



Sustainable Precision Agriculture  
Research and Knowledge for Learning  
how to be an agri-Entrepreneur

PORTUGAL

AGROINSIDER

BUSINESS MODEL CANVAS  
in the field of SUSTAINABLE  
PRECISION AGRICULTURE

STUDY CASES COLLECTION



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INFO COMPANY

**AGROINSIDER**

**Address:** Rua Circular Norte, Edifício NERE Sala 12.10, 7005 - 841 Évora

**Founding date:** 2015

**Extension:** Not applicable

**Crops:** Not applicable

**Number of employees:** 9 permanents and 1 temporary

**Contact**

Name: Mário Luís

Telephone: mob

Email: info@agroinsider.com

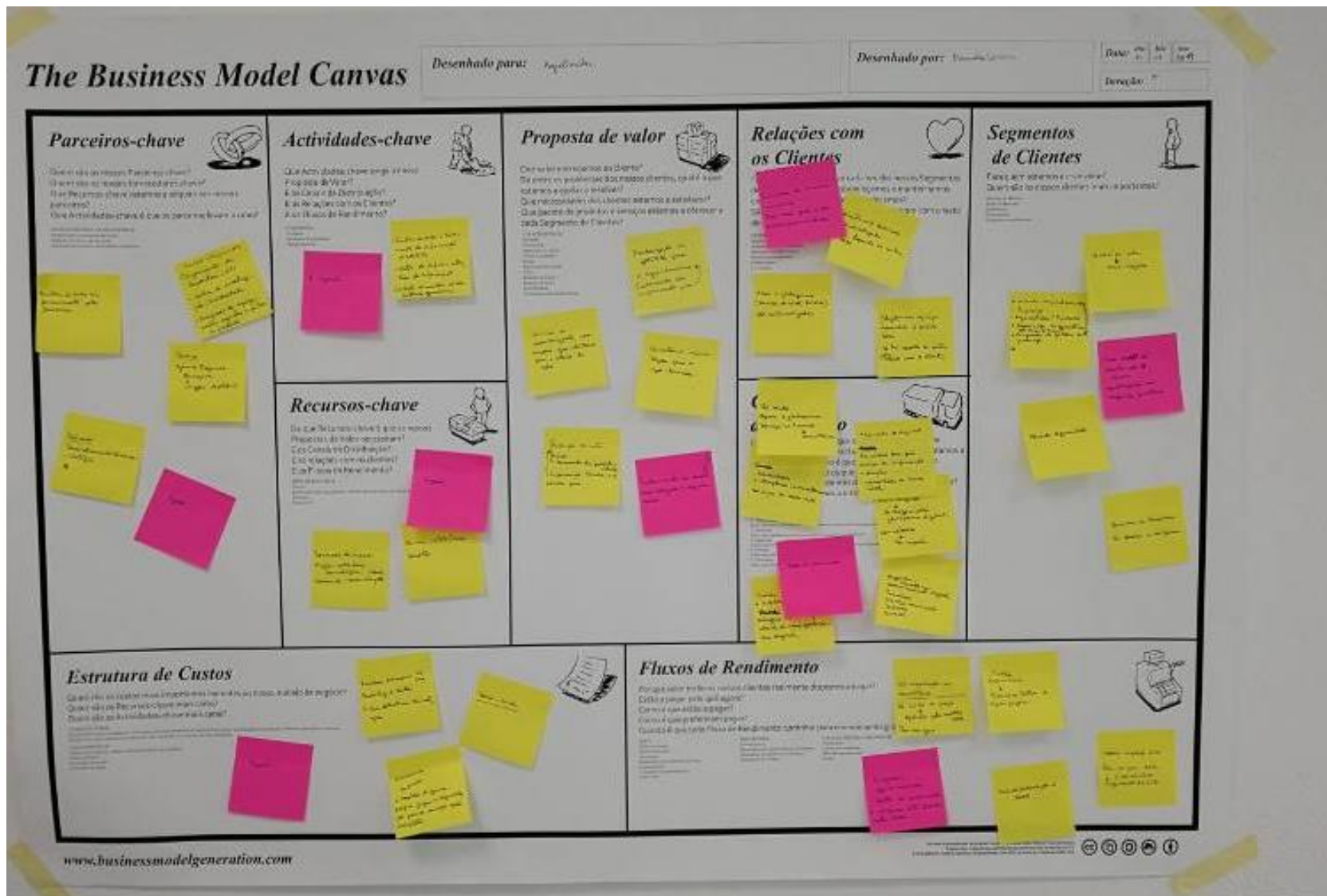
WebSite: agroinsider.com

Social:

**Date of the interview:** 14 January 2019

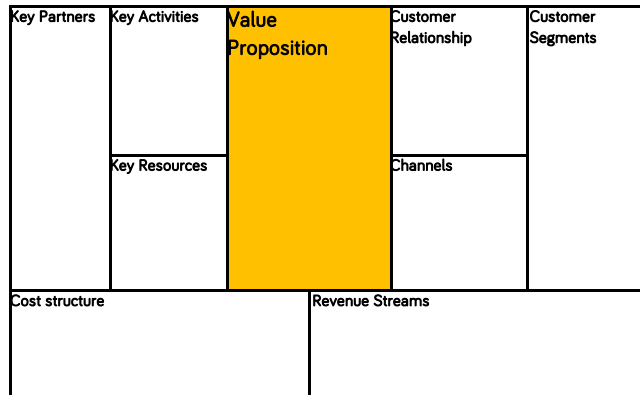
**Name of the interviewed person (specifying his/her role in the company):** Mário Luís, Business Manager

**Name of the interviewer:** Manuela Correia



## BMC – report

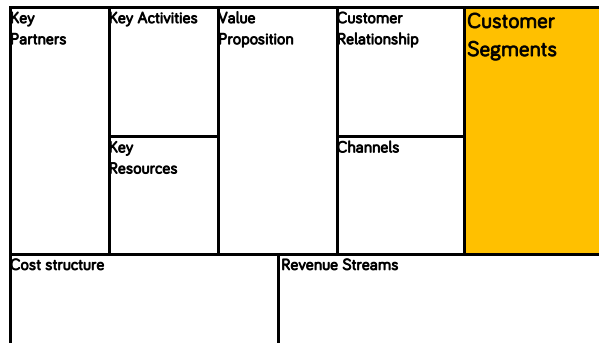
### Value Proposition



- Soil monitoring services with geo-electrical sensors.
- Analysis of satellite imagery to provide information for agri-business.
- Production of technical and economic information.
- Specialized agri-business consulting.
- Segmented and specialized data processing.

The information produced is adapted for each customer, because it is specific for an area or farm. This service reduces the cost, lowers the risk and increases productivity.

### Customer Segments

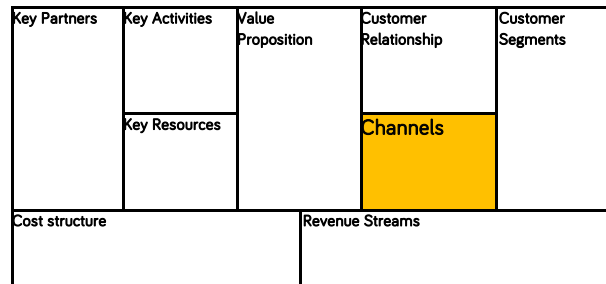


- Small private farmers.
- Big companies and/or Producers Organizations.
- Raw materials companies

It is a segmented market and clients can have different levels of information access. It is a business to business service (B2B). Services can be specific for some crops. The company establishes a chain of value for agri-business.



## Distribution Channels

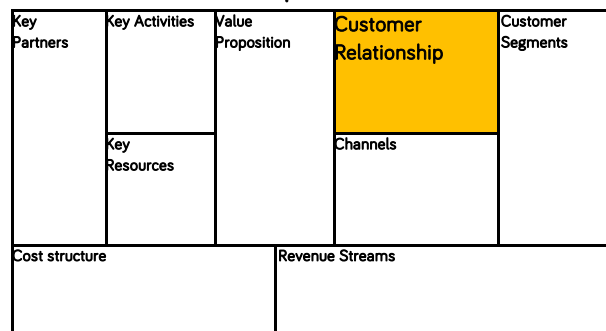


- Delivery of monitoring services goes through a digital platform.
- Consulting is delivered by reports.
- SaaS is used as a digital model and the service is rented through a digital platform.

Digital distribution channels are more efficient and work very well for basic information services. For more complex needs, as consulting services, AgrolInsider gives support to the digital platform and they have people in the field.

They find new clients using digital communication, marketing strategies, partners, the AgrolInsider commercial team and through publicity in events.

## Customer Relationship



- Services can be personal depending on the type of contract.
- Maintaining customer relationship is very expensive, because it requires a commercial team on the field.
- The model only exists if there is a good quality relationship with the customer.
- The access to the data platform is automated for the basic service

Clients are as hard to get as they are to keep.

Regarding PA, the customer relationship is more close

## Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- The SaaS as a fixed price, a subscription fee.
- SaaS model has different levels of access and different prices according.
- For consulting, the price is subject to some bargaining.
- On peer-to-peer or B2B there is a direct negotiation, so the price is dynamic.

AgroInsider uses a Freemium Model, where customers only pay for the service after a free trial.

## Key Activities

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Analysis and processing of satellite imagery and IoT sensors.
- Data centre management.
- Field sampling.
- Modelling for agri-consulting.

### Key Resources

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Human resources.
- Technological infra-structure.
- Cloud.
- Communication channels.
- Intellectual resources which are secret.

### Key Partners

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Producers Organizations.
- Universities and Investigation Centres.
- Equipment, machinery and production factors companies.
- European Space Agency (ESA) for satellite imagery

Partnerships are established to collect data or to promote the data availability. What drives a partnership is technical and scientific development

### Cost Structure

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Around 90% of fixed costs are for human resources.
- Sales' and Marketing are another important part of company costs.
- Technological infra-structure is another main cost

The business is more value-driven.

They have economies of scale and of scope because services are segmented.

## IMPACT ANALYSIS

