



Innovation for Change

Young Talents | Real Challenges | New Technologies

Demetra

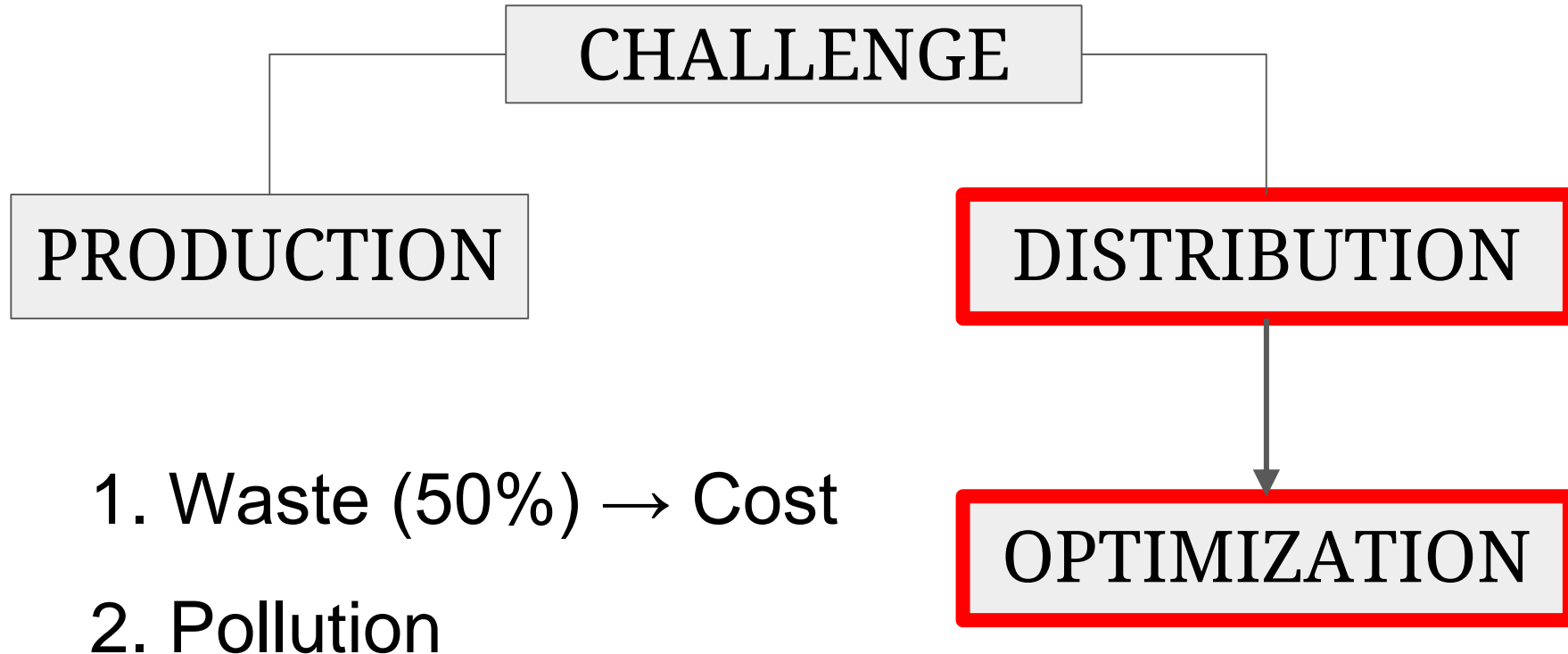


Fertilization in agriculture

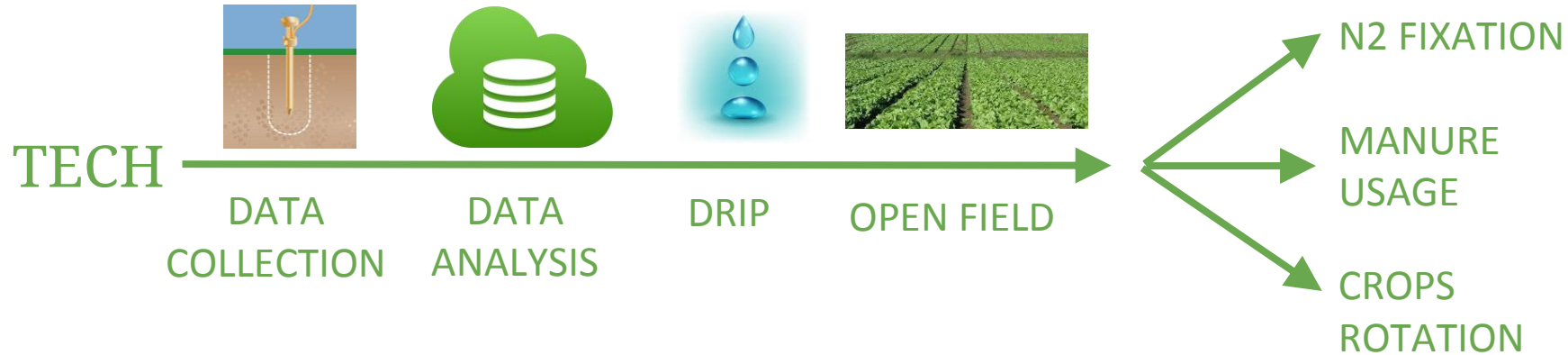
1. O&M issues
2. High Cost
3. Waste
4. Environment



Investigating the problem



Solution Road Map



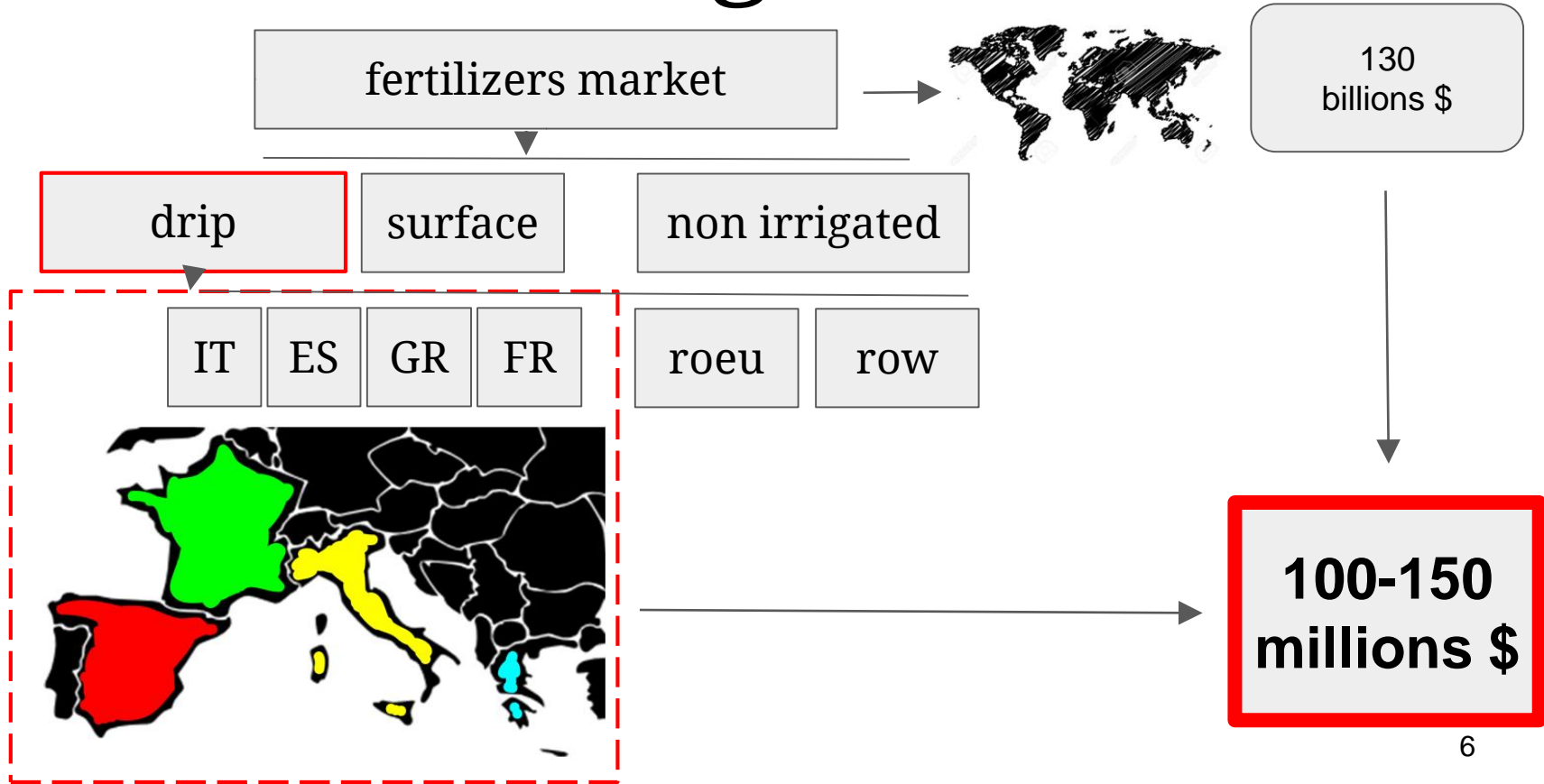
Value Proposition

Increasing crop efficiency through the integration of water, fertilizers and pesticides usage



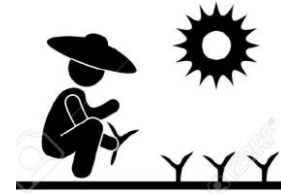
- 1. Simpler Operations**
- 2. Lower production costs**
- 3. Decreased Pollution**
- 4. Increased Yield**

Market Segmentation

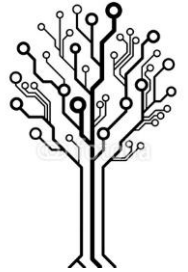


20 Weeks Journey

1. Customer Needs



2. Technical Feasibility Approval



3. Stakeholders Interaction



4. Prototyping

