Integrate Farm Accounting, Operations and Agronomy for the Future
Presenters

Ian Harley
Co-Founder, CEO
- 25+ years experience in Ag-Tech
  - Passionate about Farm Business Management

Aaron Hunt
CTO
- 20+ years experience in Ag-Tech
  - Meteorologist turned Agronomy Technology Expert
Who are Traction?

- Independent technology company that is employee and farmer owned
- Unique and talented team with long history of farm management and agronomy expertise, driven to streamline data workflows
- New agronomy solution delivers soil sampling, analysis and fertility prescriptions
What is Traction?

- Cloud-based accounting, field operations and agronomy
- Focused on mobile, bringing it all together
- Prioritizing integration and ease of use
Why Traction?

- Access data 24/7, any connected device, multi-user
- Many desktop and ag-related solutions approaching end-of-life
- Committed to working with existing data platforms
- Support has evolved, customers need success team for onboarding and platform migration
What’s New?

**Traction Agronomy & Field**

- End-to-end agronomy mobile app and web application
- Everything mobile enabled, from sampling to creating recommendations
- Soil lab integration for automatic processing of samples
- Pre-loaded formulas: soil labs or universities
- Fertility recommendation and prescriptions
Where is Traction Going?

- Founded: December 2020
- Basic Accounting Launch: March 2021
- Field Operations Launch: Q4 2021
- Advanced Accounting Launch: Q2 2022
- Advanced Field Operations Launch: August 2021
- Agronomy Launch: Q4 2021
Questions?

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