SoilSense

from the lab to the field

“(...), there is no existing solution which can provide sufficient information about the quality of soil by scanning it, for example the nitrogen content.”

-Prof. Andreas Gronauer

Head of institute for agricultural engineering, University of natural resources and life sciences vienna

Slow chemical analysis for nutrients and pollution

Reduced productivity

Average cost $704 - $1748 (homeadvisor.com)

SoilSense analysis solution

- Soil analysis detector using Infrared light.
- Fast, accurate, low cost
- Prevent Pollution - care about the environment

Unfair advantage

- Innovative patented technology – Proprietary analysis algorithm
- Far cheaper than chemical analysis
- Portable – real time monitoring
- Built-in IoT capabilities, multiple sensor integration

Business Model

- Potential partners and customers – John Deere
- Sell to large organisations and independent farmers.
- Licensing of technology.
- Continuous support with customers.

High Market Potential

- 10.8 million farmers.

Slow Market Growth

- Lack of increase in field quantity.

Favourable Market Trends

- Increase in size of farming operations.
- Rising food demands.

Unfavourable Market Trends

- Farmers are not very open for expensive innovation.

What Competition?

- Enormous potential – first mover advantage.
- Low supplier bargaining power
  - widely available raw materials.
- Low buyer bargaining power
  - no competing sellers.

>10 years of experience

L. Argemi – Application development

K. Moustakas – CTO
System integration

C. Wood - CEO
Business management

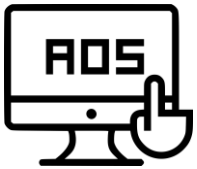
F. Piro – IC design

We are all on the bus!

Sale Price per unit: 399$

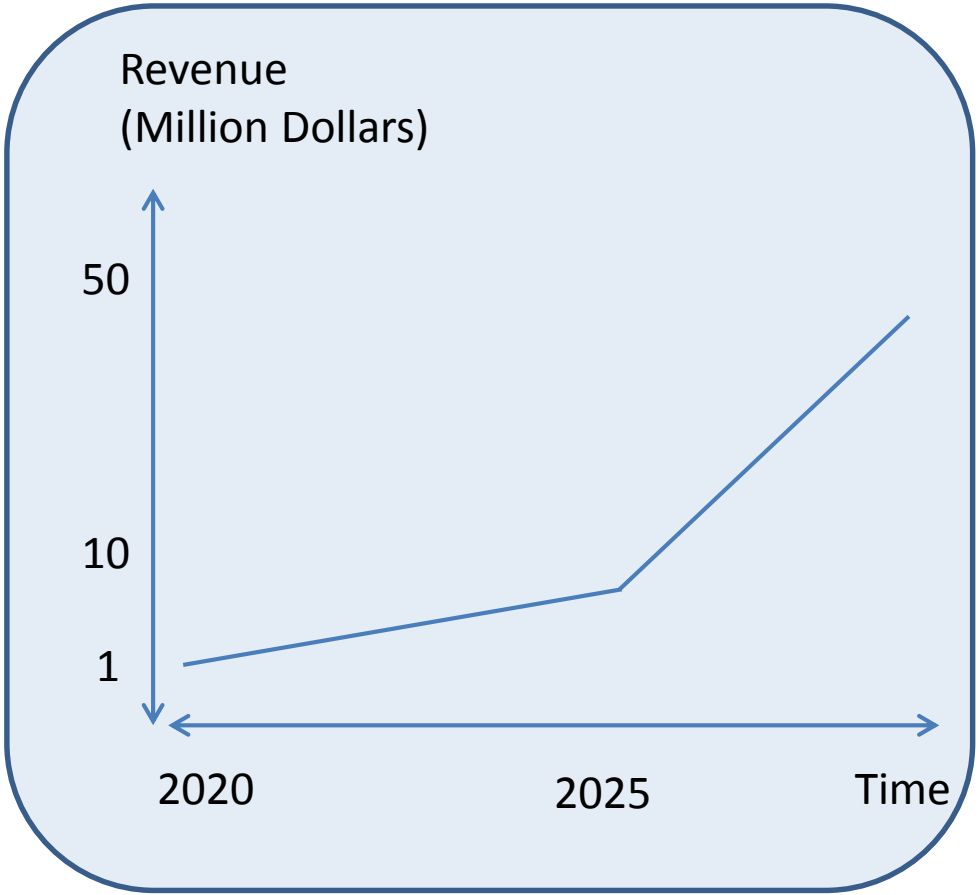
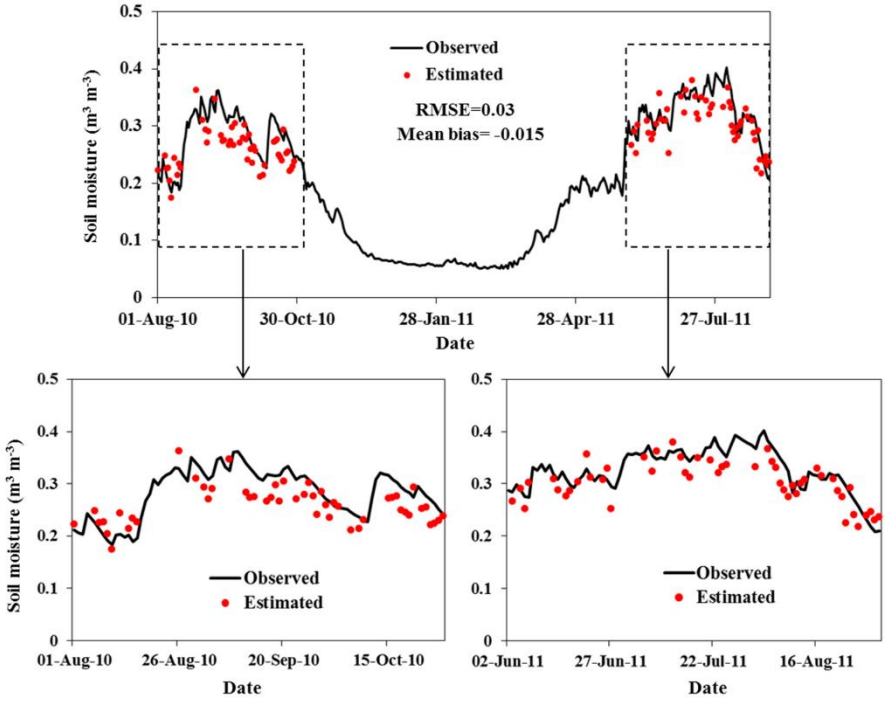
Production Cost: 100$

Delivery cost: 49$



Advertisement cost: 10$

Net Profit **240$**



- R&D started in 2016
- First fully functional prototype 2017
- Final consumer product is under development
- 1mil investment in the next year required for launch