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Business Model
Databases II

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1. Business Model

CFI

Key Partners

- Weather data providers (OpenWeather, Copernicus, IDEAM).

- Manufacturers and distributors of IoT sensors for agricultural use.

- Ministries of Agriculture, government agencies and NGOs that promote sustainable practices.

- Universities and climate and agricultural research institutes, which provide knowledge and scientific validation.

- Payment platforms and rural banking entities, which facilitate payments and subsidies.

- Agricultural input distributors that could partner for integrated offers.

Key Activities

- Design and management of weather forecasting and advisory services, adapted to different agricultural profiles.
- Execution of awareness and technology adoption campaigns in rural areas.
- Management of strategic relationships with governments, cooperatives, NGOs and agricultural associations.
- Technical support: development and maintenance of the digital system to offer the service.

Key Resources

- Network of strategic alliances with actors in the agricultural and climate sector.
- Access to reliable databases and satellite coverage.
- Supporting resource:
  - AI and machine learning engine trained on historical and real-time data.
  - Distributed databases and data ingestion systems such as Kafka, Kinesis, BigQuery, etc.

Value Propositions

<u>For farmers:</u>
- Accurate and actionable recommendations based on local climate predictions.
- Reduction of losses due to extreme events such as drought, frost or excessive rainfall.
- Optimization of the use of resources such as water and fertilizers.
- Ease of use, even without technical training.

<u>For institutions and companies:</u>
- Access to regional data and reports for agro-climatic decision making.
- Tools for planning subsidies, agricultural insurance and technical support.
- Improved public policies and agroclimatic disaster mitigation.

Customer Relationships

- Multichannel technical assistance (chat, telephone, mail) for rural users with limited connectivity.
- Training and support in the adoption of the platform, especially in areas with low digitalization.
- Automated and personalized alerts, without the need for constant interaction.

Channels

- Web platform accessible in rural areas with low connectivity.
- API access for institutions wishing to connect their agricultural management systems.
- Institutional partners (agricultural agencies, cooperatives) as implementation and support channels.

Customer Segments

<u>Individual users:</u>

- Small and medium farmers interested in protecting their crops.
- Technified producers who integrate IoT in their agricultural management.

<u>Institutional customers:</u>

- Regional and national governments that manage climate risks in the agricultural sector.
- Agribusiness companies seeking to optimize production and climate logistics.

Cost Structure

- Operation of alliances, training and customer service in the territory.

- Access and processing of climate and satellite data.

- Marketing, campaigns and community training.

- Investment in continuous improvement of the regional recommendation and adaptation model.

- Technical support: maintenance and technological operation costs servers, cloud, support.

Revenue Streams

- Monthly or annual subscription of farmers, with staggered plans according to needs.

- Institutional licenses for local or national governments.

- Additional services (consulting, premium data, risk maps).

- Freemium model with free basic functionalities and advanced paid plans.

- Alliances with insurance companies or input companies, which sponsor access to the service.