16:15:34	16.12.2024, 16:17:52	Camera4
	16.12.2024, 16:10:12	16.12.2024, 16:12:30	
	16.12.2024, 16:03:09	16.12.2024, 16:05:29	
	16.12.2024, 16:01:57	16.12.2024, 16:04:17	
	16.12.2024, 15:57:57	16.12.2024, 16:00:17	
	16.12.2024, 15:53:55	16.12.2024, 15:54:17	

1
2
3
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9
10

Asset: Pond 27
Created From: 07:30 08/01/2025
Created To: 20:53 14/01/2025

Bird Detections And Activations Over Time By Hour
 08/01/2025 07:30:00 - 14/01/2025 20:53:54

Asset: Pond 29
Created From: 07:30 08/01/2025
Created To: 20:53 14/01/2025

Bird Detections And Activations Over Time By Hour
 08/01/2025 07:30:00 - 14/01/2025 20:53:52

Asset: Pond 27
Created From: 07:30 08/01/2025
Created To: 20:53 14/01/2025

Bird Detections And Activations Over Time By Hour
 08/01/2025 07:30:00 - 14/01/2025 20:53:54



Competitors

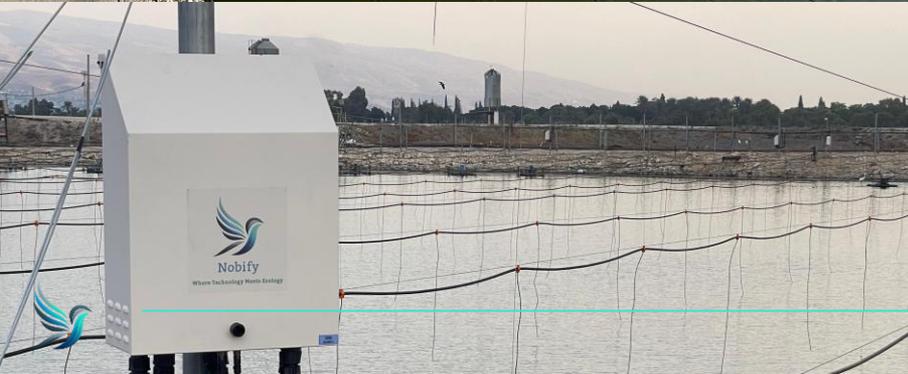
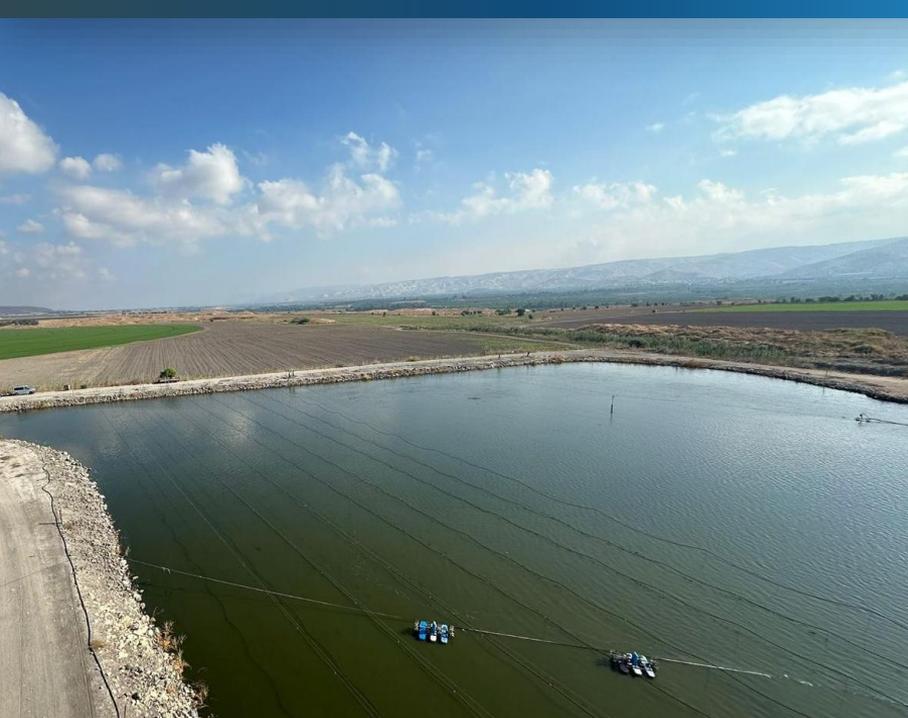


Benchmark

Criteria	Nobify	Nets	Lasers	Noise Gas Cannons	Guards
Firms	Nobify	Bird Barrier, Bird-X	Magnor/Syron Hawk	Purivox	Any
Efficiency	V V	V	X	X	X
Autonomous detection	V	N/A	V X	X	X
Real time action	V	N/A	V X	X	X
Adaptation prevention	V V	X	X	X	X
Size limitations	V	X X <1 ha	X	X	X
Operational convenience	V V	X X	X	V	X
Environmental friendliness	V V	X X	X	X	X
Cost	\$\$\$	\$\$\$	\$\$	\$	\$\$
Comments	Unique Value Proposition	Size limitations <1 ha Strict Regulation	Safety res. Low efficiency	Low efficiency Environment res.	Opex

Nobify's Better Solution- Prevents adaptaiton, Fills the size gap, Convenient, Sustainable!!!





Our Customers

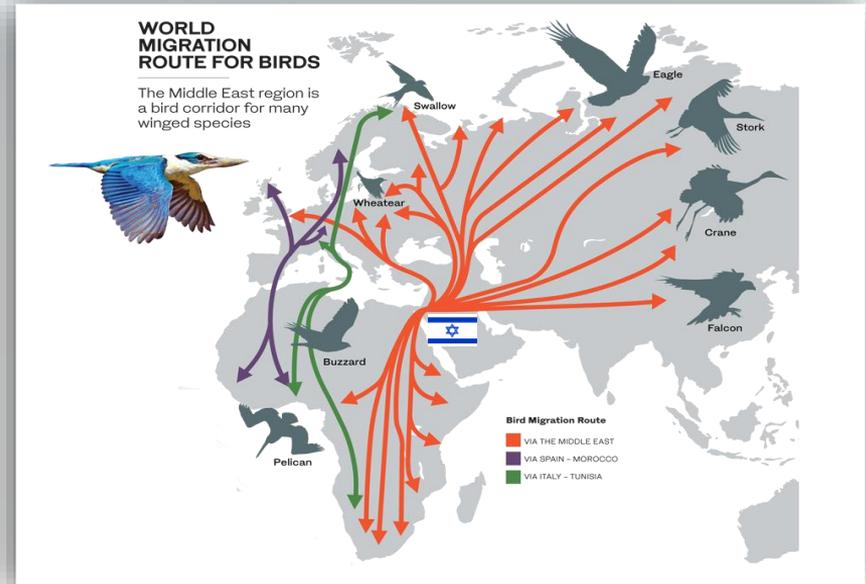


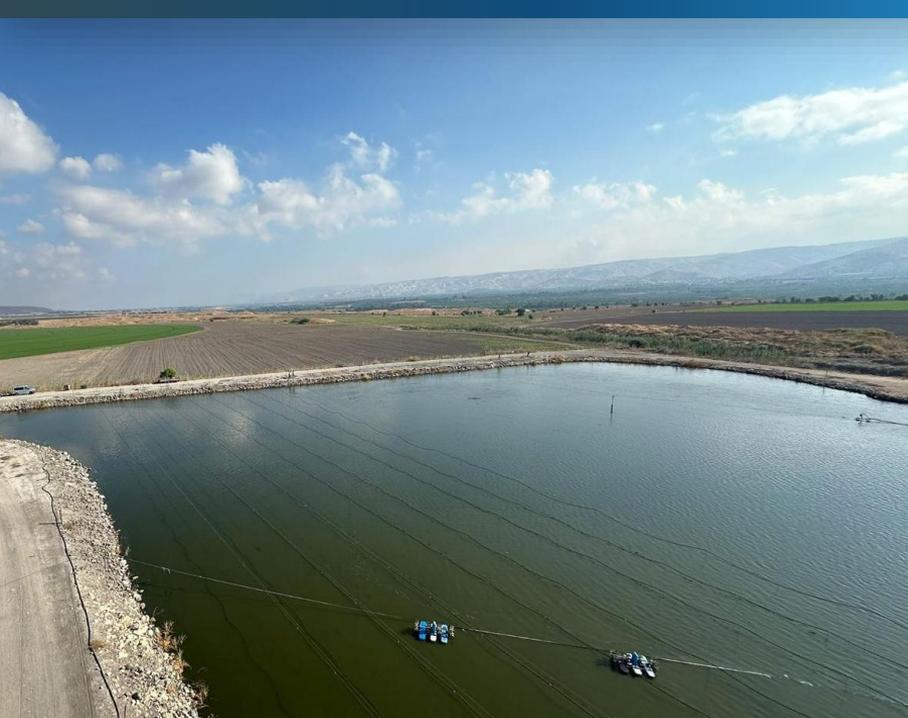
“Hanged” Configuration

October 2024

At Kibbutz Maoz Haim, Israel, 2 Hectares Fishpond

The World’s most challenging Nature Lab





Our Customers



“Hanged” Configuration

October 2024

At Kibbutz Maoz Haim, Israel, 2 Hectares Fishpond

Winter Survey of birds at Maoz-Haim Fishponds
By Myriam Freund and Dr. Tamir Strod

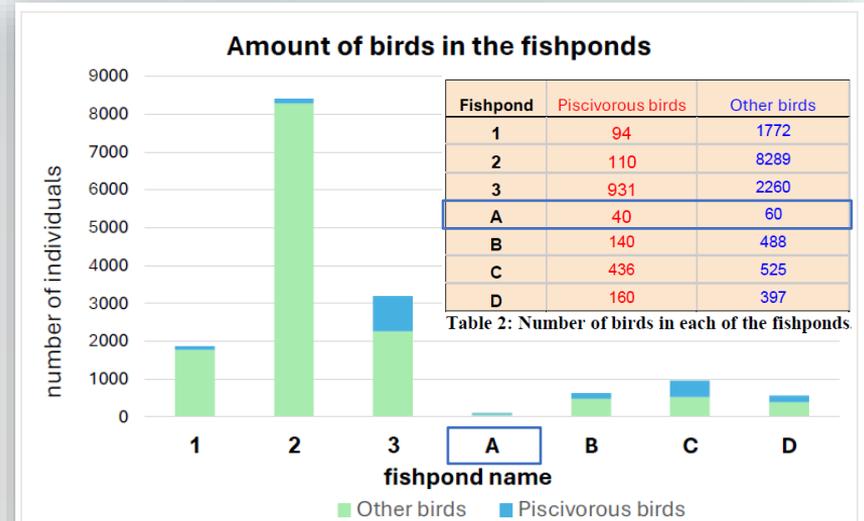


Figure 1: Accumulated number of birds in each fishpond of the survey area

Our Customers

“Laid” Configuration

Leading Renewable Energy Firm
at Kibbutz Lohamei HaGeta'ot



Business Model



B2B/B2B2B- Local Distributors

Tailor made system– Made of Standard Modular Components

Nobifense/Nobisolar- Sale + 10 Years Service | Leasing

Nobifinder- Sales Promotion

Return Period (Premium)<3 Years | Shrimp



G2M Strategy



Market Entry Plan

- Initial Focus: **Israel** (pilots->sales)
- Expansion sequence: **India->US->Thailand->China** (Long term, JV)

Market Penetration Approach

- Establish JV/Liaison office
- Hire local industry-connected Country Manger->Sales Officer->Pre/Post Sales Technician
- Partner with local distributors for initial projects
- Develop network of local partners for sales & support

Global/ROW Operations

- Core management from Israel headquarters



IP Strategy & Status



Patent Application Status Overview

Israeli Patent

No. 304287

Filed: July 5, 2023

Status: Advanced examination

PCT Application

No. PCT/IL2024/050639

Filed: July 1, 2024

Status: Under review

Upcoming USPTO Application

Key Features:

- Bird scaring & solar panel cleaning
- Smaller footprint
- No electricity at endpoints

Strategic Advantages:

- Defensive protection strategy
- Multiple implementation paths
- Ready for continuations



Our Team



Eitan Cohen

Co-Founder & CTO

- **Computer Engineer, Digital HW, Comm, Solar, Monitoring, and Pneumatics expert**
- Former chairman of Eilat-Eilot Renewable Energy
- Co-founder of kibbutz Neot Semadar



Ofir Tessler

Co-Founder & CEO

- **Senior Business, Sales and Operations executive**
- **UAS, Tech integration, Birds risks, Aerospace, HLS, and Business continuity**
- Colonel (Retired)



Avi Zioni

Co-Founder & Op. Manager

- **Entrepreneur, Designer and Project manager of Neot Semadar Art Center**
- Operations, Sales, and Customer success
- Co-founder of kibbutz Neot Semadar



Yaeli Etstein

Scientific & Sustainability Advisor



Tamir Strod, Ph.D

Bird Ecologist

30+ years expert in bird-fish farm conflicts



Maayan Padan

BizDev Consultant



This is just the Beginning...



Our Ask + Use of funds



Bridge Round- \$800K (SAFE, CAP)

\$300K for:  Market Development- India (+\$500K Grant Submission)

\$500K for: (1) Product Development- Design to cost, Data, Software

(2) Strategic Partners Collaboration

(3) Team Strengthening

(4) Global Expansion, Sales & Deployments





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Thank you!



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