

# AGRI BRAIN



# WHO IS IT FOR?



# WHAT PROBLEM DOES IT SOLVE?



**INTEGRATES AGRICULTURAL MONITORING, ANALYSIS AND AUTOMATION IN ONE SYSTEM**



**CONTROLLED BY THE FARMER THROUGH AN EFFICIENT USER INTERFACE**



**PROVIDES OPTIMIZATION AND SMART RECOMMENDATIONS THROUGHOUT ALL STAGES OF THE CROP LIFECYCLE - SAVING WATER, FERTILIZER, INPUTS AND IMPROVING PROFITABILITY**



**ALLOWS LARGE SCALE BUYERS TO MONITOR AND ADVISE SMALLHOLDER FARMERS - DECREASING QUALITY CONTROL COSTS**

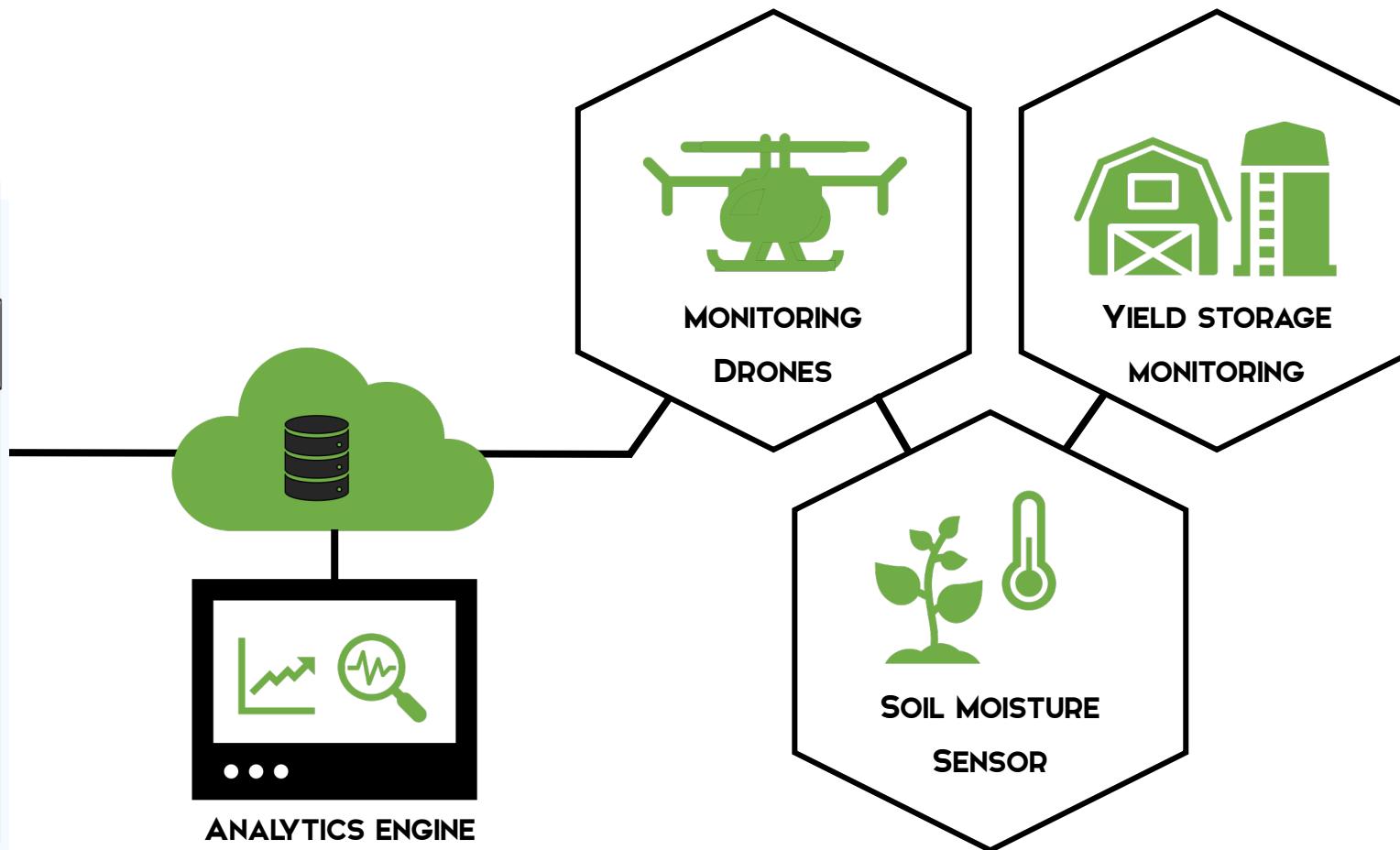
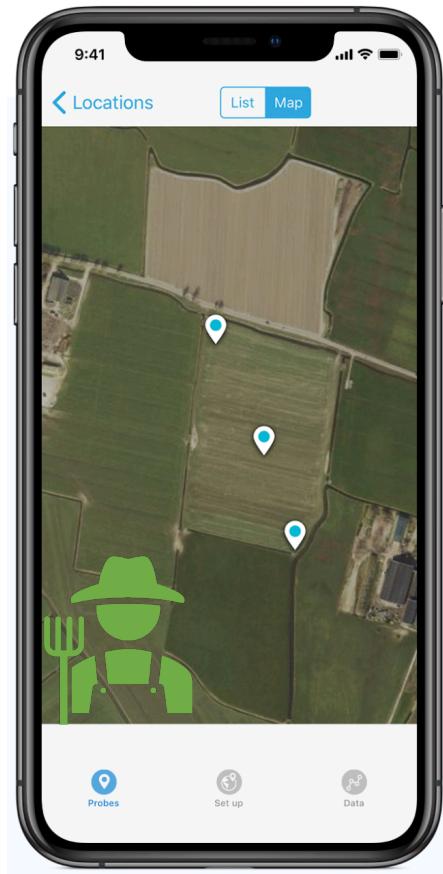
## WHAT IS THE BIG IDEA?

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AGRIBRAIN IS AN AGRICULTURE AND IRRIGATION MANAGEMENT SYSTEM THAT INTEGRATES MONITORING, ANALYSIS AND AUTOMATION INTO A SINGLE PLATFORM, ENABLING FARMERS TO MAXIMIZE PRODUCTIVITY ANY TIME, FROM ANYWHERE.

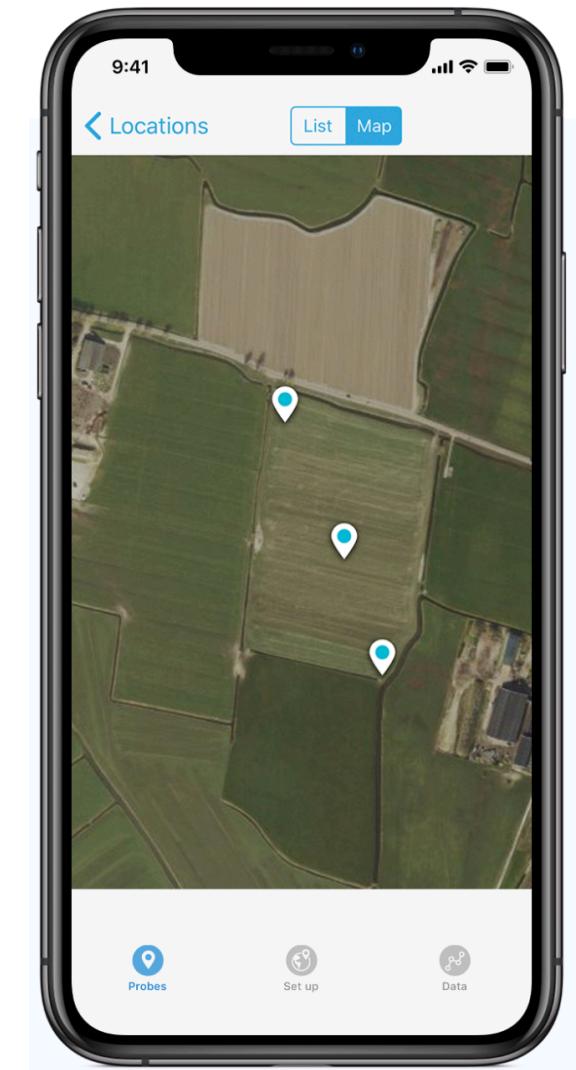


# HOW IT WORKS?



# PROTOTYPE AND TEST

- AGRI-SENSORS
- AZURE INTEGRATION
- R-SHINY AND BALENA.IO DASHBOARD'S
- MOBILE DEVICE EXTENSION



# WHY MIGHT WE FAIL?



DEVICE FAILURES



LIMITED CONNECTIVITY IN  
ISOLATED AGRICULTURAL AREAS



IMPRECISE MEASUREMENTS

# HOW WE MEASURE SUCCESS?

Increase up to **30%**

Reduce up to **60%**

Increases by **85%**

ROI in one crop cycle



**crop yield**



**irrigation**



**time savings**



**pays for itself**

# HOW WILL WE MAKE THIS HAPPEN?



PROTOTYPE THE  
AGRIBRAIN OVER A ENTIRE  
CROP CYCLE TO  
DEMONSTRATE RELIABILITY



DEVELOP CORE PRODUCT  
CENTERED AROUND  
IRRIGATION CONTROL



RAISE FUNDING AND  
IDENTIFY A TARGET  
MARKET



OFFER SUBSIDIZED  
DEPLOYMENT WITHIN A  
SELECTED REGION TO  
COLLECT A TRAINING DATA



DEVELOP PRICING SCHEME  
AND RAISE SECOND ROUND  
FUNDING



ADD FURTHER SERVICES  
FOR INPUT CONTROL AND  
QUALITY MANAGEMENT TO  
PRODUCT SUITE



EXPAND INTO LARGER  
MARKETS