



MAKING
AGRITECH
SUSTAINABLE

COMPANY PROFILE

AGRICOLUS®

AGRICOLUS

Company Profile

Agricolus is an **innovative startup** working in **Smart Farming** sector. It was founded in February 2017 in Perugia, Umbria – the "green heart" of Italy – and it aims to **support farmers** and professionals in **simplifying and enhancing** the work in the field.

The idea was born from the passion of the co-founders for the Umbrian territory, but especially for the "land" and for those who cultivate it, the farmers. Hence the intuition to use in Italy the innovative technologies for agriculture, already widespread in America, to help farmers struggling with sudden climate change to better manage and monitor their crops.

Agricolus platform has been developed to meet this need. It is accessible directly from the web by making a simple registration and it is composed of the **main applications** of **precision agriculture**:

- geolocated field mapping
- satellite imagery with vegetation indices
- forecast models for phenology, irrigation, pest and diseases
- crop scouting with mobile App
- task management
- prescription maps for fertilization

What's new is having **all these tools** available **within a single, easy-to-use platform**, able to integrate data from different sources and **provide farmers** with a **complete Decision Support System (DSS)**.

Thanks to Agricolus, farmers can improve yield quality by reducing the use of inputs (water, treatments, fertilizers) and plan the organization of tasks in order to reduce and make more effective field activities carried out by collaborators.

Agricolus has **different subscriptions** according to the farmers needs: those who want to take the first steps towards the digitization of their farm, or simply understand how to use the platform, can register **to Agricolus Free**, the free version up to 10 hectares with some basic features.

The logo for Agricolus features the word "AGRICOLUS" in a bold, sans-serif font. The letters are filled with a pattern of overlapping, semi-transparent shapes in shades of green and brown, creating a textured, agricultural feel. A registered trademark symbol (®) is located at the top right of the letter 'S'.

The company is composed of a **multidisciplinary team**: agronomists working closely with developers, data analysts and GIS technicians, Marketing & Sales team making AgriTech tools easier. The board: Andrea Cruciani (CEO), Antonio Natale (RH Director), Diego Guidotti (R&D), Luigi Radaelli (CMO).



Agricolus is one of the EIT Food's RisingFoodStars, a European body dedicated to innovation in the food sector, and it is involved in several H2020 projects as a partner.

Agricolus Academy

The spread of innovative technologies for agriculture requires the **training of professionals**: it is very important they are able to use these new tools and interpret data for better serving farms and helping them to optimize production and reduce waste.

The **Professional Academy** of Agricolus was born to train agronomists, agricultural experts and agrotechnicians willing to introduce the Agritech tools in their daily work. Agricolus Professional Academy provides various levels of certification according to the type of course, for which credits are recognized by the Order of reference.

For students of Agricultural and Forestry Universities, Agricultural Institutes, and Higher Technical Institutes, the **Educational Academy** has been created to provide a basic technical training.

