

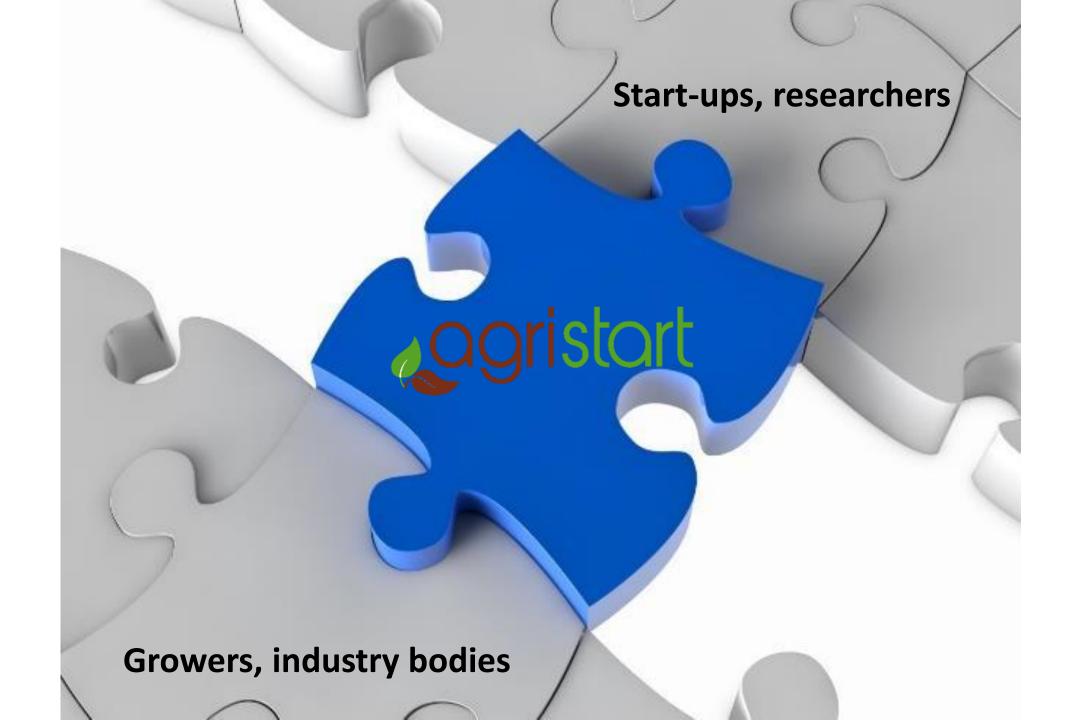


Driving
Innovation and
Collaboration
in AgTech

# Current hype around Agtech...why the buzz???

- 1. Mining downturn
- 2. Food security issues
- 3. Data availability and connectivity improvements
- 4. Value-add opportunities and supply chain efficiencies critical to remain competitive globally







## **ABOUT AGRISTART**



- Investment attraction into potential export businesses
- Knowledge-sector job creation across rural Australia
- Raise profile of Regional Innovation
- Build towards world-class Australian AgTech sector

























### HARVEST ACCELERATORS









Department of **Primary Industries and Regional Development** 























# ACCELERATOR FEATURES

### **HARVEST Agtech Accelerator:**

1 day /week over 3 months in Perth CBD 16 businesses selected in 2018

### **HARVEST @ Muresk:**

Week-long residential intensive 8 businesses selected in September 2018

More than 150 enquiries and 65 applications for the 3 programs



Save the date for the joint showcase event: Thursday 29th November



# ACCELERATOR FEATURES

**Workshops and expert mentoring** on strategic expansion planning, export pathways, branding & digital marketing, tech opportunities, investor readiness, capital raising strategies, pitch and media training

**Field trips & Farmer feedback** at broadacre and intensive ag farms and potential MVP test sites

**Investor introductions** to Angels, Venture Firms and suitable corporates

More than **40** expert guest speakers and mentors contributed to the successful programs



Albany Esperance Manjimup Margaret River Geraldton

More coming in 2019...

**Over 100 attendees** focused on innovating within their business or starting a new venture.









# Other WA Agtech initiatives:

- DPIRD sponsored
   Combine desk
   space
- AgHack
- Oterra/UWA Agtech fund
- Muresk Smart Farm

### **Nationally:**

- SproutX
- Cicada Innovations
- Rocket Seeder
- Spark Labs Cultiv8



# AgTech:

Is it just hype or are there real opportunities ???



# **Drone Deluge?**

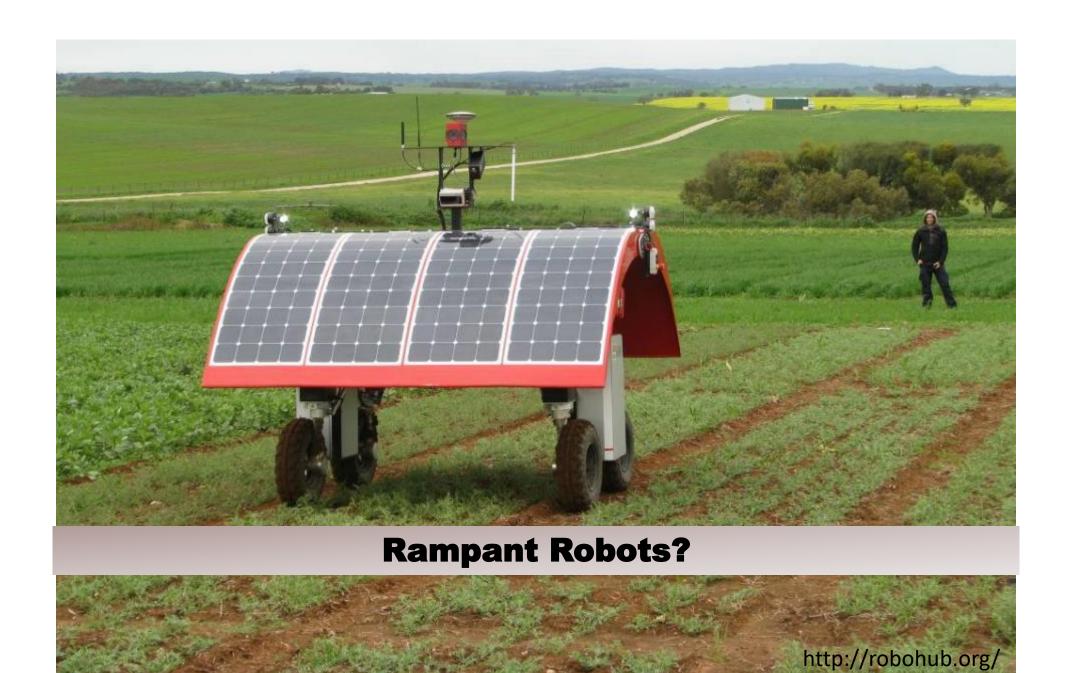


# Hype yes...but real opportunities exist where data linked to business decisions



Airbus has announced it will base its Zephyr solar-powered unmanned aircraft at Wyndham airfield.

Photo: Airbus







As costs come down, implementation will increase quickly















### **Sensible Sensors**

Key factors to consider: Integration of data, user interface, value proposition

### **Practical Precision Agriculture?**





#### Mic Fels @ipaddockapps Apr 21

To every agency that wants to ask why adoption of Precision Ag is so slow. Its because the nerds who develop it think this is acceptable. When will they realise farms don't have an IT department

# **Barrage of Blockchain ???**







# **NEW INDUSTRIES???**





### **Key to Agtech success?**





Start with solving a problem



Education – both ways



Skills development



Business case



Collaboration

Research and tech trials done WITH farmers...

### What makes AGRICULTURE different to other sectors?

# WA convoy delivers much-needed hay to droughtstricken NSW farmers

ABC Central West By Kate Cowling, Tim Fookes and Joanna Woodburn
Updated 17 Aug 2018, 3:14pm





# THANK YOU

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