ACCELERATING ADOPTION
MARKET DRIVERS

• Democratization of Ag. Science
• Social Connectivity
• On Farm Data Acceleration
• Artificial Intelligence
IN10T ADOPTION SOLUTIONS
INNOVATION TO COMMERCIAL

ACCELERATED ADOPTION

Innovation
- Trials
- Customer Experience
- Digital Demand Creation & Farmer Engagement
- Go to Market

Productivity
Technology
Sustainability
FARMER ADOPTION IS COMPLEX

PERFORMANCE

PERCEPTIONS

EXTERNAL FACTORS
FARMER ADOPTION IS COMPLEX

PERFORMANCE

EXTERNAL FACTORS

PERCEPTIONS
FARMER ADOPTION IS COMPLEX

PERFORMANCE

EXTERNAL FACTORS

PERCEPTIONS
1500+ FARMERS ARE THE CORE OF OUR BUSINESS
Over 50 - Independent Agronomists & Market Representatives

- Samples and Testing
- Field Visits & Product Support
- Content Creation & Marketing Material
- Trial Recruiting
- Data Trouble Shooting
IN10T PLATFORM CONNECTS DATA & SYSTEMS TO DRIVE ADOPTION

**Farm Data System**
- Farm Data Ingestion:
  - Boundary, Planting
  - As App. & Harvest
  - Sensing Data:
    - Satellite, Aerial, Drone
    - Biological/Soils Testing
    - Geo Spatial Analytics
    - Auto Reporting

**Market Monitoring**
- Commodity Prices
- USDA DATA
- Weather
- NASS

**Farmer Experience**
- FarmerTrials Platform
- Journey Map
- Touchpoint surveys & polls
- Training
- Acquisition & Retention Analytics
- Net Promoter Score – system
- Advocacy

**CRM**
- Demographics
- Contact Preferences
- Farm Data Systems
- Survey Data
- Payments
- Event Management

**Social Optimization**
- Listening engine
- Analytics
- Targeting Markets
- Influencer Engagement
- Optimization Model
IN10T – ACCELERATE ADOPTION

GROWING FARM CUSTOMERS & ADVOCATES THROUGH TECHNOLOGY & DIFFERENTIATED FARMER EXPERIENCE