



# Agroptima

Farm management software  
with 1,200+ paying farms

**Emilia Vila**

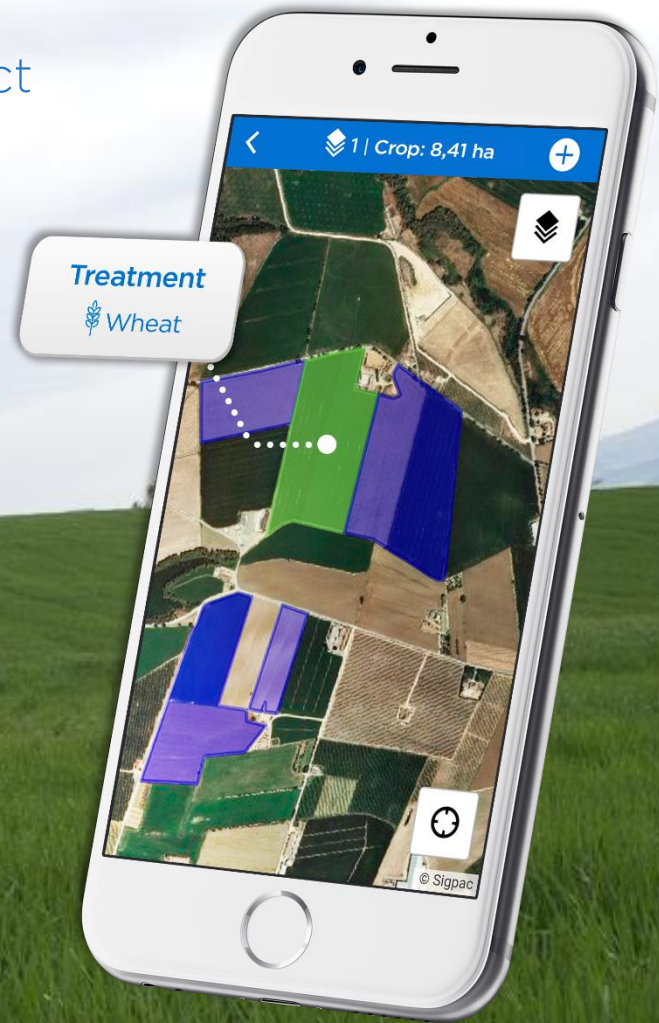
CEO & Co-founder

*Paris, May 2017*

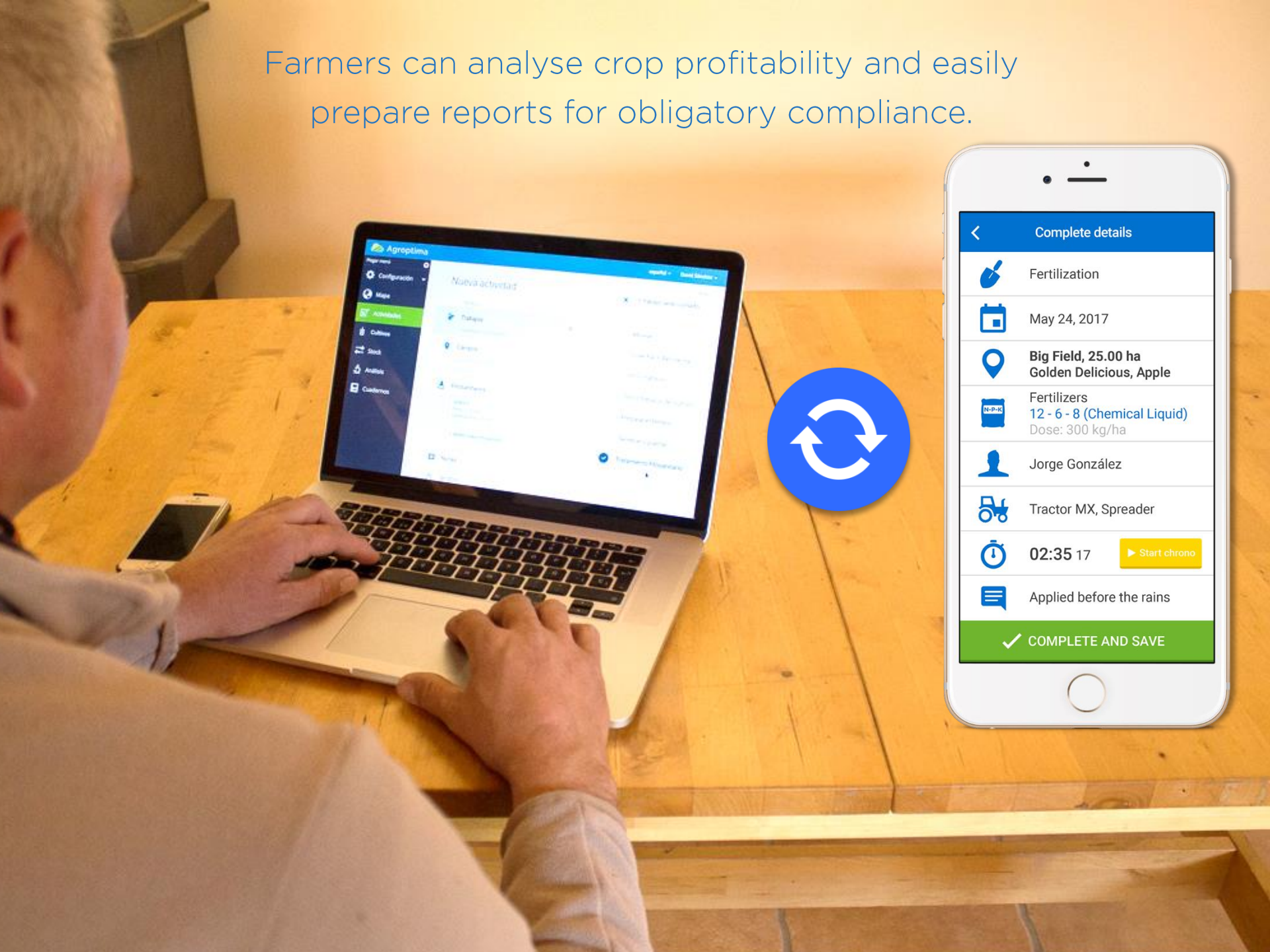













Agroptima lets farmers easily collect data about their daily operations.



Farmers can analyse crop profitability and easily prepare reports for obligatory compliance.



< Complete details

	Fertilization
	May 24, 2017
	Big Field, 25.00 ha Golden Delicious, Apple
	Fertilizers 12 - 6 - 8 (Chemical Liquid) Dose: 300 kg/ha
	Jorge González
	Tractor MX, Spreader
	02:35 17 <a href="#">▶ Start chrono</a>
	Applied before the rains
 COMPLETE AND SAVE	

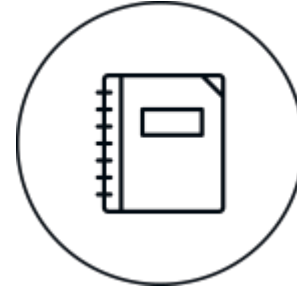
# Benefits



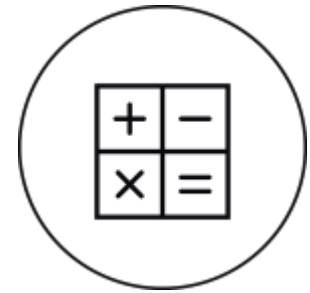
All data in one  
place



Workers activities  
easy controlled



Easy  
compliance



Identify top crops  
- improve profits



# Business model: SaaS

$$\begin{array}{c} 299 \text{ €} \\ \text{/farm /year} \end{array} + \begin{array}{c} 59 \text{ €} \\ \text{/employee /year} \end{array}$$

Target market

8 million farms in US + Europe

# Success story in Spain

- 1,200+ paying farms
- Launch 2015
- 0.9% monthly churn
- MRR: 20k €
- 19 people team
- 1.3 MM€ funding



# Success factors

Low  
entrance  
barrier

Great  
customer  
service

Reliable  
product



4,4



244 en total



All Versions:

★★★★★ 39 Ratings

# Next step: France

- More target farmers

## Number of farms > 50 hectares

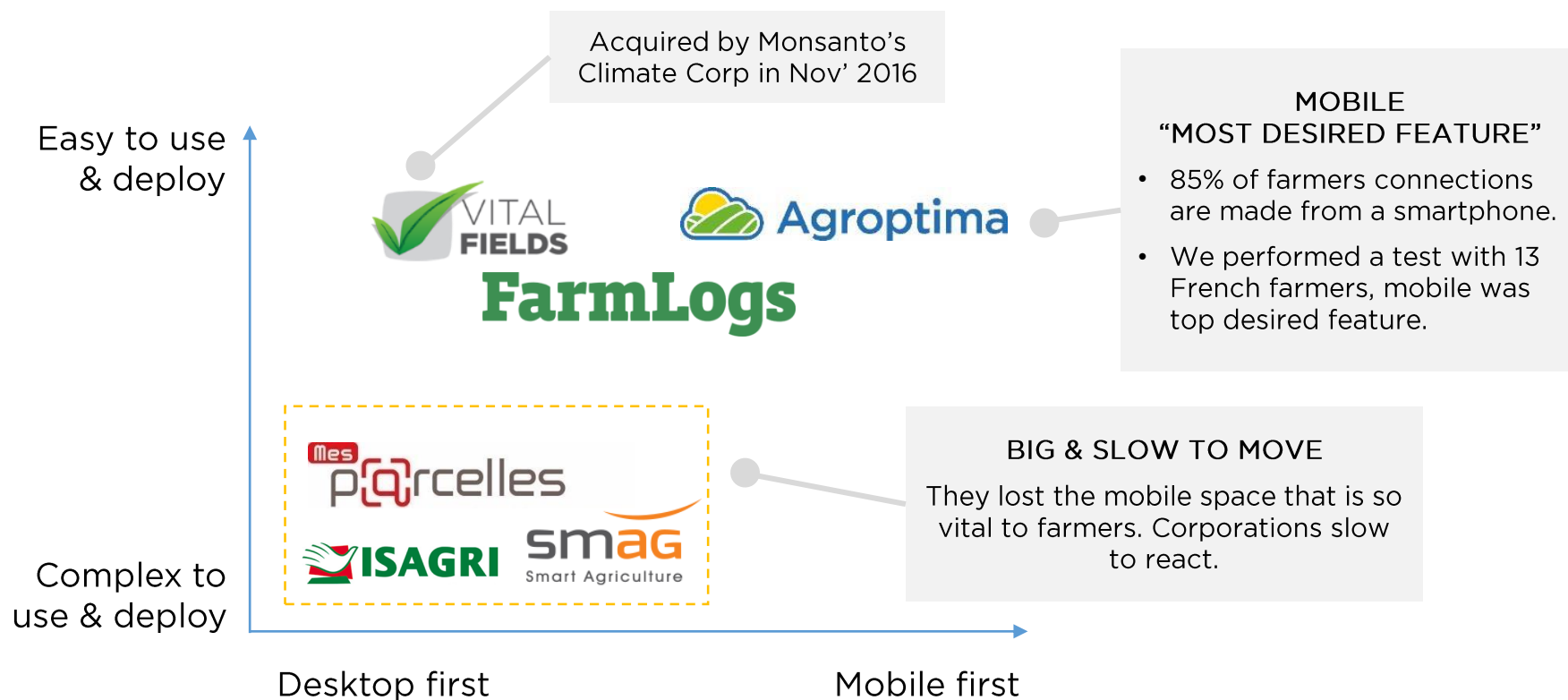
France	192,030
Spain	103,660

Eurostat

- Main competitor is French (Isagri)
- Same needs as Spanish farmers (CAP)



# Farm management software competitors targeting mid-sized farms

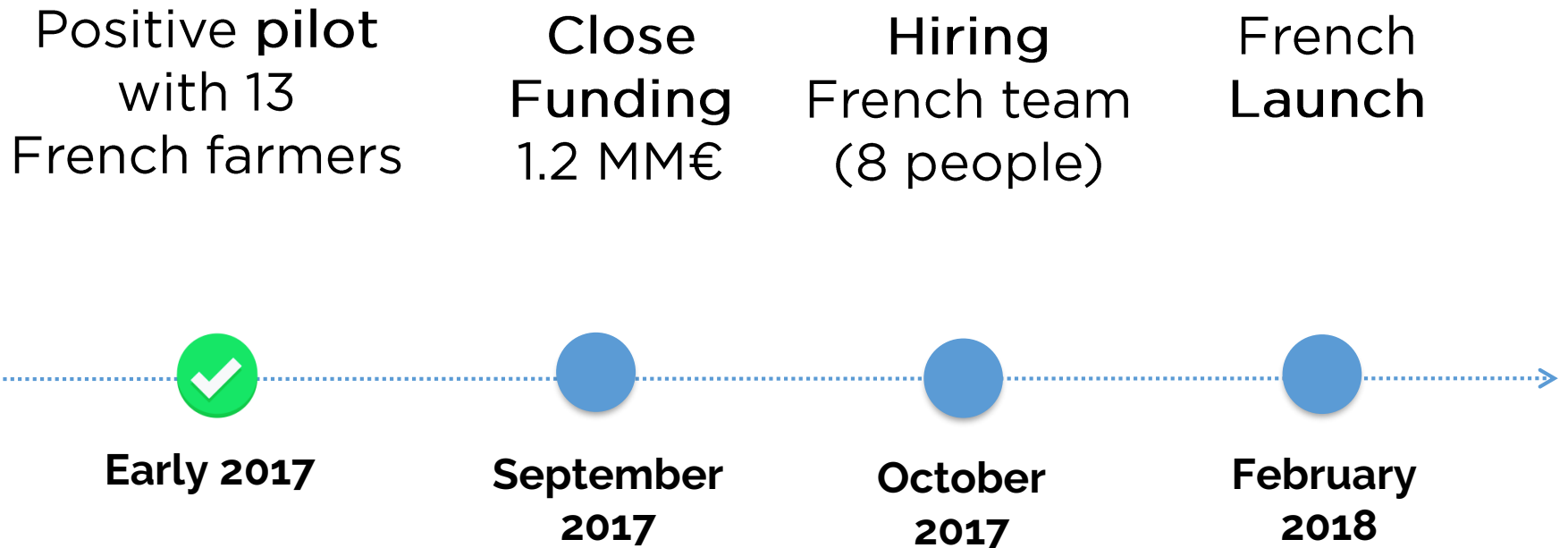


Other companies in the space:



Those 2 players target super big farms in the USA. Not competitors as product and target is completely different.

# Roadmap



# The Agroptima team

- 3 founders with Ag background
- 5 Customer Success reps
- 1 Ag engineer + farmer
- 1 UX designer
- 9 software developers





# Join us!



# Agroptima



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