

Nimrod Israely

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אל: Nimrod
נושא: How Do You Like Your Technology Served?

Dear Nimrod,

Complicated / Sophisticated OR Simple.

What is your preferred design?



Now let me explain this question and why it is **critical** for you and your farmers' future success. Often people approach me and refer to *FreeDome* in one of the following statements (or alike);

"today everything is so sophisticated, drones and so on, and this looks so Simple", or

"it looks so Simple that you don't understand what is special about it" or

"it doesn't have the shining glory of an attractive electronic device, a tractor or a sprayer".

Such questions/statements are a great opportunity to discuss one of the things I Love the most – **Design!**

In a nutshell, this is what design should do for us and represents for me:

I believe that when it comes to good, advanced technology, when you really, and deeply, understand your customers and their needs...

Technology has to be stupid simple!



Let me share with you that from the very beginning, already as a farmer, as I started to work on a solution for fruit fly control, I was very focused on the design. My point of view was the one of a farmer, the user!

Many years before I knew how *FreeDome* would look like, I already knew how it **will not look like**. Soon enough I found out that knowing what you do not want is as important as knowing what you want.

So I have made myself a long, very long, list of the things I **don't want** to have as part of this future solution. For example; no glue, no trap, no maintenance, not heavy, unbreakable, not complicated, no moving parts, no electronics, should not be affected by rain/sun/wind/humidity, etc.

At the same time, I started making a list of the characteristics I **do want** to have in this future solution. For example; small, harmless to people, harmless to non-target organisms, easy-to-use, feels good when holding it, few parts, easy logistics, simple to renew, etc.

And, on top of all –**Highly Effective!**

I still have and use those 2 lists, and they grow longer each year. By the way, the list of 'What Not' is so much longer.

When you do things well, your clients like your design, they buy it and they start being emotional towards it. This is a success.

At that point, the toll you have designed is no longer a 'pest control device' or a 'fruit fly control solution', but rather a life-changing technology.



Good or bad, I like to listen to what the farmers have to say. Listen to Barak Kaplan, a leading farmer from Israel. I met him a few days ago and asked him to express his experience with Biofeed. Barak chooses to talk about 2 virtues of the *FreeDome*:

1) High effectiveness, 2) Easy to Use.

I Love it. There is no end to SIMPLICITY

Change is a decision.

Better fruit... Better future... Biofeed...

See you soon,



Nimrod

P.S. Finally the Holidays are over. We do our best to catch up, but still behind schedule. You didn't get an answer to an email or question? Just send a kind reminder.

P.P.S. November 19-20th I will be at the 9th International Conference on Biopolymers and Polymer Sciences (Bucharest, Romania). The theme of the conference is; An Infinite Supply of New Age Materials for a Green Sustainable Future <https://lnkd.in/dnkfQ5e>

Title of my presentation is: [From DDT to Emerging Eco-Technologies; the Long Journey to the 'Second Green Revolution' and the 'First Green Economy'](#).

This is a great opportunity for MEETINGS, just let me know in advance so we can schedule and I can get ready.

The ***Real Green Revolution***, the way to connect your vision with your business!

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