



AUTOMATO ROBOTICS

Israel

www.automatorobotics.com

Founded in 2018

8 Employees

Field of Activity:

Agrofood

Investments received:

300K\$ in Grants

Investment need:

1-1.3M EUR

Watch the 3min
pitch

Company Description

Automato Robotics develops affordable robots to ordinary farmers to make their business sustainable again. We are building the future workforce to reinforce the diminishing human labor in agriculture.

Problem

There is a major international labour crisis in agriculture. According to the International Labor Organization (ILO), agricultural workers as a percentage of the workforce declined from 81.0% to 48.2% in developing countries and from 35.0% to 4.2% in developed ones during a decade. This poses a serious threat to production in farms as seen cross the world, as farmers simply can't get enough workers.

Solution

Automato Robotics has developed a modular robot that works in passive greenhouses (without rails) or high tunnels to perform agricultural tasks. The first addons are a tomato harvester and an autonomous sprayer. In addition to the specific installed addon, the autonomous robot will collect and transmit data on expected yield, pests and diseases while it drives around the greenhouse.

Market

The greenhouse market for agricultural robots is over \$17B for western Europe. Robotics and automation for picking and harvesting are gradually gaining traction among other farming automation due to declining availability of farm workers and ageing farmers across the world.

Business Model

We two business models for the end-user: acquisition of the robot to enjoy a 40-50% governmental subsidy, or rent the robot on a monthly basis. We are aligning our development to meet a 1 year ROI to the farmer, and a 50% cost savings over a 5 year period.

Both models have recurring revenues are generated from annual robot maintenance fees, as well as annual subscriptions to data-enabled subscriptions for yield prediction, pest and disease detection etc.

USP & Differentiation

Our solution offers sustainability both on the food security side (assurance of availability) with additional financial and quality benefits to the farmers.

We are the only rural/off-road robot that understands how greenhouses are structured and is affordable enough for farmers to buy or rent.

Since our core offering is an autonomous greenhouse vehicle, we can expand not only by our developments but also by partnering with other agritech companies that wish to reach the passive greenhouse market.

Startups Profile

Eyal Udassin

CTO & Co-Founder

eyal.udassin@automatorobotics.com

+972-547-684989

Aether Biomedical

Making Bionics accesible to all