

AgTech – from boutique to mainstream

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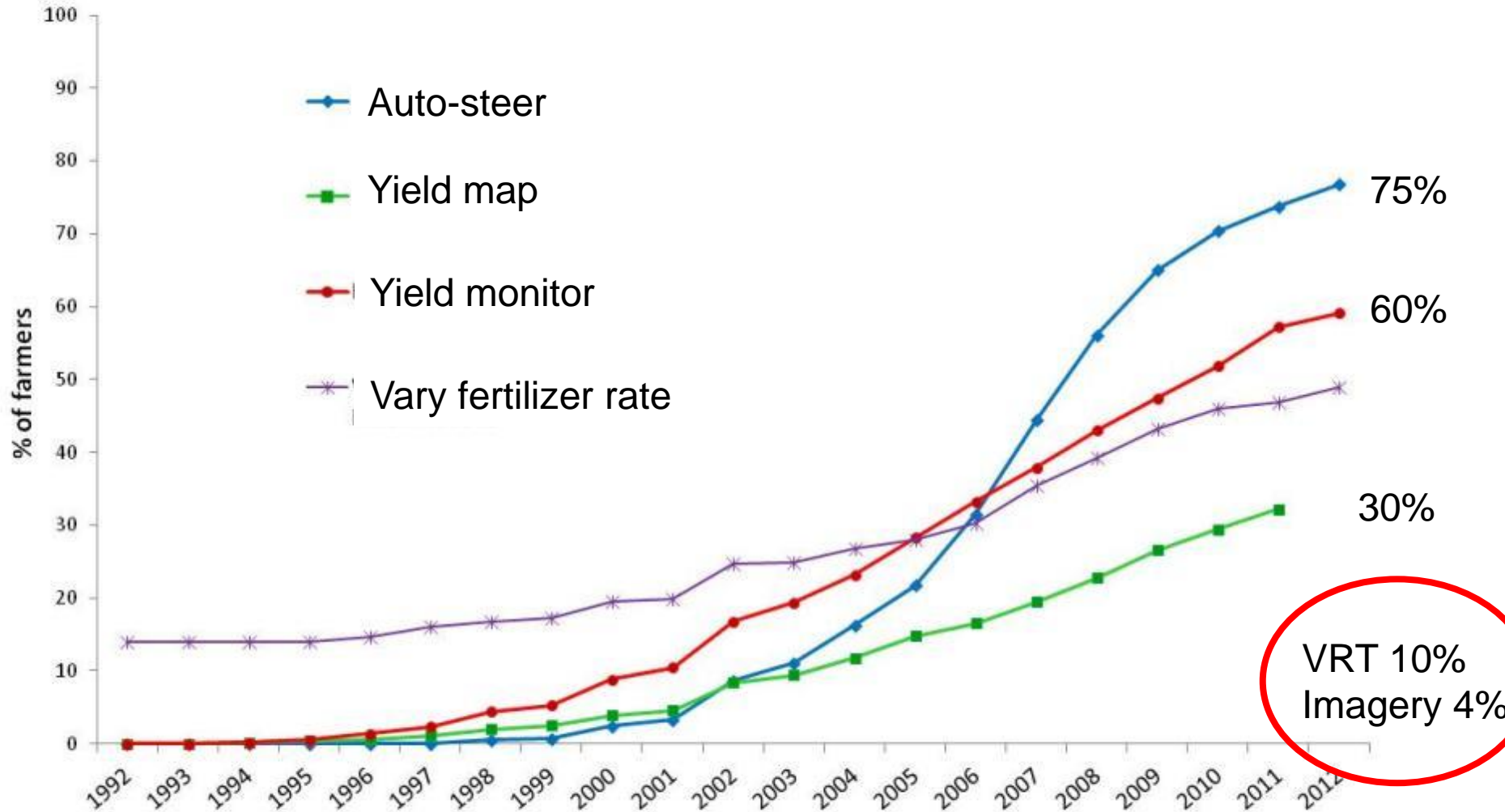
@data_farming



Adoption rates are poor for some technology – need more ‘auto’

Dr Rick Llewellyn, CSIRO

<http://www.agriculture.gov.au/abares/outlook-2015/Documents/neale-precision-ag-future-technologies.pdf>





Completely
Cluttered
Cab = data
overload



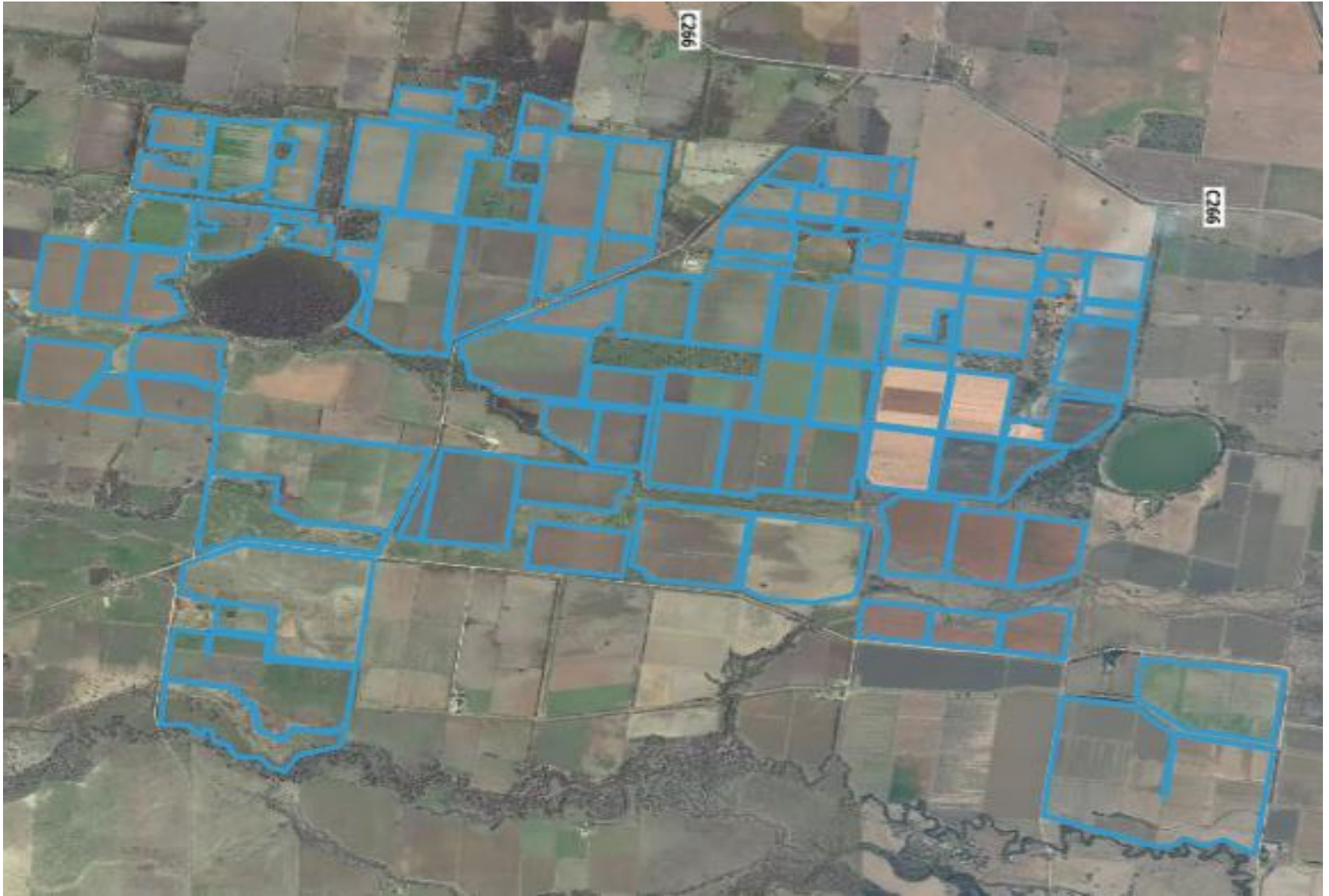
@kritjianherbert



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Where do I scout?

100 paddocks x 10 farms = very busy





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How much crop is in there now?





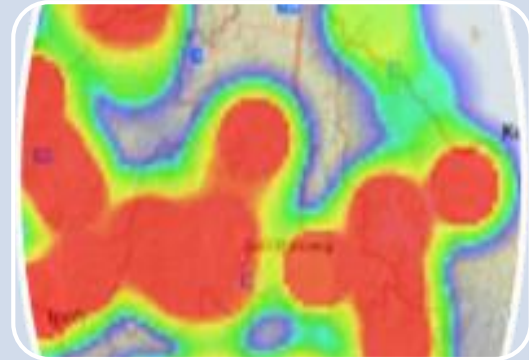
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2 Key customer segments



Digital agronomist

Data for agronomists & software companies, research projects



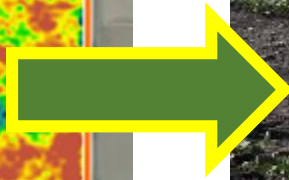
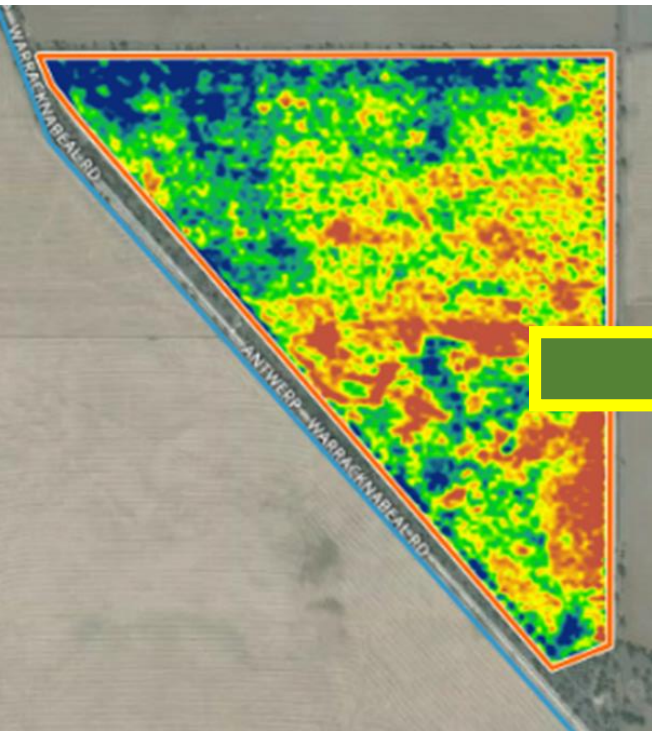
Agri-intelligence

Big data from small data for broader industry issues



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Data. Insight. Action.™



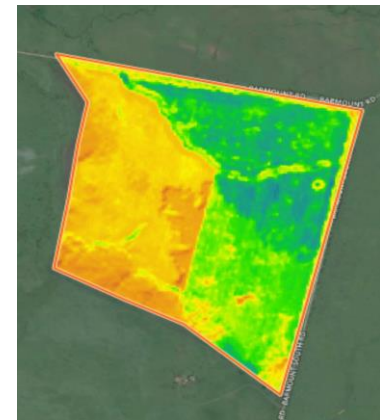
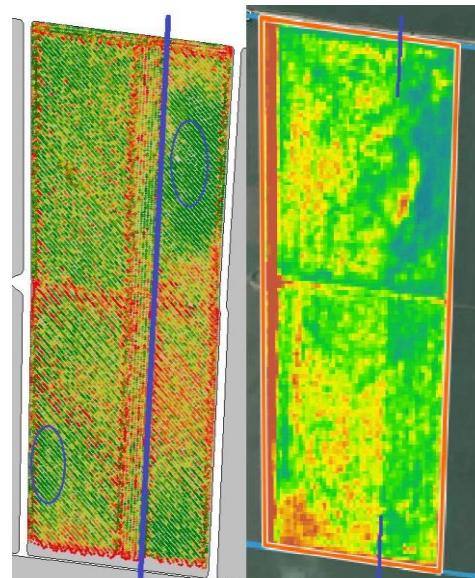
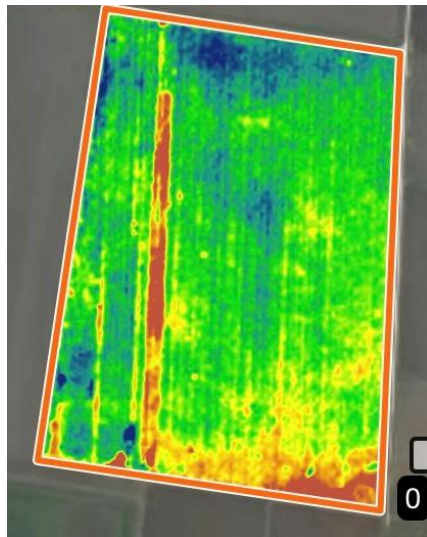
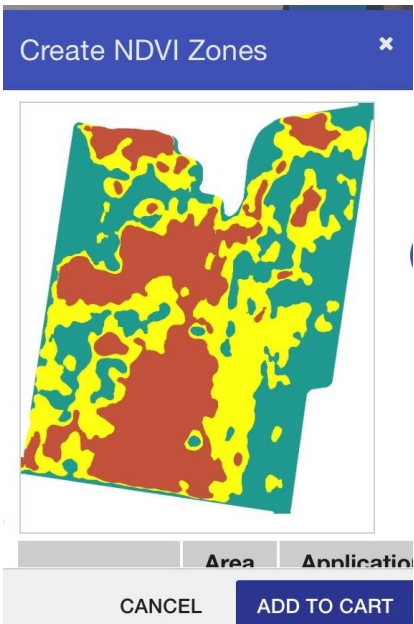
Digital Agronomist use cases

“I saved 3 hours crop checking time in 1 paddock..” Matt B,
Agronomist

“We saved 150t of gypsum in 1 paddock” Tom B, agronomist

“I made a \$100,000+ decision with confidence” Agronomist

“This DataFarming is kinda addictive” Peter W, farmer





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Agri-intelligence Canola areas and hay production





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Business model and background

- Formed July 2017 utilising 15+ years experience in Precision Ag consultancy business
- Easy to view, access, and create data of a farm anywhere in the world – all online
- Working with grains, pasture, livestock, horticulture
- Leveraging trusted ag advisor networks and existing software companies through API's
- Free to sign up and use base product. Pay for only what you need (\$0.10's/ha)
- Consultancy for specialised projects



The Team's success



- Australian Rural Consultant of the Year 2018
- Asia Pacific Spatial Excellence award for 'Innovation and commercialisation'
- Recently closed Series 'A' capital raise with RuralCo, one of Australia's largest ag retailers
- Integration with BackPaddock (50% of agronomists)
- Why have we been more successful than our competitors?
 - Low hype
 - Practical solutions built on experience
 - Low entry price
 - Collaborative approach



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Business traction in less than 2 yrs

- 7.3M ha of paddock processed data
- 65,000 paddocks
- 12,300 farms

