



# Agri N.E.S.T.

New Equipments and Sustainable Technologies

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[www.agri-nest.com](http://www.agri-nest.com)

# Welcome

The U.S. agricultural market value and volume forecasts for 2018 are expected to reach +1.6% and 3.5% respectively. U.S. agriculture productivity is growing faster than domestic food demand, encouraging U.S. farmers and agricultural firms to rely on export markets to sustain prices and revenues.

Facing the challenges of global warming and the scarcity of natural resources, technology and innovation will play a key role in redefining a new vision for our world. Therefore innovative French AgriTech companies are developing revolutionary ways of growing food based on the latest technologies.

Business France is bringing such innovations into the American market through the accelerator program Agri N.E.S.T. This custom-made program is designed to help bring forth tomorrow's AgriTech solutions, as well as cultivate the connection between American agricultural actors and French know-how in sustainable development.

For the third edition of the program, six promising companies have been carefully selected based on their current projects and business plans. Agri N.E.S.T will be an intensive immersion in Missouri and California to help them better understand the American ecosystem and adapt their solutions to local needs.

Our hope is that their innovative ideas can foster long-term partnerships and pursue the common goal of finding and promoting solutions for a more sustainable agricultural system.

*Special thanks to our partners and sponsors:*

AgFunder  
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La Ferme Digitale  
Roger Royse Law Firm  
SVG Partners  
The Yield Lab  
UC Davis College of Agricultural and Environmental Sciences



Aude Guivarch  
Head of the AgriTech Department  
Business France North America

## Who Are We?



Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the V.I.E. international internship program. Founded on January 1, 2015 through a merger between UBIFRANCE and the Invest in France Agency, Business France has 1,500 employees, both in France and in 70 countries throughout the world, who work with a network of public- and private-sector partners.

\_ [www.businessfrance.fr](http://www.businessfrance.fr)

### THANKS TO OUR EXCLUSIVE SPONSORS



AgrOnov is the pole of innovation in Agroecology. Their main missions are to support the development of early-stage companies in the agriculture sector, to promote the cooperation between start-up, major food business leaders and agronomic research centers and to raise awareness about new technologies & equipment in the AgTech industry. Although located right in the heart of the region Burgundy, AgrOnov's network and partnerships allow it to operational everywhere in France and abroad.

\_ [www.agronov.com](http://www.agronov.com)



Credit Agricole CIB's long-term relationships with US-based customers are based on the bank's capacity to provide competitive and differentiated products. Of note is the bank's particular expertise in cross-border transactions. CA-CIB's competitive edge stems from the bank's ability to provide its wide variety of financing instruments to clients who need cross-border solutions, whether acquisition finance, export and trade or multi-currency bond issues. CA-CIB also offers project finance solutions in advisory, equity and debt.

\_ [www.ca-cib.fr](http://www.ca-cib.fr)

## The Agri N.E.S.T. Program

**Agri N.E.S.T. is the first French Agritech accelerator in North America.** Designed for innovative and sustainable French companies in the agriculture industry, the program offers an intensive immersion in the American ecosystem. The goal is for the companies to better understand the U.S. market to adapt their offering, build a stronger strategy and meet their future partners and clients.

### AGRI N.E.S.T. IS A 5-STEP PROGRAM

**1** In June, 6 promising companies are selected by an expert committee. The selection is made according to their financial resources and their solutions being in line with the market expectations. The program kicks off in Paris during the *Ferme Digitale Days*.

**2** From June to September, the selected startups are coached by their dedicated Business France advisor and working on their pitch and their proposition value to best answer American expectations.

**3** In September, the laureates travel to Saint Louis, MO for an intensive first week of immersion, during which they will meet with major actors and attend the Ag Innovation Showcase.

**4** The following week, the companies travel to San Francisco, where they'll start a second week of immersion, in the startup incubator of HM.Clause at UC Davis. The program involves coaching sessions, informative seminars, visits to local sites, B2B meetings, and a networking event.

**5** In December, our team contacts both the laureates and the companies they met to ensure optimal follow-up and answer any questions. A final report is then issued for all laureates with final recommendations and suggestions for the future.



**Carbon Bee**

agronomic imaging for plant health monitoring

Carbon Bee develops innovative agronomic imaging solutions for plant health monitoring: early disease detection, weed detection, and fruit/vegetable quality control.

These solutions rely on unique imagery technology, combining ultra-compact hyperspectral imagery sensor (AQiT-sensor) and AI analytics (AQiT-map).

Our activities are focused on:

- Technology development: a research team focused on Deep Learning, and an Engineering team on optics, mechatronics and software.
- Agronomic expertise: a hybrid (Ag/Tech) team able to best fit the solution into end users' agronomic practices.

Our commercial activities in 2017: vineyards, vegetable, and other markets.



#### CONTACT

Colin CHABALLIER,  
Business Development, Associate  
+33 621 116 503  
colin.chaballier@carbonbee.fr  
www.aqit-sensor.fr

Est. 2015 / 10 employees

#### EXPORT ACTIVITIES

Clients in Switzerland and Spain

#### REVENUE

\$302,000 in 2016 (\$457,000 estimated for 2017)

5% of which is in export markets

#### MAIN CLIENTS

Cooperatives & producer associations for specialty crops; vineyards, chemical companies and technical institutes, and the French Ministry of Agriculture

#### SOLUTIONS / TECHNOLOGY / PRODUCTS

##### For specialty crops & vineyard companies :

- Tractor or drone-mounted: AQiT sensor and AQiT-map detect early disease symptoms and weeds species. the sensor can also detect grapevine trunk diseases symptoms to help you make better decisions on vineyard management.
- Target disease spots early: less pesticides, better predictability.
- Identify precise weed species to use less herbicide, and know better your soil.
- Use it as a smartphone-based diagnostic tool for quality & freshness assessment on fruit and vegetables.

##### For labs & institutes studying plant pathogens and biodiversity:

- Ultra compact and cost effective hyperspectral imagery, for precise epidemiology studies
- A snapshot-style technology, that you can embed on drone/robot

##### For ag equipment manufacturers (robot, tractor, sprayers) :

- A technology ready to be integrated as a real-time weed or disease detection solution for dynamic spraying control.
- An OEM solution to be integrated in your offer

#### COMPETITIVE EDGE

- A unique **hyperspectral imagery technology** that is the most **ultra compact and lightweight on the market.**
- An exclusive **deep learning** experience to match every customer-specific environment
- Sensors **independent** from drone manufacturers, and easily adaptable.
- **On-site** data processing for results in minutes



FarmLeap is an online network for farmers. Its purpose is to share and compare technical data to improve practices thanks to collective intelligence. Farmers can choose which groups to compare, or compare their farm anonymously.

FarmLeap can also put different farmers in contact with one another if they wish to deepen their practices or discuss a particular topic. The solution is not based on big data or precision farming, but more on sharing knowledge directly between farmers and collective intelligence. The network also allows farmers to save money by comparing equipment and supply prices with other farmers.

Lastly, FarmLeap allows its users to access weather forecasts for a very specific parcel and to enter data, parcel by parcel: products used, actions, dates, collaborators involved... to optimize their management and their results.



#### CONTACT

Anaël BIBARD, President  
+33 676 499 629  
anael@farmleap.com  
www.farmleap.com

#### EXPORT ACTIVITIES

After one year of existence, the company is starting to focus on export markets

#### REVENUE

Year of creation (access to the beta is free of charge)

#### SOLUTIONS / TECHNOLOGY / PRODUCTS

FarmLeap is an exchange community which helps farmers to decide on their own, based on the experience of other farmers. They can contact each other, compare their practices, create groups with benchmark and data visualization, and easily evaluate their performance.

In France, these discussion groups are called CETA, which translates to "Center of exchange for agricultural techniques". Farmers are empowered to become fully aware decision makers in their farms with the help and knowledge of other farmers.

#### COMPETITIVE EDGE

- **Simplicity** of the network, no real competitors in the US
- Part of the #Cofarming community
- **Partnerships** with Ekylibre (a French ERP for farmers) and Cerfrance (accounting services for 60% of French farmers)
- Diversity of the FarmLeap executive team (a consultant specialized in farming, a biological PhD, and a marketing professional).
- **Integration of weather forecast**
- **Parcel management module**





iCownect was born from the shared ambition of farmers and IT professionals to provide dairy and beef farmers with a herd management software application that allows them to manage their livestock, their declarative obligations and collaborate with whomever they want, whether they are looking for farmers, breeders, vets, suppliers, etc.

Distributed as a cloud SaaS application and based on a cloud computing model, iCownect also allows farmers to assess their technical and economic efficiency thanks to a real-time benchmarking system.



#### CONTACT

Régis RUPERT,  
Co-founder and Associate Director  
+33 677 036 590  
regis.rupert@ivache.com  
www.ivache.com

Est. 2013 / 3 employees

#### EXPORT ACTIVITIES

Romania

#### REVENUE

\$100,000, 8% of which is in export markets

#### MAIN CLIENTS

Over 300 customers including one of the 5 largest farms in France (Ferme de Bissy). Our 300+ customers are dairy farmers (80%) or beef cattle owners (20%). All advisers, suppliers and contractors dealing with these farmers can also collaborate through iCownect.

#### SOLUTIONS / TECHNOLOGY / PRODUCTS

The iCownect SaaS application is a collaborative, herd management platform. The comprehensive features allow farmers to enter data and organize it however they want for each animal or lot. Schedules, health, genetics, performances, dairy forecast, feed, rations, goals... The app also offers the possibility to produce reports and compare to other farms while allowing select data to be available to partners.

For the US market, specific modules will be added to increase the integration of the economics module, collect online market data for better decision support, and focus on traceability and sustainability.

#### COMPETITIVE EDGE

- **Technical:** the app architecture and its SaaS model allow farmers to enter and follow data in real-time and to create benchmarks.
- **Accurate and complete management system** with a comprehensive set of features that allow an accurate technical and economic monitoring of the farm.
- **Ergonomy:** iCownect is perceived by its users as a modern, pleasant, ergonomic and user-friendly software.



MetaBox

Metagritech

ion sensors for precision agriculture

Ion concentrations determine the growth and maturation rate of flowers, tomatoes, salads and other vegetables. Precision cultures such as hydroponics, aquaponics and fish farming face a challenge: until today, no tool has allowed farmers to follow precisely the growth of their production.

We have developed ion sensors for all precision cultures.

Ion concentration directly influences crop yields by limiting the quantity of fertilizers or nutrients needed for their growth. Our vision is to offer real-time measurements in order to optimize fertilizer and water use in order to reduce producers and farmers work while minimizing their impact on the environment.



#### CONTACT

Miranda DELMOTTE, CEO  
+33 626 247 916  
md@metagritech.com  
www.metagritech.com

Est. 2017 / 3 employees

#### REVENUE

The company was founded in 2017  
2017 projected revenue: \$100,000

#### MAIN CLIENTS

As a young company, Metagritech is working with early adopters in each French submarket.

#### SOLUTIONS / TECHNOLOGY / PRODUCTS

Metagritech develops and sells Plug and Play measurement solutions for AgTech markets specially in Farming, Fish and Food.

- **MetaBox** is the first plug-and-play measurement platform in AgTech with web services. It is user friendly, brings the quality of the laboratory on the field at the source, easy to use and at "the right time" in "the right place". We cover in a "one-stop-shop" all key cultivation parameters such as Phosphate for NPK and also physical parameters like conductivity, temperature and RedOX.
- Coming up: a **product dedicated to soil with a water collector designed to collect data directly from the soil in the field**. Its major advantage: water collection is made in the soil without any need for human interaction

#### COMPETITIVE EDGE

**Automated measurements in situ**

**User-friendly:** one measure for 12 key parameters measured

**Measurement quality:** precision, real-time, anti-interference and auto-calibration

**Large catalogue of 12 sensors** to measure the concentration of all sorts of substances, including Phosphate

**Possible continuous measurement**

#### CERTIFICATION & AWARDS

Offices in Station F, the world's biggest startup campus (Founders Program)

Genopole, French leading biocluster in France

Other labels and awards are in progress.



**Obione**  
cattle products, training & apps for vets & breeders

Obione's activities rely on four pillars: field support, research, training, and innovation. Obione offers high value-added innovations for farmers, veterinarians and companies in the agricultural and agri-food sector.

The company has just completed its first fundraising event for a total amount of €1,000,000. This fundraising will allow the company to enter the medicine and veterinary pharmacy market.

With a team of veterinarians and engineers, Obione is committed to developing, discovering and popularizing scientific innovations, zootechnical tools and IT solutions to enable its customers, veterinarians and farmers to develop their skills, and ensure the best performance.



#### CONTACT

Lionel REISDORFFER,  
Co-founder, DVM and President  
+33 373 720 450  
lr@obione.fr  
www.obione.fr

*Est. 2008 - 23 employees & advisors*

#### EXPORT ACTIVITIES

Belgium, Poland, Denmark, Germany, Turkey, Japan, Spain, Italy and Ireland

#### REVENUE

\$5 million, 18% of which is in export markets

#### MAIN CLIENTS

Vets in France and Belgium; veterinary supply companies in other countries; Virginia Tech is also currently testing the app.

#### SOLUTIONS / TECHNOLOGY / PRODUCTS

Obione offers a suite of complementary solutions:

**Tools & apps:** a range of software solutions dedicated to breeders and vets to solve problems in the herd, from comfort and nutrition to hydration, colostrum, milk production... 1 app translated, 5 in the process.

**Products:** complementary feeding stuffs and hygiene products which complement drug treatment for animal comfort and management strategies. boluses and products for calves are our top products for cattle.

**Training:** Happy cows lead to Happy farmers and Happy consumers. Our Happy approach is made for vets, farmers and the dairy sector.

#### COMPETITIVE EDGE

Large product range of solutions tailor-made for vets.

Very innovative tools and products for vets and farmers

A healthy alternative to drug treatment of animals leading to improved management strategies

#### CERTIFICATION & AWARDS

Awarded the Challenge PME - Strategy in 2013, the company received an "InnoSpace" in 2013 for Cow Notes and a "Gold INE" in 2015 for its Happy Farmers, Happy Cows, Happy Vetos. Named in the Startup Category of the Year in 2015 and ranked 47th in the 2015 French Start Up Express national rankings





Sencrop empowers ALL farmers to make the right decisions at the right time to improve their yields.

Thanks to low-power, long-range networks, and affordable, connected sensors, in-field data streams continuously into the Sencrop cloud platform, allowing farmers to:

- view the current conditions of their fields in real time
- make better agronomic decisions thanks to ultra-localized weather information
- connect to partner services to add value to data
- access or push alerts and decision-making tools
- have more interaction with partners based on streaming data

The company also allows agri-partners (distributors, chemical companies, technical centers, etc.) to spread their services with ultra-localized information, and develop a closer relationship with farmers.



#### CONTACT

Michael BRUNIAUX, Co-founder  
+33 625 190 493  
michael@sencrop.com  
www.sencrop.com

*Est. 2016 - 14 employees*

#### EXPORT ACTIVITIES

Sencrop has already sold its solution in the UK, Belgium, the Netherlands, Ireland, Spain and Portugal.

Sencrop is currently starting export sales in some of these countries.

#### REVENUE

\$685,000 in 2016 - \$1.14 million projected 2017 revenue, 5% of which is in export markets

#### MAIN CLIENTS

- Hundreds of vineyard farmers (direct sales).
- Major French grain cooperatives and merchants (Axereal, Soufflet, Uneal)
- Main agro-industrial groups (Mc Cain, Bonduelle, Tereos, Roquette)
- Seed companies (Florimond Desprez, Semences de France (Invivo group), DeKalb (Monsanto) and Deleplanque)

#### SOLUTIONS / TECHNOLOGY / PRODUCTS

Sencrop is a collaborative platform enabling any farmer to share ag-weather data/observation with their ag-experts, partners or neighbors. Sencrop is compatible with all agronomic decision support tools and disease models: data integration to cooperatives/merchants agronomic models (disease prediction, pest management, stage of plant growth, etc.). Sencrop doesn't bring complex agronomic models to the market, but spreads data to third-parties (chemical companies, cooperatives, agro-industry, etc.) and puts them in contact with farmers.

#### COMPETITIVE EDGE

- **Very attractive pricing** (5-to-1 compared to traditionnal ag-weather stations)
- **Simple device and reliable data.**
- **Low-power, large area** network
- Growing, emerging technology with global potential
- **Technical product cloud/web app:** big players aren't web-native companies: Sencrop brings start-up quality and technology to farming.

[illegible][illegible]



[www.agri-nest.com](http://www.agri-nest.com)

## Contact

### **Bastien ADOLPHE**

Senior Trade Advisor - AgTech  
Business France North America  
+1 (415) 568-4567  
[bastien.adolphe@businessfrance.fr](mailto:bastien.adolphe@businessfrance.fr)

**Business France is the national agency supporting the international development of the French economy,** responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

For further information, please visit: [www.businessfrance.fr](http://www.businessfrance.fr)

