agtech: opportunities and challenges for Nuffield Scholars

March 2020
agtech: hype or reality?
ZUME PIZZA
US $423M raised
the current state of agtech

Current Solutions

Achievable

Desirable
agtech is the most underinvested opportunity with the highest impact potential
What is agtech?

Why is agtech hard?

What can Nuffield Scholars do about it?
What is agtech?
Startups lack networks and experience of the problems they’re trying to solve.
Startups have new ways of working and thinking
Change is hard
What can we do about it?
Adopt new tools & practices

Build solutions and businesses

Influence how agtech is built

Bring smart, aligned capital
Adopt new tech, tools & practices
“Being that sustainable option wasn't just about helping people to reduce their emissions by buying a carbon neutral product. I know how much people are looking for products like that, so it make good marketing sense for us as a business.”

Andrew Tulloch
Keith Tulloch Wines
• Adoption  Commercialization  Corporate Innovation  Industry Development
Farmers2Founders

Build solutions and businesses

@svnoles
Building Solutions

Mark Mortimer
@sheepGeekCP

Weighing & drafting Ram lambs too go on feeders.

Gate1=Culls
Gate2=Over 41kg
Gate3=under 41kg
The world's leading farm machinery servicing system

www.farmservicemanager.com
Farmers 2 Founders

Influence how agtech is built

@svnoles
“We were heavily involved in product development. We road tested a lot of things, but it also gave us an opportunity to give a lot of feedback, constructive feedback, to say, this has worked really well for us, or this is something we think you need to change. And they really listened.

**Stuart Austin**  
Wilmot Cattle Co
Helping farmers be more than customers of agtech
Early Adopters
Seeking support to engage with technology developers.

Workshops
Gain awareness of macro trends. Design thinking & entrepreneurial mindset.

Early Adopter Program
'Get tech ready'. Willing to trial new tech & collaborate.

Innovators
Looking to catalyse new innovations or ventures.

Ideas Program
Very early stage new venture creation. Develop & refine your idea.

Bootcamp Program
Delivering solutions to real industry problems.
Bring smart, aligned capital to agtech
Federal 'green bank' and Mike Cannon-Brookes back new 'agrifood' fund

Australia joins agri-foodtech VC party with Tenacious Ventures’ $16m raise

AUSTRALIA’S CEFC, BILLIONAIRE MIKE CANNON-BROOKES PARTNER TO BACK SUSTAINABLE VC AGRI-FOOD TECH FUND, TENACIOUS VENTURES
Tenacity has its rewards
Adopt new tools & practices

Build solutions and businesses

Influence how agtech is built

Bring smart, aligned capital
Thank you!

March 2020

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Discussion

- What’s the latest tech, tool, or practice you’ve adopted (or considered adopting)? What went well? Where is there room for improvement?

- What barriers are preventing farmers from getting involved in agtech?

- How else can farmers be more than customers of agtech?