

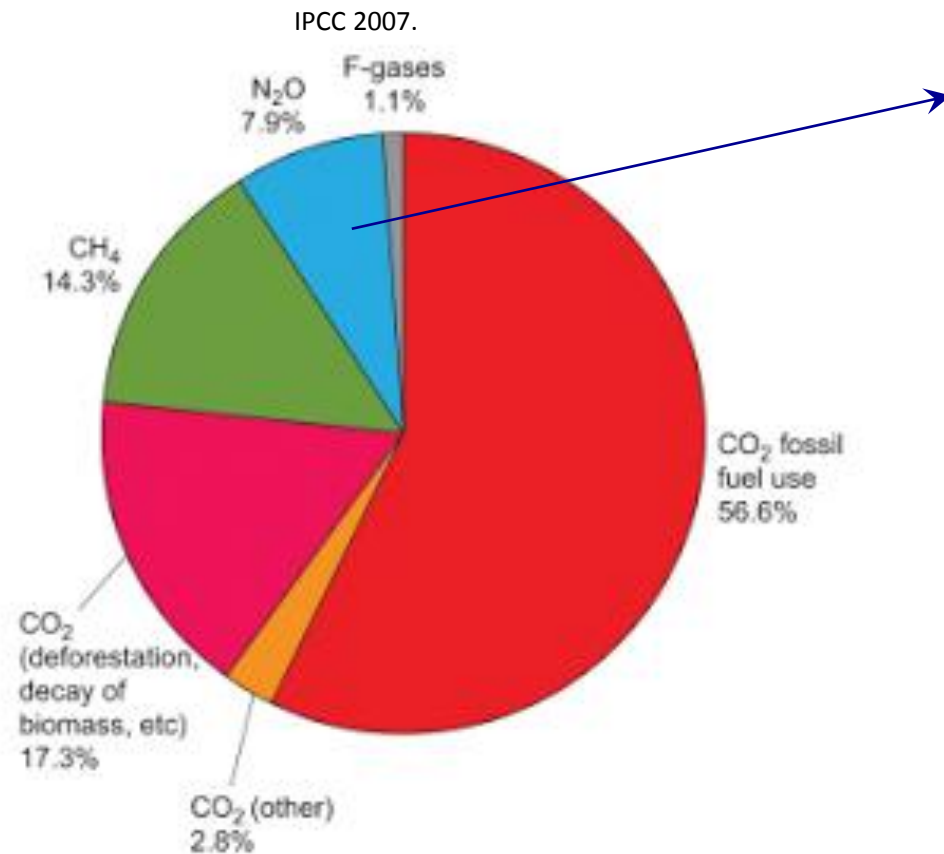


Improving farmers lives, reducing environmental impact

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The Challenge

Global anthropogenic greenhouse emission weighted by its 100-year global warming potential



Global N₂O emissions and human impact:

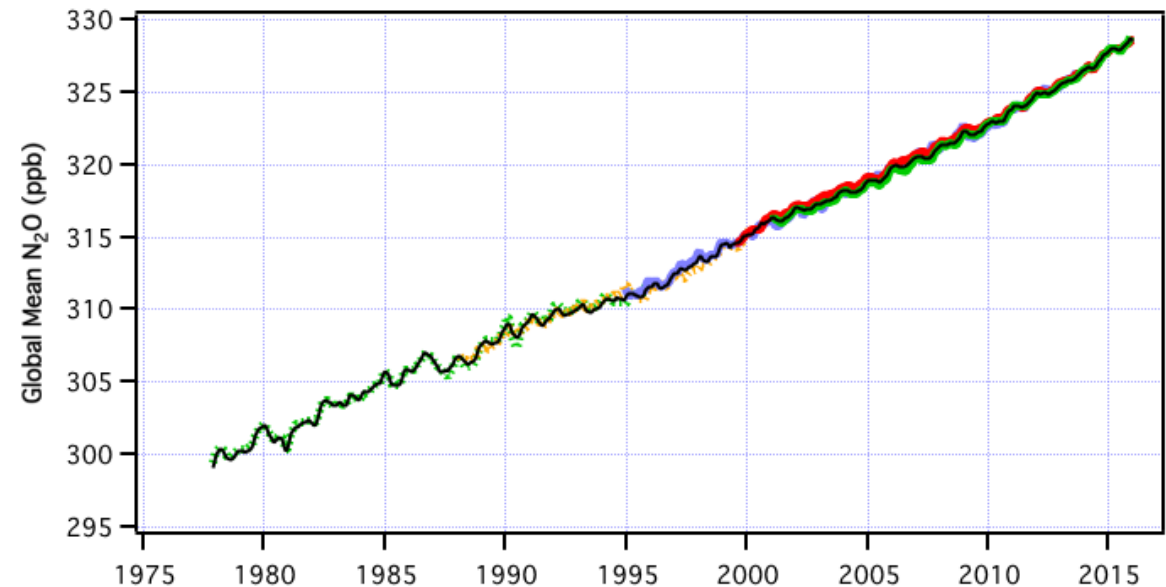
- 4,1 BLN Tons per year
- 66% come from agriculture



Abuse of fertilizers 1

Irrigation 2

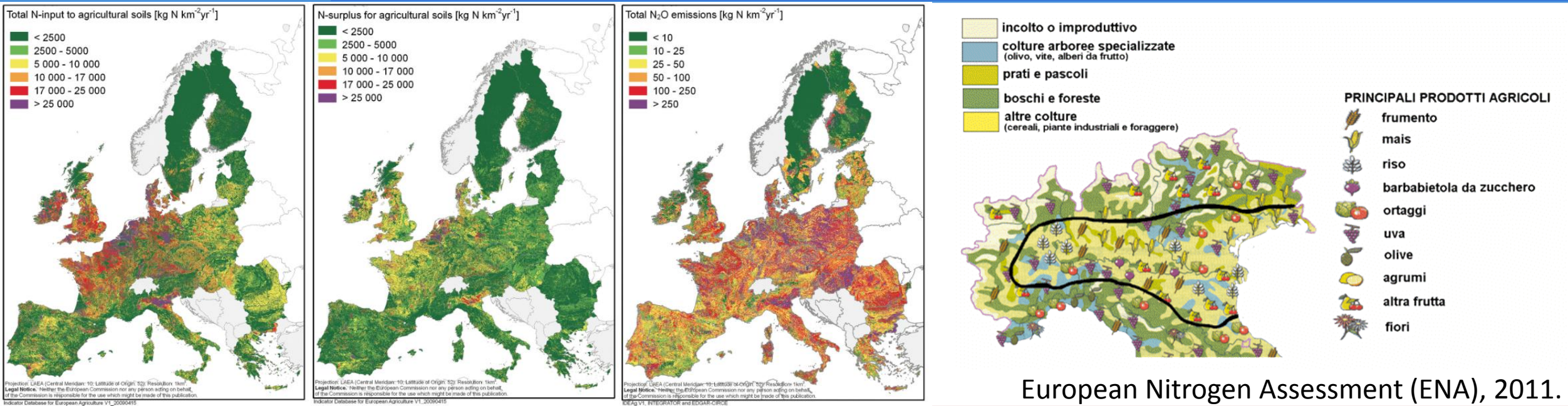
Water use 3





Problem Statement:

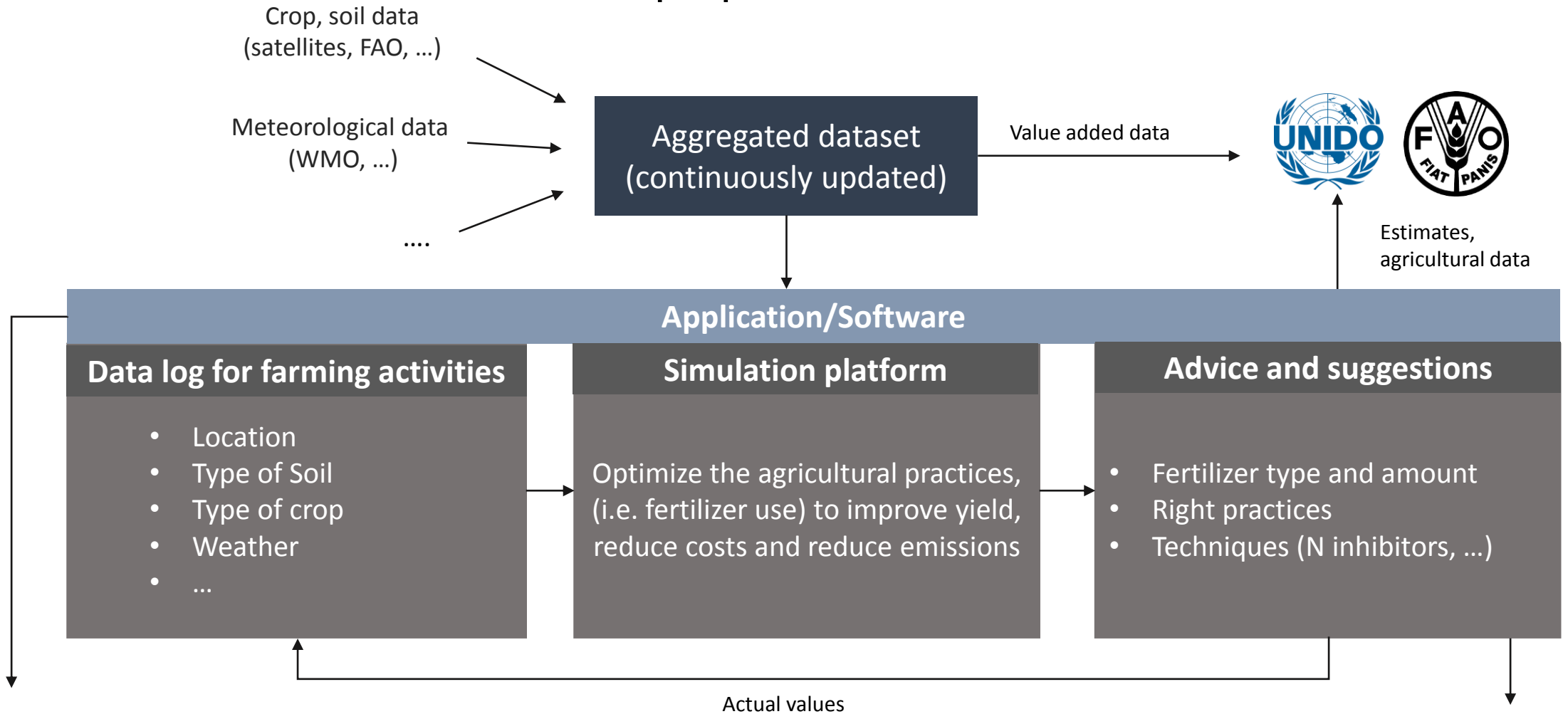
“We need a way to gather accurate data about N₂O emissions from agricultural activity to help policy makers decide on the right policies to reduce such emission.”



Mission Statement:

Provide user friendly solutions to farmers and food enterprises to improve productivity of farming activities while reducing costs and environmental impact.

The proposed solution



Other revenue streams

- Product advertisements or suggestions
- Input for certification or labeling companies (environmental friendly products)
- Input for (future) supermarkets for tracking product source

Software license

- Small farm
- Mid-size farm
- Enterprise edition

QUERY ▾

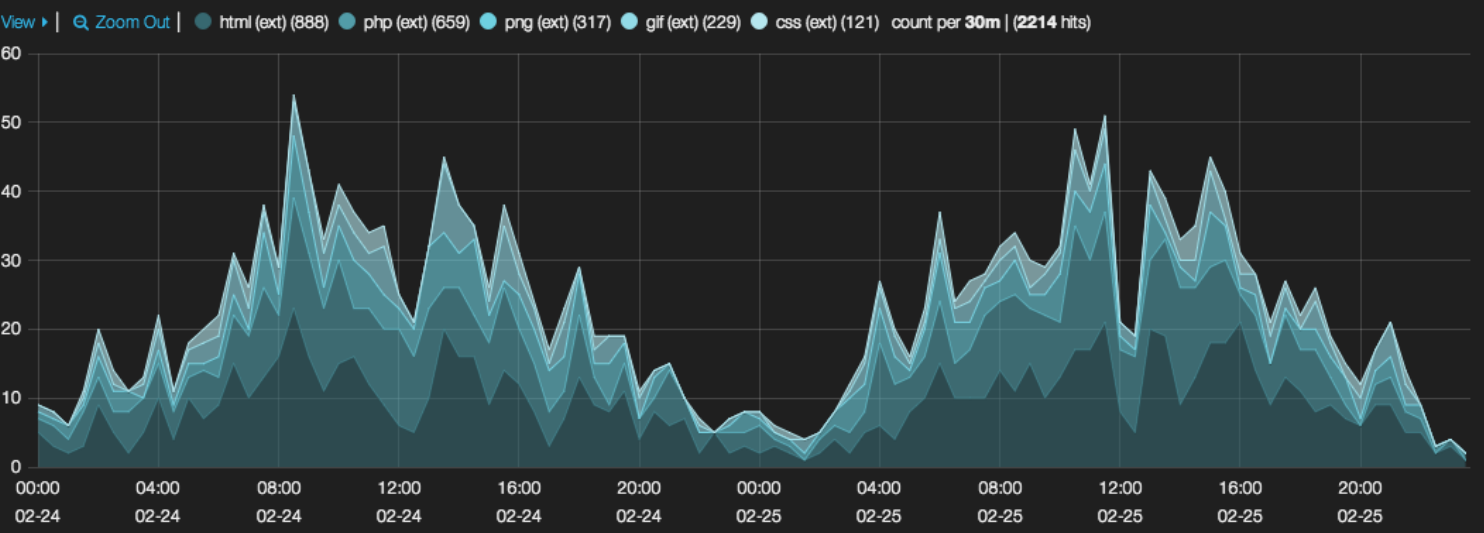
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FILTERING ▾

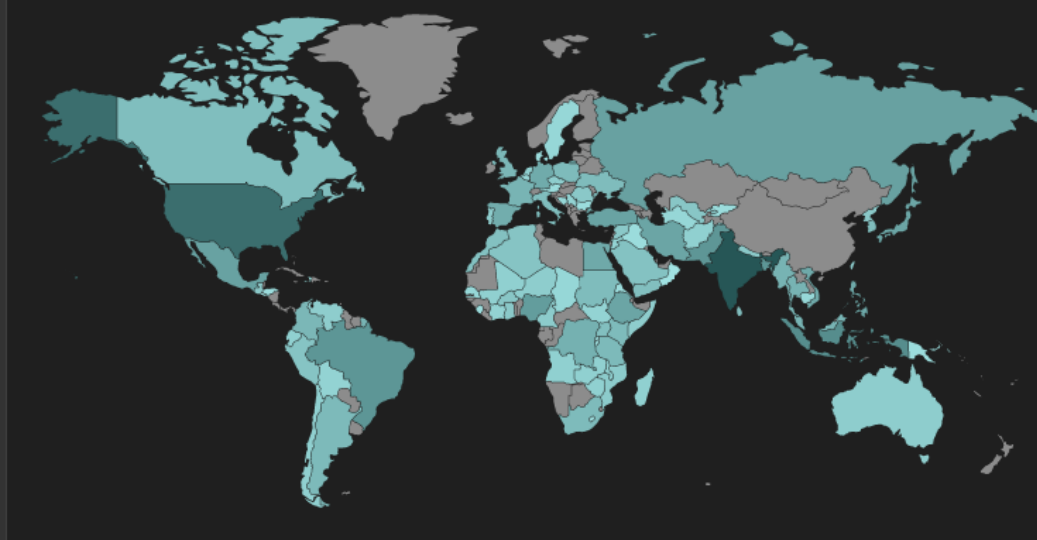
EVENTS OVER TIME

Info Settings Full Screen Close



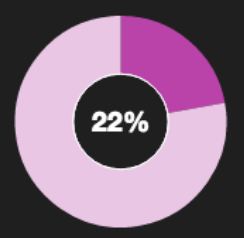
MAP

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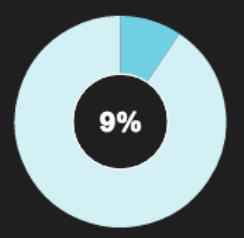
REVENUE

Info Settings Full Screen Close



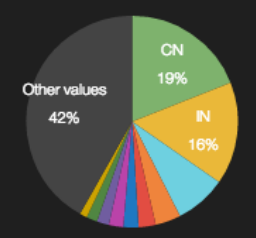
VOLUME

Info Settings Full Screen Close



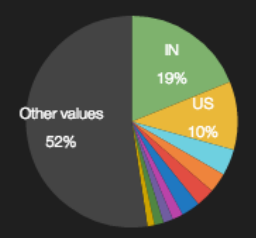
TOP DESTINATIONS

Info Settings Full Screen Close



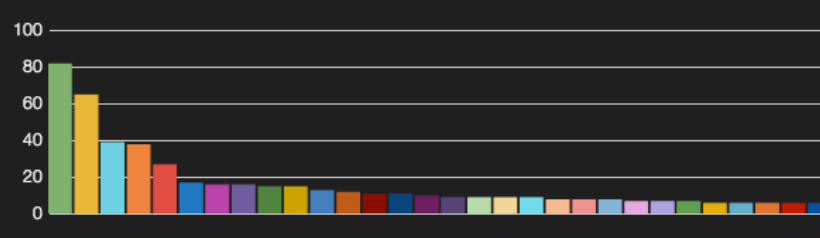
TOP SOURCES

Info Settings Full Screen Close



GEO PAIRS

Info Settings Full Screen Close



ALL EVENTS

Info Settings Full Screen Close

0 to 100 of 500 available for paging

➔

Fields

All (31) / Current (28)

Type to filter...

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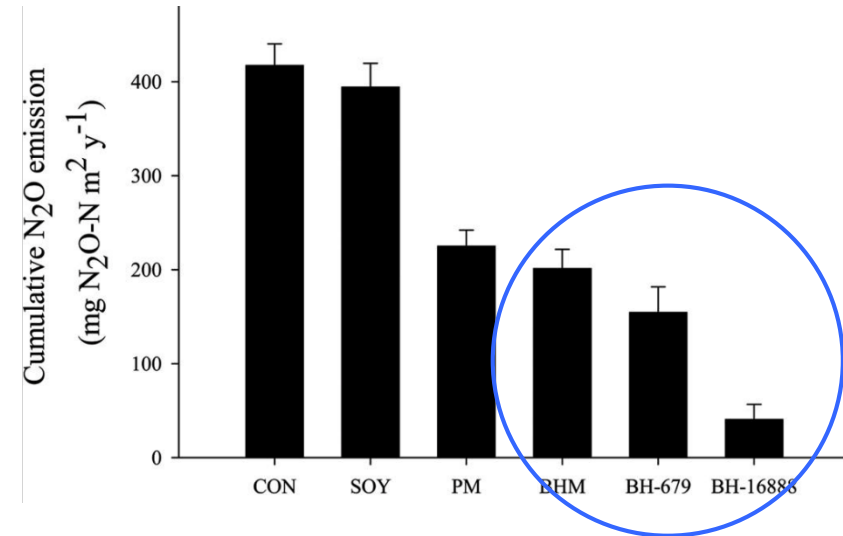
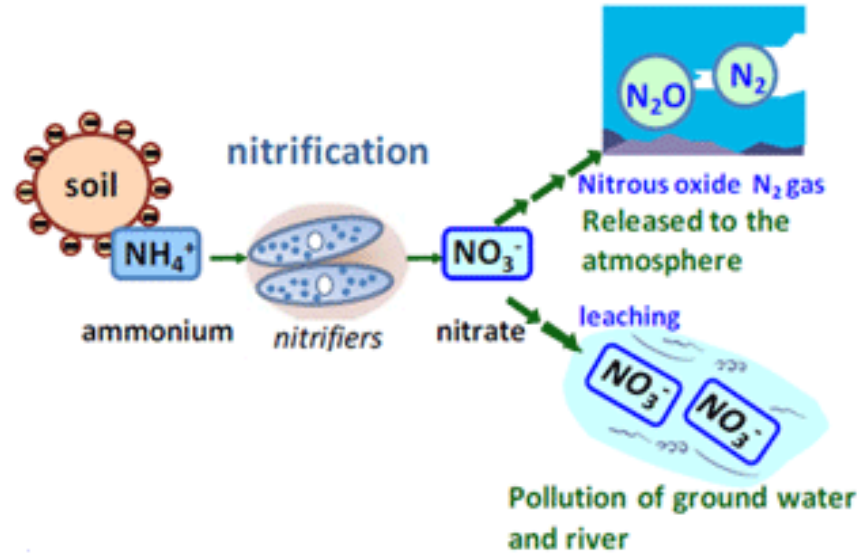
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success,info	IN:DZ	html	138.226.66.81	7029	1801		200

Case study

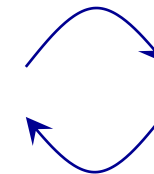
Overuse of fertilizers: The Nitrification cycle



Everything you can imagine, nature has already created it.
- Albert Einstein

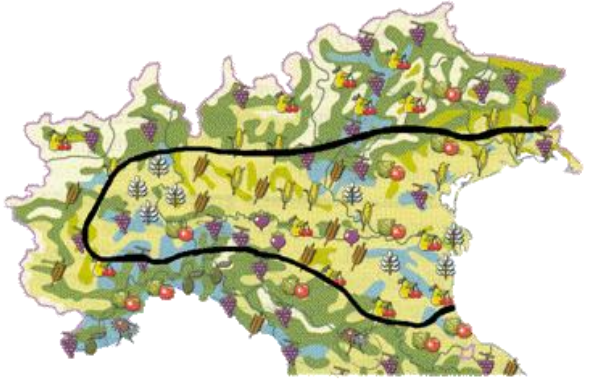
Introducing: **Biological Nitrification Inhibition**

Contribution of 60-90% of the inhibitory activity released from the roots of this tropical grass




Market focus


4,5 mln ha




98% private familiar companies


Rice:
4,8%


Wine:
5,1%


Corn:
26%


Grassland:
51,1%

Highest emission factor N2O

Owning 80% of land



What's next?

Date	Milestone
5-6 March	<ul style="list-style-type: none">● Identification market segments● Plan development of demo● Identify partners and relevant agriculture practices
9-10 April	<ul style="list-style-type: none">● Develop revenue models● Plan for demo development
13-15 May	<ul style="list-style-type: none">● Gather sample data for demo● Initiate data analysis
18-19 June	<ul style="list-style-type: none">● Complete revenue stream● Prepare demo



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Question?