BreedIT Ltd.
Optimizing the Breeding Processes

The Intelligent Decision Support System (IDSS), **made by breeders for breeders**.

Seed companies are heavily reliant on expensive know how and technology, a very challenging paradigm for the industry, especially for small and medium size companies which spend significant amounts on the development and testing of new varieties and hybrids. The process is data intensive and complex, normally conducted across multiple locations and over many years of development. Therefore, breeders need state of the art integration and cost effective solutions to reduced product development time and costs. Constant innovations emerging from R&D require rapid and efficient implementation strategy to enable any company to survive in such a highly competitive industry.

iBreedIT® is a package of **IDSS software solutions** for breeders and researchers. Under the auspices of the Hebrew University of Jerusalem, it has access to the most advanced research laboratories and academic know-how, keeping it at the cutting edge of breeding R&D. iBreedIT® contains a decade of accumulated knowledge and experience making it a one-of-a-kind, state of the art product. It was developed by breeders for breeders.

Generating and disseminating knowledge in breeding information technologies, the system assists breeders to: plan, manage, and analyze breeding data and perform practical research activities quickly and effectively. The system covers all fields of activity involved in breeding and supports the breeder at every stage in the breeding process including: planning, field work, harvesting, and data analysis. It facilitates communication between all parties involved such as: Phytopathology, Molecular Biology, Agronomy, and field or laboratory trials.

iBreedIT® significantly improves the planning, execution and management of the growing process and provide a computerized and internet operated **one-stop solution for seed and/or breeding companies.**

The system has been developed by the world-leading vegetable breeding and research group based in Rehovot, Israel, at the Faculty of Agriculture. Under the leadership of Professor Haim Rabinowitch, the group is recognized as one of the largest and leading tomato breeding groups worldwide.

The company is aiming to establish national and international alliances with major seed companies, providing them with access to knowledge and proprietary technology developed by its researchers at the University.

BreedIT Ltd. seeks to become the leading Intelligent Decision Support System providing agro breeding information technologies and decision support and integration system to breeders, worldwide.

BreedIT ltd.

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