

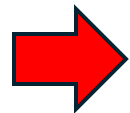
Why?

In today's world, we suffer:

- Unpredictable weather
- Pests
- Diseases

Farmers are affected by these:

- Planting and harvesting schedules are disrupted
- Crops are damaged
- Livestock is affected



Crops and livestock are a critical source of food for all of us.


All of us are affected.

Why?

Farmers need support against these issues, by means of improved weather data and predictions (more precise, timely, adapted to their specific crops / livestock)

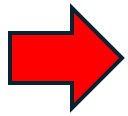
To:

- Make informed decisions based on relevant, useful, actual data
- Manage the risks of drought and floodings and use water efficiently
- Improve their farming practices
- Optimize production

 This contributes to a steady supply of food, which benefits farmers and consumers (predictable deliveries, stable prices).

How?

NASA and other Space Agencies have a wealth of information.
We will publish that information in a way which is accessible and understandable to farmers, by means of an app.



What?

A multiplatform app to run on:

- Smartphone
- Tablet
- Web browser

With:

- User-friendly interface
- Dashboard
- Sourcing not only from the Space Agencies, but from the farmers themselves as well

Who?

Available to different people with different perspectives:

- Farmers
- Agronomists
- Soil scientists
- Laborers
- Agricultural communities

And the ability to exchange messages among them and use discussion forums.

When?

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Critical Success Factors

We consider the following points as most relevant

- Farmer centric design: base the app on the users and their specific needs
- Translate complex data into clear and understandable information
- Timely updates and offline availability for away locations with no connectivity or low speed connectivity

Q&A?

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Thank you!

