



Solorrow

Precision Farming App Solorrow

Develop with Deere conference

Mannheim, 3. - 5. December

Solorrow: See. Understand. Apply.

 **+6.000**
Downloads

- Mobile app for an easy entry into Precision Farming
- With just a few clicks, create prescription maps with variable dose rates



4

Founders

- Independent start-up from Darmstadt, Germany
- Team of experts from the areas of
 - ✓ Farming
 - ✓ Earth observation
 - ✓ Artificial intelligence
 - ✓ Software development

2

Satellite providers

- Based on long-term field potential observation via satellites



4

Machine types

- ✓ Spreader
- ✓ Seed drill
- ✓ Sprayer
- ✓ Row Seeder



1

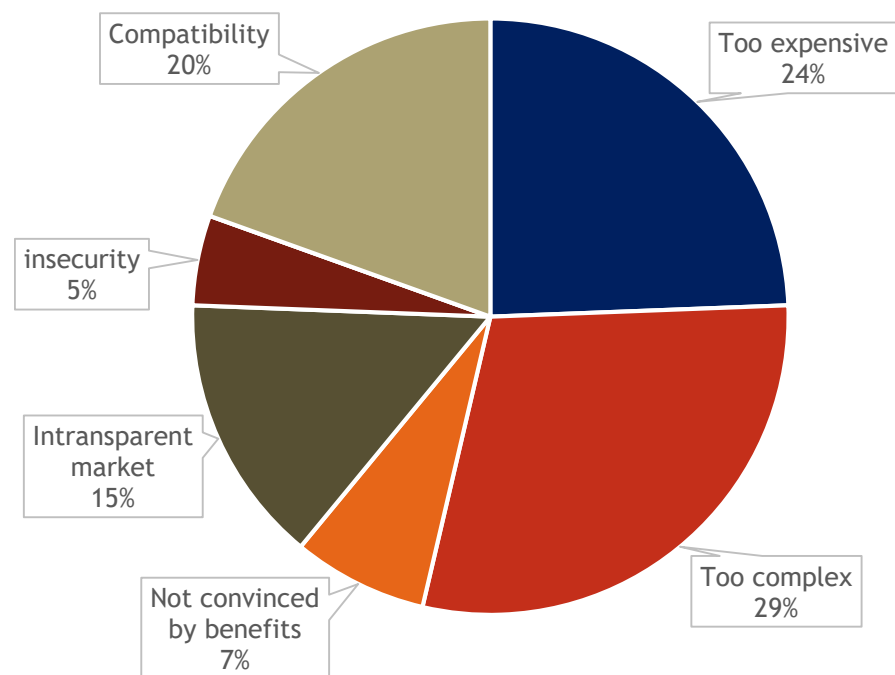
World

- Available worldwide

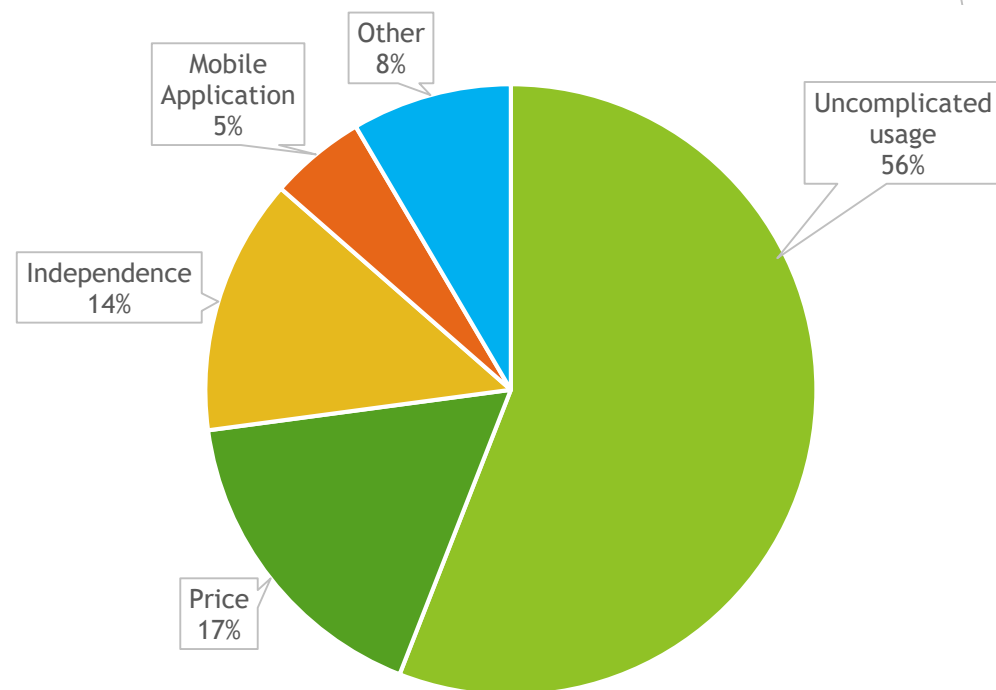


What users love about Solorrow

Pain points of Precision Farming



Benefits of Solorrow



From Smartphone to machine - in just a few clicks!

1. Pick field by clicking on it



2. See field potential map

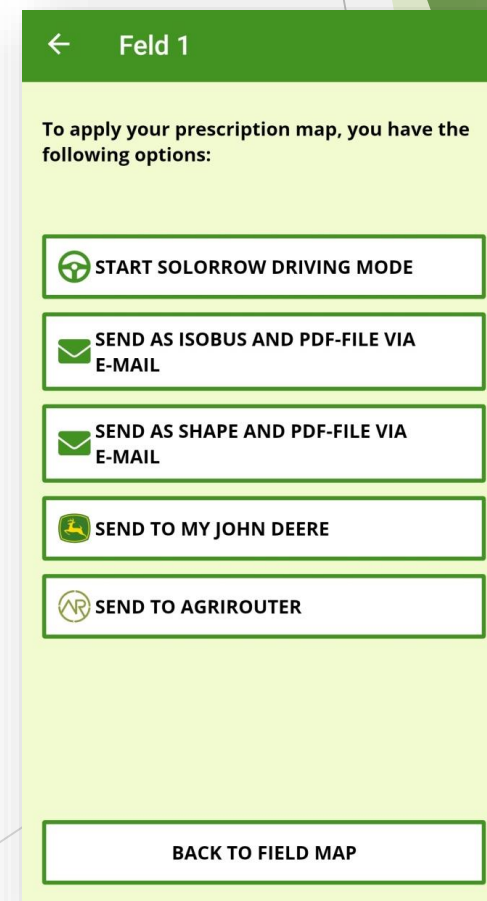


3. Create prescription map

A screenshot of the app's third screen. It shows a table with prescription data. The table has columns for "Dose rate (kg/ha)", "Area (ha)", and "Amount (kg)". There are four rows of data. At the bottom, there is a green button labeled "APPLY PRESCRIPTION MAP".

Dose rate (kg/ha)	Area (ha)	Amount (kg)
167.56	9.21	1.54k
175.94	14.80	2.6k
184.74	12.39	2.29k
193.97	8.30	1.61k
Ø 180	Σ 44.69	Σ 8.04k

4. Send to machine



Technical Background of Field Potential Map



Long-term analysis of average biomass distribution across field in the last 5 years



Satellite images by Sentinel and Landsat



Cloud free satellite images per year between March and October



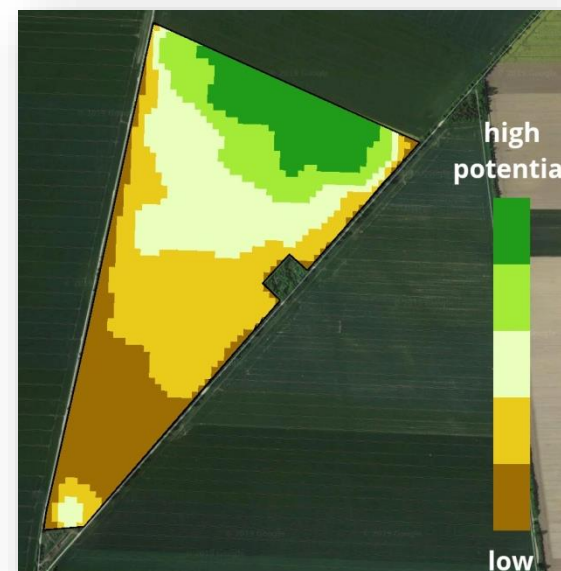
Biomass-Index: NDVI (Normalized Difference Vegetation Index)



Normalized values independent of crop type



Field potential map represents relative values within field boundaries



The field potential map shows the productivity distribution across the field.

How can you as a dealer benefit from Solorrow?

To provide your customers the easiest possible start in Precision Farming, we provide **special offers for dealers:**

- ✓ Dealer receives set of Solorrow licenses at reduced price to distribute to his customers
- ✓ Customers can immediately start using their machines and tools for precise application
- ✓ Increases the value of service and customer loyalty



How can your customer, the farmer, benefit from Solorrow?



Solorrow is the easiest and most beneficial way to ...

- ... get a clear idea about different fertility zones in any field (globally)
- ... produce own prescription maps to be used by any John-Deere equipment via My John-Deere
- ... be able to check, control, analyse a field during the season just via Smartphone - who takes a tractor terminal when monitoring a field for fungi diseases?
- ... get a easy documentation to be used without any specialised software, just via pdf



The sales chain with Solorrow (1)

Chain 1:

Dealer tries to attract a farmer working with competitors machines and wants to renew his fleet partially or completely

Dealer has to approve J-D equipment is the best ever.

Challenge: How to attract and convince farmer?

Chain 2:

A J-D farmer wants to renew his fleet, but is in discussion with competitors also.

Challenge: Dealer doesn't want to sell via reduced price.

Solution is the same in both cases:

Offering some added value via all the options in the OPS center, especially connected precision farming tools, promising significant reduction of expenses in the farmers value chain.

But how to approve all the fancy terminal options are working like promised?

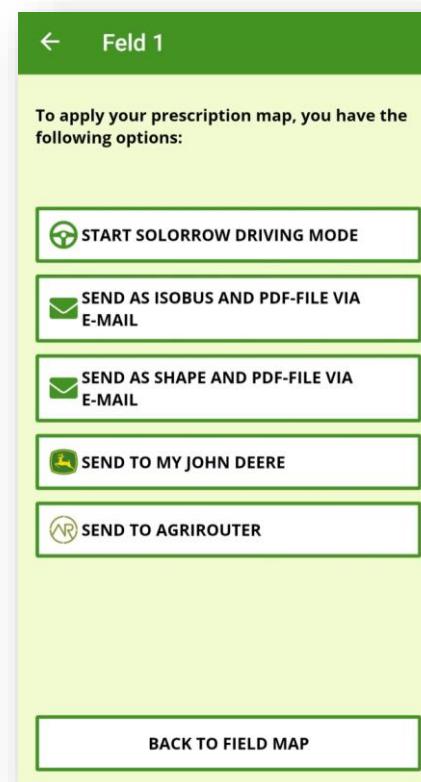


The sales chain with Solorrow (2)

Create a prescription map with different application rates in different fertility zones ...

... and use one of the farmers fields, not any anonymous standard examples!

By using Solorrow, you can analyze the farmers field in a few seconds without having any field boundaries in digital format, in another few seconds you design a variable rate application map and transfer it via My John Deere to the tractor terminal, ready to be used.



Dealers branding in Solorrow



Personalize the Solorrow app with

- your name
- contact data
- company logo

Be the face to the customer in our precision farming app.

The after-sales chain with Solorrow

Solorrow dealers package

- 6 months license
- Easy demonstration of machines and implements
- Provide an easy entrance into precision farming for your customers
- Your name in our app and automated communication

Want to know more? Contact us!

