

## Start-Up Nation Central partners Microsoft to promote Israeli AgriFood-Tech startups

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Start-Up Nation Central has collaborated with Microsoft to promote Israeli AgriFood Tech startups in the international marketplace. The collaboration focuses on connecting AI, data, cloud, and machine learning technologies from agricultural information to Microsoft's AI tools.

In the first phase of the collaboration, Start-Up Nation Central and Microsoft will promote a series of tech challenges to propel mapping Israeli startups and relevant technologies within the AgriFood Tech sector.

Together, Start-Up Nation Central and Microsoft will work to identify global AgriFood Tech challenges, with an emphasis on connecting AI technologies that can help develop durable models for optimal and sustainable agriculture across the entire value chain.

Led by Microsoft AgriFood CTO Ranveer Chandra, the collaboration will identify relevant innovative companies in Israel that are using agricultural data for cutting edge applications. It will also examine how these technologies can be integrated into Microsoft's cloud-based agriculture-focused business tools.

Israeli AgriFood Tech entrepreneurs will benefit from exposure to global opportunities through Microsoft's network of connections. Potential opportunities include collaborations with strategic partners, access to new markets, and showcasing market-ready technologies on a global scale.

Start-Up Nation Central CEO, Avi Hasson said "Israel boasts over 250 leading cloud agriculture startups that offer fertile ground for innovation in this rapidly developing sector. The Israeli AgriFood Tech industry is well advanced in data, software, and connectivity, and offers incredible potential for Microsoft in the growing field of data-driven agriculture".

The first two tech challenges are already underway with a focus on water management and sustainable agriculture. As part of these challenges, over 40 relevant Israeli startups were mapped, and two Israeli AgriFood-Tech companies— Projini (developers of innovative pesticide solutions) and Saturas (developers of a breakthrough sensor-based precision system for optimized irrigation) — were selected to collaborate with Microsoft at this event and have the opportunity to collaborate with Microsoft's global technology and investment teams.

Start-Up Nation Central is a non-profit organization that connects Israeli innovation to the world in order to help international entities solve global challenges. Supported by the Israeli technology ecosystem, the organization provides a platform that nurtures business growth and generates partnerships with corporations, governments, investors, and NGOs to strengthen Israel's economy and society.