

Today's AgTech Landscape

Tech Connect – July 16, 2019 – Champaign, IL

Jonah Kolb

AgTech Lead – Illinois Soybean Association | Managing Member – Moore & Warner Ag Group

Start with perspective...







Today's agtech is...

RAPID TECHNOLOGICAL CHANGE,

propelled by investments of

FINANCIAL CAPITAL AND HUMAN CAPITAL,

that has the potential to

CHANGE LONG TERM AGRICULTURAL PRACTICES

and

INDUSTRY DYNAMICS



Today's agtech is... driven by

Established ag companies

Examples:



- Improve products/services
- Establish new sources of revenue
- Survive increased competition

Venture capital firms

Examples:



- Build NEW products/services
- Generate high financial return
- Disrupt status quo

Today's agtech is... BIG

Upstream + Downstream

Annual Financings | 2012-2018

Funding to agrifood tech startups grew 43% year-over-year to 2018, the same rate of growth between 2016 and 2017.



AgFUNDER

AgFUNDER

AGRIFOOD TECH FUNDING REPORT: YEAR REVIEW 2018 | AGFUNDER.COM

15

Upstream

Ag Biotech, Farm Management SW, Farm Robotics & Equipment, Bioenergy & Biomaterials, Novel Farming, Agribusiness Marketplaces, Midstream, Innovative Food

\$6.9bn

INVESTMENT

+44.3%

GROWTH (\$)

809

DEALS

+12%

GROWTH (#)

1135

UNIQUE INVESTORS

\$450m

LARGEST DEAL



Today's agtech is... BUSY

AGTECH LANDSCAPE 2019



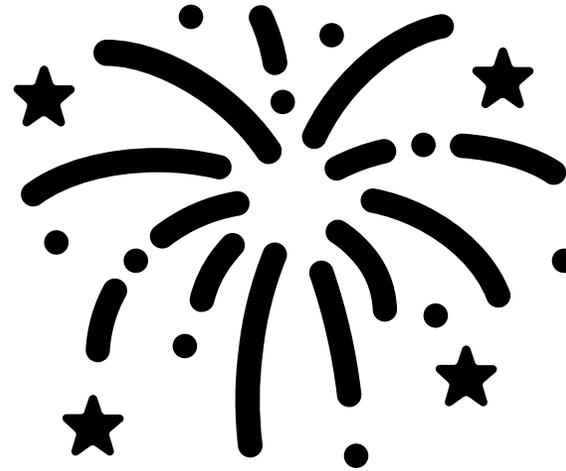
IN-FIELD SENSORS & SYSTEMS				POST-HARVEST MONITORING & EFFICIENCY		
Field Monitoring Sensors & Solutions SENSOTERRA, Phyttech, Iik, semios, Fasa, Aker, KEEDA, AGERON, pvcno, SENSAPRO, FRUITION, DTM, See Tree, Croptimal, ARABLE	IoT Monitoring Platforms FarmQA, AGRISOURCE, FARMOBILE, YIELD, UPTAKE, Farm Solutions, AGENSE, WiseConn, PRECISION KING	Crop / Farm Management Software solinftec, CropIn, agrivi, CropTrak, STINGSHOT, AGVOICE, Agworld, AGRI TRACKING SYSTEMS, smag, Aegro, AgDNA, AgKonekt, FarmersEdge, ISAGRI, AGRINAVIA, conservis, FARMIO, EFC SYSTEMS, Strider, ExactFarming, FARMLOGIC, Farmbrite, AgSquared, Farmilo, FRUITERRA, scicrop, ADVERTIC, FarmLogs, Decisive, Agriptima	Automation / Robotics abundant, ASI, BEAR FLAG, SWARM, ecrobotix, AGROBOT, ROWBOT, HARVEST AUTOMATION, ATC, TARTAN SENSE, nqi, Dynium Robot, RoboticsPlus, HARVEST CRO, agerris, SAGA, AGOR, SAGI, EARTH FORCE, AGOR	Next Gen Logistics SENSOR TRANSPORT, samsara, NanoThings, TRADELANER, MESH KOREA, WAXCOOL, Jumbotail, LUCUS, Lineage, 八番六號, fliit, loadsmart, Frey	Quality Mgmt / Compliance RedLine, rizepoint, Produce, TRAQTION, Coinspect, ICIX, TraceGains, Lotpath, iFood	Yield Forecasting AGROGRAPH, AGRIDATA, Fruitspec, logiclab
Soil Sensing / Analysis teralytic, STENON, TRACE, FALCON, AGRON, Persistence, SoilCares, OneSoil, SoilOPTIX	Precision Irrigation HydroPoint, AgriCult, wildeye, Groguru, Tule, cropx, farm(x), WaterBit, NETAFIM, CropMetrics, HORTAU	Digital Marketplaces VARI MARKET PLACE, Agronomix, Gramophone, YAGRO, Tillable, agricult, hello tractor, ricult, AgriStar, AgVend, esoko, HARVEST PORT, ABIAN, Agrofny, FARM TRADE, TRACTOR ZOOM	Processing Technology CIFY, PARABLE, 915, SOFT ROBOTICS, WOKATI, ASEPTOPRAY, AGRI-NEO, InspiraFarms, WECCO, Blendhub, PROVEN	Freshness Control bluuwrap, Cambridge Crops, hazel technologies LLC, ENOLUMA, wisepack, APEEL SCIENCES	ERP Specialty AgCode, Prophet, FAMOUS, LINKFRESH, ExtendAg, justfoodERP, EPOKANE SOFTWARE	Supply Analytics DecisionNext, Trellis, ATHENA INTELLIGENCE, Engage, PRAEDICTUS, eka, cmdly, eDce, supplyshift, agtools, sourcemap
Insect Sensing / Monitoring The Bee Corp, xerobotics, BeeHero, trapview, saillog, AgroAlert, beehives, FaunaPhonics, Farmapp, FARM DOG, ApisProtect	Water Monitoring PowWow, Swim, Bluebird, AQUASO, REDtrac, VERUS	Post-Harvest Monitoring INTELLIFARMS, PalleTech, TELESENSE, scio, AGNEXT, Centaur, INTELLO LABS, WIVE	Cold Chain Monitoring tsenso, FreshSurety, metiOra, escaVox, Intellogistics, controlant, LETTUCE BOX, INC., ColdPICK, Infatab	Food Recovery FULLHARVEST, CSS, FoodMaven, WISErg, copia, CROPMASTER, Lactipie, SPOILED ALERT	ERP Commodity agrimaster, conservis, EFC SYSTEMS, AgVision, Granular, magnify, CountrysideData, COMPASS, agriflo, Agvance, Agri, ednovo, CULTURA	Crop Marketing / Trading Platforms grainbridge, BUSHEL, ninjacart, FARMPAY, FARM'D, agree, FARMLEAD, crofarm, fruitsapp, MERCARIS, The Seam, Graindex
Precision Applications zasso, AgOiler, ediate, TRACMAP, DROPCOPTER, RANTIZO, ALIGNMENTA, Precision Planting, ON TARGET, Nilworks	Labor Management GANAZ, PAGO, HY, AgDraft, PIONEER	Value Chain Enablers	Blockchain arc-net, digital, xpansiv, GRCHAIN, best360, GRAIN, AGRICHAIN, bart	Food Safety Detection phylogen, CORVIUM, NOVOLYZE, Clear Labs, PROKOSense, SNAPDNA, INSPECTO	Food Safety Track & Trace trace register, PROVISION ANALYTICS, FoodLogIQ, HarvestMark, rfxcel	Integrated Solutions (Platform) FARMERS' INDIGO, DeHaat, indigo, stellapps
Data Aggregators aWhere, AGRIAN, AGI, centricity, LABELINSIGHT, AGALOGICS, Farmopper, FARM MARKET ID, AGDATA, LAND IQ, CIMS, MONTAGE, GREENBOOK, DTM	Data Analytics (Platform) F H F G, ClearAg, BOOST BIODIES, SENSON-BELL, DNXK, prospero, CIBO, USTERSHIP	Imagery Analytics urtheCast, Orbital insight, SLANTRANGE, cereas, PARSONS, impact vision, elio, GANAMA, IRRADIUM, TARANIS, FluroSat, IntelinAir, planet	Blockchain arc-net, digital, xpansiv, GRCHAIN, best360, GRAIN, AGRICHAIN, bart	Food Safety Detection phylogen, CORVIUM, NOVOLYZE, Clear Labs, PROKOSense, SNAPDNA, INSPECTO	Food Safety Track & Trace trace register, PROVISION ANALYTICS, FoodLogIQ, HarvestMark, rfxcel	Integrated Solutions (Platform) FARMERS' INDIGO, DeHaat, indigo, stellapps



Understanding the agtech landscape



Why *NOW*?



**How do we sort
the *NOISE*?**

Why *NOW*?

- Enabling technologies
 - Connectivity
 - Cloud computing
 - Machine learning / AI
- Attractive ag “story”
- Investor comfort



How do we sort the agtech noise?

Option 1: Investor-defined categories

Option 2: Industry-defined categories

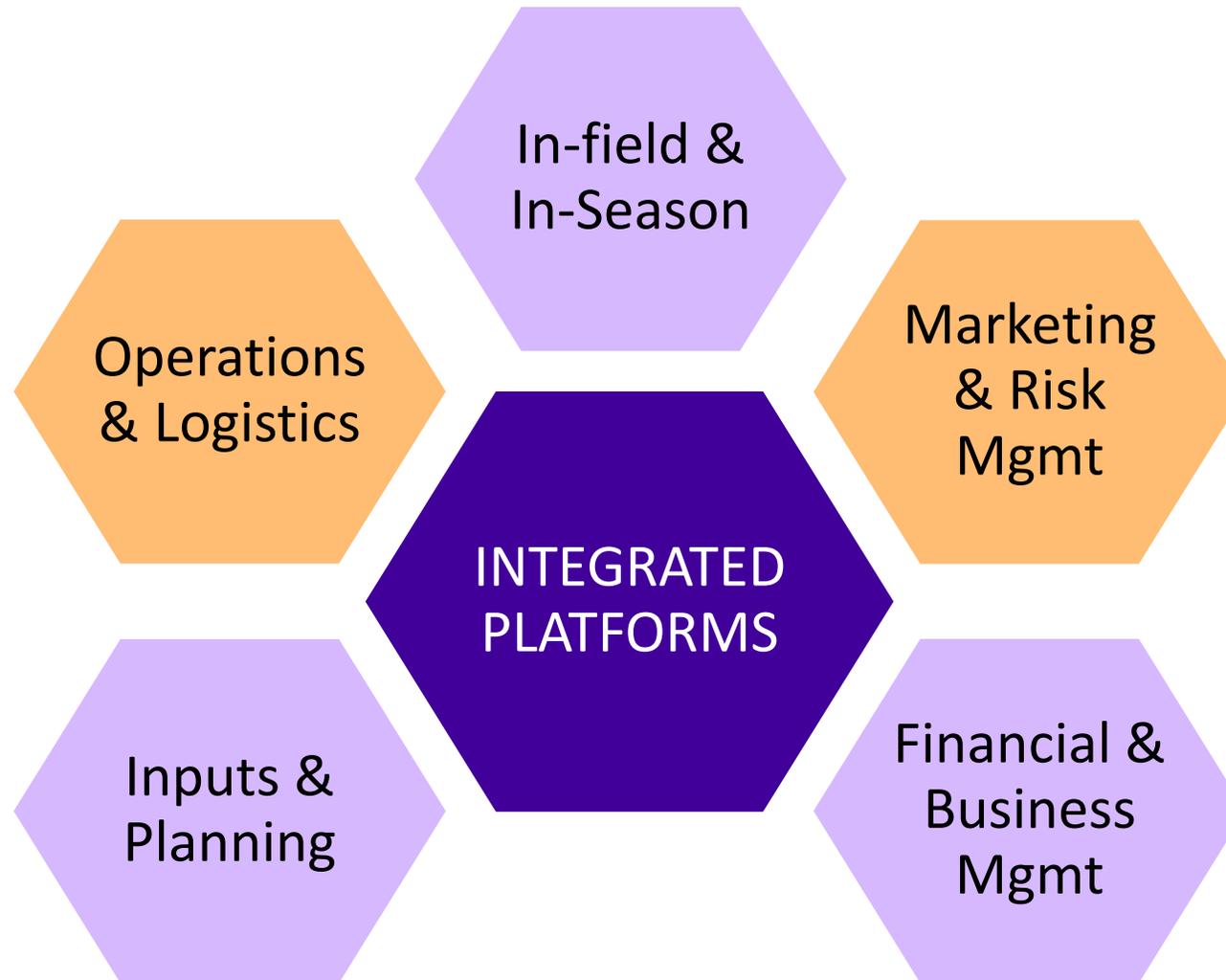
Option 3: Make your own!



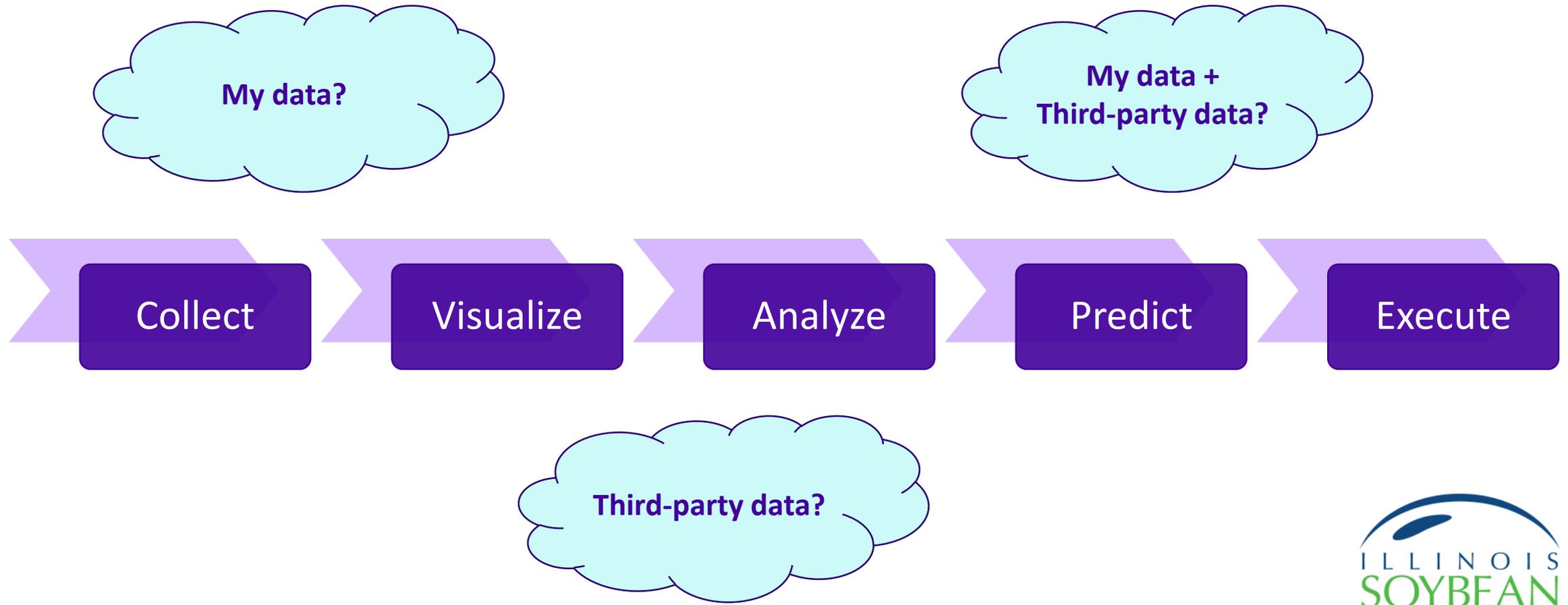
Industry-defined categories

... ?? ...

Agtech categories



Agtech functionality

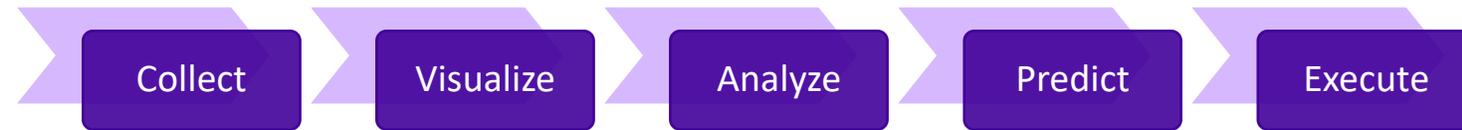


Navigating the agtech landscape...

What category?



What function?



Whose data?



A final thought



STATE OF
U.S. Precision
Agriculture Report

MEISTERMEDIA
WORLDWIDE
Empowering global agriculture

PRECISIONAg
INSTITUTE
Research • Advocacy • Education

©2019 Meister Media Worldwide

“Investment in disrupting technologies has given way to **more partnerships and collaboration among manufacturers, which delivers gradual improvement**

to the production process in corn and soybeans.”

- Paul Schrimpf, June 2019

