Case Study: Major Tomato Seedling Company & Fermata

Revolutionizing Brazilian Tomato Seedling Production with Fermata's AI Technology

The Client

The client is a leading greenhouse company specializing in the cultivation of high-quality tomato seedlings in Goiania, Brazil. The company employs state-of-the-art agricultural technologies, including hydroponic growing systems, advanced climate control, and integrated pest management, to optimize tomato production. The client is responsible for 30-40% of the tomato seedling market in Brazil.

The Startup

Fermata is an AgriTech startup focusing on providing advanced solutions for disease and pest monitoring and management. Their main product, Croptimus, leverages artificial intelligence, machine learning, and computer vision to offer real-time insights and predictive analytics to farmers. This technology helps in identifying plant diseases, pest infestations, and nutrient deficiencies at an early stage, thereby enabling farmers to take proactive measures to protect their crops, optimize yields, and enhance the efficiency and productivity of agricultural operations.

Introduction

Fermata, a pioneer in AI-driven crop monitoring and management technology, sought to penetrate the Brazilian market. The optimal entry point identified was through tomato seedlings, a critical segment in Brazil's vast agricultural sector.

Strategic Pilot Deployment

We initiated a strategic pilot project with the client, a prominent player in the Brazilian tomato seedling market. The pilot was bolstered by the involvement of Cargill and Heinz, the two largest tomato growers

in Brazil. We managed all aspects of importation, regulatory compliance, and technical requirements, ensuring a smooth and efficient installation of the pilot project.

Customized Client Support and Iteration

Our approach included providing bespoke client support and leveraging client feedback to tailor and enhance Fermata's technology specifically for the Brazilian market. This rapid iteration process, customized for their unique operations, led to a highly successful pilot and the subsequent commercial agreement with the client.

Expanding Market Presence

Building on the success of the initial pilot, we expanded our efforts to:

- Market development:
  - Three additional pilot projects, with commercial agreements following successful pilots.
  - Two additional commodity products, one of them being forestry.
- Product development: We further developed Fermata's product to adapt to two other scenarios/applications: irrigation bars and tractors, broadening its applicability.

Transformative Impact

Fermata's solution has revolutionized the management and monitoring of tomato seedling production at the client's greenhouses. By integrating Fermata's technology, the client now benefits from real-time insights and predictive analytics. This advanced system enables the client to detect plant diseases, pest infestations, and nutrient deficiencies at an early stage, allowing for proactive measures to protect crops and optimize yields.

Conclusion/Outcome

The strategic partnership between Fermata and the client showcases a successful model of market entry and technology adaptation. Through Innovatech Brazil’s tailored work and continuous improvement, Fermata successfully entered and expanded into the Brazilian market, establishing a strong market presence and significant traction in a variety of crops and commodities. We are continuously working with Fermata, growing their business in the Brazilian market.

Case Study: Major Brazilian Agribusiness company & Tevel

Revolutionizing Brazilian Fruit Picking with Tevel's AI Technology

The Client

One of the largest players in the Brazilian agribusiness sector, specializing in over 10 commodities, the company significantly contributes to Brazil's agricultural exports.

The Startup

Tevel is an innovative AgriTech company revolutionizing fruit harvesting with its autonomous flying robots. Utilizing advanced AI and computer vision, Tevel's drones can identify, pick, and handle fruit with precision, significantly increasing efficiency and reducing labor costs. These robots work continuously, ensuring optimal harvest timing and quality. Tevel's technology addresses critical challenges in agriculture, such as labor shortages and the need for sustainable practices, making it a game-changer for farmers. By integrating into existing operations, Tevel enhances productivity and profitability in the fruit industry.

Introduction

Tevel, a pioneer in AI-driven fruit harvesting technology, wanted to develop their solution for Brazil's orange-picking market. To achieve this, Innovatech Brazil stepped up to the challenge.

Strategic NRE

We successfully secured a strategic multi million USD NRE with a prominent Brazilian company for the development and implementation of Tevel’s cutting-edge technology for orange picking. We managed the project in a 360-degree way.

Explanation of Added Value and Potential

Our approach included creating a strong financial and business case, with ROI and added value that we were able to showcase to the Brazilian client. Along with visits to the client's sites and operations, we presented the case to the client and executive board. We managed the negotiation stage and were able to successfully show the client that Tevel's technology was a game changer for their operations and would be a competitive advantage in the medium to long term for them.

Expanding Market Presence

Building on the success of the NRE, we expanded our efforts to:

- Market development: For apple picking, we collaborated with the three largest apple growers in Brazil.
- Product development: We further developed Tevel's product to be adaptable to other Brazilian orchards and growers scenarios/applications, broadening its applicability.
- Local manufacturing: We outsourced the production of Tevel's robot platform to Brazil.

Transformative Impact

Tevel's solution has revolutionized the way fruits are harvested in Brazil. By integrating Tevel's autonomous flying robots, the client can now benefit from precise fruit harvesting and is able to automate labor-intensive tasks, reducing costs and increasing efficiency. Tevel's technology addresses a critical agricultural challenge: labor shortages, making it a game-changer for farmers.

Conclusion/Outcome

The strategic partnership between Tevel and the client showcases the type of work that Innovatech Brazil is able to do. We worked not only on the sales part, but also on raising strategic capital, establishing strong partnerships, product and market development, as well as establishing local manufacturing. Our work with Tevel is ongoing, growing their business in many fronts and verticals, and establishing a strong LATAM hub for them.

Case Study: Targan & Brazilian Manufacturer

Optimizing Industrial Automation for Targan with Brazilian Manufacturing

The Client

TARGAN utilizes cutting-edge technology to reshape animal health and protein production through innovative engineering in the poultry and livestock industry. They leverage cutting-edge technology, including AI, robotics, and machine learning, to optimize animal health monitoring and management. Their two innovative systems, Feather Sex identification System and the Advanced Poultry Vaccine Delivery System, are never-seen technologies in the livestock industry.

The Problem

Targan, already servicing Brazilian clients, needed to localize its production and manufacturing processes to better meet Brazilian market demands. We reviewed Targan’s product and took on the challenge of producing and manufacturing their complex technology in Brazil. We had to identify suitable Brazilian manufacturing companies capable of handling a project of this size and complexity, ensuring all technical and technological requirements were met.

Strategic Production Analysis

Our team managed the entire process, from blueprint analysis to coordinating the transition of manufacturing operations. This collaboration was designed to optimize production processes, ensuring the delivery of high-quality automation systems to meet market demand. We meticulously managed all logistics, regulatory compliance, and technical aspects, ensuring a smooth and efficient transition.

Customized Client Support and Iteration

Our approach included providing bespoke client support and leveraging client feedback to tailor and enhance Targan's technology for the Brazilian market. This rapid iteration process, customized for the

manufacturer's capabilities, led to a highly successful production run and subsequent commercial agreements.

Transformative Impact

By producing and manufacturing their products and technology in Brazil, Targan was able to achieve significant operational efficiencies. Local production reduced costs by leveraging lower labor and transportation expenses. Additionally, it optimized their supply chain by shortening lead times and reducing dependency on international shipments. This strategic move not only lowered overall expenses but also enhanced their ability to respond swiftly to market demands and improve customer satisfaction through faster delivery and better service.

Conclusion/Outcome

The strategic partnership between Targan and the Brazilian manufacturer showcases a successful model of outsourced production and technology adaptation. Through tailored support and continuous improvement, Targan's technology has set a new standard in the Brazilian industrial sector, paving the way for broader advancements in manufacturing and automation. We successfully outsourced Targan's production to a reputable Brazilian manufacturer, ensuring high-quality output and efficient operations.