

PITCHING



CYBERFARM

Venturing into Smart Farming



Problem Statement

- Current farming method is not effective
- Excessive usage of fertilizer & pesticide
- Deforestation, resulting to lower biodiversity and climate change



Solutions

- Systematic farming (IoT automation)
- Precise farming (predictive model)





Market Validation

- To compete in an increasingly competitive and volatile market, we need to refine the way our farming industry operates – **precision agriculture is the answer.** (Sharala & Chari 2019)_
- “**Modernisation** in agro-food brings us towards increased production, higher incomes for farmers, improved nutrition and **better food security** in the agro-food subsector,”
(Agri 2017)

Market Validation

Agricultural modernisation, and the distribution of benefits: Some evidence from Malaysia

R.T. Shand & K.P. Kalirajan

Pages 277-292 | Accepted 01 Nov 1989, Published online: 23 Nov 2007

 Download citation  <https://doi.org/10.1080/00220389108422196>

 References

 Citations

 Metrics

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Using covariance analysis, this cross-sectional study of samples of farmers from a mature irrigation project in Malaysia showed that, even with favourable access to resources there were significant differences in production technologies between socio-economic groups within the irrigation project. The new rice technology was neither size group nor tenure neutral. The effective use of the technology improved up to a medium size group of three to five acres but weakened thereafter. Also, use of the technology by tenants was superior to that of owner operators. In contrast, covariance tests for similar socio-economic groups outside the project using traditional rice technology showed no significant difference in performance suggesting a general conformity amongst farmers using a traditional technology over time.



Research & Reveal

At 2010, fertiliser
contaminates water
more than factories in
China

Red river from over-
fertilised algae



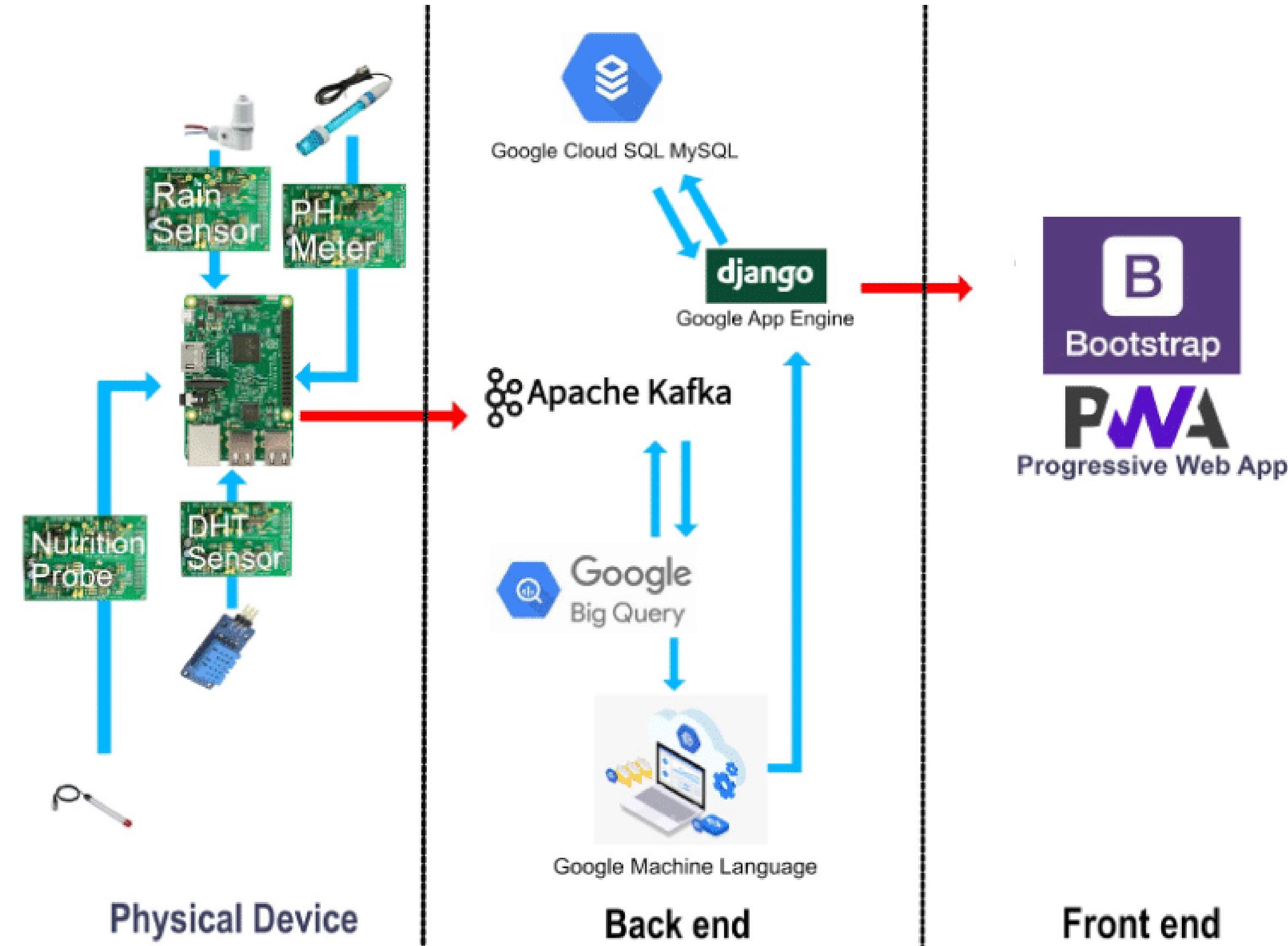
Focusing Market

- Malaysia Farmers.
- Foreign Farmers (Southeast Asia)
 - Have similar climate and crops

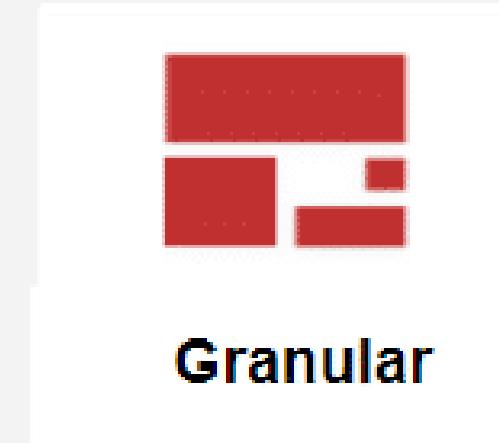
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
1. iLabs 2. Google 3. Publishers	1. Design 2. Software Development	1. Customer Support 2. Prediction 3. Usability	1. Self Service 2. Personal Assistance 3. Consultant 4. Customer Support	
Key Resources			Channels	
	1. Human 2. Intellectual		1. Social media like Facebook and Instagram. 2. Official home page.	
Cost Structure	1. 480, 000 MYR for the first year.		Revenue Streams	

Business Model

Architecture



Competitors



AgCode

cropX



Q & A

Thank You