



AgriTech

Innovative Solutions

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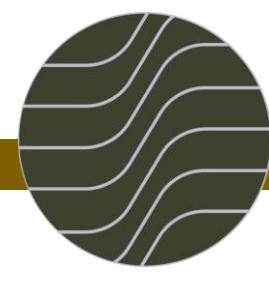
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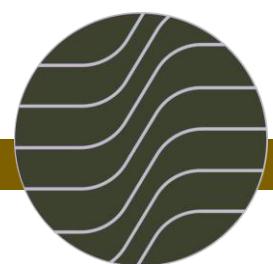
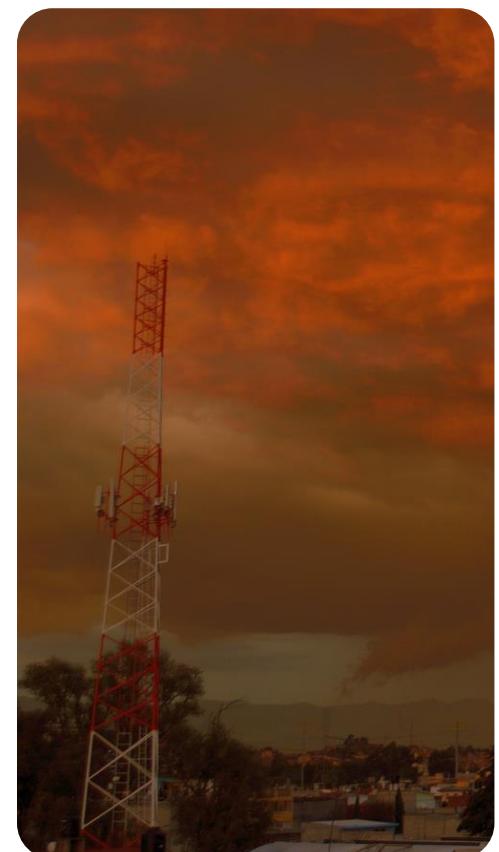
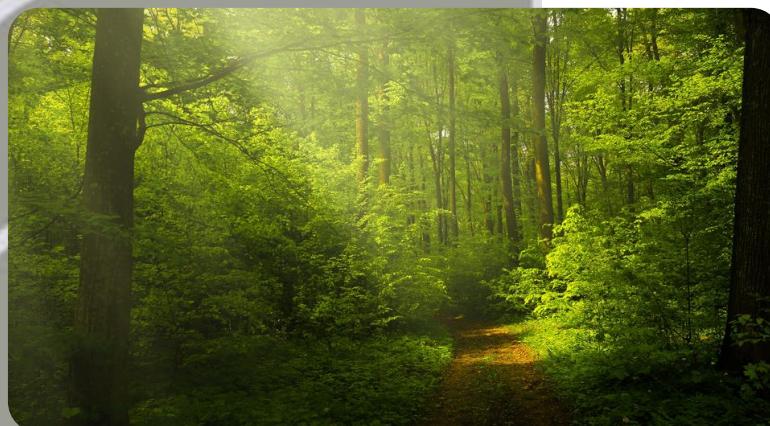
About Us



AgriTech is an agricultural intelligence platform that combines the power of AI and teledetection to guide our farmers towards more informed and sustainable farming decisions.

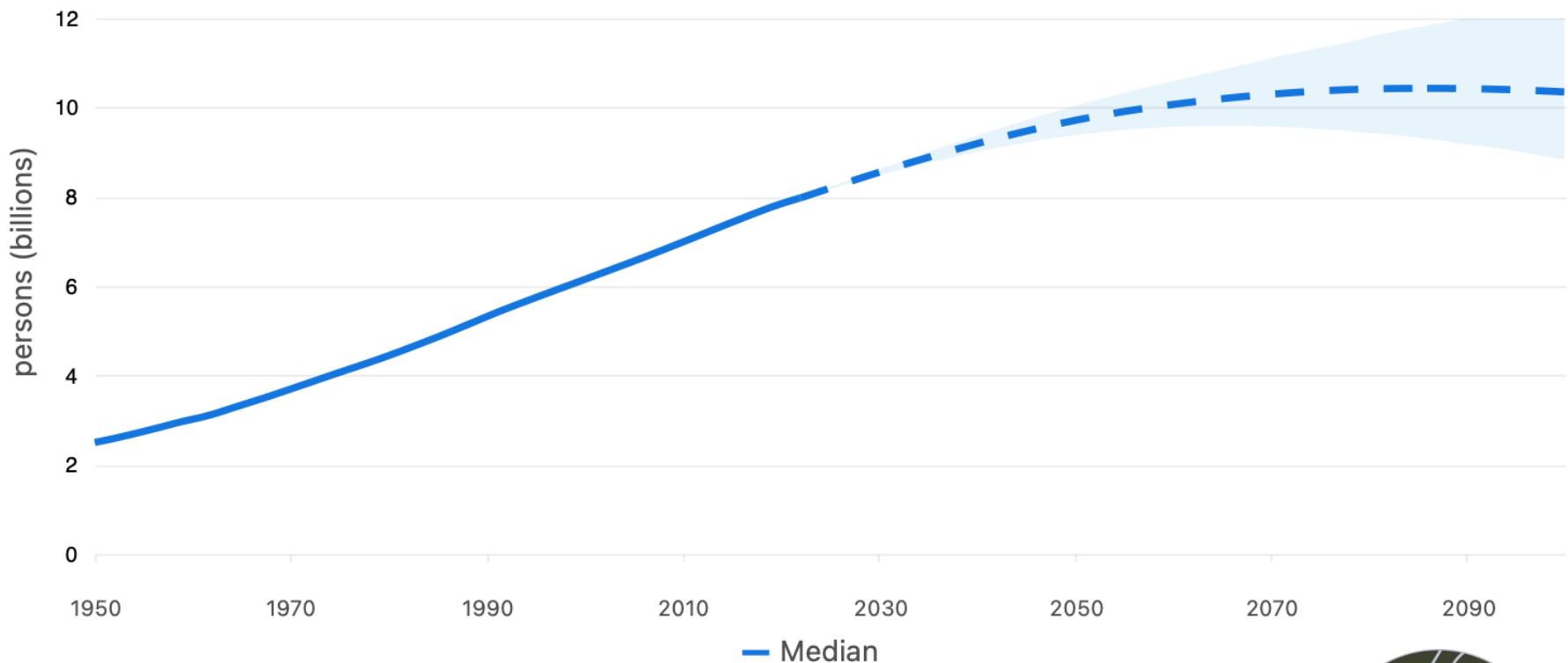


Macro Scenario

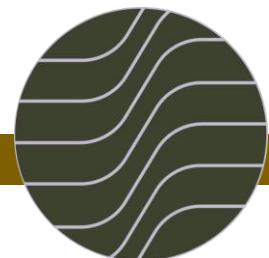


World Population Increase

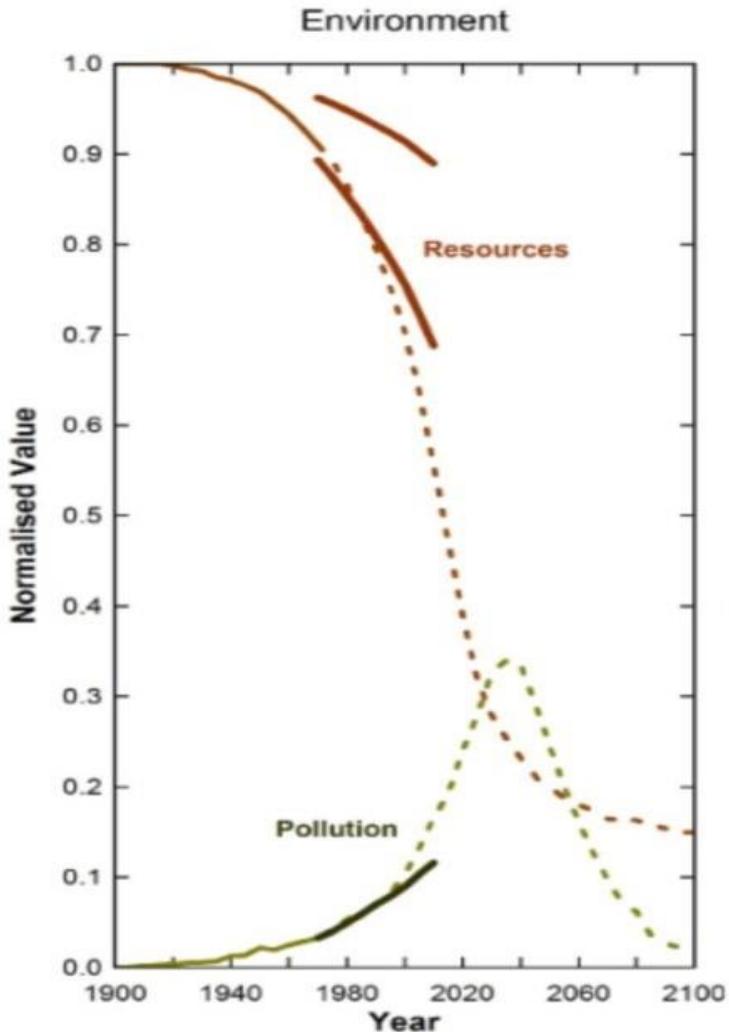
Global population size: estimates, 1950-2021, and medium projection with 95 per cent prediction intervals, 2022-2050



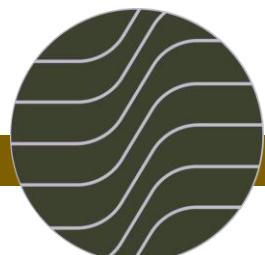
SOURCE: <https://population.un.org/dataportal/home>



Decrease of Earth Resources



SOURCE: Turner, G. (2014) 'Is Global Collapse Imminent?', MSSI Research Paper No. 4, Melbourne Sustainable Society Institute, The University of Melbourne



Competitors

The screenshot shows the Agrofy website homepage. At the top, there's a navigation bar with links for 'mercato', 'Notizia', and 'Paga'. Below the navigation is a search bar with placeholder text 'Che cosa sta cercando?'. A large banner features a tractor and the text 'FINO AL 25% DI SCONTI' (Up to 25% off) and 'Agrofymax Agrofymax'. Below the banner, there are sections for payment methods ('pagando con Agrofy PAY'), financing ('Fino a 365 giorni con carta agro'), and grain exchange ('scambio di grano'). A 'BushelFarm' section is also visible at the bottom.

The screenshot shows the FarmersEdge website homepage. The header includes the logo and navigation links for 'Home', 'Who We Help', 'Our Services', 'Company', 'Contact Us', and 'Sign In'. The main hero section has a blue background with a network of glowing dots and the text 'Experience the power of agriculture's most connected platform'. Below this are 'Get started' and 'Watch video' buttons. The footer contains links for 'NEWS & MEDIA CENTER', 'MERCHANDISE', 'FIND A DEALER', and 'ENGLISH (INTERNATIONAL)'. There's also a search bar and links for 'PARTS & SERVICE', 'ENGINES & GEN SETS', 'FINANCE', and 'SUPPLIERS'.

The screenshot shows a page from the AGCO website under the 'Parts & Service' category. The page title is 'PARTS & SERVICE'. On the left, there's a sidebar with links for 'AGCO GENUINECARE', 'AGCO MAINTENANCE, DIAGNOSTIC AND REPAIR RESOURCES FOR CUSTOMERS', 'AGCO PARTS', and 'AGCO PROTECTION'. The main content area features a photograph of two workers in hard hats shaking hands next to a white pickup truck. Below the photo, a text block reads: 'Delivering the best parts and service experience in the industry. That's our aim, because that's what keeps you going strong. AGCO Parts supports the repair, maintenance and accessories needed for all AGCO brands, as well as competitive'.

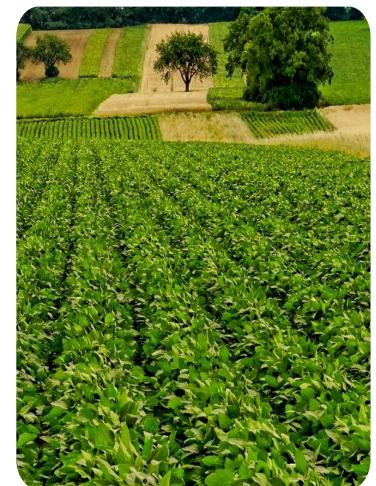
Our Business Areas

Farming
Assistant

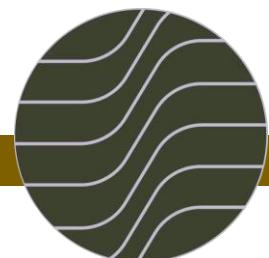


E-commerce
Agricultural Tools

Farmland
Auctions

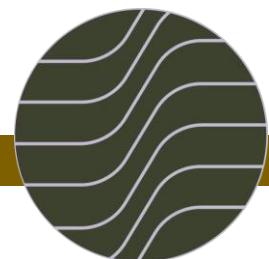
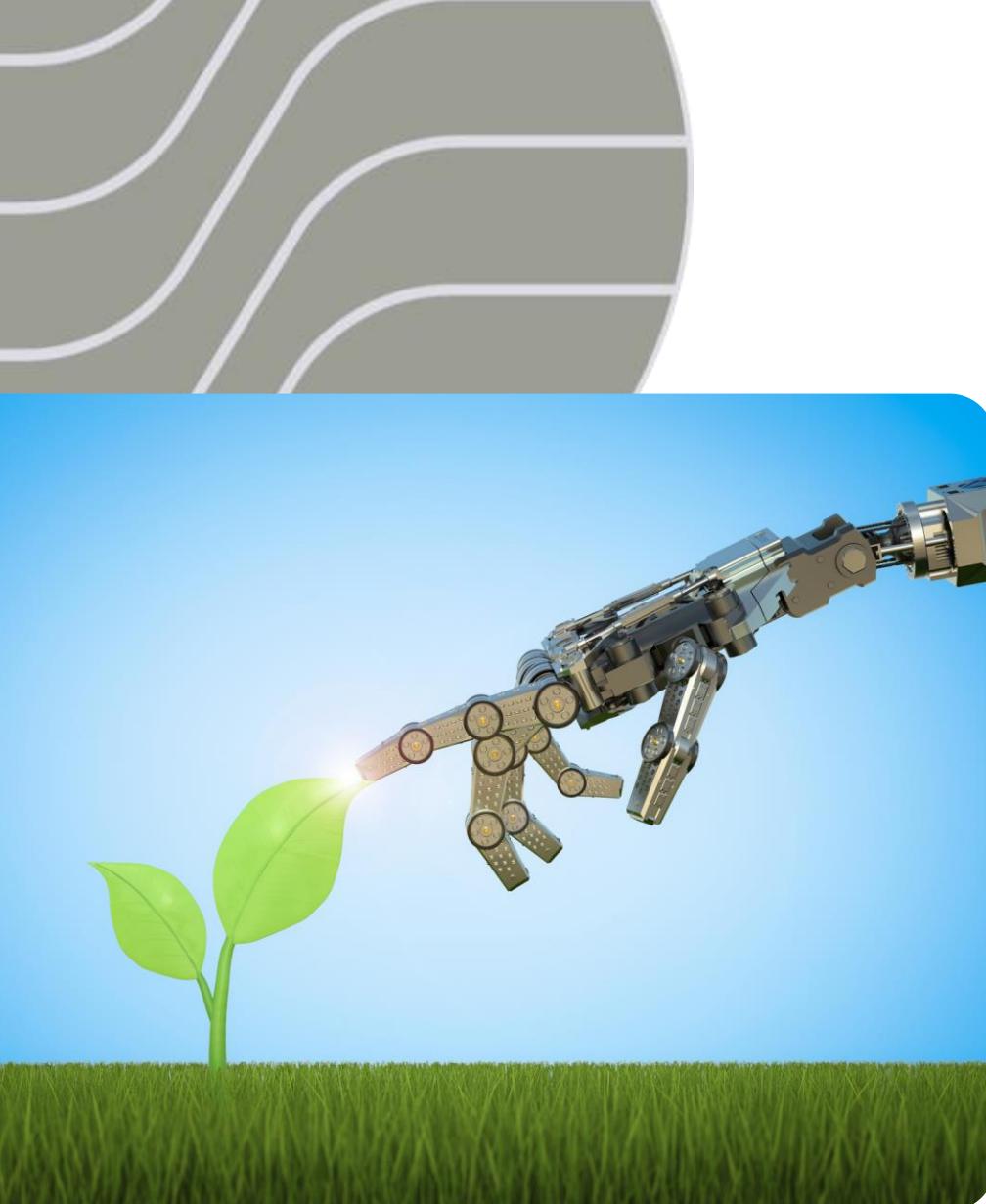


Mapping
Farmland



Advanced Technologies

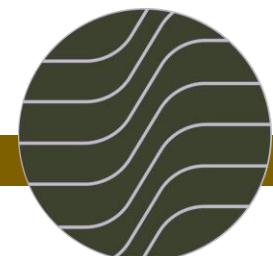
- ❖ **Teledetection** and AI to provide accurate analysis of terrain and weather conditions.
- ❖ **Cloud computing** to optimise costs and ensure scalability.
- ❖ **Edge computing** to improve the speed and efficiency of data processing.





Farming Assistant

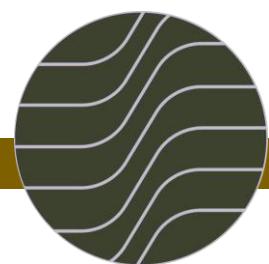
- ❖ **Overview of the service:** Identification of the most suitable type of crop for a given area with advice on cultivation methods, water use, fertilisers and whatever else is needed to achieve that type of crop. Real-time updates on soil and climate conditions to respond quickly to any potentially damaging changes.
- ❖ **Cost structure:** Maintenance of the AgriTech platform, data acquisition and analysis, marketing and customer support.
- ❖ **Revenue structure:** No revenue.
- ❖ **Competitive advantage:** Free service.



E-commerce Agricultural Tools



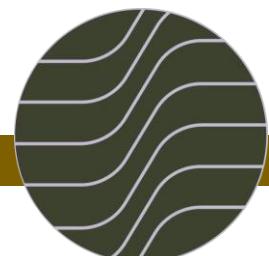
- ❖ **Service overview:** Platform area enabling sellers of agricultural tools to reach a wide base of farmer users, while at the same time offering a wide range of agricultural tools and equipment to meet the different needs of farmers.
- ❖ **Cost structure:** Development and maintenance of the e-commerce area, customer support and marketing.
- ❖ **Revenue structure:** Commissions on sales and premium listings.
- ❖ **Competitive advantage:** Data collection to provide sellers with valuable information on market trends and help optimise their sales strategies.





Farmland Auctions

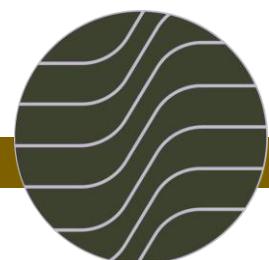
- ❖ **Service overview:** Platform area where owners of agricultural land are connected with potential buyers, facilitating the entire process of selling agricultural land, from land valuation to auction.
- ❖ **Cost structure:** Prospective land analysis and valuation, auction marketing and platform maintenance.
- ❖ **Revenue structure:** Commissions on transactions.
- ❖ **Competitive advantage:** Using expertise in land analysis and teledetection to provide accurate valuations, attract a wide audience and obtain fairer prices in auctions.



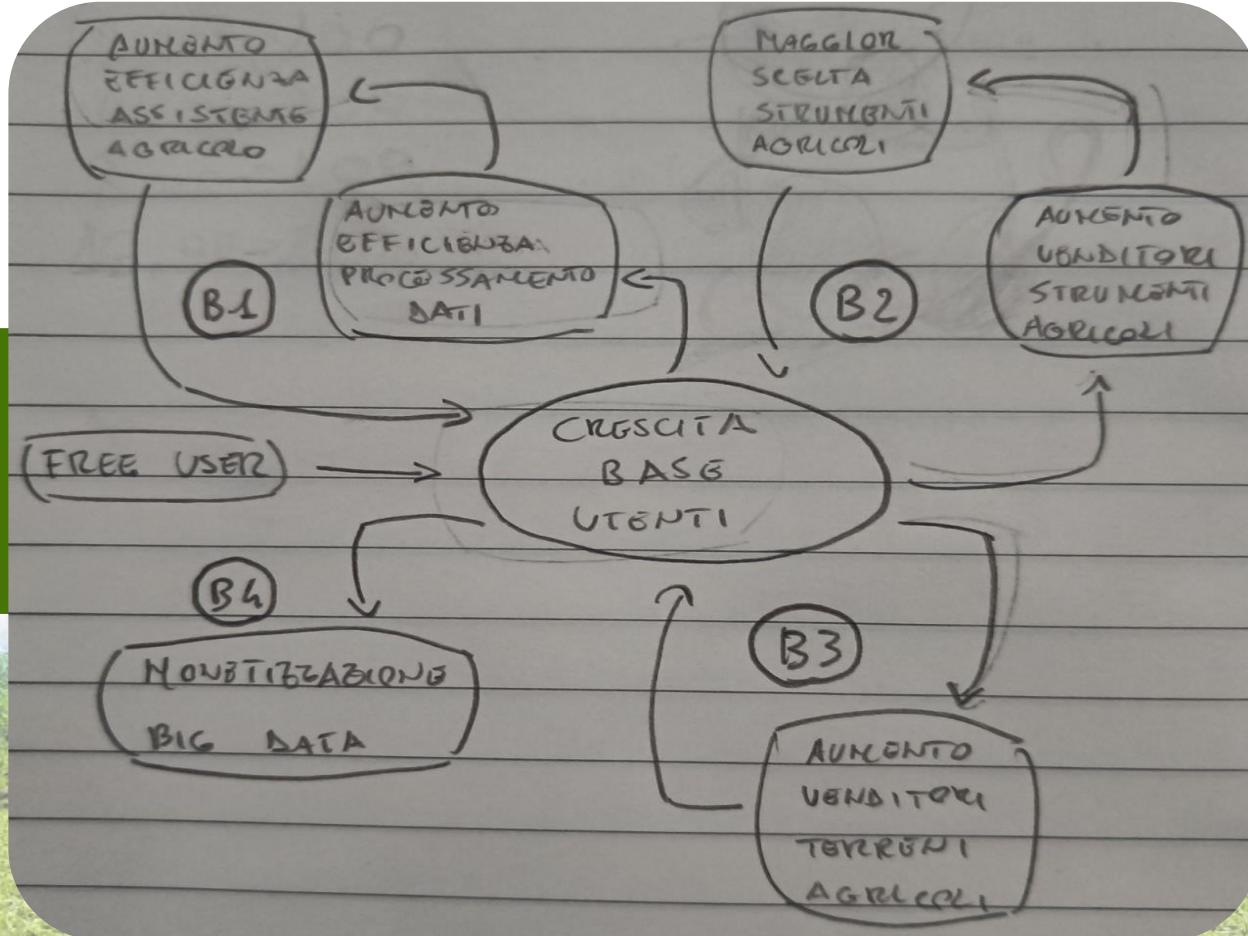


Mapping Farmland

- ❖ **Service overview:** Using teledetection and AI to map agricultural land around the world, monitor crops grown and estimate quantities produced.
- ❖ **Cost structure:** Data acquisition and analysis, map maintenance and updating, and platform maintenance.
- ❖ **Revenue structure:** Sale of data.
- ❖ **Competitive advantage:** The advanced use of technologies such as teledetection and AI enables AgriTech to provide accurate and timely information, making this service unique.

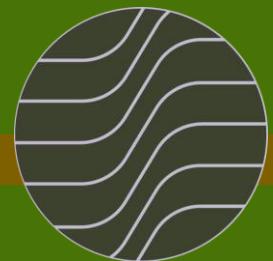


Corporate Strategy



User Base Growth

The main strategy for the rapid creation of a broad user base is that farmers can use the agricultural service free of charge.



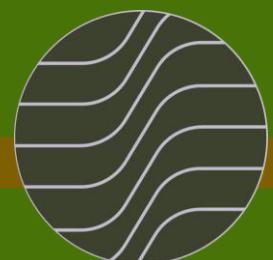
Growing Yields

- ❖ The use of cloud and edge computing allows AgriTech to handle an ever-increasing amount of data with very low marginal costs.
- ❖ As more farmers use the platform, the information becomes more accurate and valuable, creating a cycle of increasing returns.



Network Effects

An increasing number of farmers using a platform to buy and sell land generates a network effect, attracting additional participants. The same dynamic occurs with the use of the marketplace to buy and sell agricultural tools, expanding choice and attracting additional buyers. The platform can also generate indirect network effects through partnerships with agricultural machinery manufacturers, who by incorporating software and sensors compatible with the platform will add further value for users.



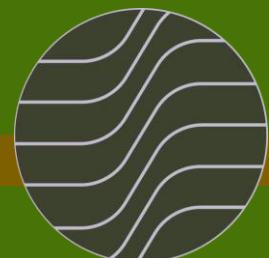
Economies of Scale on the Demand Side

The more farmers use the platform, the more data is generated. This data can be used to improve the accuracy of AgriTech's forecasts, increasing the value of the platform for all users and thus attracting new users by allowing fixed costs to be distributed over a larger number of units.



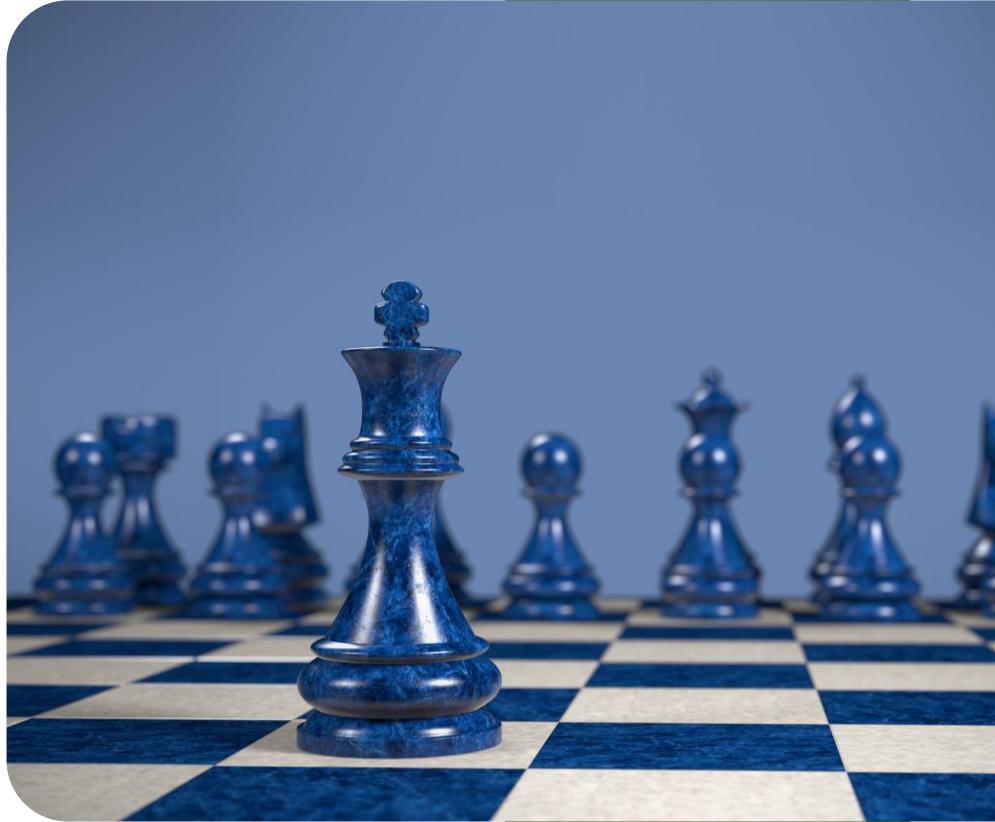
Business Platform vs Business Pipeline

Unlike the business pipeline model, which is based on a linear series of activities, AgriTech's platform model creates value by facilitating interactions between the various platform users. This allows AgriTech to scale rapidly and leverage synergies between the various businesses to create an ecosystem of integrated agricultural services.



Is this a Blue Ocean?

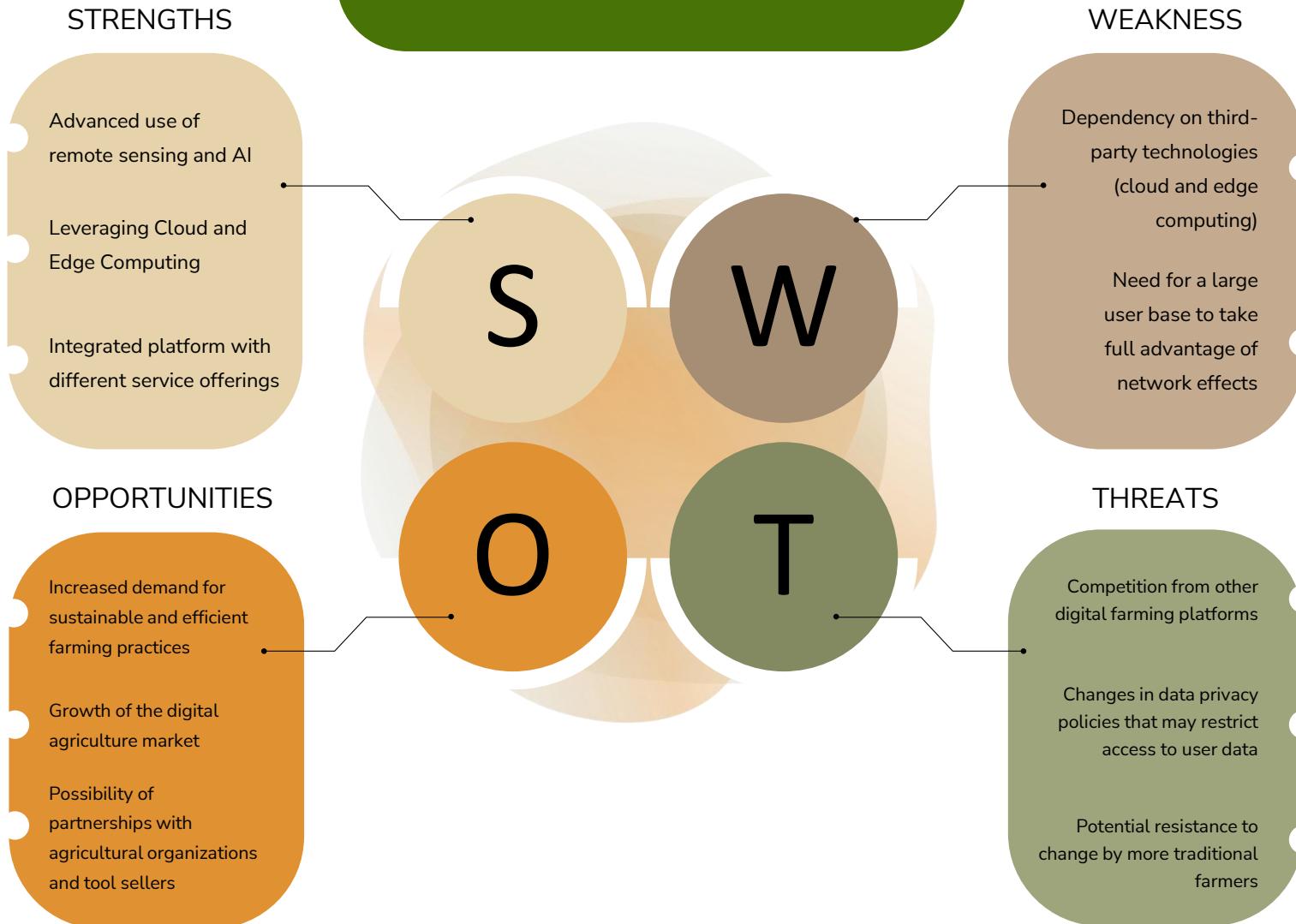
- ❖ AgriTech can create new market spaces by combining different functionalities in a single platform. This integrated offering is unique and can create a new market segment.
- ❖ AgriTech can make competitors irrelevant by focusing on aspects that have not yet been exploited by competitors, such as the worldwide mapping of farmland and the ability to value farmland and then auction it off.
- ❖ AgriTech can identify and attract new customer segments, such as governments and research institutes, that may be interested in the data generated by the global mapping of farmland.
- ❖ AgriTech can create valuable innovation through the use of cloud and edge computing. These technologies allow costs to be reduced and services to be delivered more efficiently, creating more value for users.
- ❖ Offering free assistance to farmers can attract a large number of users, which can then be monetised through the platform's various businesses.



BUSINESS MODEL CANVAS

KEY PARTNERS <ul style="list-style-type: none">❖ Cloud and edge computing providers❖ Remote sensing service providers❖ Agricultural organizations❖ Sellers of agricultural tools❖ Software developers❖ Data Scientist❖ Data Analyst❖ Data Engineer❖ Agricultural machinery manufacturers	KEY ACTIVITIES <ul style="list-style-type: none">❖ Data acquisition and analysis❖ Platform development and maintenance❖ Marketing❖ Customer Support❖ Transaction Management	VALUE PROPOSITIONS <p>Integrated platform that provides soil analysis, cultivation tips, e-commerce services for agricultural implements, valuation and auction services of agricultural land, and worldwide mapping of agricultural land.</p>	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none">❖ Online Support❖ Training for the use of the platform❖ Continuous communication through newsletters and push notifications.	CUSTOMER SEGMENTS <ul style="list-style-type: none">❖ Farmers❖ Sellers of agricultural tools❖ Owners of agricultural land❖ Buyers of agricultural land❖ Companies in the sector❖ Governments❖ Research institutes❖ Companies interested in agricultural sector data
KEY RESOURCES <ul style="list-style-type: none">❖ Remote sensing technology❖ AI❖ Edge computing❖ Cloud computing❖ Software development and maintenance team❖ Data Scientist❖ Data Analyst❖ Data Engineer❖ Agricultural data		CHANNELS <ul style="list-style-type: none">❖ Online platform❖ Mobile app❖ Social Media❖ Partnerships with agricultural organizations❖ Direct marketing❖ Partnerships with agricultural machinery manufacturers		
COST STRUCTURE <ul style="list-style-type: none">❖ Software development and maintenance❖ Data acquisition and analysis❖ Marketing❖ Overhead operating costs		REVENUE STREAMS <ul style="list-style-type: none">❖ Premium listings in e-commerce❖ Ecommerce sales commissions❖ Fees on agricultural land auctions❖ Selling data		

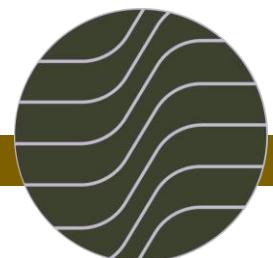
SWOT ANALYSIS

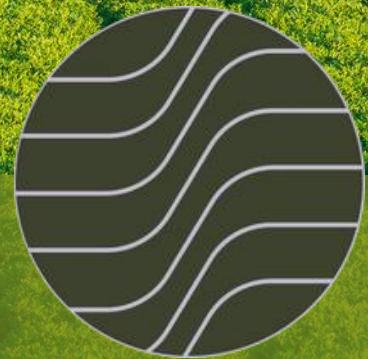


Why Investing in Us?



- ❖ Increasing demand for food and decreasing land resources.
- ❖ Need for innovative solutions to solve this dichotomy.
- ❖ Investing in AgriTech is not only supporting a business with enormous growth potential, but it is also investing in a sustainable future for our planet.





THANKS

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