



Data driven tools rooted in trust.



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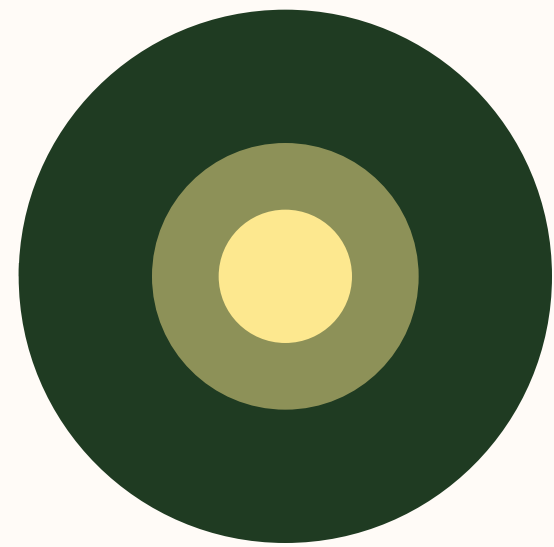
Business Strategy



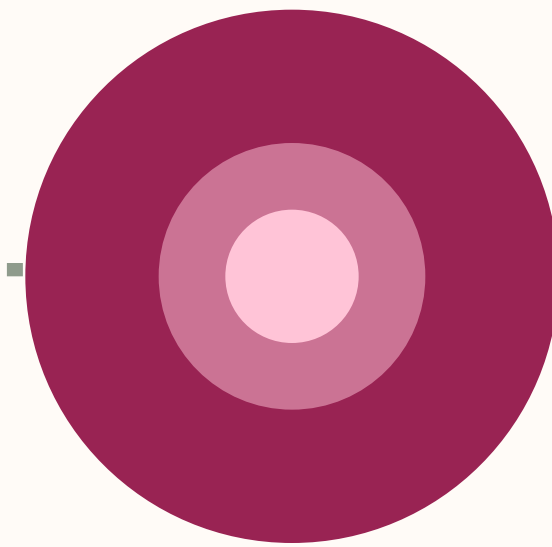
OUR PROBLEM

There is a **disconnect in information** between farmers, extension agents, and scientists that hinders their ability to address **climate change** in a timely manner.

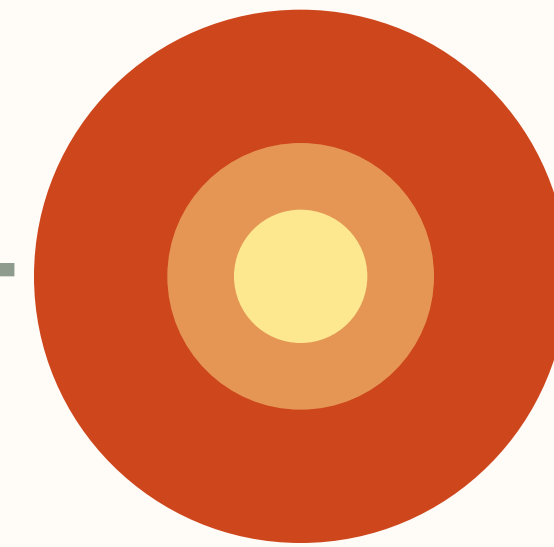
HOW MIGHT WE



Build better trust and increase data sharing among farmers, extension agents, and agricultural scientists to improve crop resiliency?



Create an accessible and modular product that can be scaled to fit a variety of crops, regions, and land size?



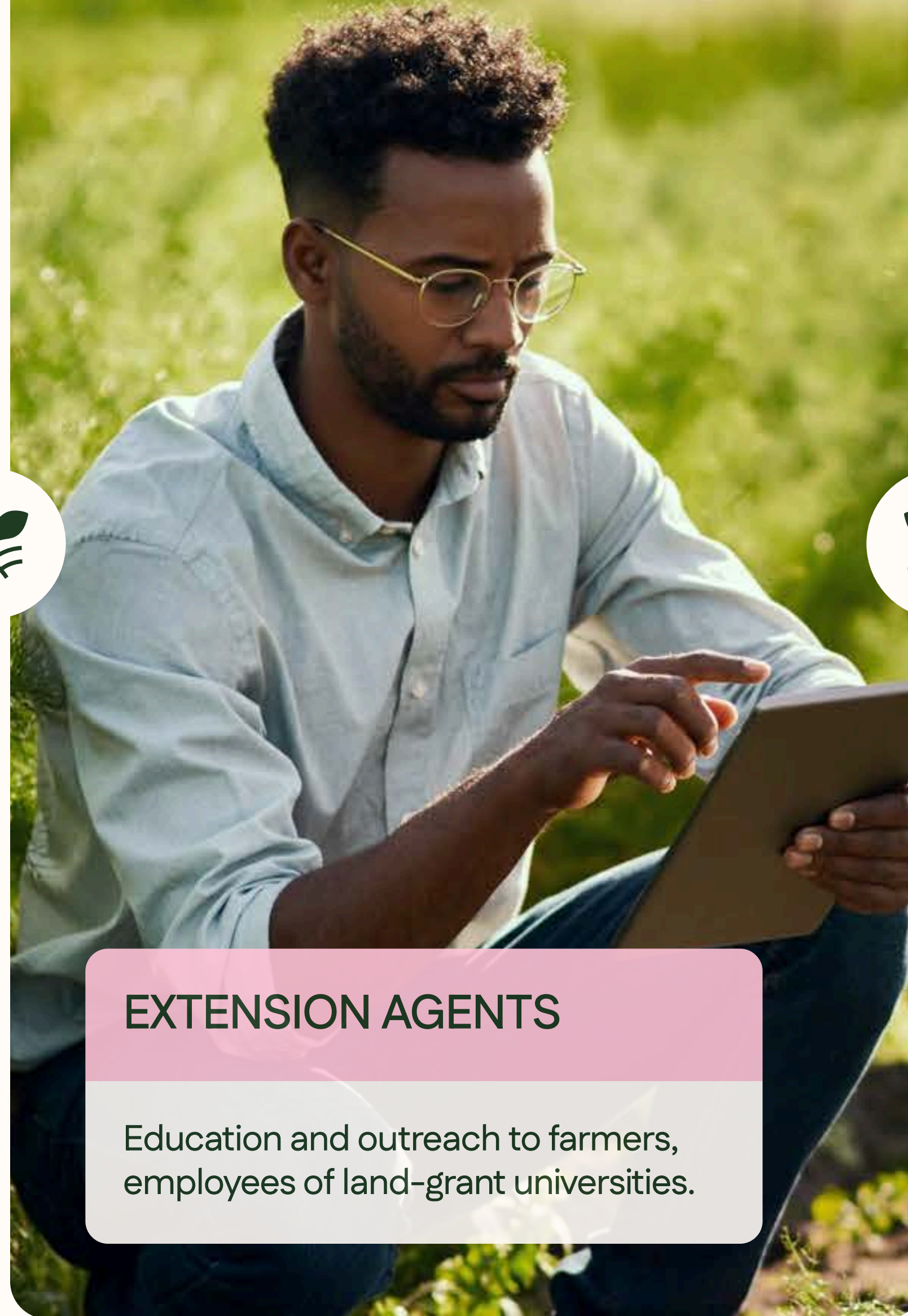
Provide a personalized experience for farmers, extension agents, and agricultural scientists that is productive for all parties?

OUR TARGET AUDIENCE



FARMERS

Established, non-corporation affiliated, makes a living from farming.



EXTENSION AGENTS

Education and outreach to farmers, employees of land-grant universities.



AGRICULTURAL SCIENTISTS

Conducts research on agriculture, employees of land-grant universities.

RESEARCH

We wanted to gain insight into the agricultural industry, specifically to understand the challenges of developing sustainable agricultural technology, its applications, and its role in combating climate change. To achieve this, we conducted 19 interviews:



10 Farmers

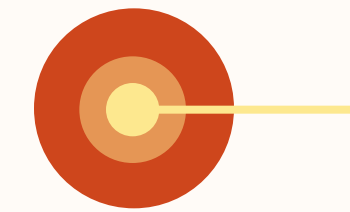


3 Extension Agents

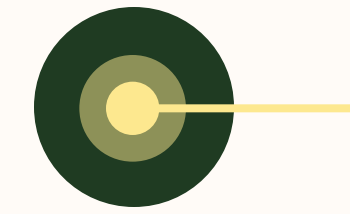


6 Agricultural Scientists

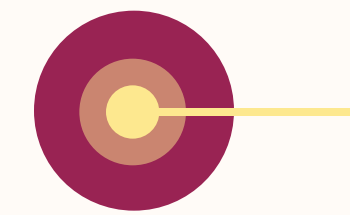
WE FOUND



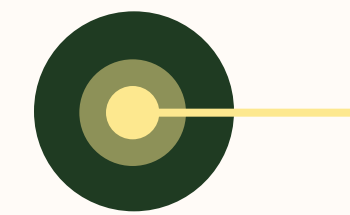
Weather uncertainty, shifting policies, and differing goals between farmers and scientists create strain around change.



Farmers usually trust extension agents to help smooth out communication differences between them, scientists, and institutions.



The lack of standardization in processes frustrates farmers and creates distrust in data intended to help them.



Poor infrastructure, limited resources, and generational differences make technology adoption difficult for farmers.

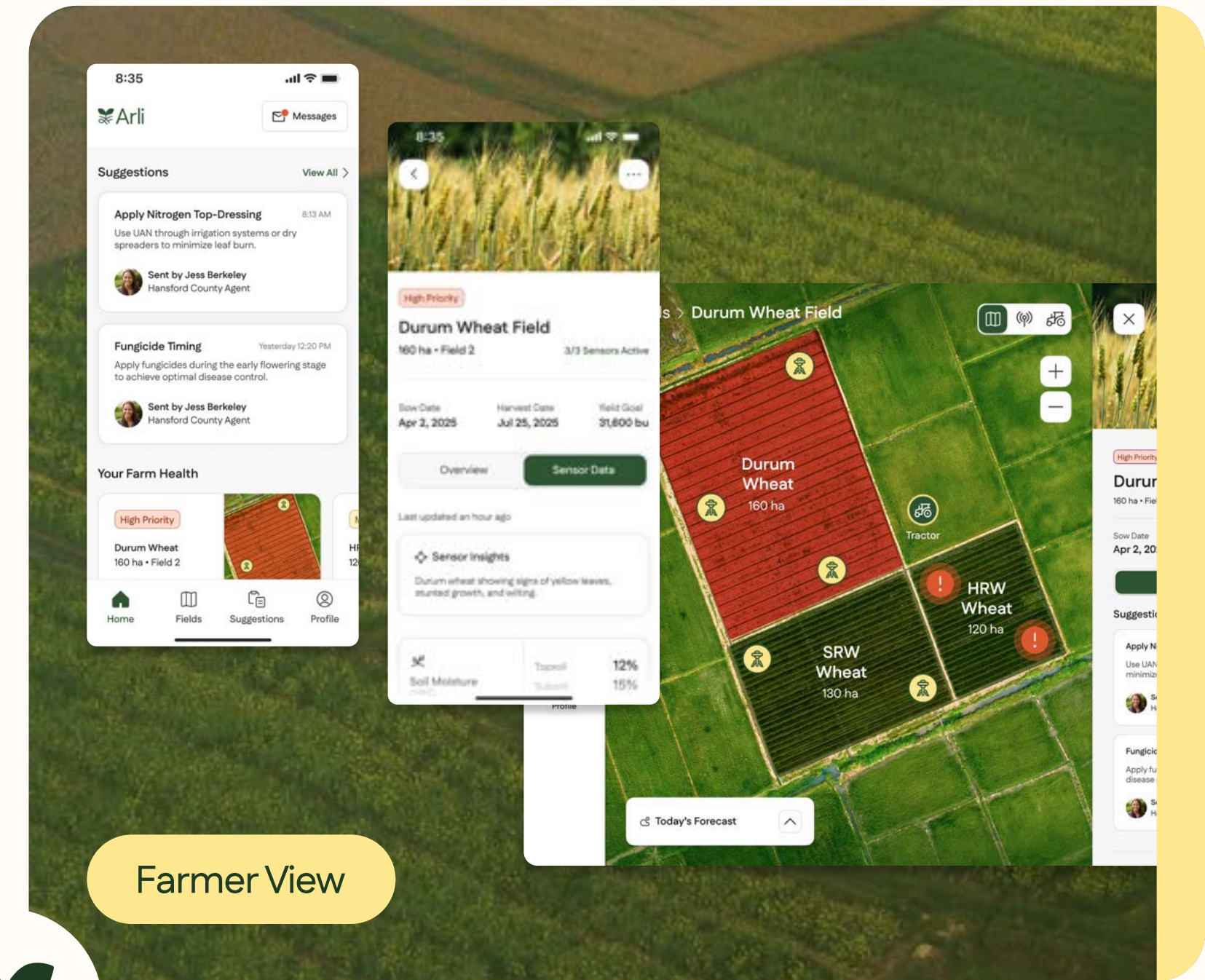
OUR SOLUTION

Arli Sensor

Collects real-time environmental and crop data for the Arli product ecosystem, with the farmer's consent.



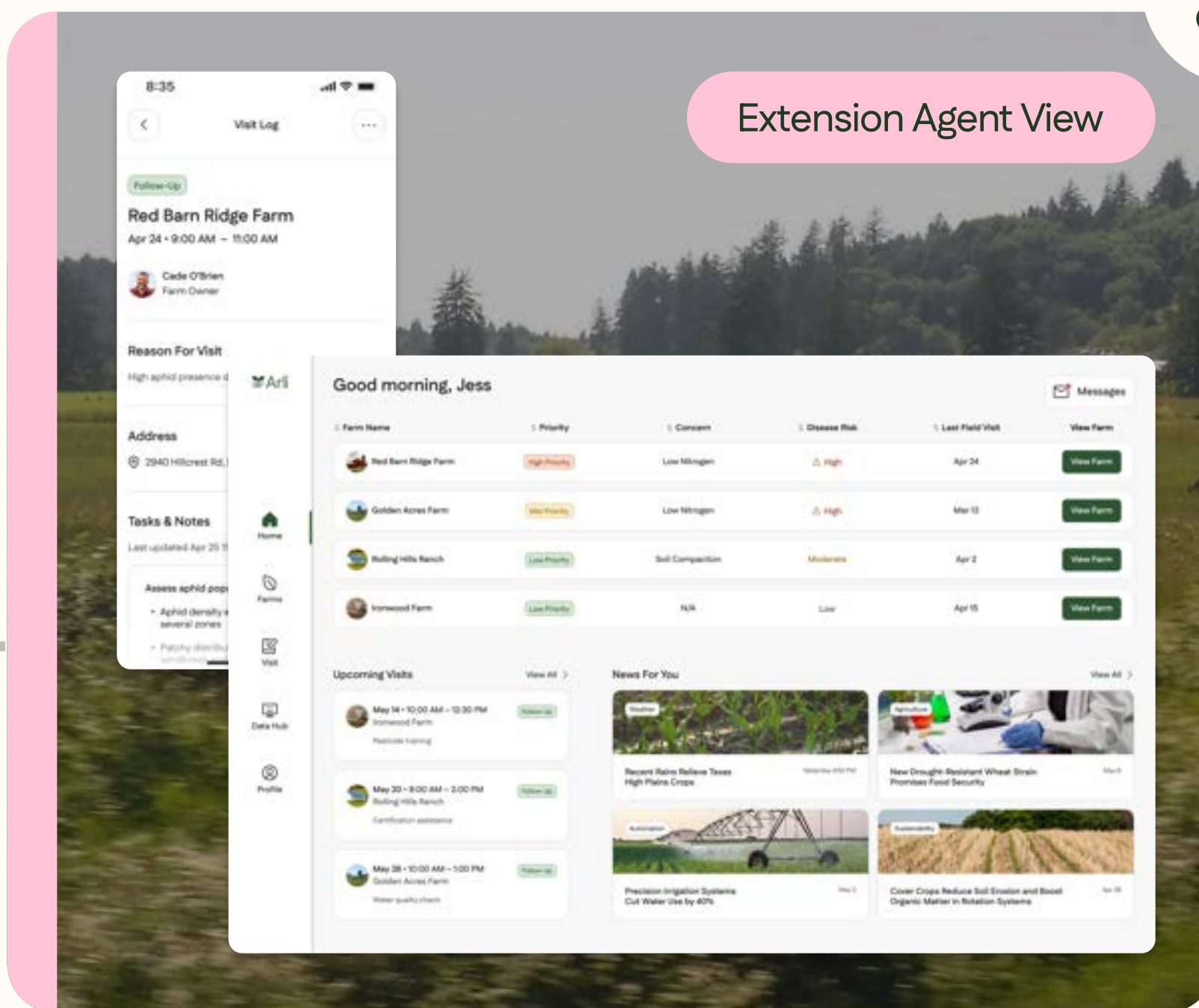
Arli Sensor



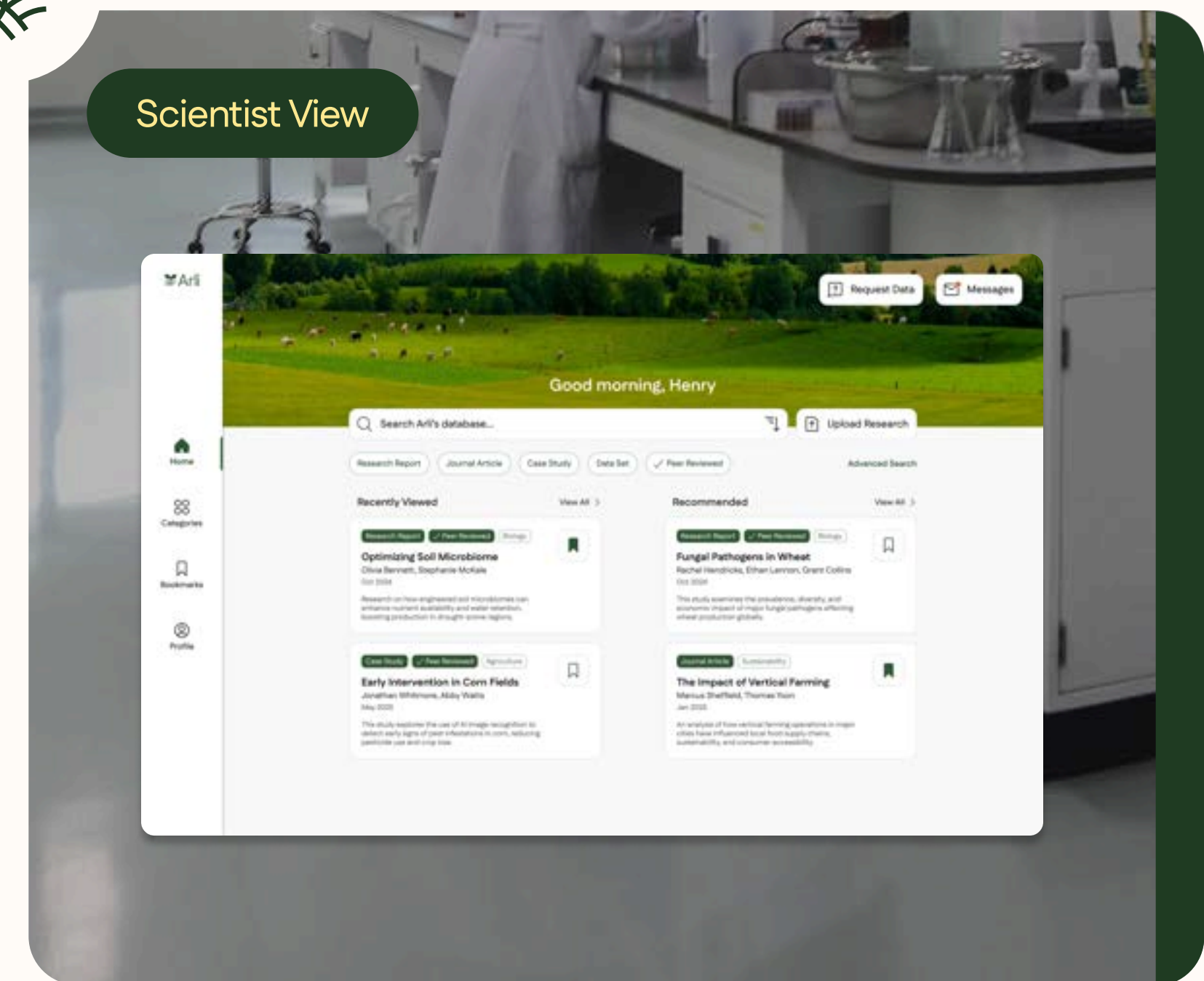
Farmer View

Arli Platform

A collaborative digital platform that seamlessly connects farmers, extension agents, and scientists, providing personalized views, real-time communication, and data-driven insights and decision-making to enhance crop yields, research, and sustainability.



Extension Agent View



Scientist View



Data driven tools rooted in trust.

Farmer View

Extension Agent View

Scientist View

