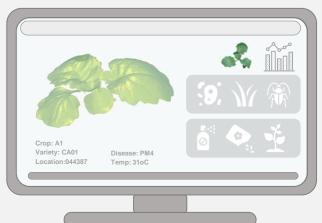


YIELD OPTIMISATION TECHNOLOGY PROVIDING DETAILED CROP STATUS





Opp Value Proposition 70% pesticide reduction

40% reduction in labour

30% yield improvements

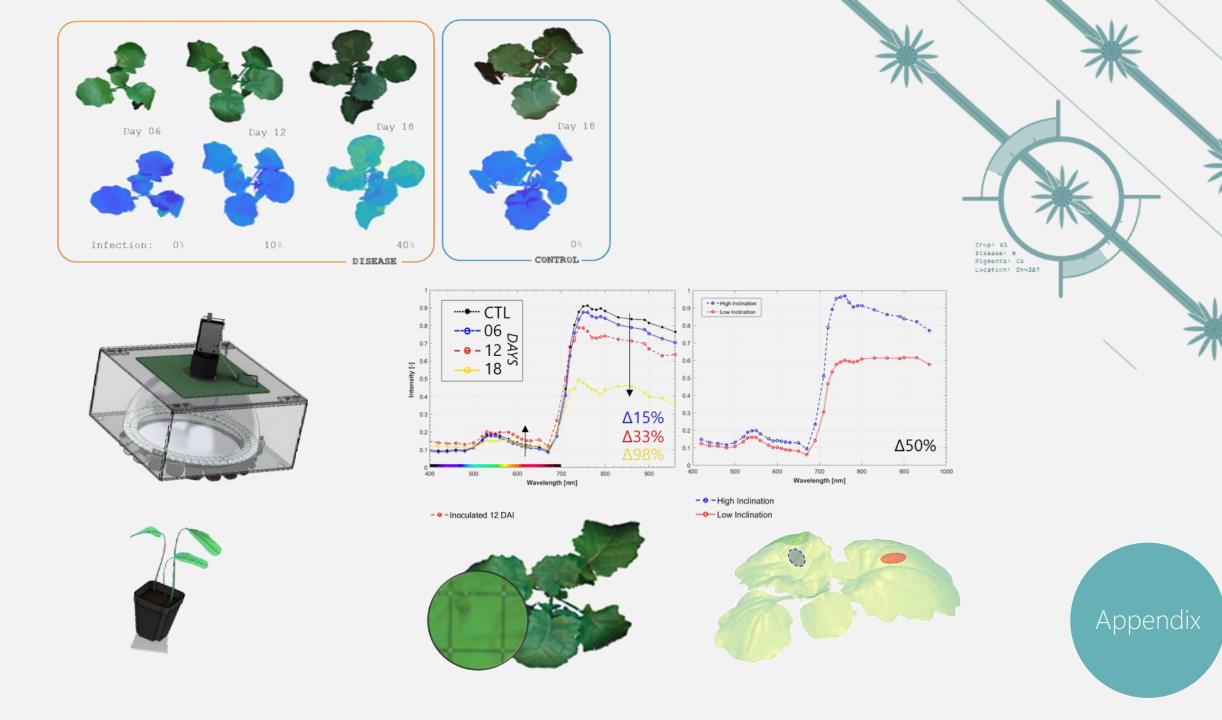
Enhanced brand protection











Inefficiency

Environmental

Regulation

Labour

Safety

New Markets











AGRI-FOOD INDUSTRY HAS GLOBAL CHALLENGES









Wavelengths	40	10	3	5
Nutrients		×	×	
Weeds		×		
Disease		×	×	×
Ripeness			×	×
Action	X			×

Opportui Val Business TracticMa Competition Proposimodel

USP IS CONTAINED WITHIN THE RELIABILITY
AND DETAIL OF INFORMATION



Prof Bruce Grieve
Co-founder
University of Manchester



