Taking Innovations to Market
A case in the AgroTech sector

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Vision

Develop and provide Quality and Competitive ICT solutions and services for the Agricultural sector

Our background and experience

Greek Agricultural Sector:
4.2% of GDP
19% of Exports
5bi Euro

Agro-Technology trends:
Digital Farm
Smart Farm
Precision Agriculture
## Strategy

### IT advances and technologies:

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<tr>
<th>Cloud computing</th>
<th>Mobile devices, GPS</th>
<th>Internet of Things, Sensors</th>
<th>Drones and Remote Sensing</th>
<th>Big Data Analytics</th>
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### Develop solutions

### Benefits

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<th>Productivity</th>
<th>Farm Efficiency</th>
<th>Produce Quality</th>
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ifarma
Farm Management Software

Field, Crop, Financial and Quality management for Farmers
Initial go to Market strategy

- **Target Market Size** 150,000 farmers.
- Segmentation by farm size, profile (age, technology adoption)
- Aiming to gain 10% of the market within next 5 years
- Sales & Marketing:
  - Online → No fit
  - Events, Fairs: → Low turn up
  - Direct → High cost
  - Channels and Partnerships: Agronomists / Cooperatives → different demands, product differentiation.
## The environment

### Opportunities

- Global demand for food (2050 challenge)
- Food quality and traceability
- Production sustainability and environmental impact
- Mature technology
- Investor attention to AgTech

### Challenges

- Small farm size (Europe to US, Greece to Europe)
- Slow adoption, long – annual production cycles.
- Farmers lack of education
- Financial crisis
Pivoting

Single / Killer App → Portfolio of products / services
Farmers → Agro businesses
Sales → Build partnerships and brand
Portfolio architecture

- SiM@
  - Farmers Communication platform

- ffa
  - Pest management

- mint
  - Experiments management

- metris
  - Experiments management

- ifarma
  - Farm and Producer Organization management

- Contact Farming

- QIfresh

- Greenhouse automation

- Greenhouse consulting

- Farmers
- Producer Organizations
- Agronomist
- Consultants
- Agro Food buyers
  - (trade or processing crops)
- Cooperatives
- Fresh producers and buyers
- Greenhouse owners and investors
- Crop managers
Market status

- **Customers**
  - Major AgroFood companies (Tsantalis, Hellenic Farming, Proto, Melissa and more..)
  - Prominent POs and Cooperatives (AS Messi, Rachi Cherries, ThesGi, Notos ...)
  - Dynamic Small and Medium farms

- **Partners**
  - Research Institutes – Universities
  - American Farm School
  - Agro consultancy firms
  - Cooperatives (Venus Growers, Zagora)
Thank you