Presentation start

# Problem

People aren’t aware of whether their land is arable or not over a certain period of time.

# Why it’s a problem

Climate change manipulating the state of the land  
Technology improving  
Farming generally a big long term investment. A lot of the time, people don’t see the risk.  
Saudi Arabia spent US$40 billion to develop its agricultural sector during the 1980s

# What we want our solution to be

A web app to show the overall arable land trends.  
Allows people to see whether it is economically viable to cultivate land in the long term.

Allows people to save time by having the web app do all of the calculations and data analysis for them

Helps save money by helping people choose the appropriate crop that would have the best chance of growing -> less risk of crops dying

Helps make money by optimising the variety and amount of crop to grow, which maximises profit.

# Demo

We’re going to show you a web app

<show web app>

# Market (how much money we can make, or target audience)

Farmers  
Investors – investing in places with best potential profit/risk

# Any other organisations doing what we’re doing

CSIRO  
Mainly in the field of research. Hasn’t generally not been done commercially

# How is it viable to banks

TL;DR it helps manage production risk

Maximises profit by minimising loss through analysis of the land before cultivation  
This also minimises risk  
Allows agribusinesses to form a strategy around land analysis, as it gives them a way to select the best crop variety and quantity

# Other research

Put in any raw data, and show whether it will be arable or not later

Success story of new arable land rice fields in Queensland

Failure