

**SMARTCROP LIMITED**  
**SAMPLE APPLICATION ON HBAN GUST PLATFORM**

*SMART-CROP LTD is a fictional company, and the application is fictional. It is used as a sample for companies applying for HBAN to understand how they should consider preparing their own application. Any similarities to existing companies are completely coincidental.*

**SECTION A>OVERVIEW**

**Company Basics**

1. Company Name

***SMART-CROP LTD***

2. Elevator Pitch

***Smart-Crop provides intelligent aerial and ground monitoring technology for agricultural crops enabling farmers to remotely monitor crop performance, target specific crop interventions and improve overall crop yield***

3. Company Stage

***PRODUCT READY***

4. Primary Industry

***AGRICULTURE / AG-TECH***

5. Location

***CORK – REPUBLIC OF IRELAND***

6. Currency

***EURO - €***

7. Date Founded

***14<sup>th</sup> October 2014***

8. No of Employees

***4***

9. Company Website

***[www.smartcrop.com](http://www.smartcrop.com)***

## Company Summary

Add an overview to help investors evaluate your startup. You will include top level overview of your products and services, your business model, and your organisational structure

*Targeted treatment of crops up to 4 weeks before harvest can eliminate poor crop quality and increase yield quality. SmartCrop provide Crop Management as a Service (CMaaS) to farmers (grain, fruit, vegetables) using a combination of on-ground IoT Sensors and Aerial Drone Surveillance technology. It geo-locates exact areas for treatment, recommending the most appropriate remedial treatment for the underperforming crop. This delivers an average of a 15% higher crop yield per hectare and reduces crop management costs by 24%.*

## Management Team

Who are the members of your management team and how will their experience aid in your success?

*Padraig O'Concubhoir (CEO/Co Founder) – Padraig has a PhD in Agricultural Technology from UCD, and a MSc in Biotechnology. He was Chief Scientific Officer in Agrowmore Inc.*

*Martina Ni Feirmeoir (CTO/Co Founder) – Martina has an MSc in Software Engineering, and a BA in Computer Science, both from DCU. She previously worked in IBM and Google. She founded Agrisoft in 2010,*

*Janusz Mrozinski (Lead Developer) – Janusz has 15 years as a web and software developer. He specialises in .net, rails, python, SQL*

## Company Social Presence (Optional)

***Currently no Social Presence as we are just completing Beta version of our solution, and we do not want to highlight our technology to potential competitors***

## **B>EXECUTIVE SUMMARY**

*This section requires significant attention to accuracy and clarity of message. This is the section that investors will review the most, and that is also used by HBAN in determining which companies should be selected to pitch at the Investor Forum's and Syndicates. Take time to complete, review, and spell check before pasting the content into the relevant sections of the online form.*

### Customer Problem

*On average 20% of harvested crops are discarded because of poor quality. The cause of this poor quality can be due to a range of factors including moisture variances, soil quality, poor & uneven distribution of fertilisers and pesticides. Targeted detection and remedial treatment of affected crops up to 4 weeks before harvest can eliminate poor crop quality and increase the quality of the yield, however targeted identification of affected crops is particularly challenging, time-consuming and costly to the farmer.*

### Target Market

*SmartCrop's Crop Management as a Service (CMaaS) can be deployed across farms which grow any of the listed 12 Grain, 22 Fruit and/or 16 Vegetable Crops which the CropManager Software covers. To deliver a compelling return on investment to the farmer, the crop plantation area must be greater than 60 Ha. SmartCrop's serviceable market is Ireland, UK, US and Europe. We are targeting 200 of the leading grain farmers, the top 300 Fruit producers, and the top 300 Vegetables growers who have almost 400M Ha of planted crops per annum*

### Business Model

*The initial up-front capital costs are €5000 for Drone Hardware/Camera & Surveillance Technology and €100 per Hectare for Ground Sensors. All the hw components of the solution are packaged and delivered to customers by a contract outsourced electronics specialist with all necessary software pre-loaded. Thereafter farmers will play annual CMaaS fees for access to the CropManager Software of €250 Per Hectare.*

### Competitive Advantage

*SmartCrop is the only crop monitoring service that combines ground and aerial based crop performance data. We measure across 25 key crop quality indicators (our nearest competitors only manage 10 indicators) across 40 different crops. SmartCrop is also the only Crop Monitoring as a Service provider that can pinpoint any crop growth issues to within 1 metre of the affected area, and that integrates weather forecasting and other real time environmental data into its platform to provide a fully informed crop treatment plan.*

## Product Services

*Solutions consist of:*

*Hardware – Ground and Aerial Sensing and Infra-red Observational Technology which measures crop performance on 25 parameters*

*Crop Quality Image Recognition SW - SmartCrop's IP in crop quality analysis which pinpoints exact locations of poor performing crops, and cross analyses problem areas with sensor data*

*CropManager SW – delivers real time analysis of data inputs from the sensors deployed, correlating with real-time weather and environmental data, giving informed decision making data and actions*

## Sales/Marketing Strategy

*SmartCrop will use both direct sales and channel partners. It will use its own salesforce in Ireland, and for large farms (>350 Ha of planted crops) in Europe and the US. For all other farms outside of Ireland (<350 Ha) they will use a network of regional distributors. Regional distributors will make a 45% Margin on initial sale and 25% Margin on recurring revenues. There will be a specific trade marketing strategy, with participation at the top 10 agritech events per annum, and strategic PR targeted at relevant online and print media.*

## Competitors

*There are 2 early stage competitors*

*AgriFly – use drones or UAV's) to provide visual inspections only. They use standard camera technology and sensors. They don't however have the capability to introduce infrared camera technology, and ground sensors, and don't have deep agricultural and software skillsets*

*GrowSense – use only ground based sensors. They believe that soil quality and moisture are more significant determinants of future quality of harvest than visual. They charge an annual lease on sensors of €100 per hectare*

## Present Position

*SmartCrop have strong POC and verified respective yield 18% yield increase against control sites. This delivered an average yield increase of €750 per Ha and an increase in monitoring efficiencies of €100 per Ha*

*The CropManager Platform V1 is fully developed. Manufacturing and distribution agreements for the ground sensors, and UAVs are in place*

*SmartCrop exhibited at the AGri-Fair 2015 in Berlin, and received significant interest with 30 pre-orders. 2 sales covering 450 Ha with annual recurring revenue of €112K have been made*

Customers (Optional) (outline how this is different from target market)

Current Customers are

***MullerBauern GMBH – Rapeseed Grower in Niedersachsen Germany***

***Jim Taylor Corn Growers Inc. – Commercial Corn growing farm in Missouri, Unites States***

## **C>FINANCIALS**

Current Funding Round

***SEED Round***

***Common Equity***

Annual Financials

| <b>P&amp;L Summary</b> |             |             |              |             |
|------------------------|-------------|-------------|--------------|-------------|
| <b>€'000</b>           | <b>2015</b> | <b>2016</b> | <b>2017</b>  | <b>2018</b> |
| Revenues               | 278         | 1,911       | 3,843        | 6,195       |
| Costs                  | 348         | 1,557       | 2,802        | 3,745       |
| Net Profit             | <b>(70)</b> | <b>353</b>  | <b>1,040</b> | 2,450       |
| Net Margin             | <b>NA</b>   | <b>18%</b>  | <b>27%</b>   | <b>39%</b>  |
| Employees              | 6           | 15          | 21           | 27          |

Funding History (Optional)

***CSF Funding - €50,000***

***Founders - €200,000***

***SmartCrop is approved for up to €250K match-funding under Enterprise Ireland's HPSU Programme***