

AGRITECTURE

Data-driven controlled environment
agriculture planning & design

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AGRITECTURE

Agenda

1. Who are we?
2. What drives us?
3. Global CEA census report
4. Key takeaways
5. Perceived CEA industry challenges
6. Introduction to Agritecture designer
7. What the future will bring



AGRITECTURE

120+ Projects | 40+ Cities | 20+ Countries

As industry leaders with a strong global brand and demonstrated expertise, we are uniquely positioned to capitalize on this global opportunity.



Sky Vegetables: Bronx, NYC



Farm.One: Manhattan, NYC

What drives us?

Urban Challenge

2.5 billion urban citizens live in countries expected to experience declining crop production by 2050.

Local Demand

Local food sales (U.S.) grew by 66% between 2014-2019 to reach \$20B.

Food security

80% of all food will be consumed in cities by 2050. City design must evolve to include the food system.

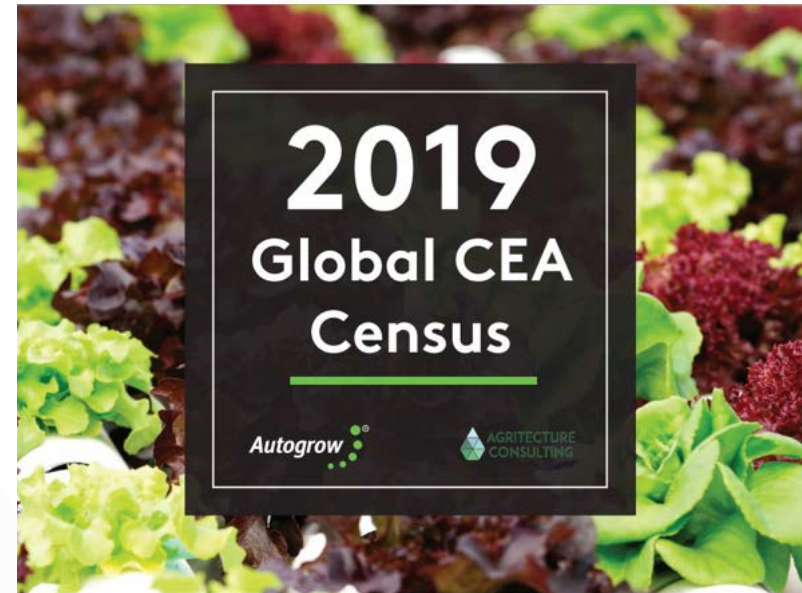
Supply Threats

In 2018, farmers lost an estimated \$4B worth of food due to natural disasters.

2019 Global CEA Census

“...the most in-depth global survey of indoor & controlled environment agriculture ever conducted...”

- 45 questions
- 316 respondents
- 54 countries



data collection: June 4th - July 22nd, 2019

2019 Global CEA Census

Key Takeaways

- (1) GLOBAL MARKET:** 30% OF THE RESPONDENTS FROM DEVELOPING COUNTRIES
- (2) YOUNG INDUSTRY:** 44% OF THE FOUNDERS BELOW 30 YEARS OLD
- (3) DIVERSIFICATION:** CEA IS NOT ONLY FOR LEAFY GREENS NOW
- (4) INEXPERIENCE:** 41% OF THE FOUNDERS WITHOUT PRIOR EXPERIENCE IN AGRICULTURE

The **census report** is available free for download at: www.agritecure.com/census

Perceived CEA Industry Challenges

New Entrepreneurs

- Long planning stage (6 - 24 months)
- Inexperienced in agriculture
- High rate of failure due to insufficient planning
- Expensive investment (pilot farms are 100K - 2M CapEx)

Urban agriculture entrepreneurs cannot find the data they need to make objective, confident, and faster decisions for successfully planning new projects.

Equipment Providers

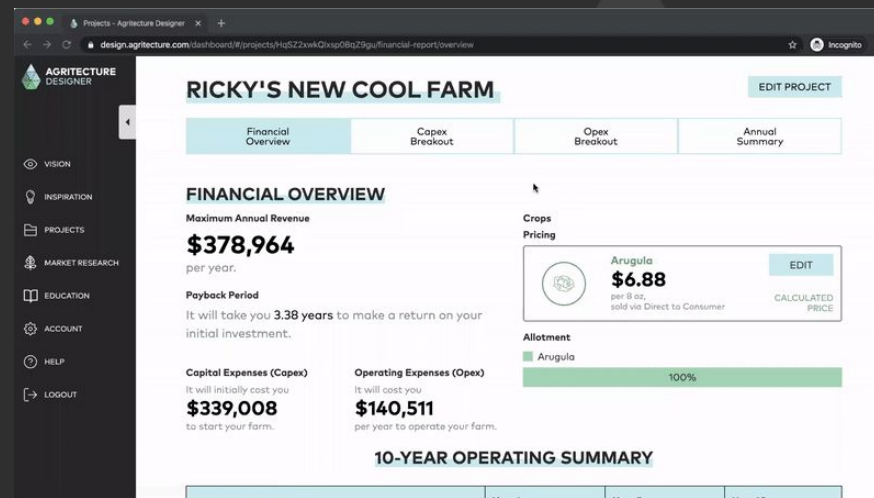
- Fragmented market (marketing challenge)
- Long-cycle sales process
- Neutral-party data validation
- Lack of knowledge amongst new entrepreneurs >> purchasing indecision

With a fragmented market for VF equipment and concerns over data authenticity, Agritecture Designer can help solve both a marketing and data challenge for vendors.



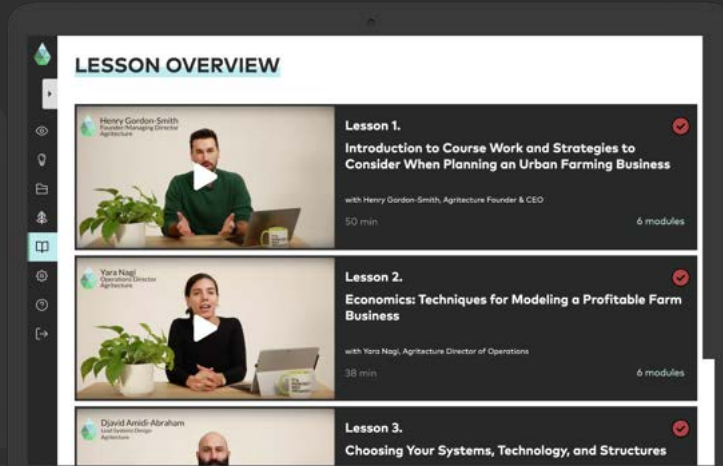
AGRITECTURE DESIGNER

Introducing the world's first digital platform for planning urban farms.



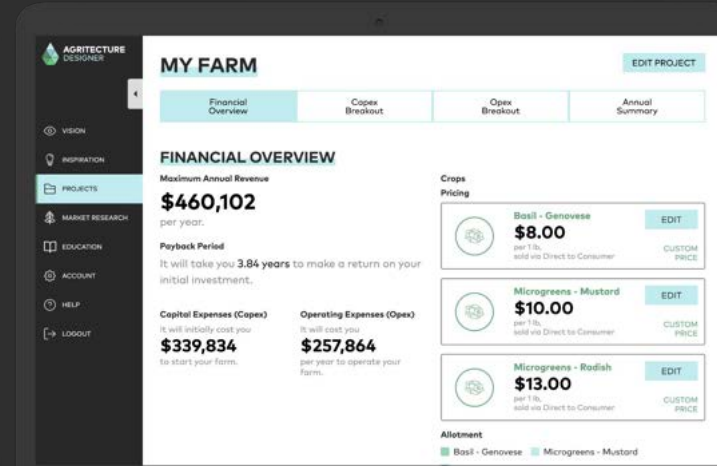
URBAN FARMING SOFTWARE

For Entrepreneurs



BEST PRACTICES &
KEY RESOURCES

The key insights you need to get started through our Commercial Urban Farming Course



DATA MODELING &
ASSUMPTIONS CHECK

Data-driven tools to model and test your urban farming plans

Click here to see the Demo!
or follow the link:

<https://www.youtube.com/watch?v=1TxhNpA53TA&list=PLa-9KexyPx-aHj4atAZABL-9cE8WyDa94&index=2>

WHO WE WANT TO TALK TO

Users & Partners

Potential Users

- New farming entrepreneurs
- Expanding farm operators
- Urban planners & developers
- ...Anyone looking to learn about commercial urban farming planning + economics!

Partners

- Equipment & tech providers
- Financing providers

NEW FEATURES AND DATA

AD integrations & Research

AD Integrations

- Scenario Comparison
- Flexible intermediate inputs
- AD marketplaces - Finance (US);
Equipment (US-CAN, EU, MENA)

Research

- Global Census 2020 data analysis
**Out by: Dec 1st during Agritecture
Xchange Virtual Conference**

THANK YOU!

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The **census report** is available free for download
at: www.agritecture.com/census

Agritecture Designer

www.agritecture.com/designer

Agritecture Xchange Virtual Conference

register at: www.agritecture.com/xchange

