

# AGRICOLUS

## Company profile

Agricolus is an innovative company working in **Smart Farming** sector. It was founded in 2017 in Perugia, Umbria - the "green heart" of Italy – and it aims to **support** all the actors of the agrifood chain with its digital tools.

The idea was born from the passion of the co-founders for the Umbrian territory, but especially for the field and for those who cultivate it, the farmers. Hence the intuition to spread the innovative technologies for agriculture, in order to help the sector struggling with sudden climate change to better manage and monitor crops.

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

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

The advantage 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 **Decision Support System** (DSS) in order to act in the right time according to the real needs of the crop.

Thanks to Agricolus, farmers can improve yield quality by reducing the use of inputs (water, treatments, fertilizers) up to 20 %, and plan their tasks in order to make the activities in the field more effective.

Agricolus has **different subscriptions** according to the farmers needs: those who want to take the first steps towards the digitization of their farm can register to **Agricolus Free**, the free version up to 10 hectares.

For the organizations of the agricultural sector such as associations, cooperatives, distributors, food processors, Agricolus has created **AgriTrack**, the digital tool for communication and analysis for the digitization and sustainability of the agri-food chain.

The company is composed of a **multidisciplinary team**: agronomists working closely with developers,

data analysts and GIS technicians to combine their skills and offer a platform that takes into account agronomic needs but is at the same time intuitive and easy to use. The Marketing & Sales team follows customers before and after the purchase step by step, selects the most important partners of the sector to present a complete offer and is responsible for creating valuable content.

The uniqueness of Agricolus is to have an internal Research and Development area able to independently process the indices of vegetation from satellite, develop forecast models and new features that meet the demands of the market and the needs of all actors of the agri-food chain, from farmers to food processors.

The board: Andrea Cruciani (CEO), Antonio Natale (HR Director), Luigi Radaelli (CMO).

## **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 different 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.