## **GroundWorks – Real World as a Service**

### **The Problem**

Physical tech companies—those building hardware in **AgTech, mobility, robotics, energy, and construction**—can’t validate products in a lab or on a computer.  
They need **real fields, real roads, real factories**, and **real operators**.  
But access to these environments is **fragmented, inefficient**, and usually depends on favors, personal connections, or lengthy BD cycles. Meanwhile, countless real-world assets sit **underutilized** and **unmonetized**.

### **Our Solution**

**GroundWorks** is the first on-demand **platform** that connects physical-tech innovators with underutilized real-world environments—like farms, parking garages, construction sites, and roads—for testing, development, and deployment.  
 We match companies with vetted asset owners who offer not only land or space, but also **infrastructure, operators, and expertise**.  
 We turn idle assets into **revenue-generating testbeds**, and help companies **accelerate their go-to-market timelines**.

**Business Model**

* **B2B platform model**: Companies pay per project or engagement
* **Revenue**: GroundWorks takes a **20–30% cut** from each transaction
* **Zero CapEx, network-based model**: We don’t own any assets
* Future: Scalable SaaS layer for recurring revenue and insights

### **Traction**

* **4 paid pilots live** across AgTech and mobility sectors
* **$XX,000 in early revenue** with strong repeat signal
* **10+ asset owners onboarded** (farms, logistics centers, etc.)
* Active discussions with corporate innovation teams and VCs

### 

### 

### **Market Opportunity**

* **$40B+ annual spend** on physical product validation and prototyping across AgTech, mobility, robotics, and energy
* GroundWorks enables a new layer of **“real-world infrastructure as a service”** in this market, similar to what AWS did for cloud, or what Airbnb did for lodging

### **Why GroundWorks**

* **First-mover advantage** in a huge and underserved market
* **Zero CapEx, scalable model**
* **Deep founder-market fit** – led by veterans from tech, innovation, and agriculture
* Strategic location: Israel as a **pilot hub** for global expansion

### **What We’re Looking For**

* **Tech innovators**: Looking to test or deploy in real conditions
* **Investors**: Seeking to back the “AWS for the physical world”
* **Asset owners**: Want to monetize their underused spaces

### **📞 Get in Touch**

Udi Israeli – Co-Founder & CEO  
 📧 **groundworks@eyal.org.il**  
 🔗 https://www.linkedin.com/in/udi-israeli-43a2187/