

# **Adoptable Disruption**

## Rethinking the Path in Agtech

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**VISUALIZE**

(the future)

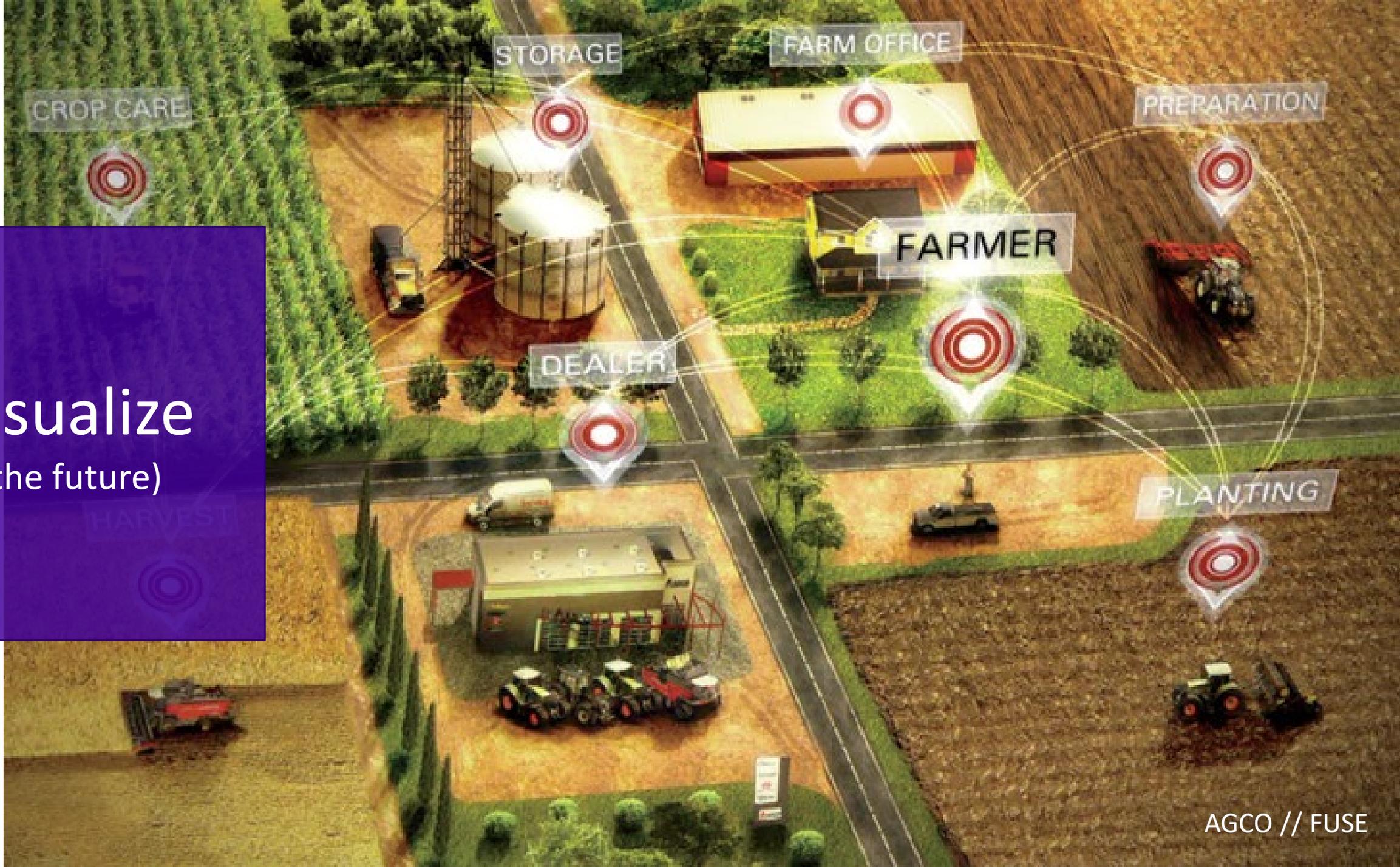
**ACKNOWLEDGE**

(agtech's progress)

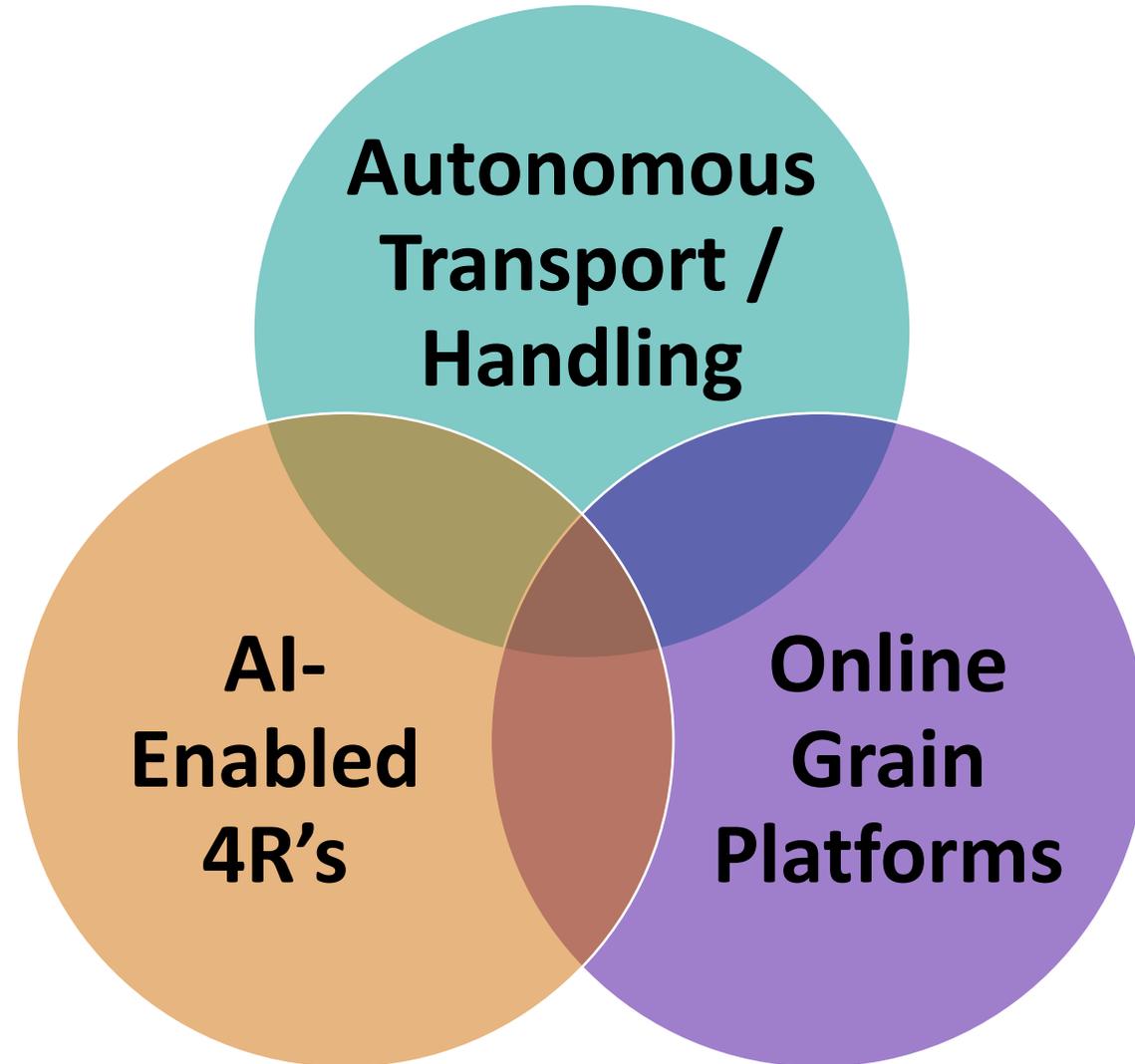
**RETHINK**

(farm-level adoption)

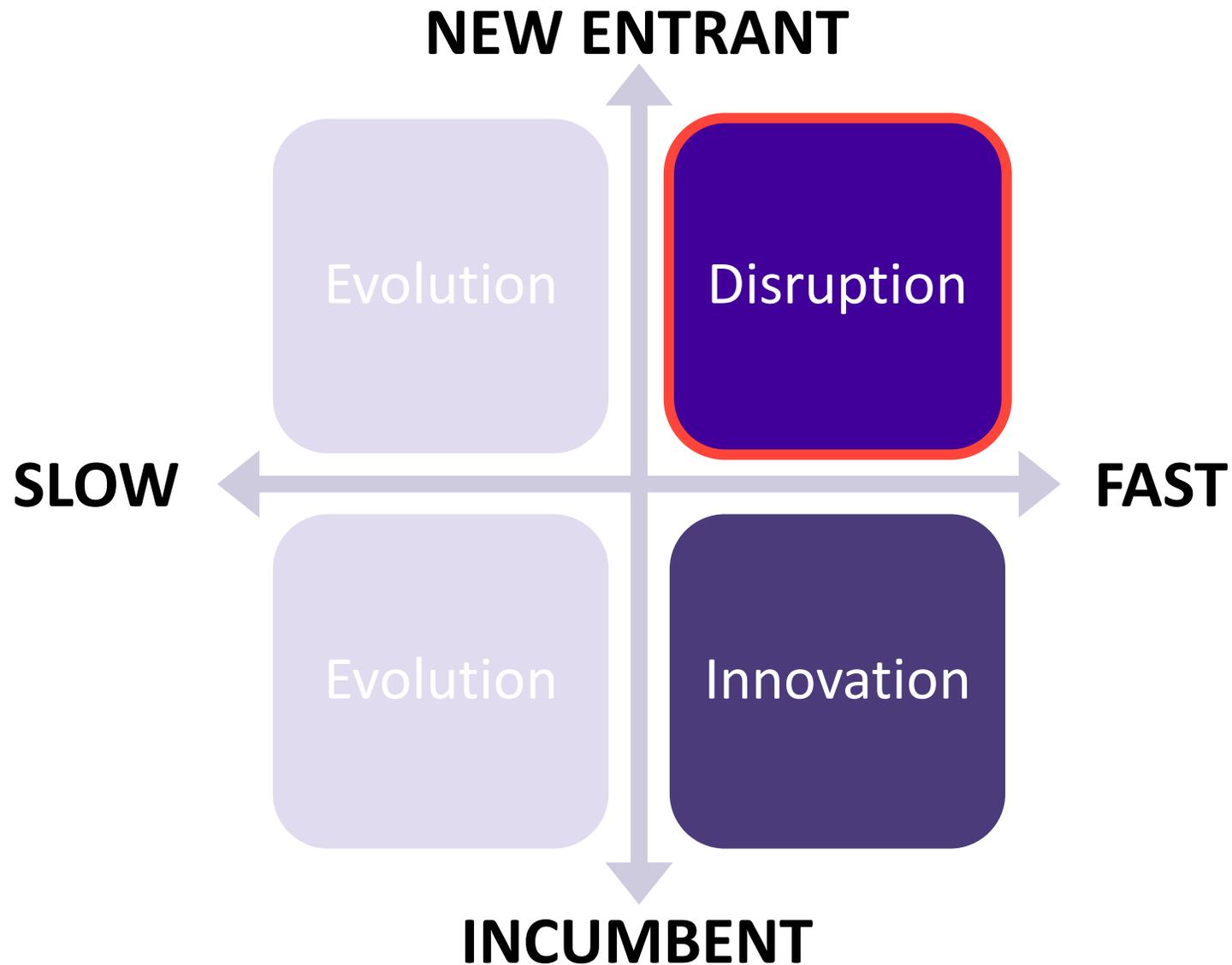
# Visualize (the future)



# What opportunities are unlocked?



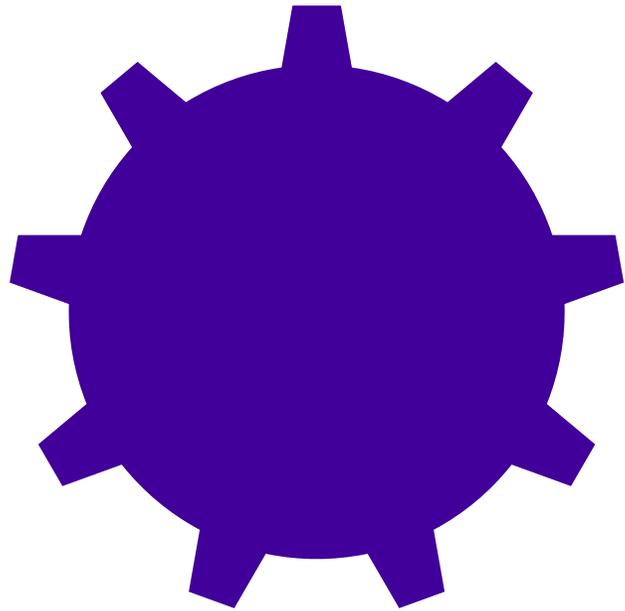
# How does that future feel?



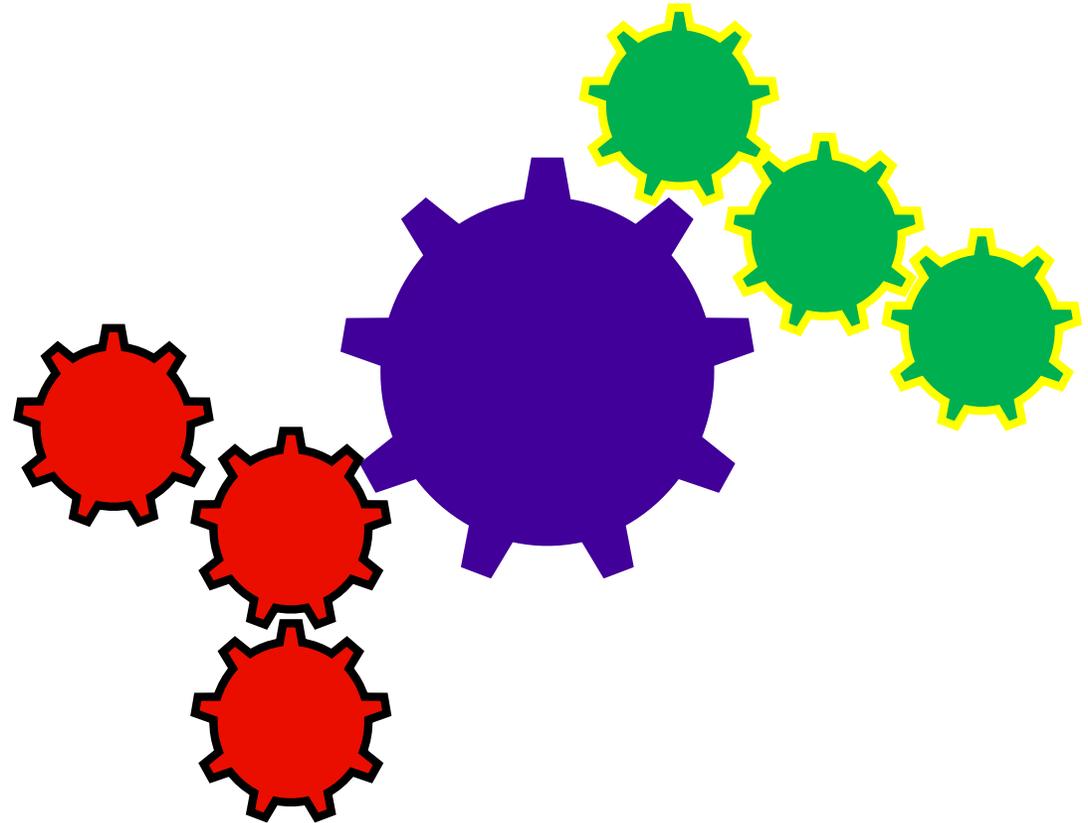
# Acknowledge (agtech's progress)



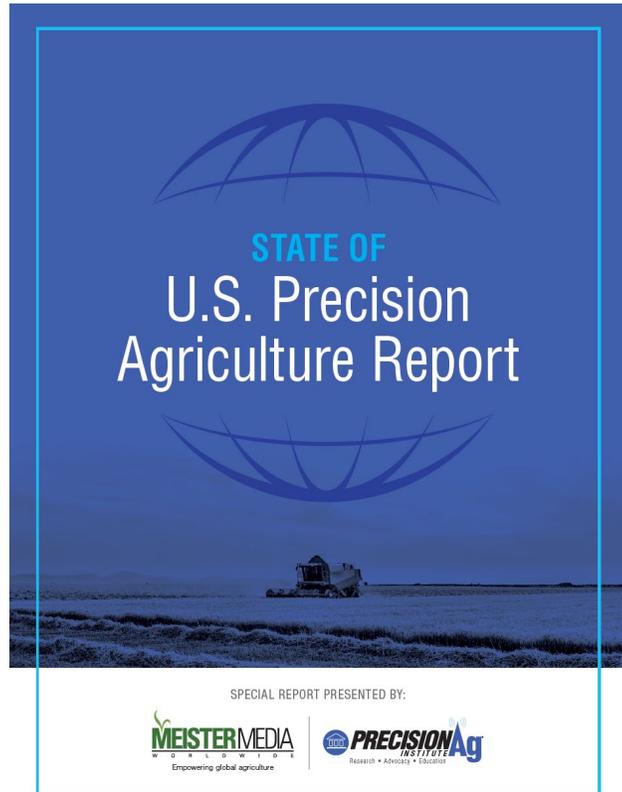
# AgTech's first two problems



**Widget Problem**



**Interoperability  
Problem**



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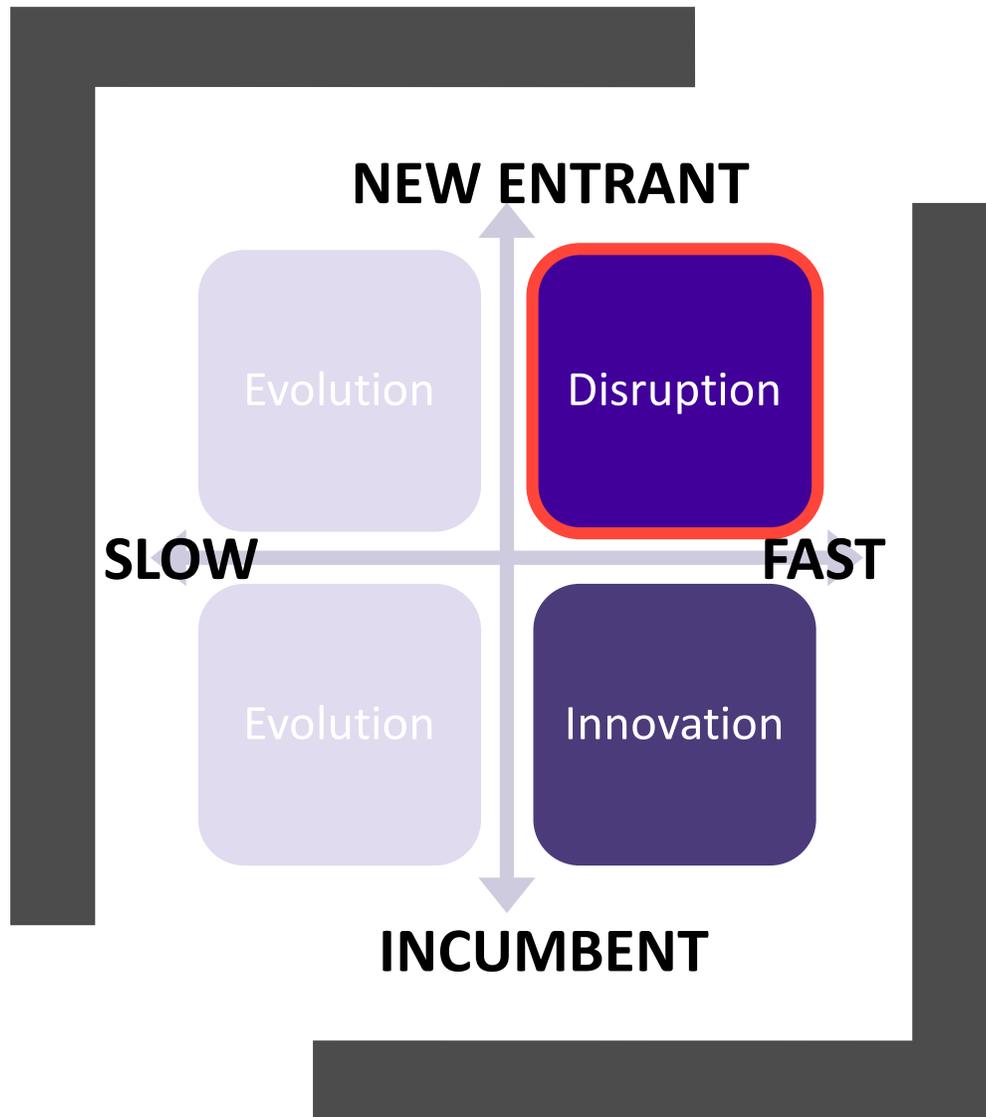
“Investment in disrupting technologies has given way to

**more partnerships and collaboration among manufacturers, which delivers gradual improvement**

to the production process in corn and soybeans.”

- Paul Schrimpf, June 2019





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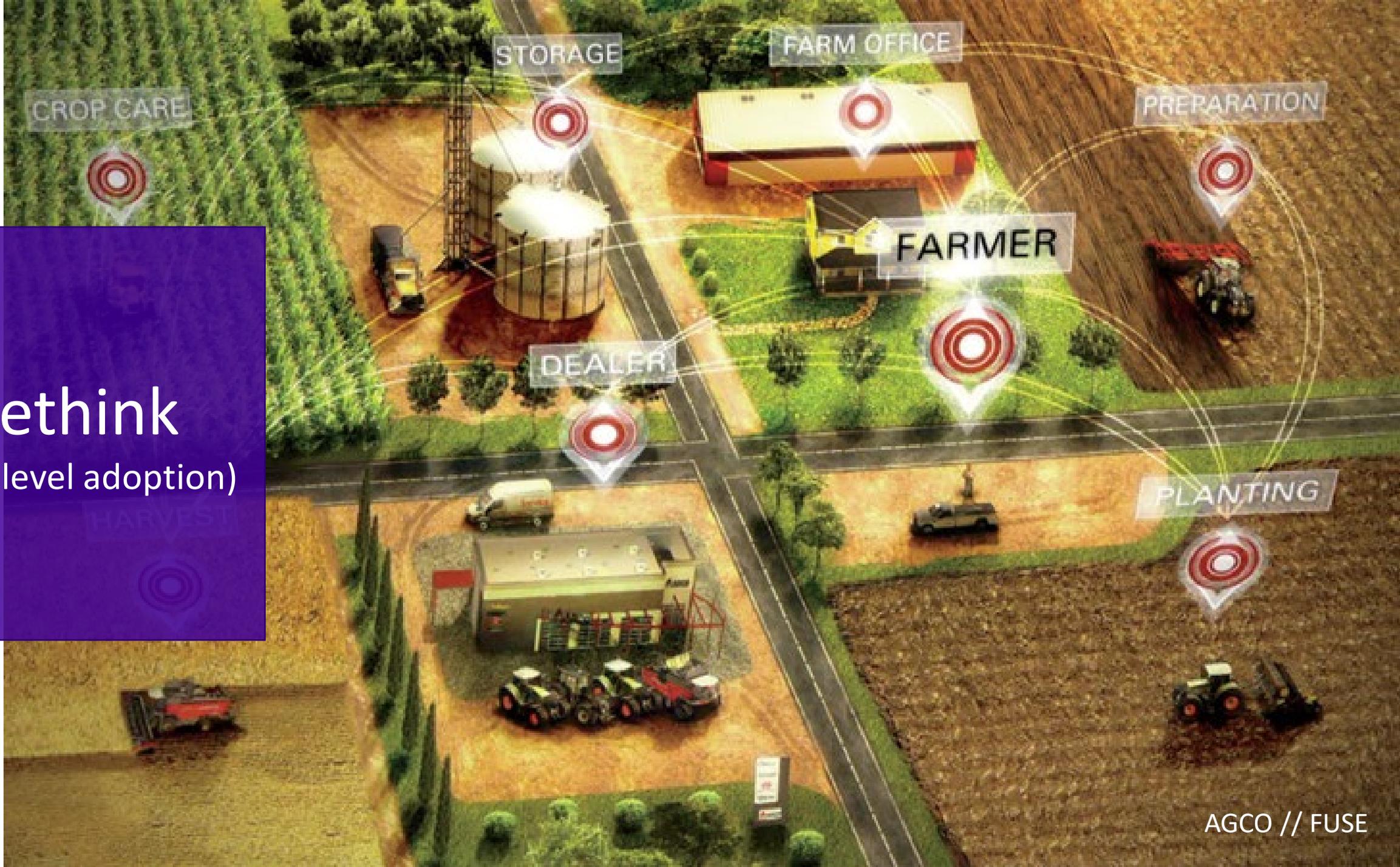
- Paul Schrimpf, June 2019



What will it take?

- Technological efficacy
- Value proposition
- Behavioral change

**Rethink**  
(farm-level adoption)



The adoption  
pathway to  
date...

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**INCREASE YOUR  
PROFIT BY OVER  
\$100 AN ACRE**

**BEYOND DATA, DECISION AGRICULTURE**

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TO MAXIMIZE YOUR PROFIT**

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Evaluate and fine tune management zones for variable rate practices

**NITROGEN ADVISOR**  
Know when your crop will be stressed before it happens and get recommendations about N applications to improve profits

**HARVEST ADVISOR**  
See when fields will be ready to harvest based on maturity and grain moisture and evaluate the trade offs between increased drying costs and yield loss

**PLANTING ADVISOR**  
Identify the optimal planting dates, relative maturity and population for each field

**PEST & DISEASE ADVISOR**  
Stay on top of pest and disease risk and take the guesswork out of decisions about preventative and curative management

**AND ALSO...**  
Farm Level Revenue Dashboard  
Advanced Insights  
Field Workability  
Weather & Alerts

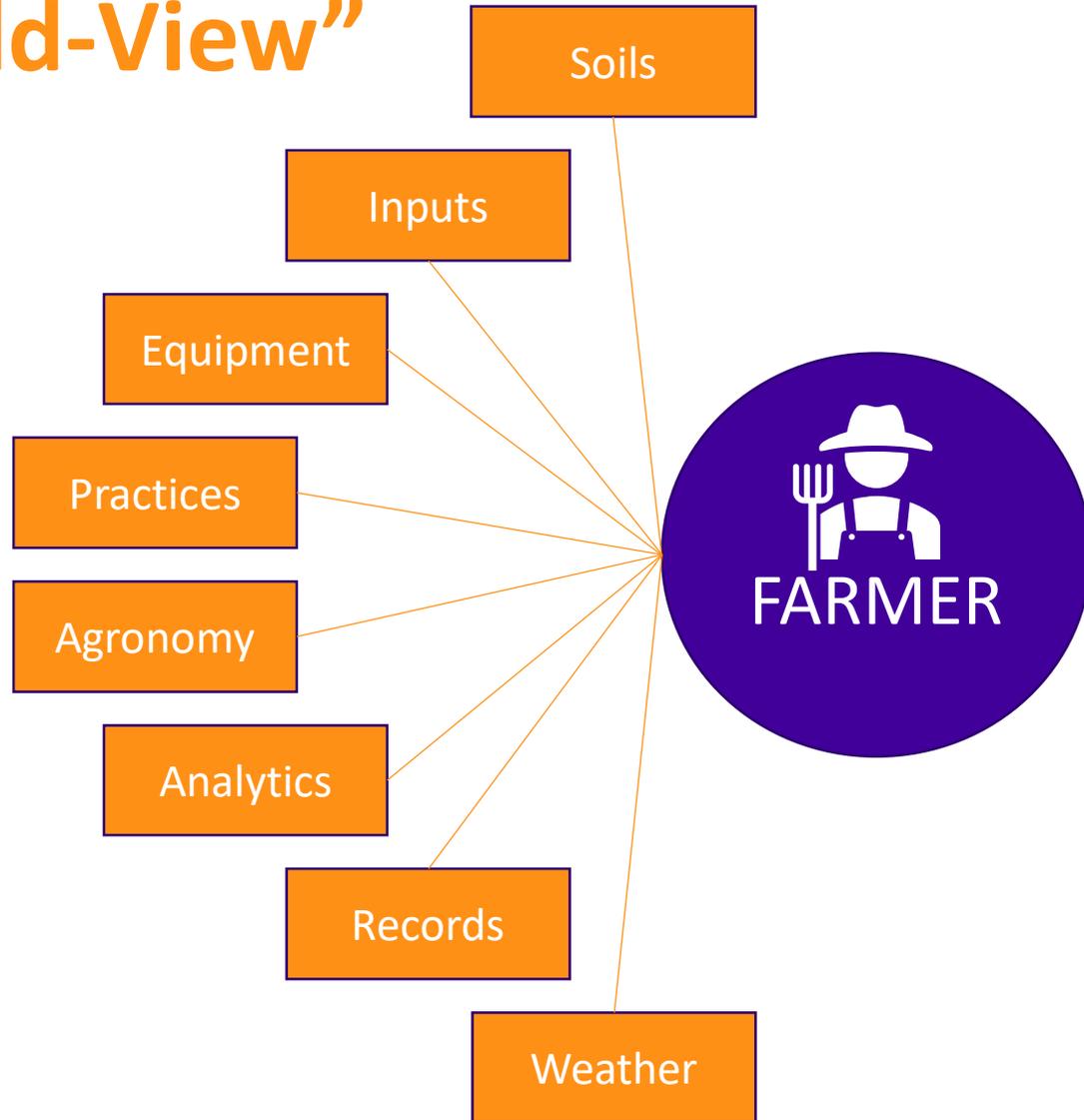
**ONLY \$15 PER ACRE FOR \$100 OF INCREASED PROFIT**

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# The adoption pathway to date

“Field-View”

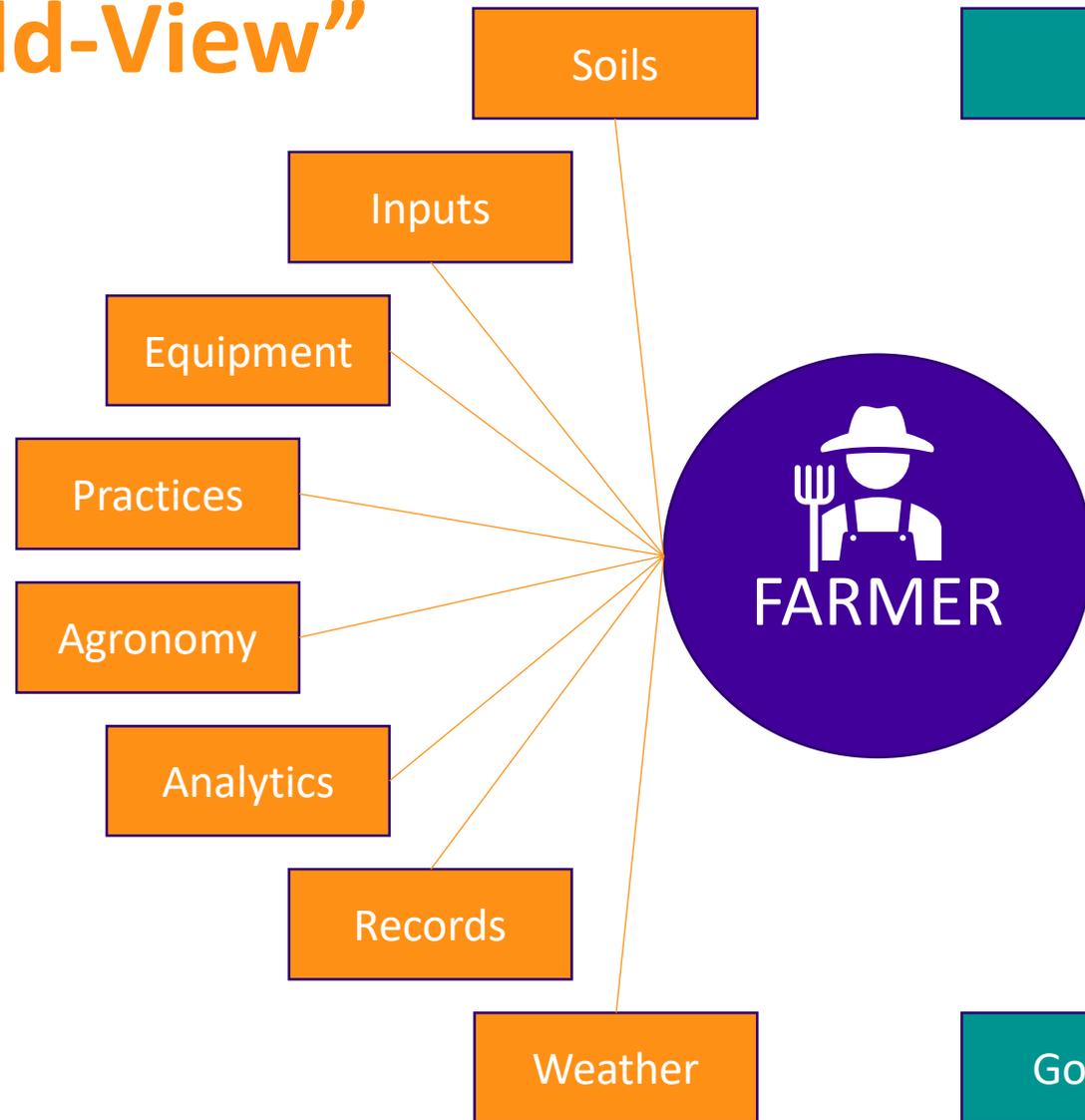


Yield / Acre

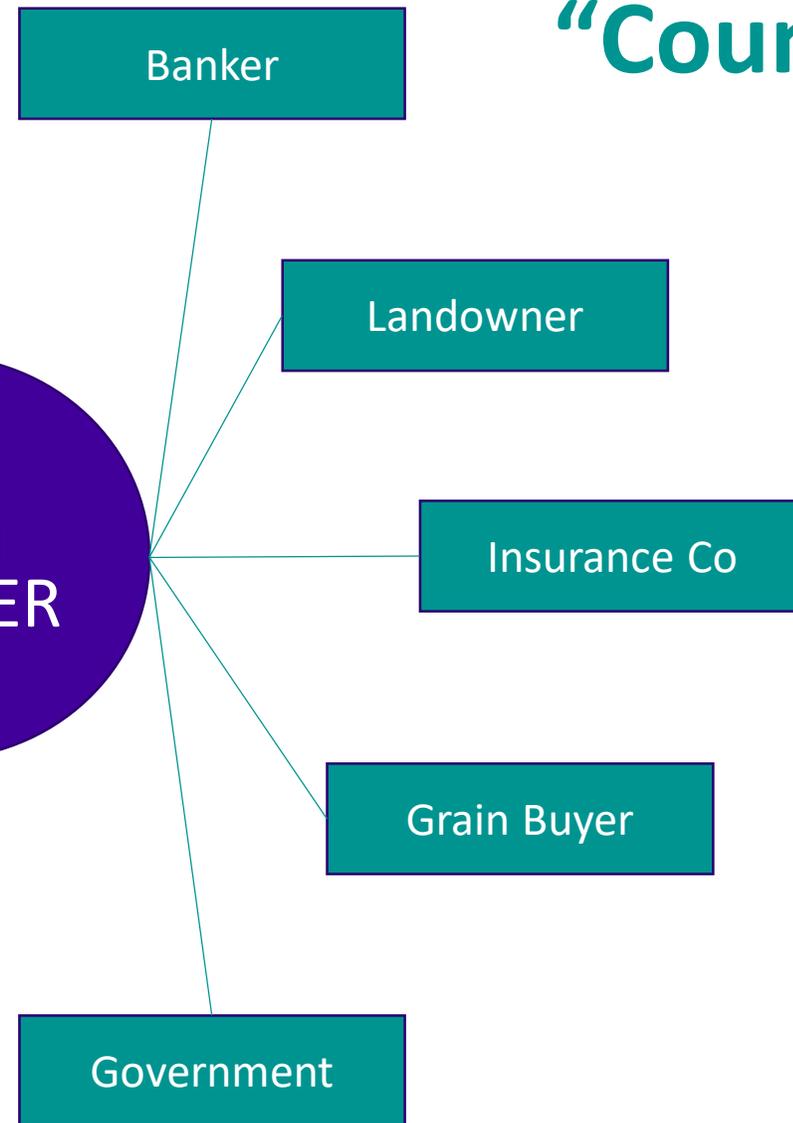
\$ / Acre

# Rethinking the adoption path

“Field-View”



“Counterparty View”



Farmer as  
counterparty

**High-functioning business  
environments**

require

**high-performing peers**

with

**similar norms and expectations**

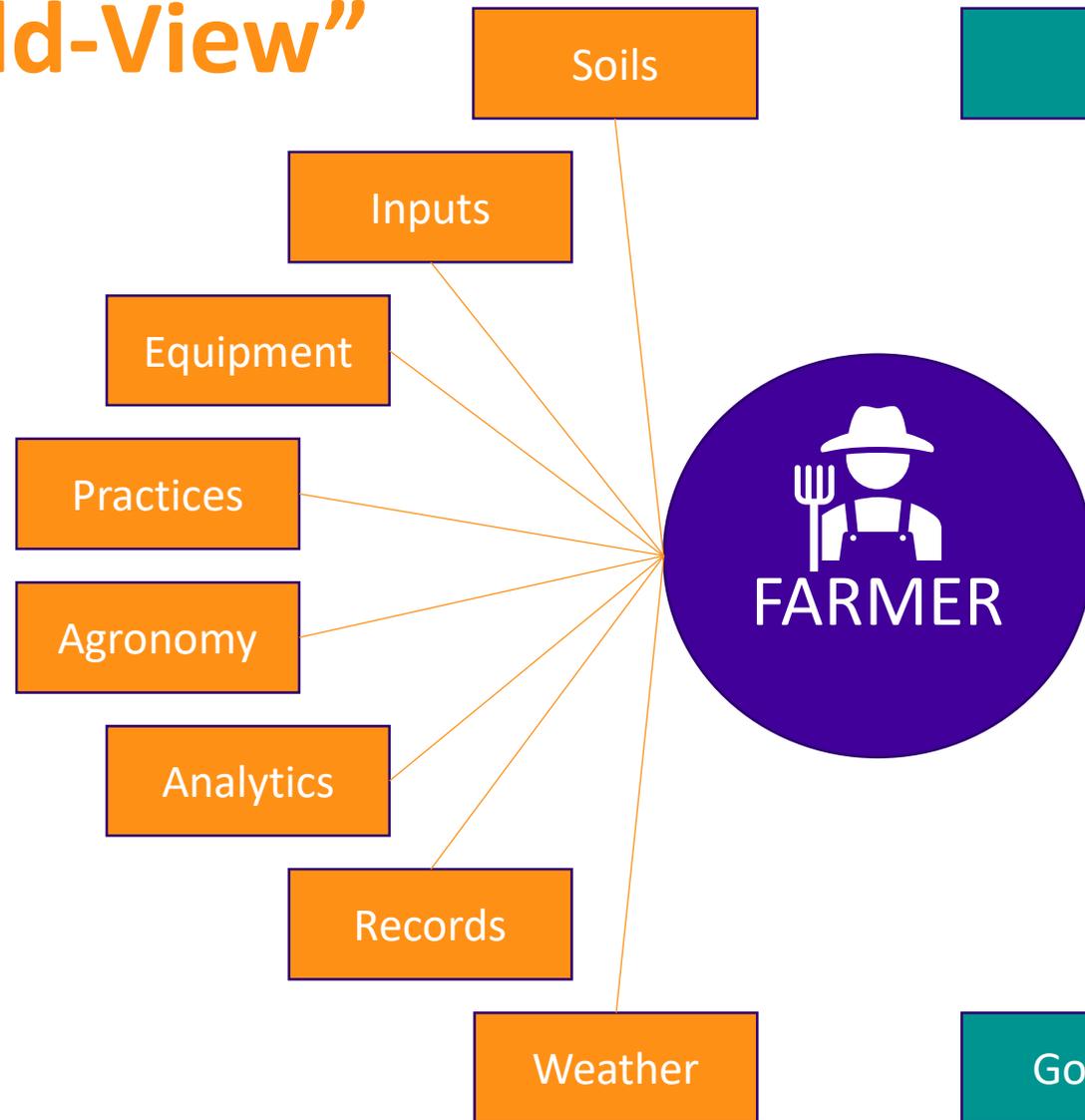


A photograph of a vast agricultural field with rows of young green plants stretching towards the horizon under a blue sky with scattered white clouds. The text is overlaid on the right side of the image.

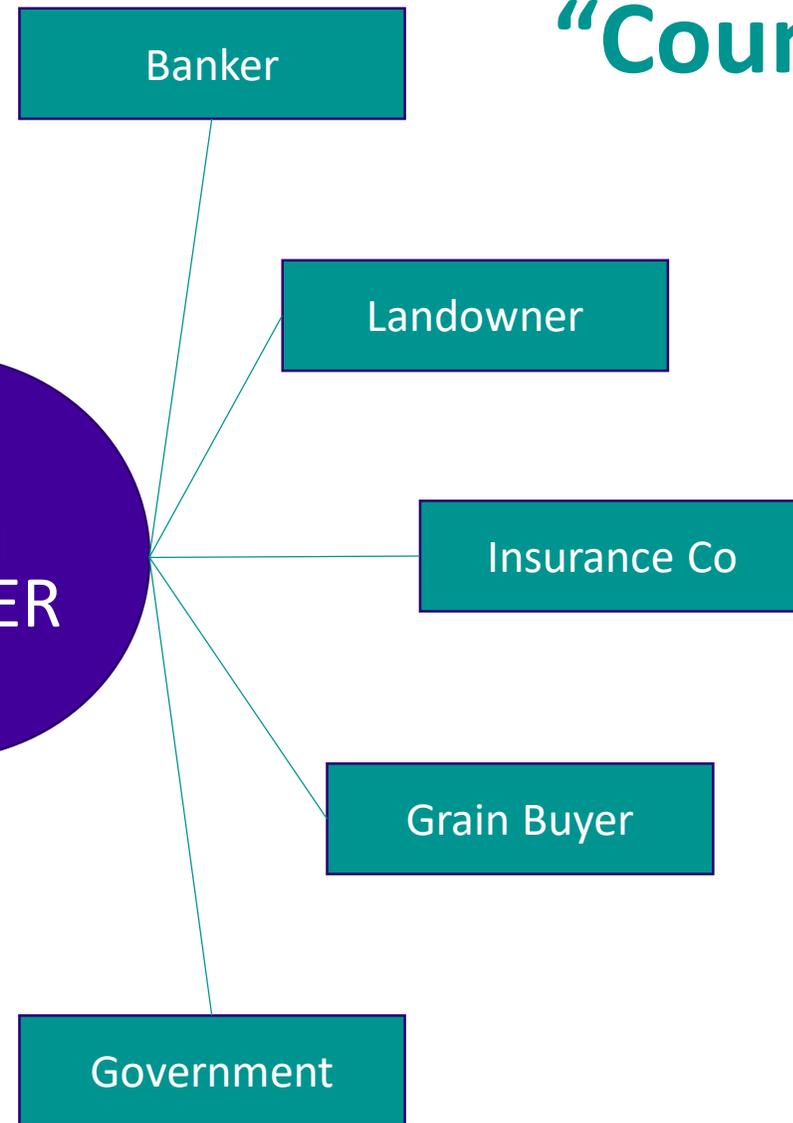
What would you  
do to grow your  
business by  
> 20%?

# Rethinking the adoption path

“Field-View”



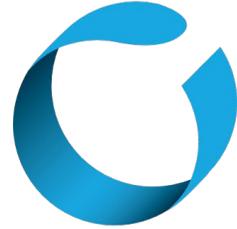
“Counterparty View”



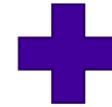


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Banker

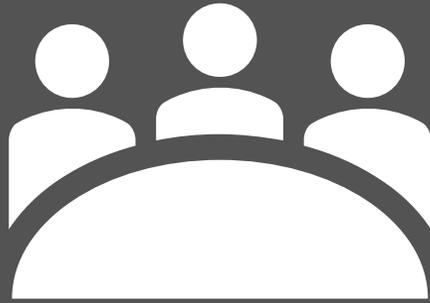


*conservis*



*Rabo AgriFinance*





Landowner





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Grain Buyer





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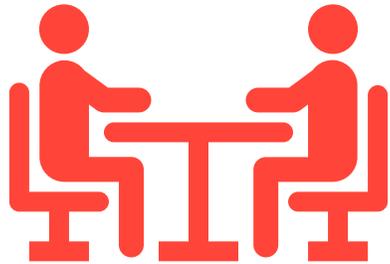
Government



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# Questions for agtech



**Who is the customer?**



**Who pays?**



CARROT?

STICK?

What will it take?

# THANK YOU

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