



# arugga

AI FARMING

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April 2025



# Who We Are

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- Israel-based startup founded in 2017 by Iddo Geltner and Eytan Heller
- **Our Mission – revolutionizing greenhouse farming through automation**
- First focus of high-tech tomato greenhouses
- Over 60 pollination robots successfully deployed in 6 countries and consistently showing higher yields
- **Arugga launching new modules in 2025:**
  - Plant Lowering Robot (PLR)
  - Pest & Beneficial Detection







# Greenhouse growers' problems

Manual labor is a major challenge



Labor



Labor



Labor

- High cost 30-50% of expenses
- Labor shortage and turnover
- Some tasks cause injuries



# Plant Lowering Robot (PLR)

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- Our plant lowering robot for tomato and cucumber plants launching in 2025!
- First commercial system: 300 plants/hour
- Battery work capacity: 16 hours/day
- Plant weight: 10 kilos
- Hook type: standard Paskal / RB or equivalent 18cm/22cm.
- Hook rotation: 0.5 or 1.0 rotation resolution. Same number of rotations for entire row.
- Robot working 6 days in 8 hours shifts
- Lowering takes place once a week
- Two robots needed to cover 1 hectare
- Second commercial system: 600 plants/hour (Q1 2026)





