

auravant



Making innovation work for farmers





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Quick Intro



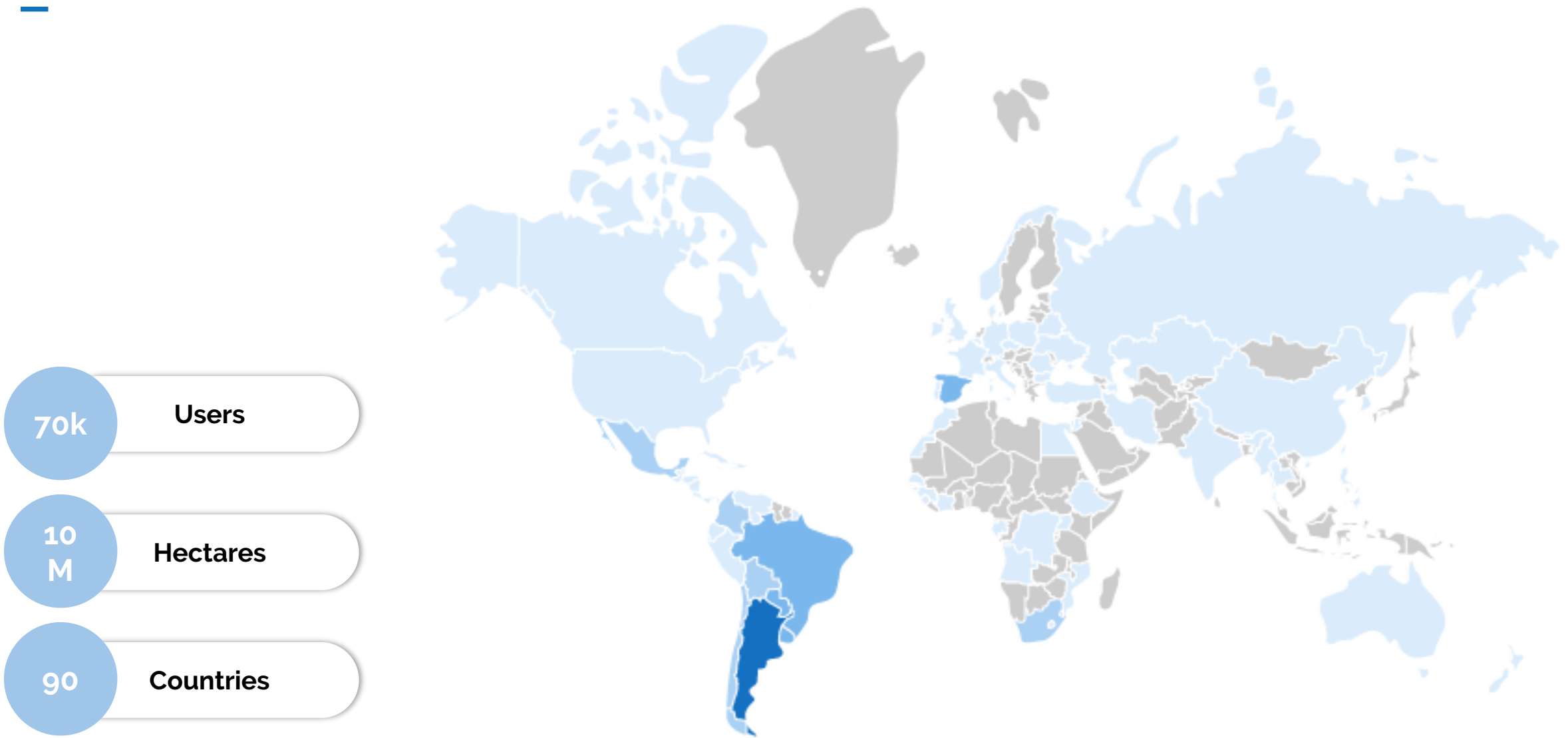


Auravant is a SaaS platform that enables digital transformation in agriculture

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A global Platform



70k Users

10 M Hectares

90 Countries



Fast

Reduces zonings and process times.



Intuitive

No training required.



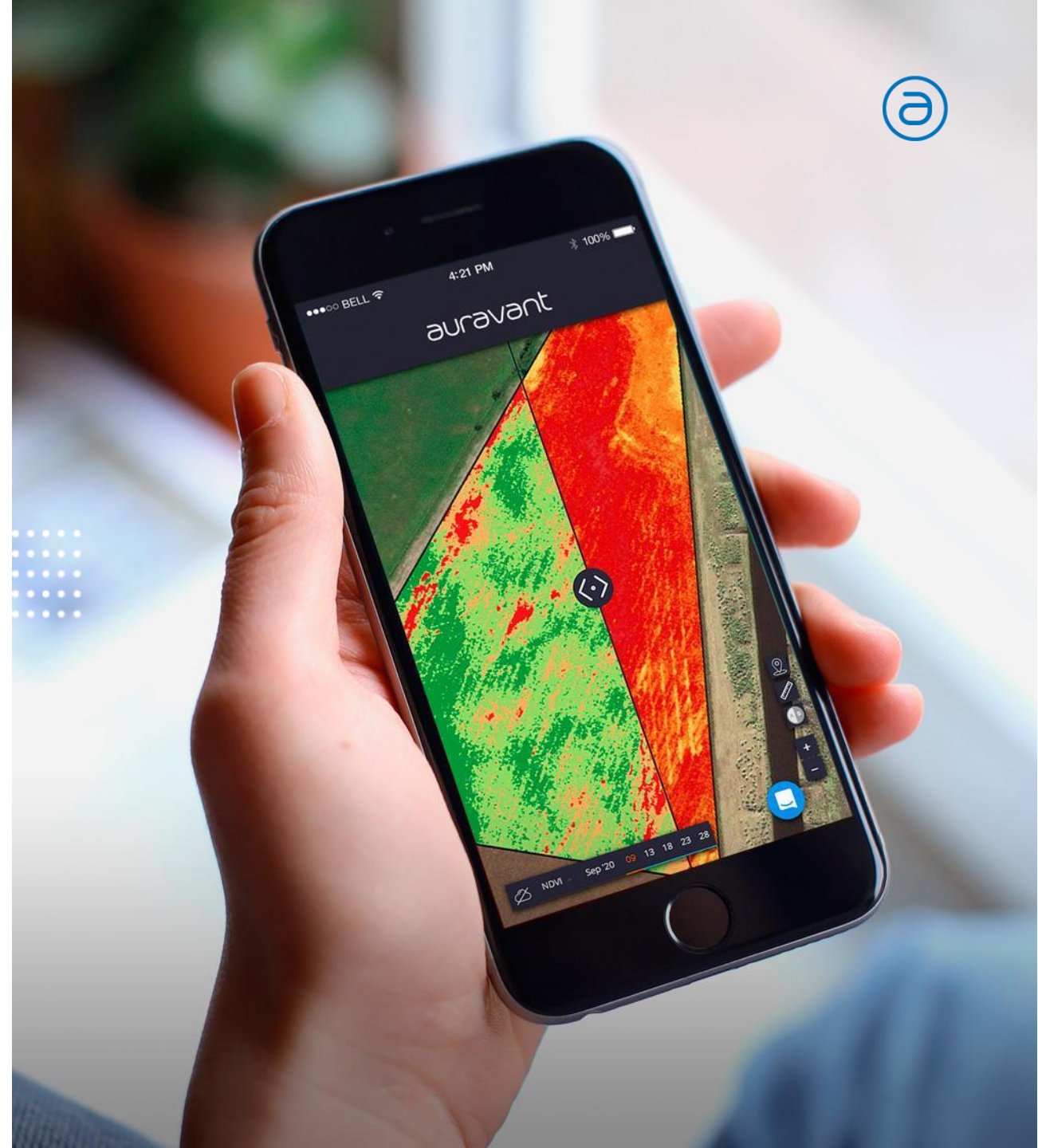
Customizable

Customized plans and add-ons.



Cost-effective

Quick return on investment.





Efficiency that drives growth

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Auravant saves time and money by maximizing all the benefits of digital agriculture



Higher Productivity



Traceability and transparency



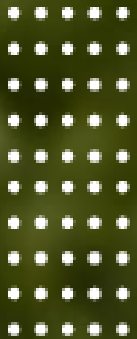
Lower costs



Data-driven decisions



Lower environmental impact



Auravant lets farmers enable sustainable actions



15%

Seed use reduction due to variable rate seeding

450 MM

Additional tons of cereals in the world



Auravant lets farmers enable sustainable actions



20%

Nitrogen fertilizer use reduction (VRT application)

140 MM

Less emissions in tons of co2 eq.





Innovation



Innovation in agriculture is widely clustered



Geography

Crop

Technology


Funding



Innovation in agriculture is widely clustered



Geography

 Different soils

Crop

 Inherited farmers practice

Technology

 Different laws / restrictions

Funding

 Different boundary conditions

Innovation in agriculture is widely clustered



Geography

 7.000 crop species used for food

Crop

 170 significant commercially

Technology

 Farming or livestock

Funding

 Food vs industrial

Innovation in agriculture is widely clustered



Geography

💡 SW: Earth Observation / Analytics / AI

Crop

💡 HW: IoT / Sensing

Technology

💡 Automation: Robotics / Drones

Funding

💡 NG: Blockchain / Smart contracts



Innovation in agriculture is widely clustered





Problem → Solution



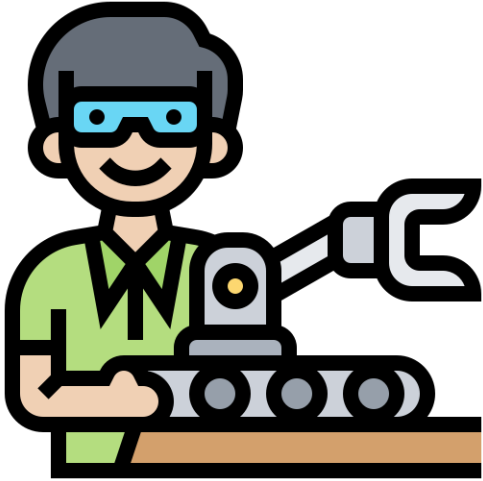
Two sides of the story



Farmers



Innovators / Companies



Farmers



I just want to deal with only one tool

I'm tired of inputting the same information over and over again in different tools

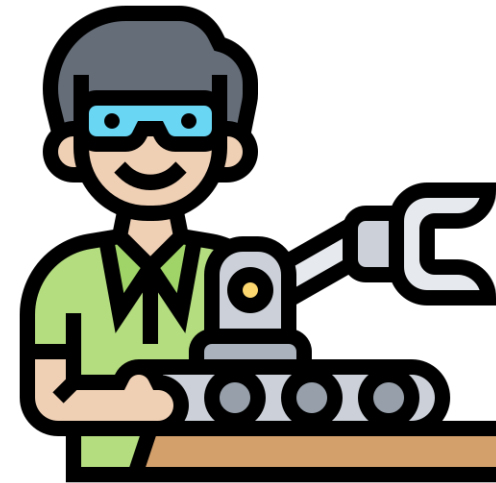
Big & Medium Companies



I need my product to integrate with other tools

Time to market is a big deal

Following standard usage patterns helps engagement



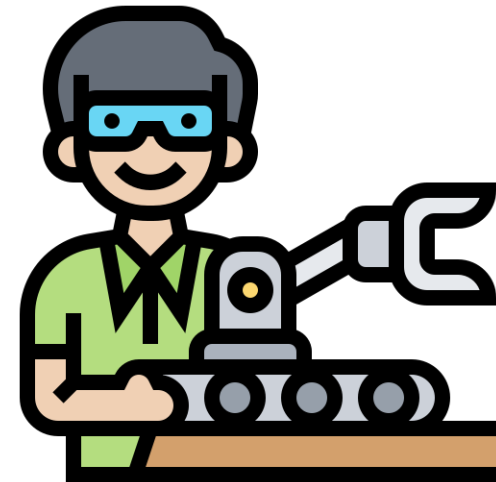
Small Companies & Innovators



I really don't need a platform to develop my product

Farming tools are complex (connectivity, GIS, multi-temporal, etc)

The scope does not support the investment needed



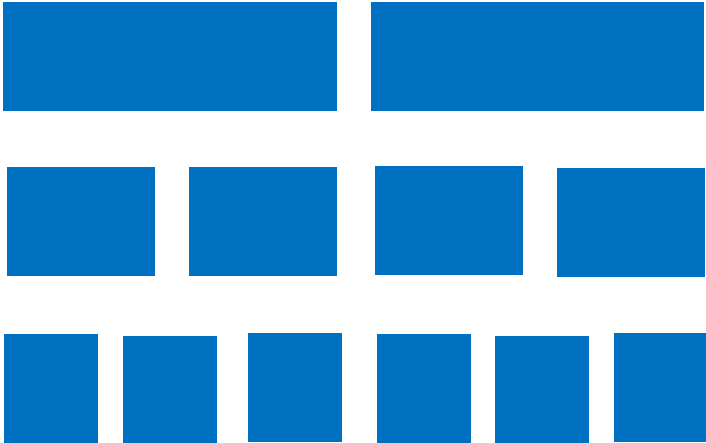
Two sides of the story



Farmers



Innovators / Companies



The market's solution... ..NOT

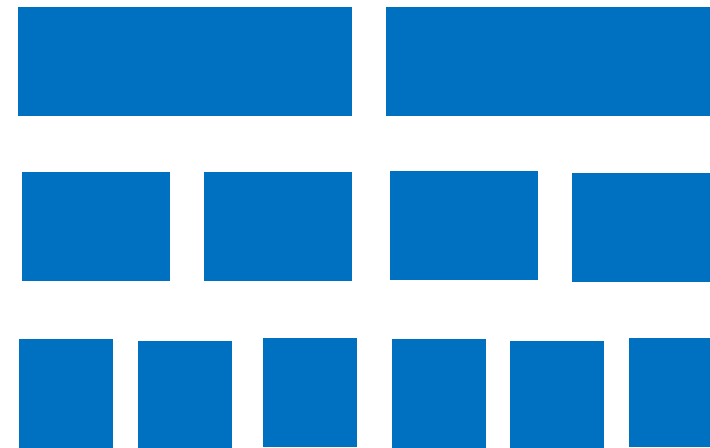


Farmers

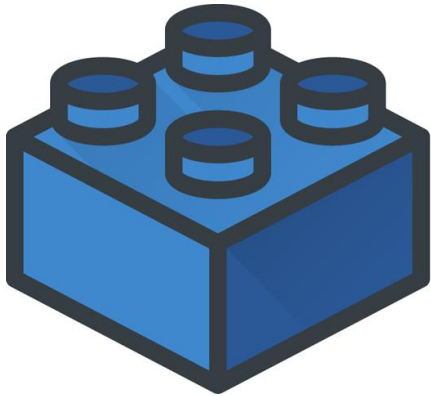
Innovators / Companies

Just...
one...
Tool.

APIs



A better approach



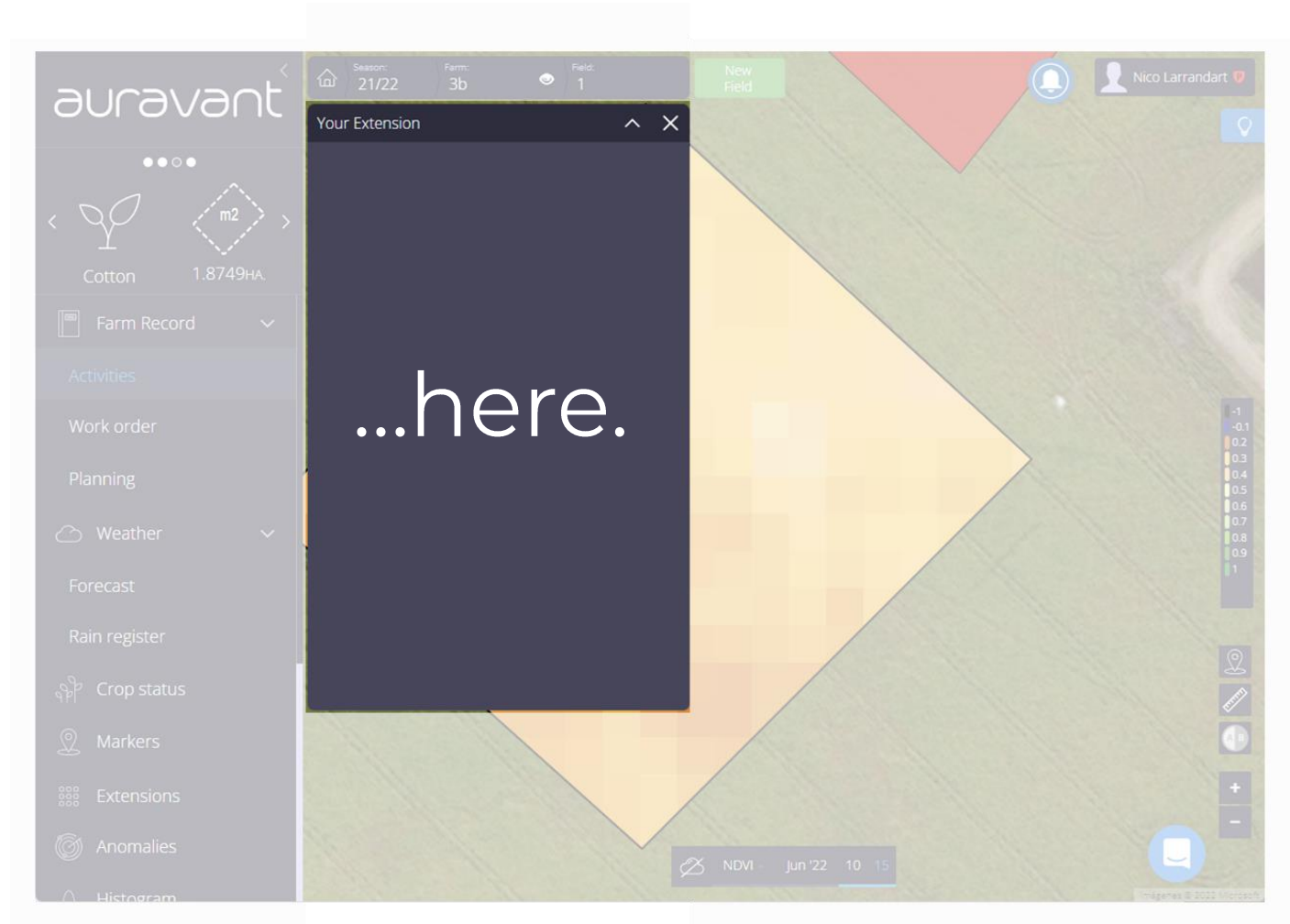
auravant
extensions



A better approach



Whatever
you
might
need...



A better approach



The screenshot displays the Auravant Marketplace interface. On the left is a dark sidebar with the 'auravant' logo and a '100%' progress indicator. The sidebar menu includes: Farm Record, Activities, Work order, Planning, Weather, Forecast, Rain register, Crop status, Markers, Extensions, Anomalies, Histogram, Zoning, and Sampling. The main area is titled 'Marketplace' and features a search bar and a filter dropdown set to 'All'. It contains a grid of extension cards, each with an icon, title, description, price, and an 'Enable' or 'Disable' button. The extensions shown are:

- Metos**: Synchronize your Metos's sensors and visualize your meteorological data. \$0 FREE, Enable.
- Cotización de granos**: Cotización de granos desde la Bolsa de Comercio de Rosario. \$0 FREE, Enable.
- Cuaderno de campo**: Gestión y generación de documentación asociada a la normativa de aplicación de productos fitosanitarios y solicitud de la PAC. \$0 FREE, Enable.
- Tierra Digital**: Soluciones por cultivos de ADAMA. \$0 FREE, Disable.
- Información de suelo**: \$0 FREE, Enable.
- John Deere Operations Center**: Import your field operations' maps into Auravant. \$0 FREE, Enable.
- Weather images**: Esta extensión muestra sobre el mapa información meteorológica de radar o satélite, del pasado o en tiempo real. \$0 FREE, Disable.
- Finnegans**: Integración Auravant-Finnegans. \$0 FREE, Enable.
- INTA Campero Fertilizadoras**: Campero fertilizadoras en una app para regular distribuidoras de cualquier tipo de producto por proyección como fertilizantes, abonos o enmiendas. Entre sus principales utilidades se encuentra un... \$0 FREE, Enable.
- Biome4all**: \$0 FREE, Enable.
- Aprilis - Pronósticos Heladas**: \$0 FREE, Enable.
- INTA Campero**: \$0 FREE, Enable.

Innovators quickly started to thrive



An IoT company avoided developing a platform for a new sensing product



Instituto Nacional de
Tecnología Agropecuaria

Lots of knowledge and algorithms developed by Argentina's Agriculture R&D agency finally reached farmers





Migrating towards an Ag-OS



Agriculture Operating System



Principles in an Ag-OS (user side)

-  User must have control (security, access, etc.)
-  Maps are as important as windows (or more)
-  Lean integration with machinery and sensors
-  Apps must share outputs (GIS data) seamlessly



Principles in an Ag-OS (developer side)



 (not so) Common tech problems solved (offline support)

 Flexible, but standardized

 Support multiple programming languages (web, desktop, mobile, devices, etc)

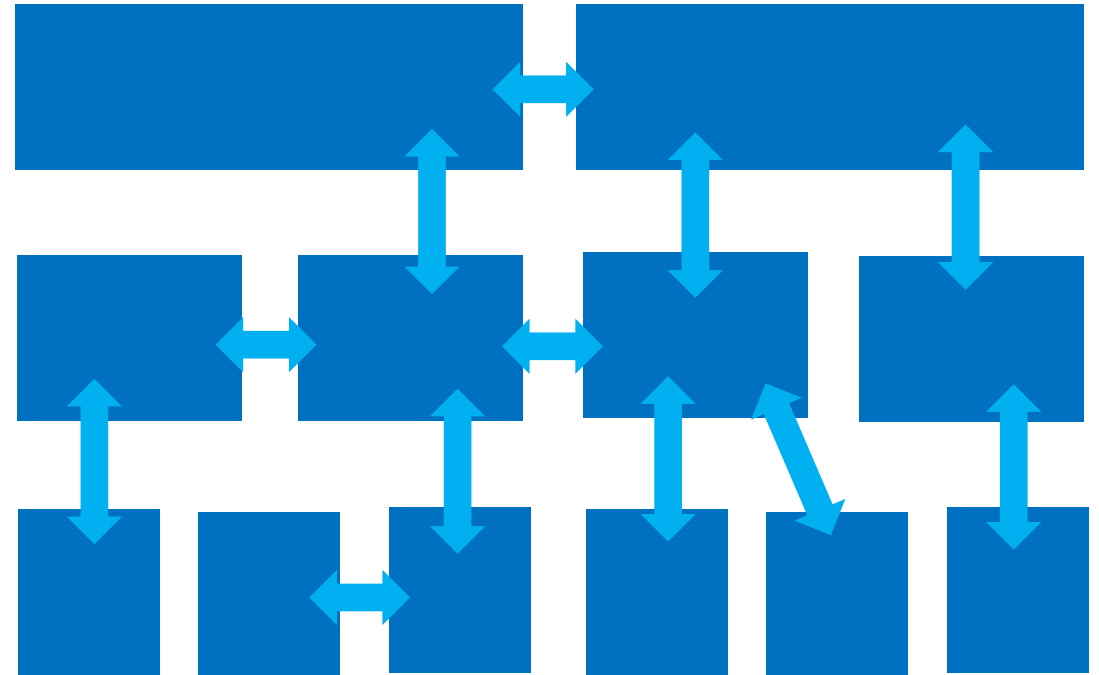
Challenges



Making applications (extensions) talk between each other

Building an open Ag-OS framework

Extending the framework to all kind of devices



Thank you!

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