



# Aqua Terra

## Harvest 2021-22

AquaTerra is a technology start-up that provides on-demand information about soil conditions such as moisture and temperature and insights into on-farm management.

The technology aims to provide insights into farming operations, informing agronomists and farmers on soil conditions to help with irrigation management and fertiliser application. This data includes soil moisture and temperature sent every 2 hours and weather and evapotranspiration data, which are crucial in irrigation scheduling. In addition, end-users can access historical data of their farm and generate reports at any stage of the growing season to help in their farm's management.



# AQUATERRA'S HARVEST JOURNEY



**Our biggest goal coming into the Harvest program was to understand more about the grains industry from experts in this space; we wanted to get to know the industry from an agtech focus and access to mentors and leverage the F2F network.**



Coming into the Harvest program, Amir and Guillermo were looking for support to:

- Pivot their market segment from horticulture to grains focus
- Expand their network and awareness of the AquaTerra brand and capabilities within the grains industry.
- Enable securing their first big paying customers & B2B deals
- Become investment ready
- Having more clarity on where to look for business advisors
- Identify targeted wheat and barley producers with a potential land area of 11 million hectares in Australia

# WHAT'S NEXT?

Having previously focused on shallow-root vegetables as their beachhead target market, Aqua Terra took the advice of the F2F team to look at the opportunity the grains market could offer their business.

With assistance from F2F, Aqua Terra held their first Advisory Board meeting, which guided the structure and helped to define the direction of the business resulting in the founders thinking laterally on channel selection. With governance now in place, it allows Aqua Terra to look more closely at day-to-day finance and projections.

As a result of the Harvest Program Aqua Terra:

- Understood the potential of the grains industry
- Increased the pool of potential strategy partners
- Secured strategic partnerships with Telstra and Hologram
- Received \$60 000 of funding
- Applied for \$100 000 grant from Melbourne University



During the program, they worked hard on their game plan to position Aqua Terra for growth over the next 6-12 month period. Activities planned post-program include:

- Three Demo farm site visits and trial; including installation of benchmark sensors in each location
- Networking and branding Aqua Terra's technology
- Industrial manufacturing / prototyping of the sensor hardware
- Hire a consultant to review hardware and algorithm
- Move toward a more industrial manufacturing supply chain

## About Farmers2Founders

We help build agrifood tech and innovation solutions that deliver commercial benefit and industry impact across agrifood, fibre, fisheries & aquaculture. By supporting more producers to collaborate with agrifood tech developers and innovators to fast-track the development, commercialisation and uptake of agrifood solutions.

