



Taking Innovations to Market

A case in the AgroTech sector

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Higher Workshop

Oct. 2017



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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

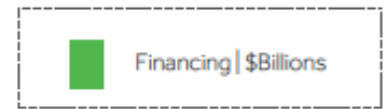
Agro-Technology trends:

Digital Farm

Smart Farm

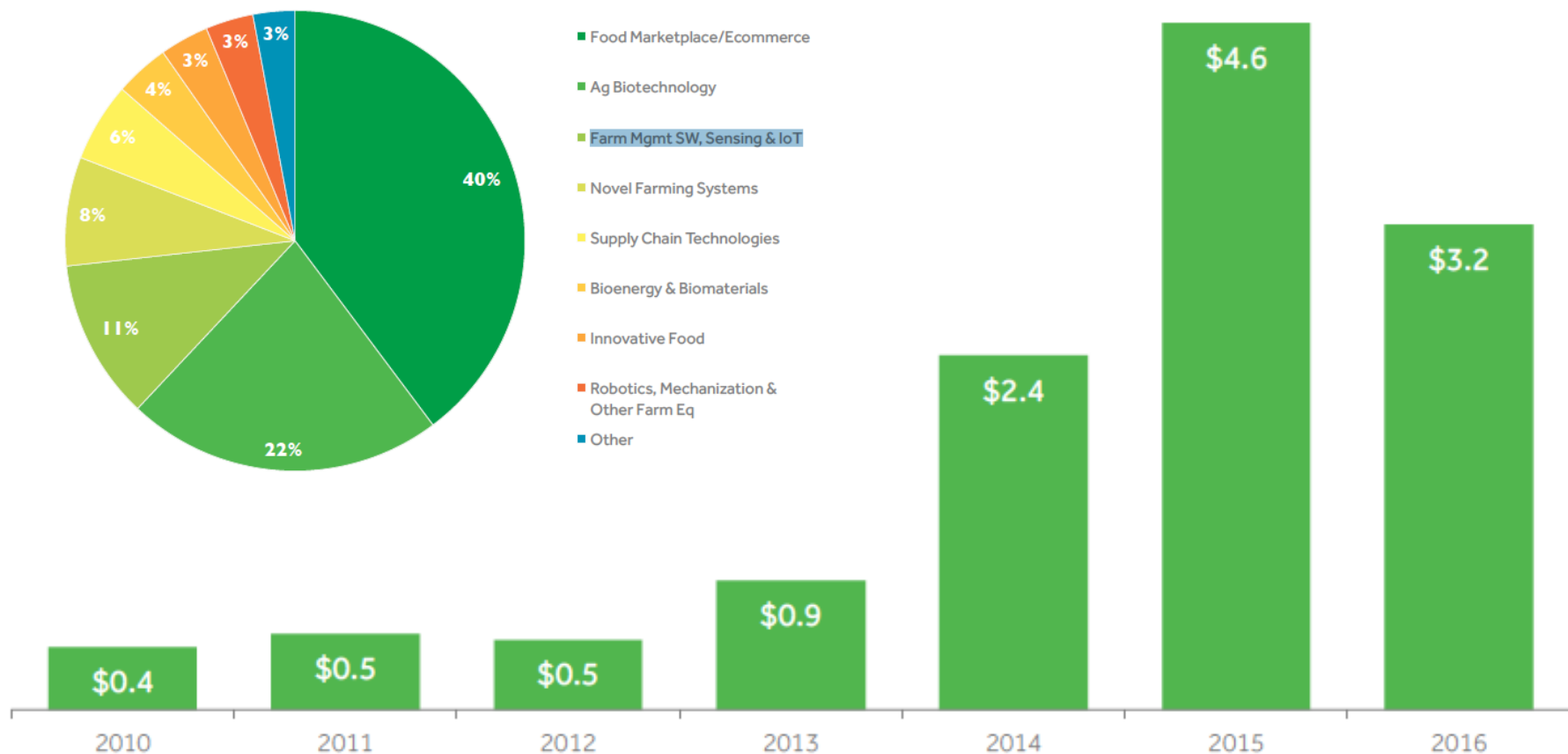
Precision Agriculture

ANNUAL FINANCINGS 2010-2016



DEALS BY CATEGORY

2016 AGTECH INVESTMENT BY CATEGORY



Strategy

IT advances and technologies:

Cloud computing

Mobile devices, GPS

Internet of Things, Sensors

Drones and Remote Sensing

Big Data Analytics

Develop solutions

Benefits

Productivity

Farm Efficiency

Produce Quality

ifarma

Farm Management Software



ifarma Συνδεθήκατε ως: agronotis Διημερολόγιο, 2016 Ελληνικά

Βασικά Δεδομένα

- Αγροτεμάχια
- Έργα Βελτιώσεις - Κατασκευές
- Μηχανήματα
- Εργάτες
- Βάσεις Δεδομένων

Διαχείριση Αγροτικής Εκμετάλλευσης

- Καλλιέργειες
- Ενέργειες
- Αναλύσεις
- Πρότυπα

Οικονομική Παρακολούθηση

- Οικονομική Ανάλυση
- Συναλλασσόμενοι
- Κινήσεις
- Αποθέματα

Αναφορές

- Ημερολόγιο Εργασιών
- Ανάλυση Συντελεστών
- Άλλες Αναφορές

Ημερολόγιο Εργασιών

Ιούλιος 2016

Δευ	Τρι	Τετ	Πεμ	Παρ	Σαβ	Κυρ
27	28	29	30	1	2	3
		+3 εργασίες	+6 εργασίες	+3 εργασίες		
4	5	6	7	8	9	10
+3 εργασίες	+3 εργασίες	+3 εργασίες			+3 εργασίες	+3 εργασίες
11	12	13	14	15	16	17
+3 εργασίες	+3 εργασίες		+3 εργασίες	+3 εργασίες	+3 εργασίες	
18	19	20	21	22	23	24
						+3 εργασίες

Χάρτης Καλλιεργειών

Περίμετρος: 0 μ. Εμβαδό: 0 στρ.

Υπόμνημα

- Αγροτεμάχια
- Καλλιέργειες
- Εργασίες
- Άλλα

Καλλιέργειες

Εισαγωγική Καλλιέργειών (βήμα 1)

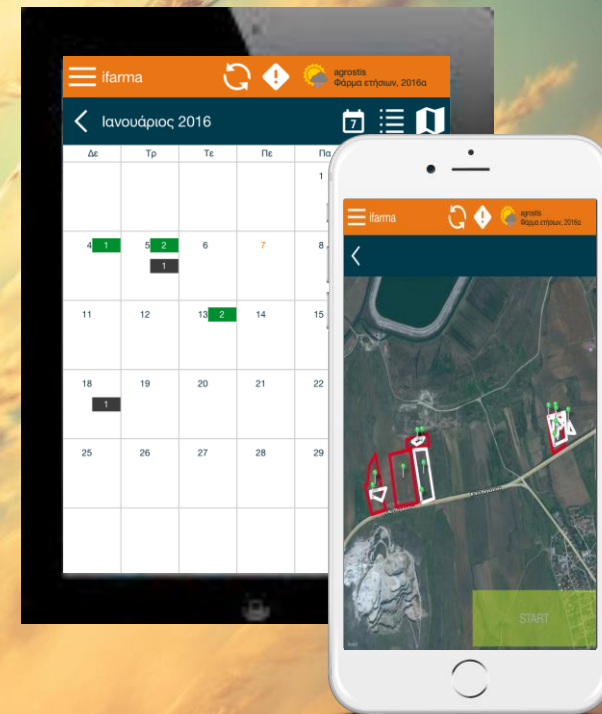
Καλλιέργεια: Παρακαλώ επιλέξτε...

Αριθμός Αγροτεμαχίων: []

Παλιετής:

Οι καλλιέργειες μου

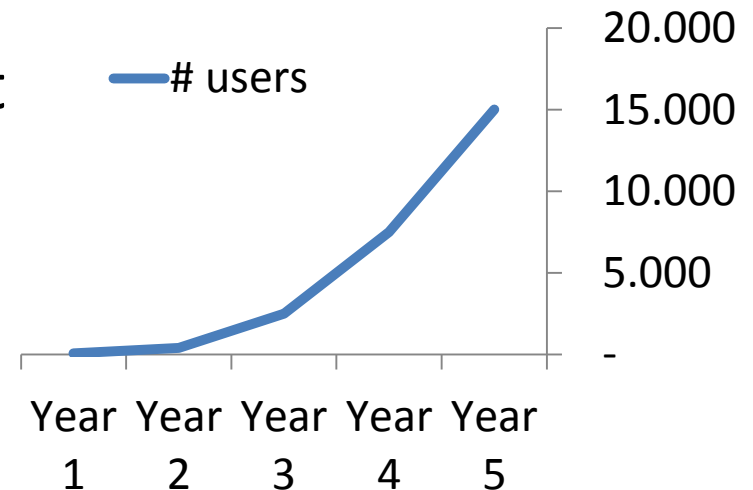
1. ΡΟΔΑΚΙΝΙΑ - ΡΟΔΑΚΙΝΙΕΣ Α σε 3 αγροτεμάχια (60 στρέμματα)



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

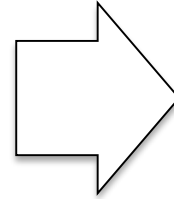
- Global demand for food (2050 challenge)
- Food quality and traceability
- Production sustainability and environmental impact
- Mature technology
- Investor attention to AgTech

Challenges

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

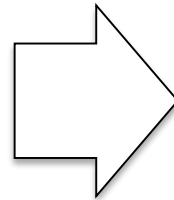
Pivoting

Single / Killer App



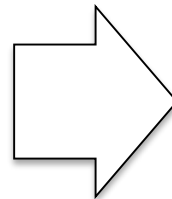
Portfolio of
products / services

Farmers



Agro businesses

Sales



Build partnerships
and brand

Portfolio architecture



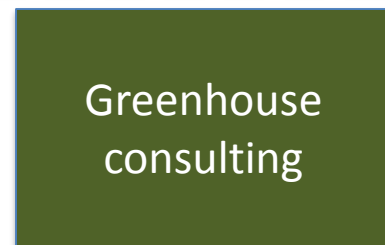
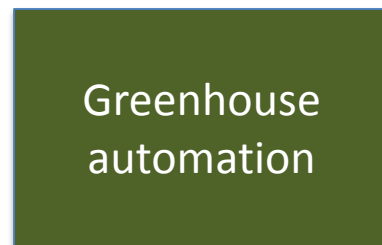
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- Farmers
- Producer Organizations
- Agronomist
Consultants
- Agro Food buyers
(trade or processing crops)
- Cooperatives

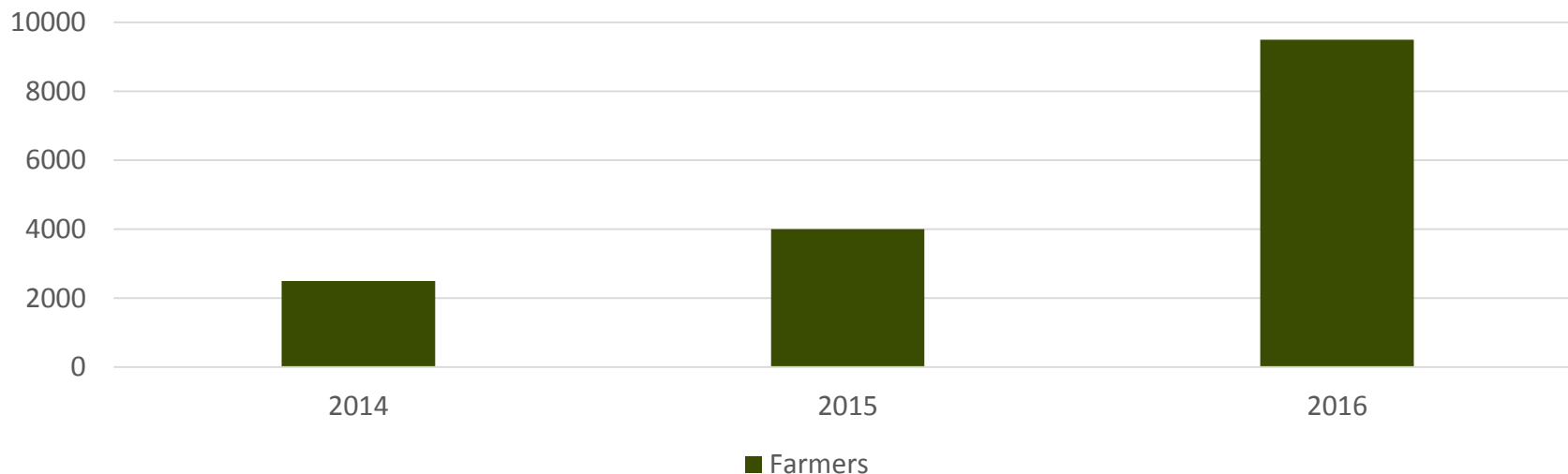


- Fresh producers and buyers



- 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



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AGRICULTURAL
INFORMATION
SYSTEMS



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