Herd-itt
Every cattle counts

Herd-itt invents remote cattle system to decrease the cattle's Methane (CH4) toxic greenhouse gas emission by 20%

ILAN ARBEL
CEO
Herd-itt

EXECUTIVE BIO

Ilan Arbel, the founder and CEO of Herd-itt, is an engineer and mathematician, with 35 years of experience in developing algorithms for AI and optimization of discrete processes. Winner of an Israeli Government Award for science, recipient of an Israeli Government gold medal for creative thinking.Professional experience: Ilan Arbel began his career in the elite R&D department of the Israeli Air Force, and continued to work in the Israeli high-tech arena in various positions with leading major companies as both a developer and then as CEO. The companies were in the realms of communication as well as remote
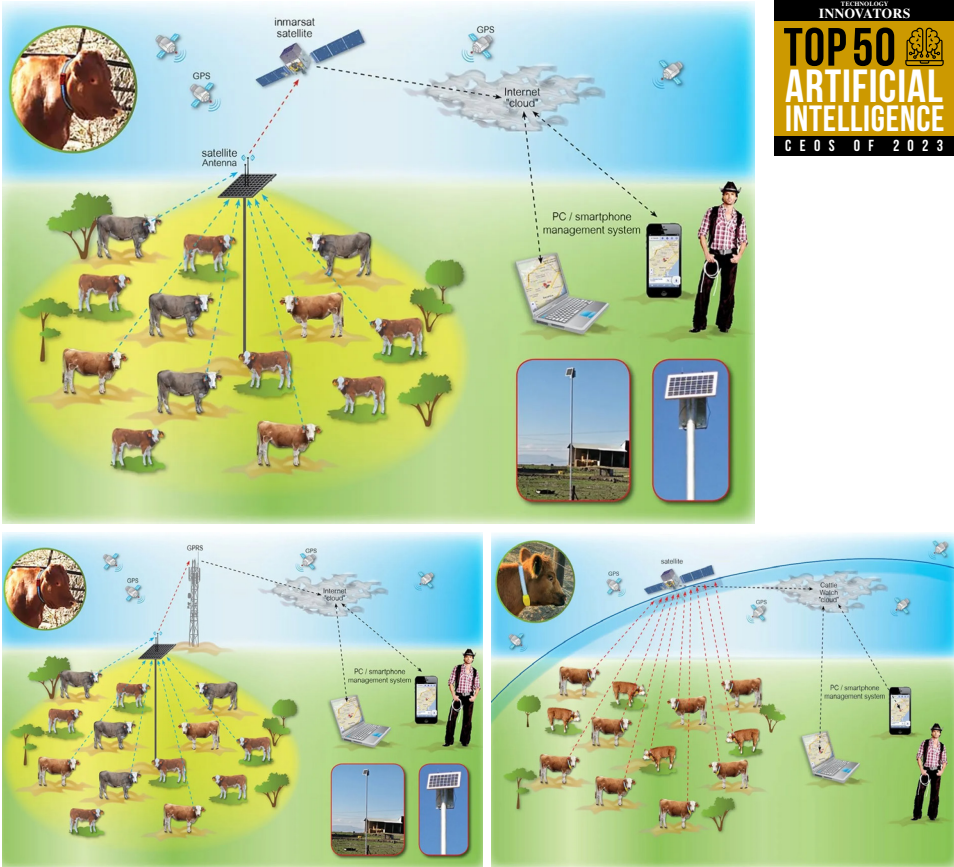
health/medical management systems based on AI. Ilan Arbel is currently the CEO and founder of Herd-Itt, an Israeli start up that has revolutionized the global cattle industry. Herd-itt has developed a first-of-its-kind system, combining unique IP and AI integrated with an advanced IoT Collar and Drone, to increase cattle yield and alert in cases of illness, epidemic and theft of large cattle herds, while saving operational costs. The technology is used to assist in the significant reduction of the cattle's Methane (CH4) emissions, as well as in the preservation of endangered wildlife. Herd-Itt targets a multi-billion market and is already being sold worldwide.

> *"I'm very concerned that we are facing the "Law of pollution conservation" in parallel to the "Law of Energy conservation", and if I'm right – (hope not) the world might be in trouble if we don't address this quickly."*
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> **Ilan Arbel, CEO, Herd-itt**

Ilan Arbel, the founder and CEO of Herd-itt, is an Israeli engineer and mathematician, with 35 years of experience in developing algorithms for AI and optimization of discrete processes. Winner of an Israeli Government Award for science and recipient of an Israeli Government gold medal for creative thinking, Ilan is at the helm of affairs at Herd-itt. Herd-itt has developed a first of its kind system, combining a unique IP and AI integrated platform with an advanced IoT Collar and drone, to increase yield and alert in cases of illness, epidemic and theft of large cattle herds. This significantly helps in saving operation costs, while monitoring the Methane (CH4) toxic emission produced by the cattle. The technology, which also assists in preservation of endangered wildlife, is targeting a multi-billion market, and is already being sold worldwide. In an interview, he speaks on an array of topics. Excerpts:

Conception of Herd-itt
Herd-itt tackles various issues including pandemics, cow's physiological behavior,

and mostly the Methane (CH4) emission of greenhouse gases produced by the cows, which bring 84 more-time toxic greenhouse gases than the CO2 produced by car engines. Says Ilan that cows are responsible for 14-16% of the greenhouse gas emission in the world, and their system is designed to reduce that emission by 20%. Reduction of 20% of cows' pollution will bring a significant amount of 3% of the overall green gas pollution in the world. "Assuming there are 1 billion cows world-wide, with 50$ collar price per cow, we can reduce the green-gas emission by 3% under only 50B$ budget. We are doing it by developing a unique collar that mounts on the cow's neck, and with a very sophisticated sensor led by a very strong AI machine. This helps us in identifying medical events inside the animal organs and also monitor the volume of the cattle's Methane (CH4) emission."

Advantages of the solution for cattle's growers:
The solution offers a plethora of benefits- it provides real-time SMS alert to farmers' mobiles thus alerting them on cattle theft,

location, her counting etc. It has also helped increase cattle yield by 15-20%, while reducing cattle growth operational cost by 10-25%. The solution has helped cattle's behavior monitoring (walking, grazing, laying, in-heat (estrus), live/dead etc) and churning out full-life history events file of these animals.

Leadership traits
Ilan says that he was always a very ambitious professional when it comes to solving critical issues. "Reducing the emission of the cow's greenhouse gas pollution is today one of the critical issues. Toxic cows' emissions bring more pollution, and cow pandemics bring much more pollution, and this is wanting to resolve over the years." Says this professional that his never give up attitude has helped him overcome failures in life. "You should be tough. Be sure you will fail many times on the road before you make it" advices Ilan.