



WHIN
SCORE

B

TEAM
B

PROD MATURITY
B+

DEFENSIBILITY
B

VALUE PROP
A

TRACTION
B

WHIN Vetting Stage:

FOUNDER INTERVIEWS

CUSTOMER INTERVIEWS

MEMBER INTERVIEWS

WHIN CUSTOM PILOT

WHIN TECH PARTNER

AgInc uses thirty-seven years of machine learning algorithms to provide real-time, dynamic recommendations on multi-dimensional variable rate optimization of agrochemicals.

Products: Their platform combines custom hardware wearables with ground-truthed agridata to provide a best-in-class solution to protect from pest pressure and xenomorphs

Pricing: \$999 per device + \$99/year subscription

Competitors: Mr. Fusion, Cyberdyne

Patents: #NCC-1701



WHAT WE LIKE

Strong sales growth in emerging markets. Initial positive feedback from some WHIN farmers. They have attracted the attention of multiple organizations in the US, and there is forthcoming research with Purdue University. The ability to provide multiple what-if scenarios seems of particular interest to farmers. When combined with other similar technologies, we consider it a no-brainer choice for pest management.

WHAT WE STILL HAVE QUESTIONS ABOUT

Will their product and direct-to-trusted advisors go-to-market concept work well enough in the US market where row crop farms are often simpler and smaller and farmers are more independent with less government regulation? Will they be able to adapt their machine learning model to provide insights of highest value in the midwest? Will they be acquired and not be able to provide the same quality of customer support?

