FarmYields

Helping farmers make better crop rotation and management decisions in real time (Canada).

FarmYields

Advisors:
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www.farmyields.ca

Company Summary

A very simple software platform using an innovative algorithm and AI that allows farmers to access live data (such as crop prices, input prices, and weather) and compare it to historical production data, agronomic data, economic data, production capacity data, and management data to automatically generate fast, dynamic, real-time information and comparisons related to crop yield and revenue potential.

Executive Summary

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive with significant experience in an ag tech start up.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- Making quick and easy comparisons between which crop to plant, how much to invest in that crop, and running many agronomic, economic, management, production and other "what if" scenarios for a farm can be complex and time-consuming. FarmYields simplifies this to give farmers better insight by integrating many data sources.

Product/Services

- Web and mobile software.

Target Market

- There are approximately 2.2 million farms and ranches in North America almost all of which have to make crop decisions each year.

Business Model

- Free for the end user.
- Supported by advertising revenue from ag companies that can micro-target customers with product offers and brand building messages.
- This can also be white labelled for smaller to mid-size agrology firms (such as Aberhart AG Solutions, etc.) for distribution to their clients.

Customers/Users

- The end users are farmers and farm managers
- Other users are agrologists assisting farmers with crop decisions.

Sales and Marketing Strategy

- Primarily a social media and earned media strategy to generate free registrations.
- B2B selling to generate recurring ad revenue from ag input, equipment and services vendors.

Competitors

- CropTracker
- CropChoices
- CropZilla

Competitive Advantage

- While there are many farm management software options, FarmYields is focussed on being simple, and standalone, meaning it can be used beside any other management software without the burden of a major software replacement or addition.
- FarmYields is also focussed on only one thing – making a better crop decision – not on scheduling or production management.
- FarmYields will also have the advantage of localized input data that uses AI to make more accurate predictions of potential crop profitability.

Financials / Forecasts

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	$ -	$ -	$ 47,500	$ 712,500	$ 1,662,500
Tech Dev	$ 72,500	$ 92,500	$ 92,500	$ 92,500	$ 92,500
Bus Dev	$ 45,000	$ 25,000	$ 198,347	$ 198,347	$ 198,347
OpX	$ 6,500	$ 6,500	$ 63,000	$ 73,000	$ 73,000
Total Expenses	$ 124,000	$ 124,000	$ 353,847	$ 363,847	$ 363,847
Investment	$ 250,000	$ -	$ -	$ -	$ -
Net Cash Flow	$ 126,000	$ 2,000	-$ 304,347	$ 44,306	$ 1,342,959

Based on ad revenue of $1,750,000 by year five (discounted by 5% for volume discounts and ad agency commissions etc.).

Licensed Technology/Product

- Web and mobile software

Technology/Product – Current Status

- Technology Evaluation (TRL2)