



# Investing in Agriculture Technology

World Agriculture Forum

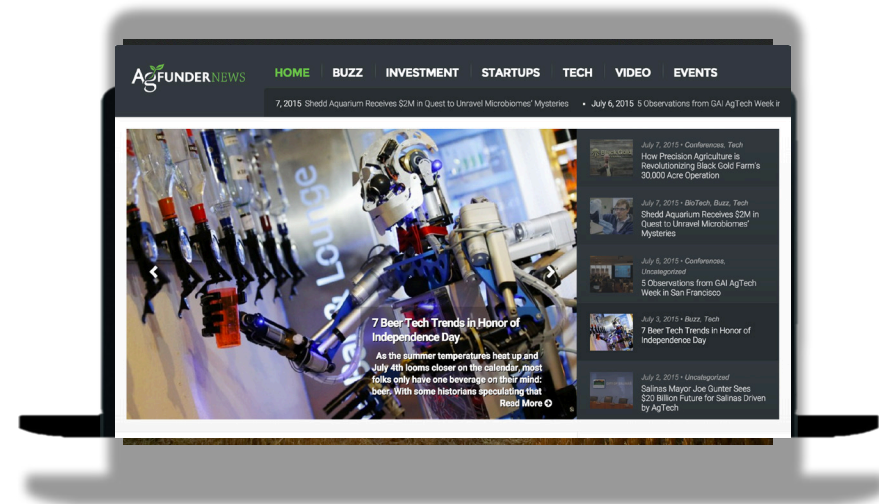
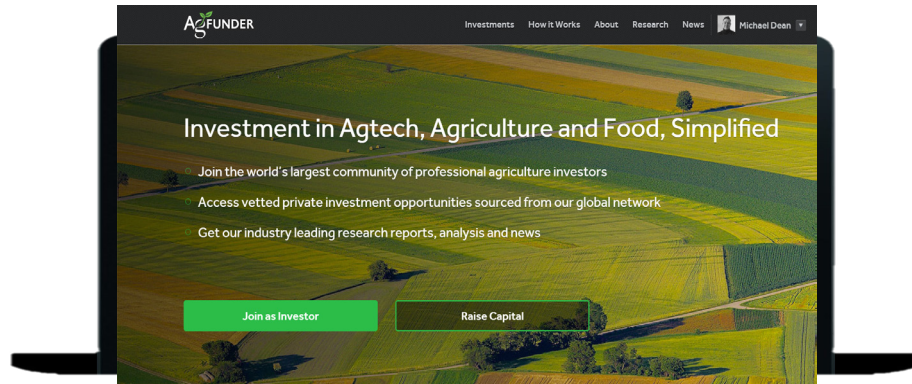
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Singapore, 7 July 2017

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THE WALL STREET JOURNAL.  
WSJ

The  
New York  
Times

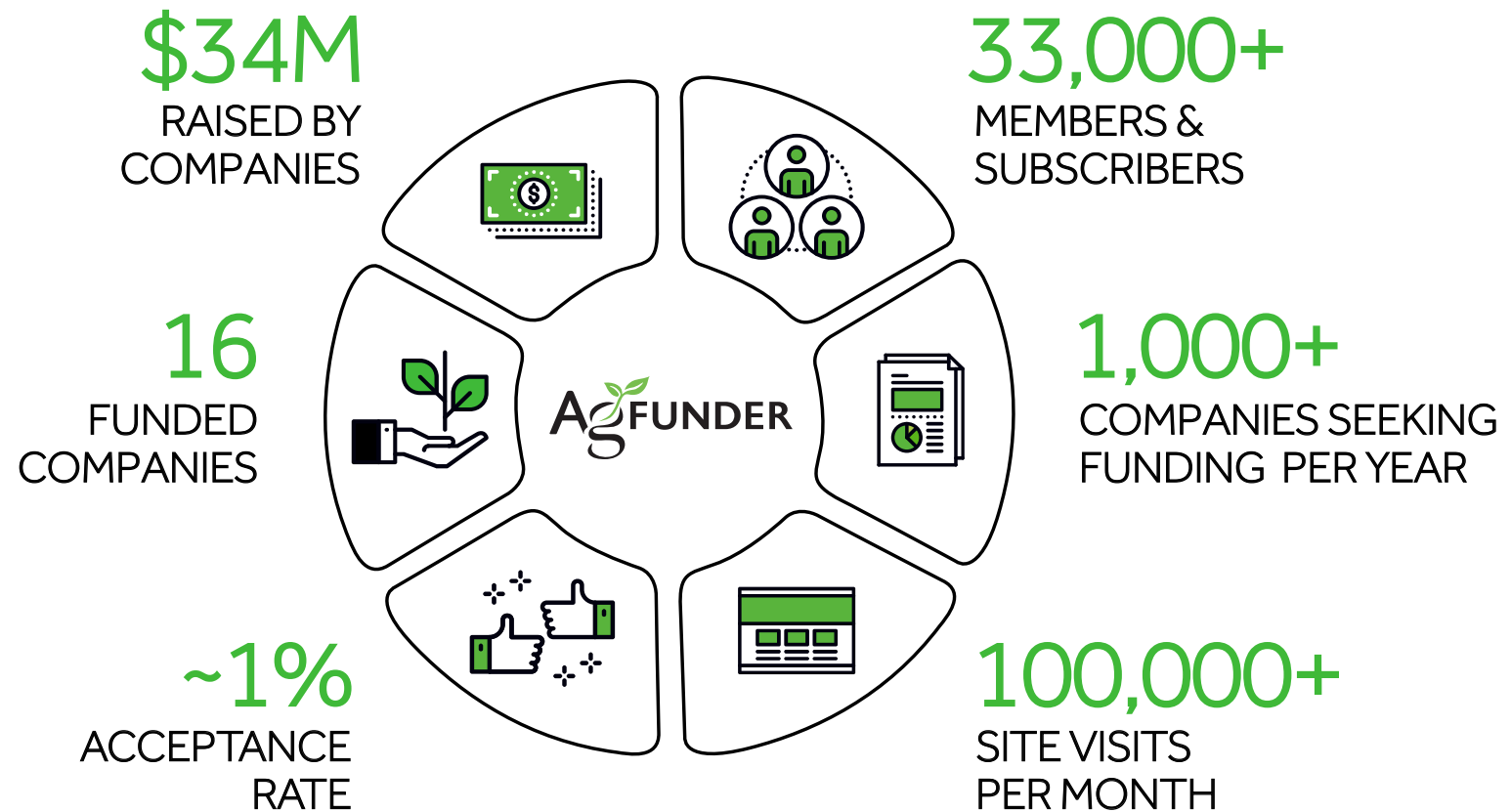
CNN

Institutional  
Investor

Forbes

CNBC

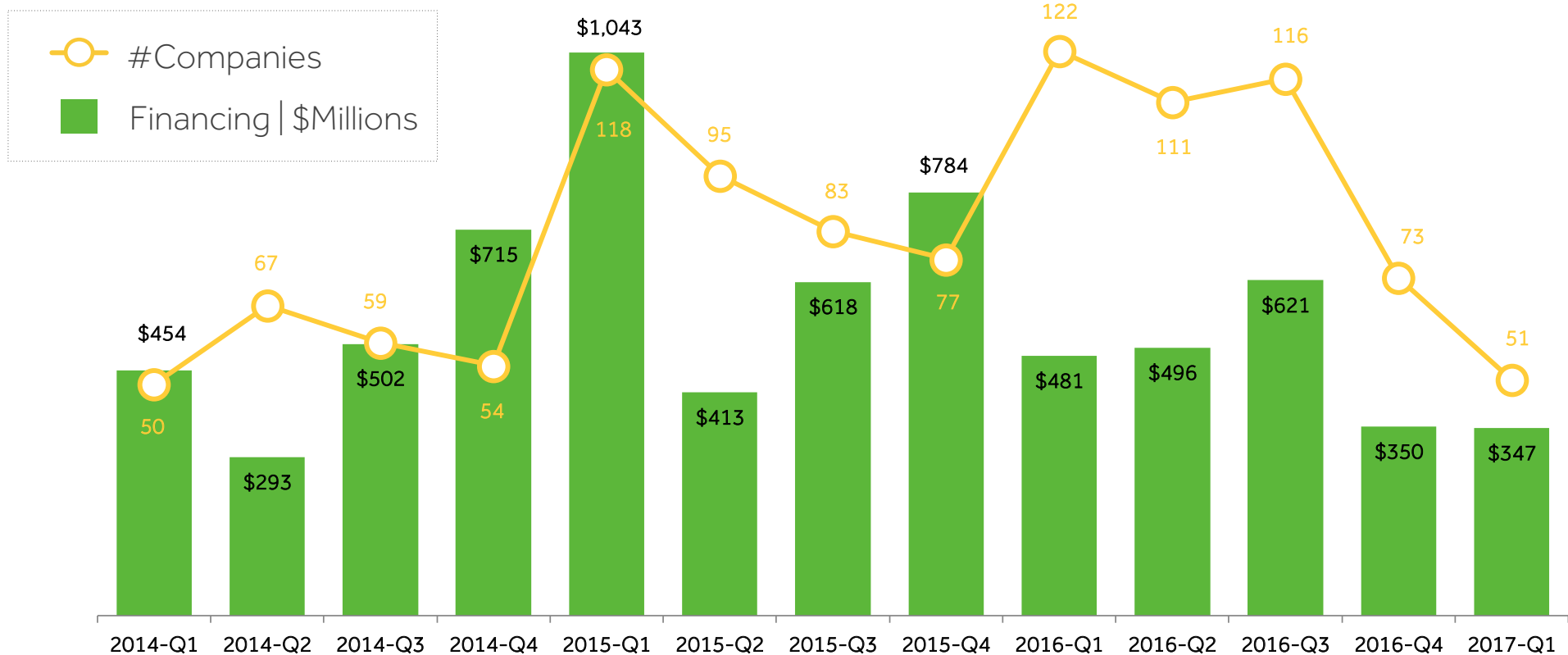
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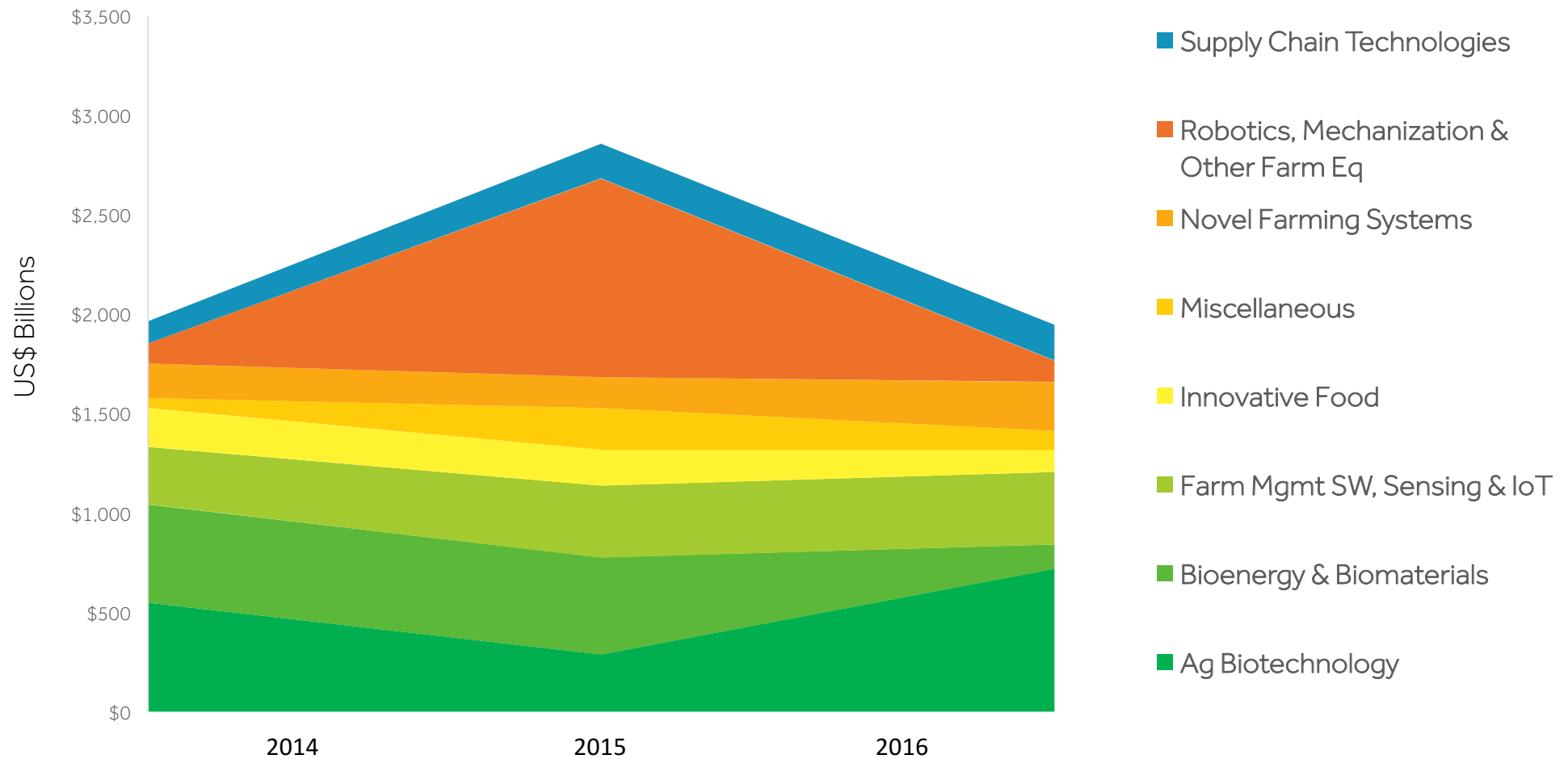
\*First deal launch in February 2014.

AgFunder key metrics compiled from AgFunder.com, Google Analytics and MailChimp.

# AgTech Investment Volume & Activity By Quarter



## Investment by Category 2014 - 2016



## Fundamental supply & demand shifts driving change

### Supply



#### Smart agriculture

Developed market – least digitized industry

Emerging markets – no digital at all

### Demand



#### Consumer trends

Developed market – healthy, sustainable, fresh

Emerging markets – protein & calories

# Technology Transfer

Mobile Computing



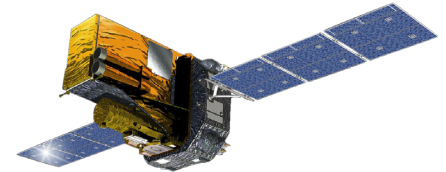
Off-grid Energy



Computation & Machine Learning



Satellite & Imagery



Data Sensor Input



Wireless Communications



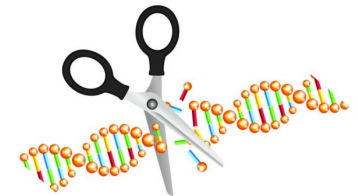
Drones



Robotics & Automation

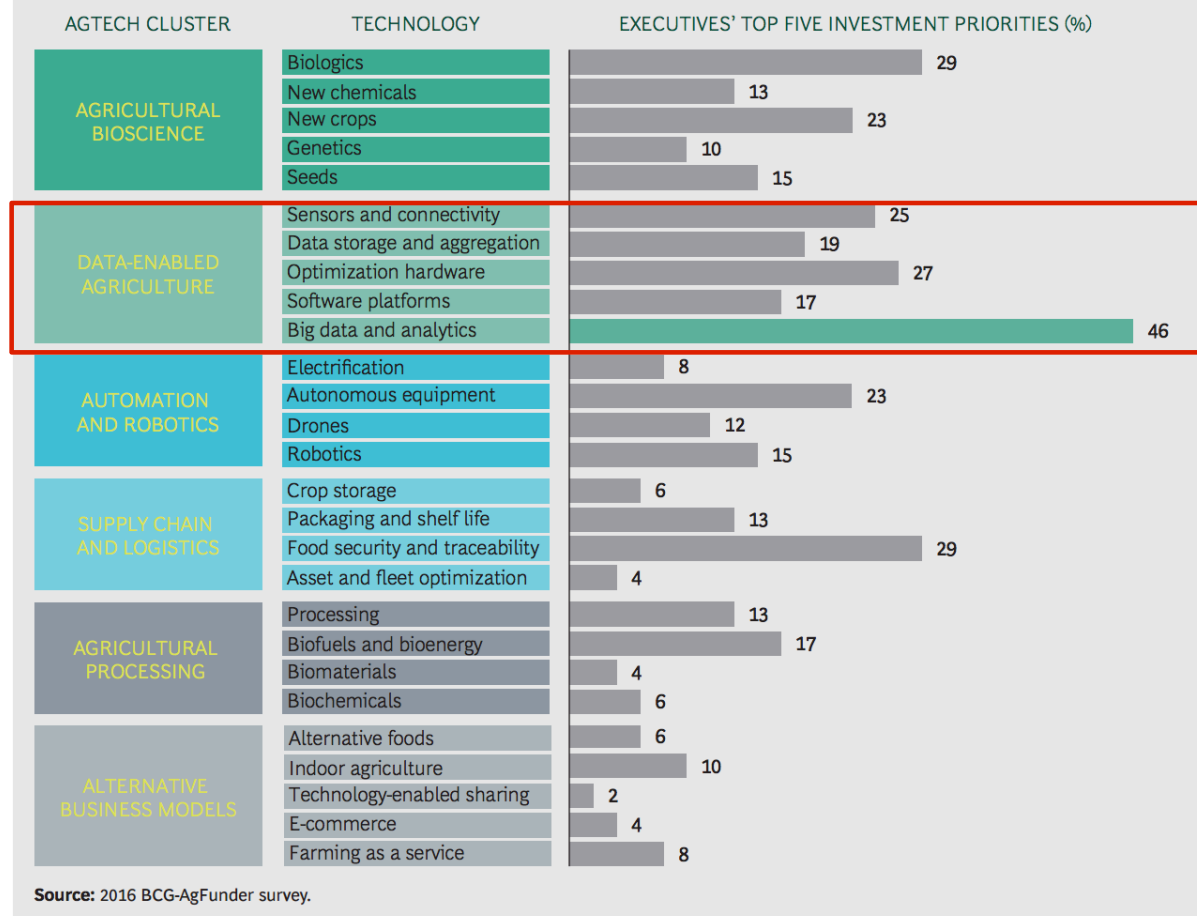


Gene Editing



# Large Agriculture Corporations : Digital Investment is a Top Priority

## EXHIBIT 2 | Big Data and Analytics Is the Top Investment Priority

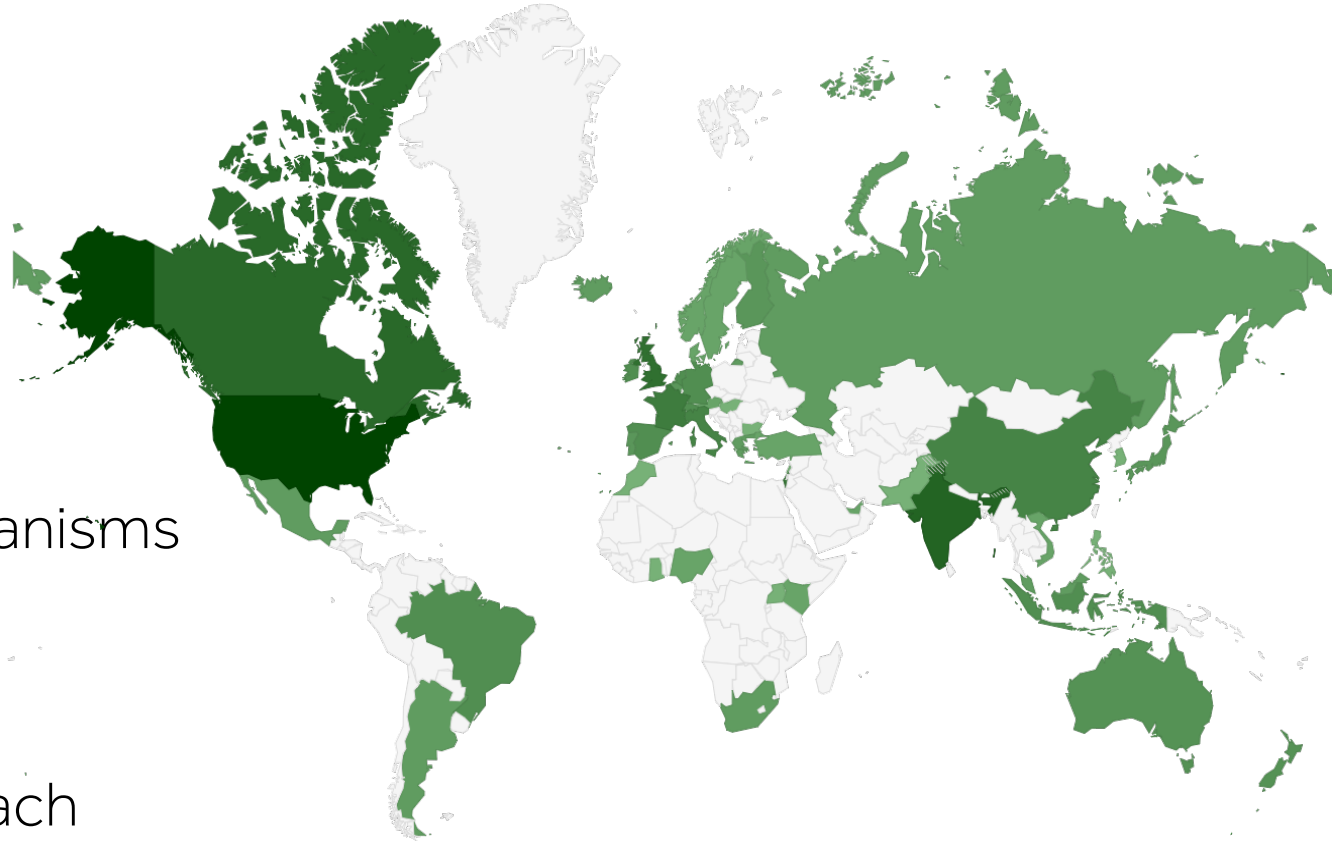


75% of respondents said that data enabled agriculture was a top-5 investment priority



# Technology Investment Strategy

- Customer Focus
- Technology Roadmap
- ABS
- Vary Investment Mechanisms
- Build Capability
- "Through cycle" Approach



Agtech Investment Heat Map

## Where we see opportunity

### Technologies

- Technology with network effects
- Technology with proprietary data
- Technology that opens a new channel to the end customer

### Strategies

- Capital efficient
- Pain Killer not Vitamin
- Adoption is everything



THANK YOU