Climate FieldView™ platform: Creating opportunity in digital ag

Mark Young, CTO, The Climate Corporation
OUR MISSION

TO HELP ALL THE
WORLD’S FARMERS
SUSTAINABLY INCREASE
THEIR PRODUCTIVITY
WITH DIGITAL TOOLS.
OUR BELIEF

THE NEXT BREAKTHROUGH IN AGRICULTURE WILL NOT BE DRIVEN BY GENETICS OR EQUIPMENT, BUT RATHER IN UTILIZING DATA TO OPTIMIZE DECISION MAKING
Digital Ag Path to Market

- Roughly $8 billion* invested in the industry since 2015. Today, nearly every digital ag innovator has to:

  - Build out cloud operations
  - Contract service integrations
  - Attract a customer base
  - Create an account system
  - Find a way to get paid
  - Manage relationships
  - Get connectivity from the field
  - Upload data
  - Analyze data

**IT'S TOO HARD TO GET TO MARKET!**

Source: AgFunder, Jan. 31, 2017; "AgTech Investing Report, Year in Review 2016"
Digital Ag Path to Market

- Too Complicated
- Too Expensive
- Too Slow
Climate FieldView™ Platform

**CLIMATE FIELDVIEW™ HUB / GAUGES**
- Weather Stations
- Irrigation Sensors
- Grain Silo Sensors
- N-soil Sensors
- Drones / Cameras
- Robots
- “FieldView Ready”

**CLIMATE FIELDVIEW™ APPLICATIONS**
- Third Party Data Visualization
- Login w/ FieldView
- Third Party Application Plug-ins / Extensions

**CLIMATE FIELDVIEW™ CAB / DRIVE**
- Greater Hardware Compatibility
- Factory Ready Hardware
- Third Party Controllers
- “FieldView Ready”

**CLIMATE FIELDVIEW™ CLOUD**
- Third Party Integration
- Data Import / Export
- “Send to / Retrieve from FieldView”
New applications & higher value

Synchronize fields/sharing data

Power your tools

Reduce infrastructure investment

Get solutions in front of growers

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Where We’ve Been

March 2016
Data transfer between Climate FieldView, retailer software systems and John Deere Operations Center

August 2016
Expanded software infrastructure to include 3rd party innovation

April 2017
Veris soil data available on Climate FieldView platform

May 2017
Announced aerial imagery agreements (Ceres, TerrAvion, Agribotix)

June 2017
First aerial imagery available through Climate FieldView

July 2017
Conservis Corporation announces partnership with The Climate Corporation for enhanced operational tracking and financial reporting
Veris® Integration

pH

Organic Matter
Aerial Imagery

(Satellite-based NDVI versus TerrAvion aerial imagery)
Where We’re Going

Digital Agriculture
- Soils
- Field Imagery
- Scouting
- Enterprise Resource Planning (ERP)

Connected Equipment
- OEM’s
- Controllers
- Sensors
- Weather Stations

Partnerships
Thank You

For more information, visit Climate.com

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