SPARKLE

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

SPAIN

AAMS IBERICA, S.L.

BUSINESS MODEL CANVAS in the field of SUSTAINABLE PRECISION AGRICULTURE

STUDY CASES COLLECTION

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INFO COMPANY

AAMS IBERICA, S.L.

Address: Calle Goleta, 22. Apdo. de correos 135, 28680, San Martín de Valdeiglesias (Madrid)

Founding date: 2004

Extension: (not applicable)

Crops: (Farm technologies vendor)

Number of employees: 3

Contact

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Date of the interview: 11/01/2019
Name of the interviewed person (specifying his/her role in the company):
Carlos Escribano Villa, founder
Name of the interviewer: Constantino Valero, Miguel Garrido Izard, Anne Krus

INFO PA INTRODUCED

What kind of PA innovation was introduced in the company?

They sell precision agriculture equipment to farmers across Spain and Portugal.

When? Since its founding in 2004

Why? What was the motivation / problem to solve?

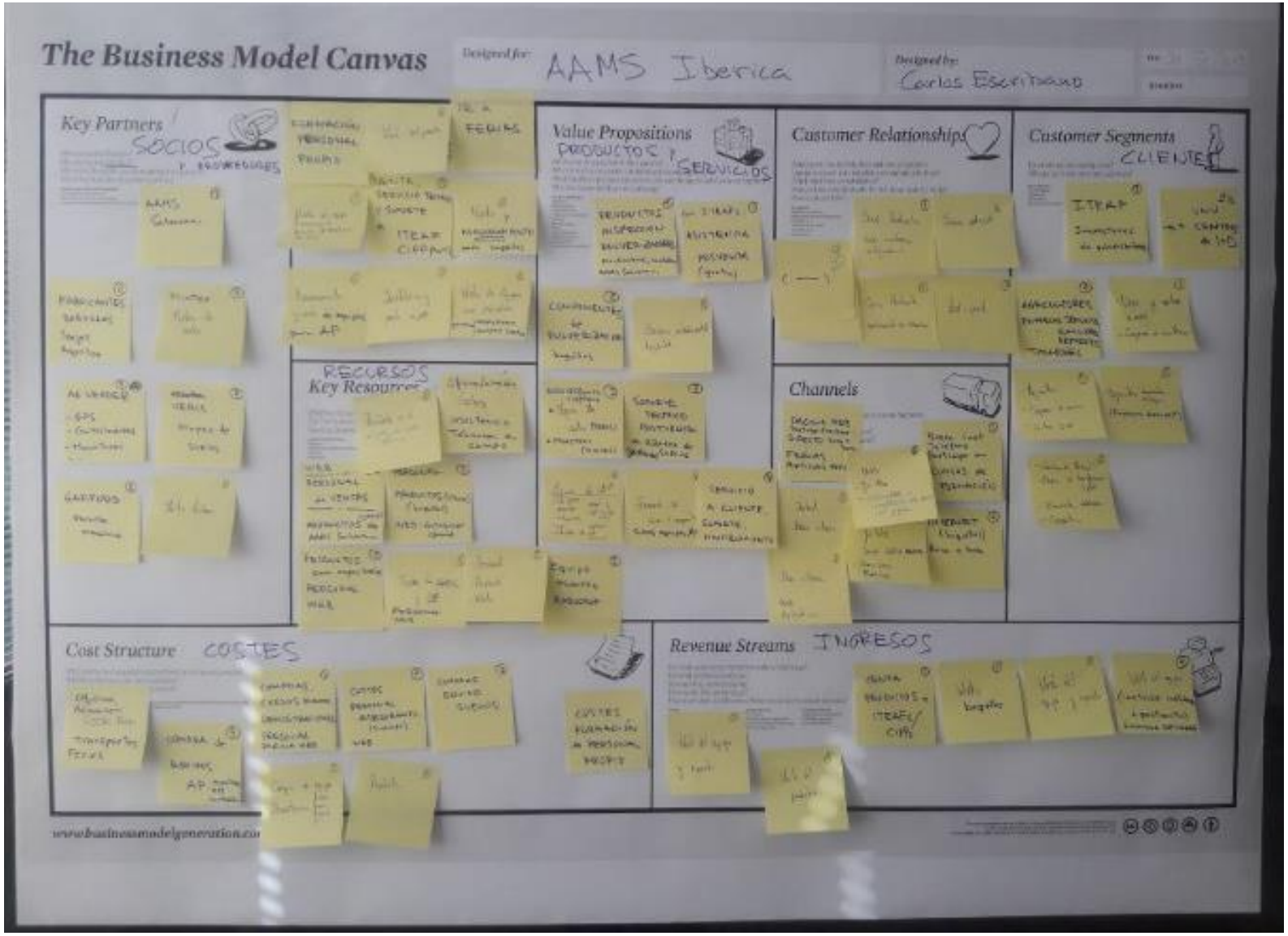
Farmers working with older machinery can and should also be able to benefit from modern solutions.

How did you learn about these new technological solutions?

The owner studied agricultural engineering and did PhD thesis on yield monitors. He was the first researcher in applying these technologies in Spain. Later he decided to move to the business, by founding his own company and establishing alliances with manufacturers of PA equipment.

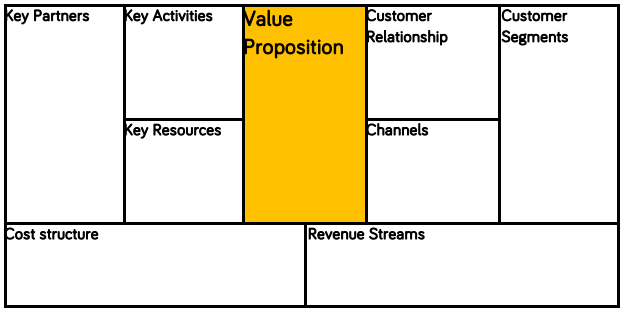
Have you been supported / assisted / trained by someone?

The owner has studied these technologies since their development in the 1990s.


The Business Model Canvas
Designed for:
AAMS Iberica
Designed by:
Carlos Escritano
Key Partners
SOCIOS
Value Propositions
PRODUCTOS Y SERVICIOS
Customer Relationships
Customer Segments
CLIENTES
RECURSOS
Key Resources
Channels
Cost Structure
COSTES
Revenue Streams
INGRESOS
www.businessmodelgeneration.com

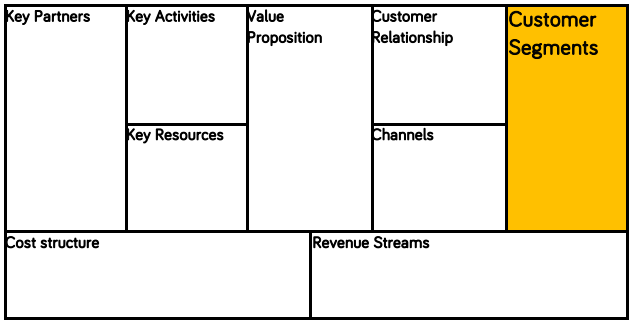
BMC - report

Value Proposition



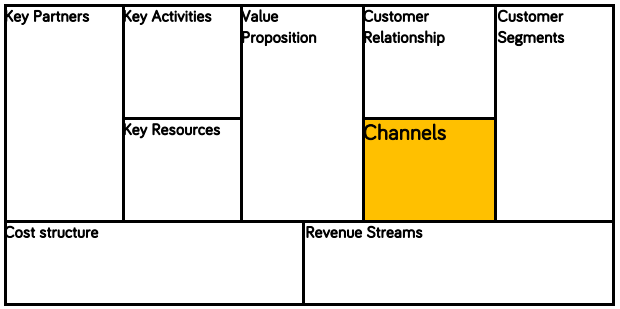
- Precision Agriculture equipment
- Inspection and maintenance of equipment
- Spraying systems
- Spare parts
- Installation services
- Farming consultancy
- Software licenses
- Classes on software usage

Customer Segments



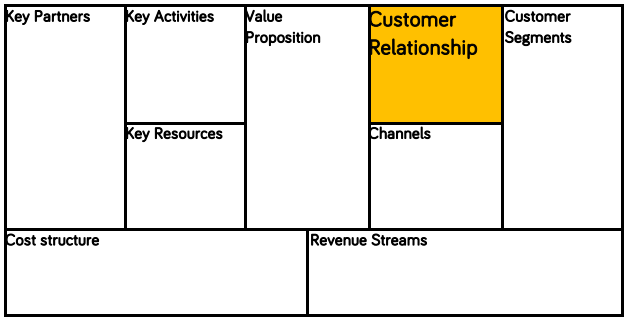
- "Inspección Técnica de Equipos de Aplicación de Productos Fitosanitarios" (ITEAF in Spain), the Spanish official inspection agencies for sprayers
- The Portuguese national inspection agency (CIPP in Portugal)
- Universities and R&D centres
- Farmers
- Consulting agencies
- Coops
- Service companies, supply companies, spare part distributors

Distribution Channels



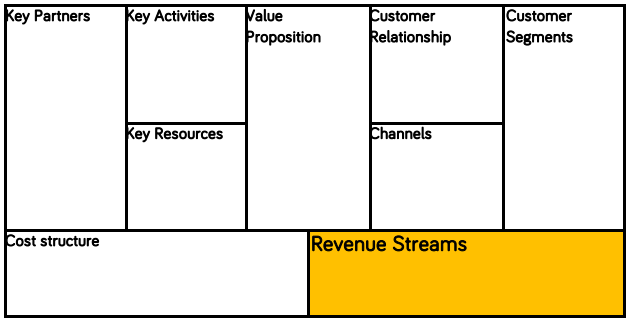
- Website, facebook, youtube
- Word of mouth
- Presence at fairs
- Articles in magazines
- Demonstration days
- Training courses

Customer Relationship



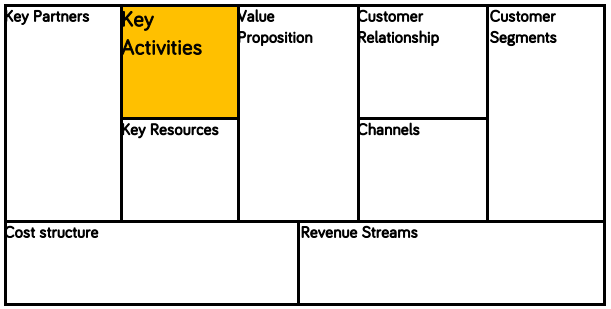
- After-sales service

Revenue Streams



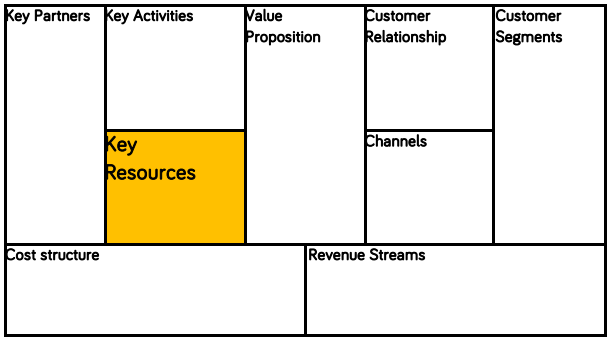
- Sale of equipment
- Sale of spare parts
- Sale of software licences

Key Activities



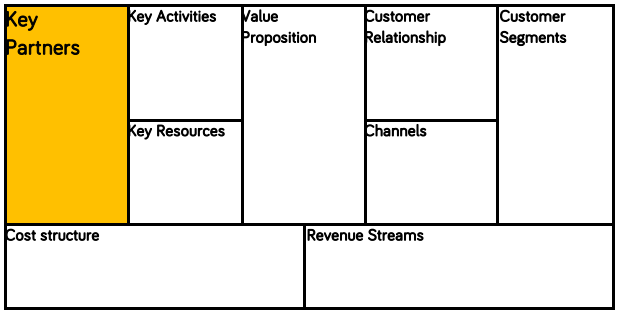
- Being present at agricultural fairs
- Training personnel
- The selling of the various products
- Demo days
- Provide technical assistance (phone, email, and in person)
- Sell accessories
- Installation of sold equipment
- Sell software licences along with some of the products

Key Resources



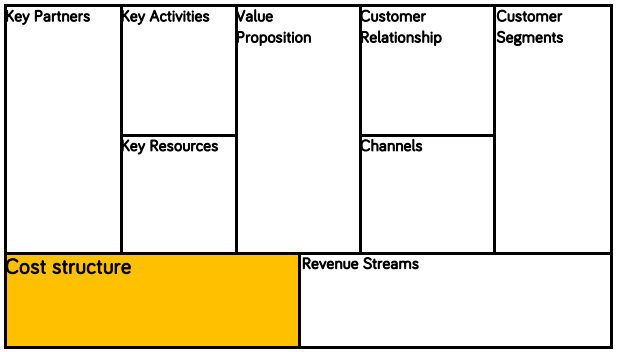
- Sales people, technical assistance people for site-visits
- Being listed as official distributors on products' websites
- Products of the various manufacturers for selling (in stock)
- Office building, warehouse
- Cars for site visits / field visits
- Booth / stand for fairs

Key Partners



- AAMS Salvarani, Belgium
- Nozzle manufacturers
- Soil sample kit manufacturers
- AG Leader, manufacturer of GPS systems, monitors, software, etc.
- VERIS soil mapping software
- Garford smart mechanical weeders (robocrop)
- Martin Lishman smart sprayer systems

Cost Structure



- Office building costs, warehouse costs
- Cars for technician and to attend fairs
- Buying the products that ought to be in stock
- Giving demonstrations
- Personnel costs, training costs
- Website hosting and updating costs
- Giving courses to inspection agencies and in universities

IMPACT ANALYSIS

Barriers:

- Difficult to find good personnel and keep it.
- High Overhead costs for office spaces and warehousing and company car.
- In Southern Europe, the consultancy that could connect PA and farmers, are missing
- According to their estimations 80-90% of the farmers in Spain still work with purely mechanical machinery, making it impossible to upgrade it to PA.

Drivers

Modernisation

- Benefits of new technologies will help the farmers, maybe more than they realise
- Modernise Spanish farming practices

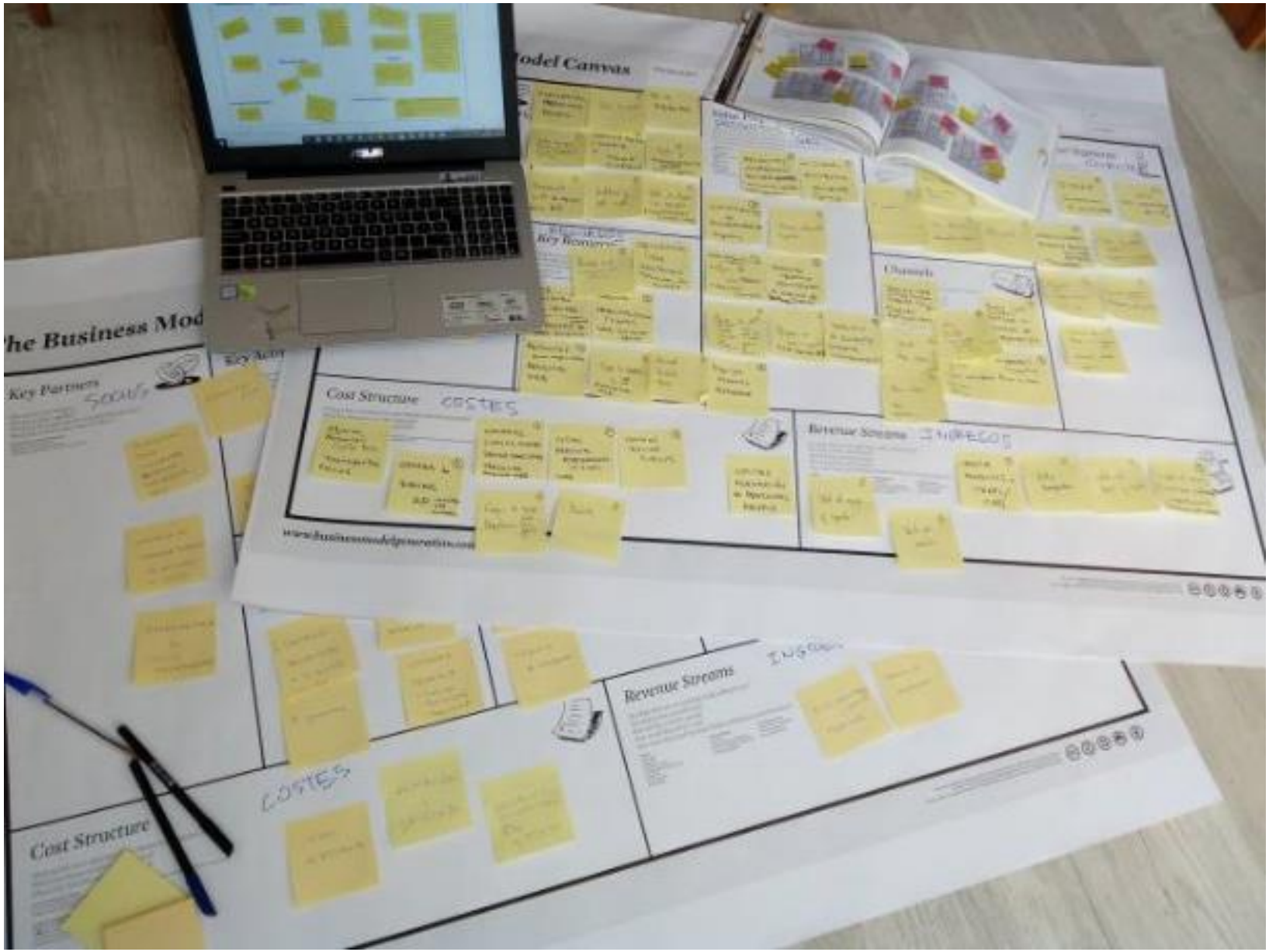
Sustainable Precision Agriculture

Benefit

Impact

Happy farmers!

- Farmers tend to be very happy with the technology, and come back on their own
- They see the benefit in terms of ease of usage and reduction in costs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