Agricolus: Innovative Technologies for Agriculture

WEATHER FORECASTS
- 12/03: Cloudy with a high of 8.5°C
- 13/03: Overcast with a high of 7.9°C
- 14/03: Windy and cloudy with a high of 8.2°C

GRAPE QUALITY-QUANTITY ESTIMATION
- 18.00°Brix
- 15.30%Km: 9.97
- 9.96°Be
- 10 N. bunches
- 150gr bunch weight

WEATHER STRESS INDICES
- NDMI
  - min: -0.20
  - med: -0.13
  - max: 0.03

WVCOLOUR INDICES
- NDVI
  - min: 0.07
  - med: 0.16
  - max: 0.24

TASK MANAGEMENT
- TRAP MONITORING
  - State: in progress
  - Operator: Jhon Doe
  - Operation cost: 180€

COTTON BOLLWORM ALERT
Check the adult presence
Our Story

2010 - 2015
TEAM DEV
AEDIT SRL

2015 - 2016
OLIVES
GRAPE DSS
TOBACCO DSS

2017
Start
AGRICOLUS

2018
AGRICOLUS SaaS platform
AGRICOLUS FREE
AGRICOLUS PARTNER
AGRICOLUS ACADEMY

2019
AGRICOLUS PLUS
AGRICOLUS RESELLER
VR

2020
AGRICOLUS OBSERVA
AGRICOLUS SPARE
IMAGE LINE
TRELLEBORG

2021
agritrack
Filiera
Our Numbers

- **2,304,000/month** Satellite images
- **+2,500** Certified experts
- **69** Countries
- **8** Languages
- **37** Global partners and resellers
- **+10** International projects

2,304,000/month
Satellite images

+2,500
Certified experts

69
Countries

8
Languages

37
Global partners and resellers

+10
International projects
“Precision Agriculture is a management strategy that gathers, processes and analyzes temporal, spatial and individual data and combines it with other information to support management decisions according to estimated variability for improved resource use efficiency, productivity, quality, profitability and sustainability of agricultural production.”

International Society for Precision Agriculture (ISPA), 2019

“apply the right treatment amount in the right place at the right time”

Gebbers and Adamchuk, 2010
Innovative technologies for agriculture.

AVAILABLE IN A SINGLE SAAS CLOUD PLATFORM AND MOBILE APP.

- Field mapping
- Satellite Imagery
- Forecast models
- Crop Scouting
- DSS
- Sensors
- Precision farming

Proprietary technologies, developed by Agricolus' agronomists and IT experts.
Solutions created for:

- Farm
- Association or consortium
- Professional
- Food processor
- Distributor
- Public Administration

A PLATFORM FOR EVERY AGRONOMIC NEED

- Optimize production
- Monitor farms and crops
- Reduce inputs and resources
- Collect data along the supply chain
### Agricolus Business Model Canvas

#### Key Partners
- Universities/Research Centers
- Technology suppliers
- Integrated solutions
- Service enablers (ab analysis)
- Agricultural suppliers
- Resellers
- Contractors

#### Key Activities
- R&D
- Production
- Marketing
- Sales & Customer services
- Education
- Communication

#### Value Proposition
- Easy-to-use platform for precision farming with custom plans (SUBSCRIPTIONS)
- Low-cost on-board device that connect platform and farm machineries (HARDWARE)
- End-to-end traceability system for food chain actors (PRODUCT)
- Education/Training (ACADEMY)
- Services for other software and custom dashboard (APIs and DASHBOARD)
- Weather/machinery data collection (GATEWAYS)

#### Customer Relationships
- Automated services
- Dedicated personal assistance (e.g., live demo & professional help-desks)
- Co-creation for the development of new features

#### Customer Segments
- Large farmers with multiple fields
- Cooperatives
- Distributors
- Regional authorities/Producer organizations/Farmer’s association

#### Key Resources
- GIS Stack
  - Human resources
  - Platform/app
  - Forecast models
  - Brand reputation
  - Hardware

#### Channels
- Direct contacts (email/telephone)
- Website & social media
- Fairs/conferences
- Academy
- Partners/resellers

#### Cost Structure
- Platform maintenance & developments
- Marketing & sales
- R&D
- Hardware production
- SG&A
- Communication

#### Revenue Streams
- Subscription fees
- Third parties reselling products
- Prime Hardware
Our Business Model…

Horizontal Modules (130 cultures)

Vertical Monocultural Modules

Ecosistems & Hw&API
<table>
<thead>
<tr>
<th>Role</th>
<th>Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Analysts</td>
<td>DEV</td>
</tr>
<tr>
<td>GIS Experts</td>
<td>DEV</td>
</tr>
<tr>
<td>Remote sensing experts</td>
<td>DEV</td>
</tr>
<tr>
<td>Developers</td>
<td>DEV</td>
</tr>
<tr>
<td>Researchers</td>
<td>R&amp;D</td>
</tr>
<tr>
<td>PhD</td>
<td>R&amp;D</td>
</tr>
<tr>
<td>Agronomists</td>
<td>R&amp;D</td>
</tr>
<tr>
<td>Marketing</td>
<td>M&amp;S</td>
</tr>
<tr>
<td>Sales</td>
<td>M&amp;S</td>
</tr>
<tr>
<td>Communication</td>
<td>M&amp;S</td>
</tr>
<tr>
<td>Help Desk</td>
<td>M&amp;S</td>
</tr>
</tbody>
</table>

MULTI-DISCIPLINARY TEAM OF QUALIFIED EXPERTS AND AFFILIATION TO MAJOR INDUSTRY NETWORKS
Agricolus is an important actor in European research related to agritech.

EIT Food RisingFoodStar: 10+ research projects with the universities and top EU agritech stakeholders.
FINDING NEW METHODS AND SOLUTIONS FOR PRESENT AND FUTURE NEEDS OF AGRIFOOD SECTOR
SDGs Commitment: winning factors

Reducing environmental impact

Reducing farm management, input and consumption costs

Improve product quality
Entriamo in contatto!
discover@agricolus.com