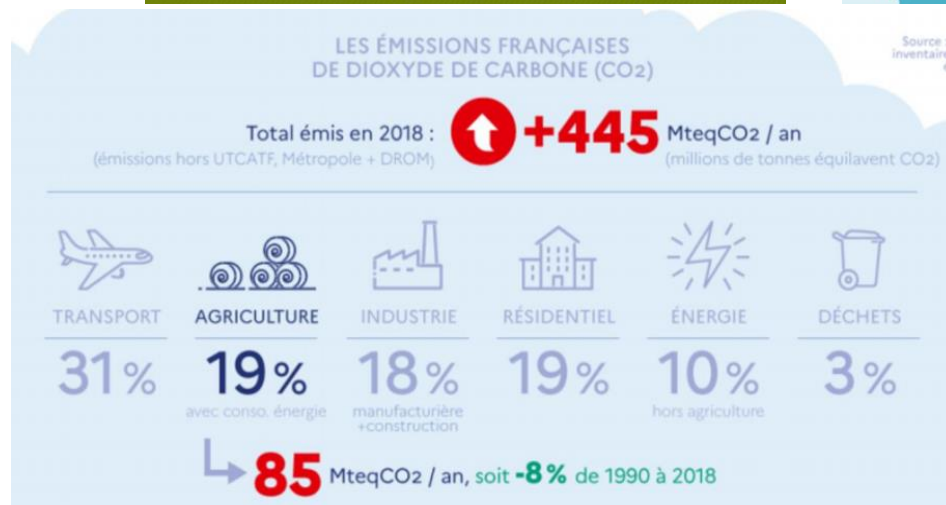
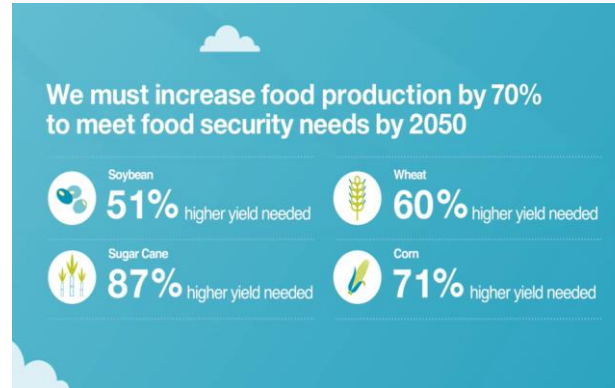




**MyEasy**  
**Farm**  
**AgTech**

**Enable Precision and Carbon Farming**

# Agriculture Challenges in 2022



- Feeding the Planet: Increasing Yields
- Reducing the environmental footprint
  - Agriculture 20% of total GhG emissions but also a huge natural Carbon sink
  - Phyto-products usage



NPK

Traceability

Reducing inputs

Changing practices

36.2  
°C

Humidity

pH



MyEasy  
Farm



Offers a unique and collaborative platform  
to aggregate multi-source siloed AgData,  
exchange and analyse them



Fields, Ag machines, employees management  
Tasks management  
Precision Farming : the right amount of products at the right  
place and the right moment  
Real-time tracking  
Ag Data analysis

LE BOIS

LES LOTISSEMENTS

LA BOUDINOISE

LE LONG DE MEUSE

LE PICARD

LA FERME

LE DESSOUS DE FERME

LE FOSSE

LE STADE

BETOMPRES

LA GRANDE PIÈCE



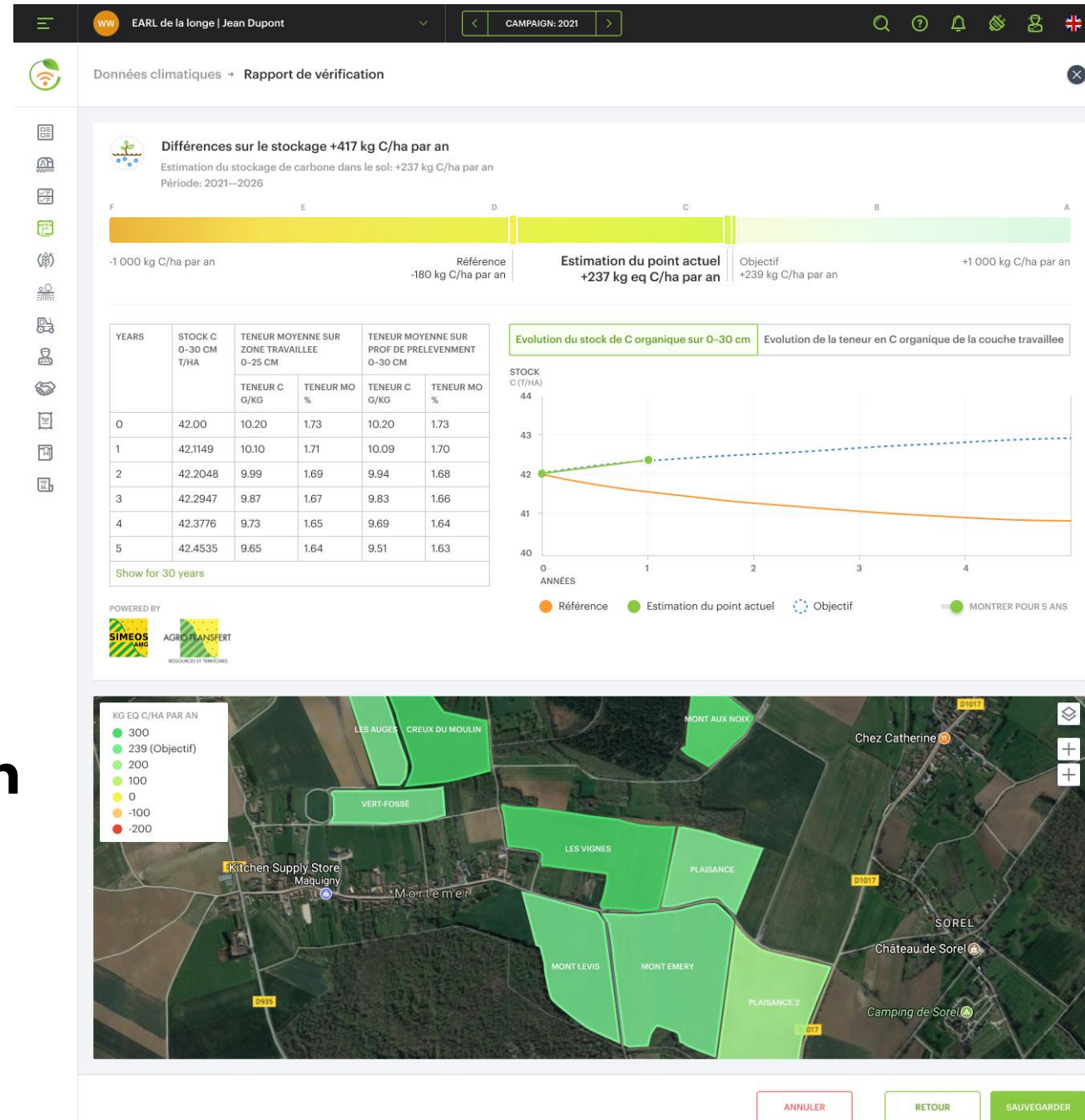


# Innovation : Precision Farming data applied to Carbon Farming

## For Soil Carbon sequestration & CO2 emissions

## Diagnostics / Calculate / Monitor / Sell Carbon Credits

1st **LABEL BAS CARBONE** certified solution

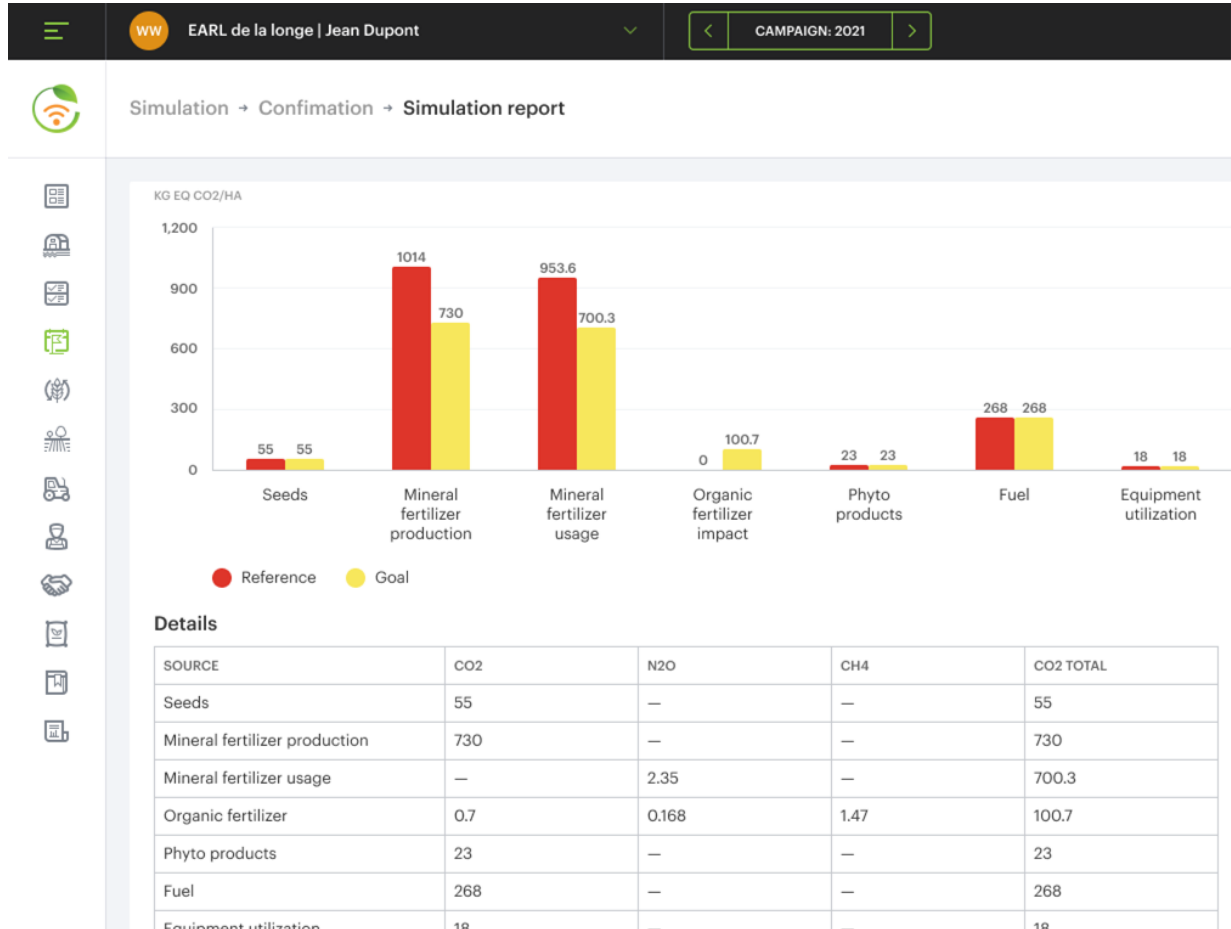




- A perfect tool to monitor Scope 3 of Agrofood industrial Carbon reports



- Sell Carbon credits
- 2023 European Low Carbon Label perspective



# Precision / Carbon Farming : a booming Market



- France : 100,000 farms > 100 ha
- Annual european market valued at 300 M€



- France annual market : 18 MTCO<sub>2</sub>eq, ie 900 M€
- Europe : 98 Million hectares ie 4,5 B€

# KPI and Traction

## 2022 YTD Key figures



**195 k€**

2021 Revenue



**19 k€**

MRR



**7**

Covered Countries



**15**

Connected  
Data Sources



**800 users**

Annual subscriptions  
(+600 in 2021)



**500 €**

Average  
basket value



**14**

Distributors  
(+8 in 2021)



**> 120 000**

Hectares  
(+90 000 in 2021)



# Competition



CLIMATE  
**FIELDVIEW**

Lack of independence (owned by Bayer)

**NEXXT** Farming

Lack of independence (owned by BayWa)  
Mainly German market

**indigo**

**regrow**

**Agreena**

**SOILCAPITAL**

**agrosolutions**

**Rize**

**eAgronom**



**Our strengths**

- Intra-Field Data Management
- Expertise on data exchange Materials
- Interoperability / Manufacturer Independence
- Modern platform



**Our strengths**

- Precision Farming data applied to Carbon Farming
- 1st French Label Bas Carbon application
- Reliable and verifiable Carbon Credits
- Open to other Carbon specifications

# Financial projections

| Financial projections in €            | 2020    | 2021    | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | 2022      | 2023      | 2024      | 2025       | Cumulated |
|---------------------------------------|---------|---------|---------|---------|---------|---------|-----------|-----------|-----------|------------|-----------|
| New customers                         |         |         |         |         |         |         |           |           |           |            |           |
| Farmers / Contractors number          | 107     | 379     | 91      | 120     | 130     | 150     | 491       | 840       | 1 140     | 1 620      | 4 577     |
| From Cooperatives MyEasyFarm number   | 17      | 30      | 5       | 40      | 40      | 60      | 145       | 540       | 1 080     | 1 320      | 3 132     |
| From Cooperatives MyEasyCarbon number |         | 5       | 21      | 60      | 90      | 120     | 291       | 870       | 2 160     | 4 650      | 7 976     |
| From AG Dealers number                | 25      | 182     | 49      | 90      | 90      | 90      | 319       | 660       | 1 080     | 1 620      | 3 886     |
| New customers Total number            | 149     | 596     | 166     | 310     | 350     | 420     | 1 246     | 2 910     | 5 460     | 9 210      | 19 571    |
| Farmers / Contractors amount          | 90 230  | 333 225 | 71 740  | 90 000  | 97 500  | 112 500 | 371 740   | 630 000   | 855 000   | 1 215 000  |           |
| From Cooperatives amount              | 24 985  | 15 249  | 3 035   | 19 000  | 19 000  | 28 500  | 69 535    | 256 500   | 513 000   | 627 000    |           |
| From Cooperatives MyEasyCarbon amount |         | 2 550   | 5 780   | 18 000  | 27 000  | 36 000  | 86 780    | 261 000   | 648 000   | 1 395 000  |           |
| From AG Dealers amount                | 19 840  | 121 444 | 30 112  | 54 000  | 54 000  | 54 000  | 192 112   | 396 000   | 648 000   | 972 000    |           |
| New subscriptions Total amount        | 135 055 | 472 468 | 110 667 | 181 000 | 197 500 | 231 000 | 720 167   | 1 543 500 | 2 664 000 | 4 209 000  |           |
| Sales Revenues                        |         |         |         |         |         |         | 216 000   |           |           |            |           |
| Subscriptions                         | 27 449  | 130 924 | 50 845  | 70 020  | 90 608  | 116 304 | 327 777   | 904 341   | 2 048 562 | 4 094 661  |           |
| Licenses                              | 9 594   | 9 594   | 2 547   | 27 000  | 37 000  | 37 000  | 103 547   | 201 000   | 285 000   | 360 000    |           |
| Services / Devpts                     | 112 698 | 53 362  | 21 544  | 40 000  | 30 000  | 45 000  | 136 544   | 200 000   | 300 000   | 370 000    |           |
| Carbon Credit transactions            |         |         |         |         | 52 500  | 150 000 | 202 500   | 1 687 500 | 5 062 500 | 15 468 750 |           |
| Total Revenue                         | 147 161 | 193 880 | 74 936  | 137 020 | 210 108 | 348 304 | 770 368   | 2 992 841 | 7 696 062 | 20 293 411 |           |
| Operating expenses                    |         |         |         |         |         |         |           |           |           |            |           |
| Carbon Credit transaction costs       |         |         |         |         | 47 250  | 135 000 | 182 250   | 1 518 750 | 4 606 875 | 14 231 250 |           |
| R&D total                             | 222 687 | 270 633 | 85 613  | 74 500  | 77 400  | 77 400  | 314 913   | 350 600   | 383 400   | 424 800    |           |
| External R&D                          | 222 687 | 270 633 | 85 613  | 54 000  | 45 000  | 45 000  | 229 613   | 108 000   | 72 000    | 72 000     |           |
| Salaries and social charges total     | 167 785 | 291 808 | 70 974  | 126 500 | 197 500 | 206 700 | 601 674   | 1 029 400 | 1 333 300 | 1 706 000  |           |
| Total external costs                  | 89 781  | 150 639 | 45 496  | 40 440  | 40 440  | 40 440  | 166 816   | 180 360   | 214 560   | 258 600    |           |
| Financial costs                       | 4 216   | 2 360   | 522     | 1 200   | 1 200   | 1 200   | 4 122     | 12 000    | 18 000    | 24 066     |           |
| Taxes                                 |         | 777     |         | -13 500 |         | 2 000   | -11 500   | -56 000   | 123 000   | 123 000    |           |
| Total Operating costs                 | 484 469 | 716 218 | 202 605 | 229 140 | 363 790 | 462 740 | 1 258 275 | 3 035 110 | 6 679 135 | 16 767 716 |           |



# Fundraising



**We need 500 K€ to execute our commercial and technical roadmap**

- **Commercial acceleration in Europe (55%), including Carbon credit transactions**
- **Boost visibility (15%)**
- **Enhance technical developments for MyEasyFarm and MyEasyCarbon (30%)**



**JOJ CAPITAL**



# Key Men MyEasyFarm

## Additional Business, Agriculture and IT Experiences



Francois THIERART  
Engineer Arts and  
Metiers - Master  
Business (IAE Paris)  
> 30 years in IT,  
including Databases,  
BigData and Industry  
4.0,  
> SME Management



Ivan KOLOMIETS  
Master ICT Siberian  
Aerospace  
CTO  
> Research and  
Development  
Coordination  
> 10 years of IT project  
development experience



Adeline de VRIENDT  
Master Toulouse  
Business School  
CMO  
> 10 years in Agro-  
industries  
> also a farmer at part  
time

16 employees  
> 7 Sales Support  
Marketing  
> 5 Developers

France  
Italy  
Brazil  
Russia

More information ?

Francois Thierart  
CEO and Co-founder  
[fthierart@myeasyfarm.com](mailto:fthierart@myeasyfarm.com)  
+33 6 67 14 11 22





Appendixes





# Snapshot

- AgTech Startup created in 2017, 14 people, Turnover 2021 200K (30% Export)
- Precision Agriculture : The Right Dose in the Right Place at the Right Time
- Carbon Farming : reduce CO2 emissions in agriculture

Platform for farmers and agricultural cooperatives

The objective: reducing inputs, automated traceability, changing crop practices, low-carbon agriculture

B2B2C SaaS model

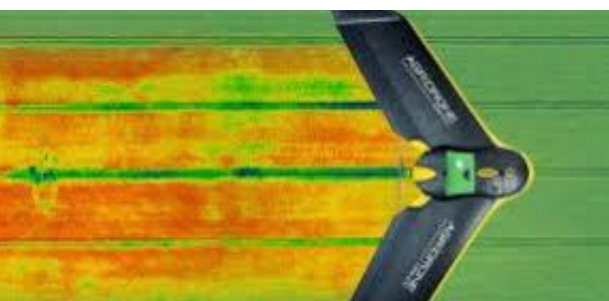
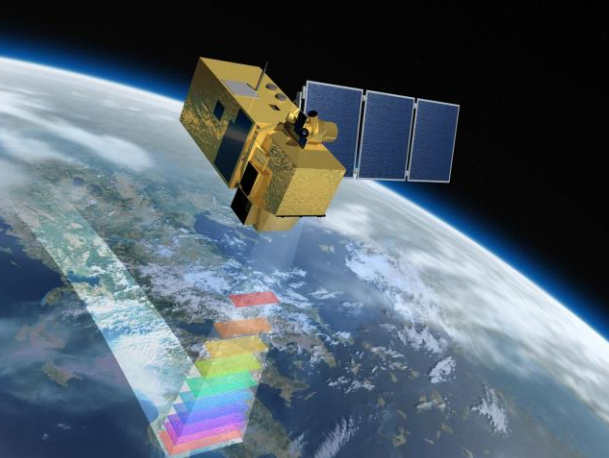
Prestigious clients



Great technological and institutional partners

-       
- 1 M€ 1st fundraising in H2 2021 to accelerate Business and Product development





Multi-source agricultural data, but in silos

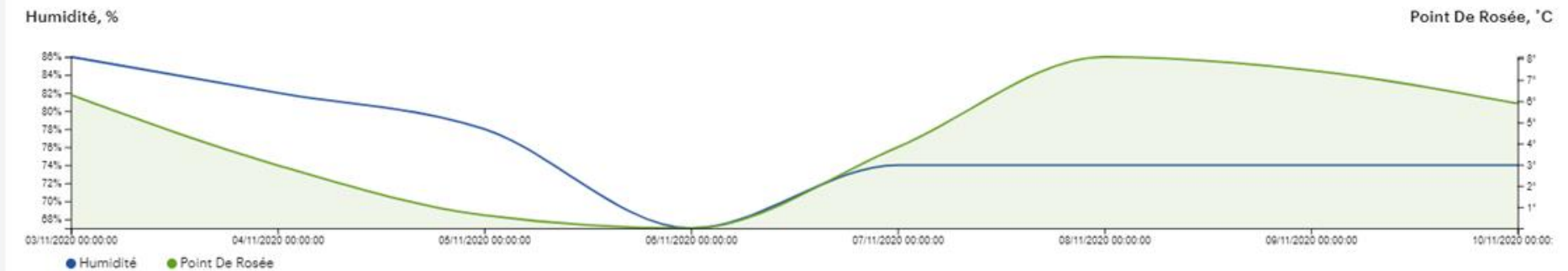
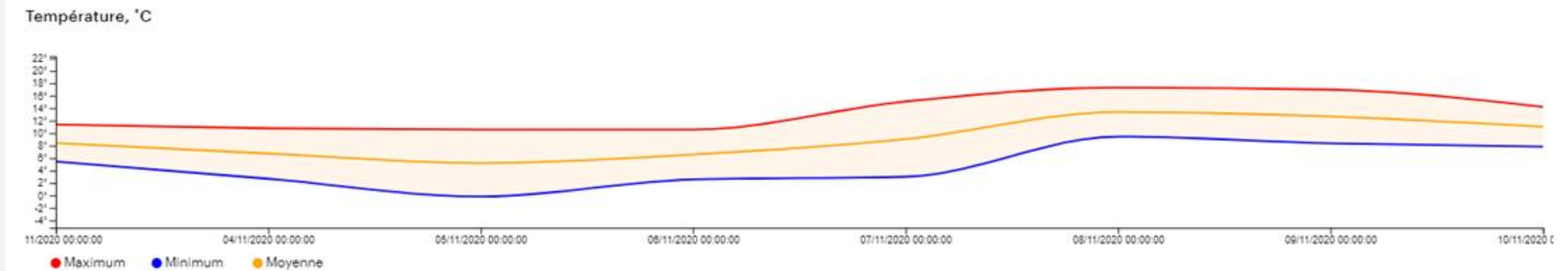


# MyEasyFarm APIs, open platform

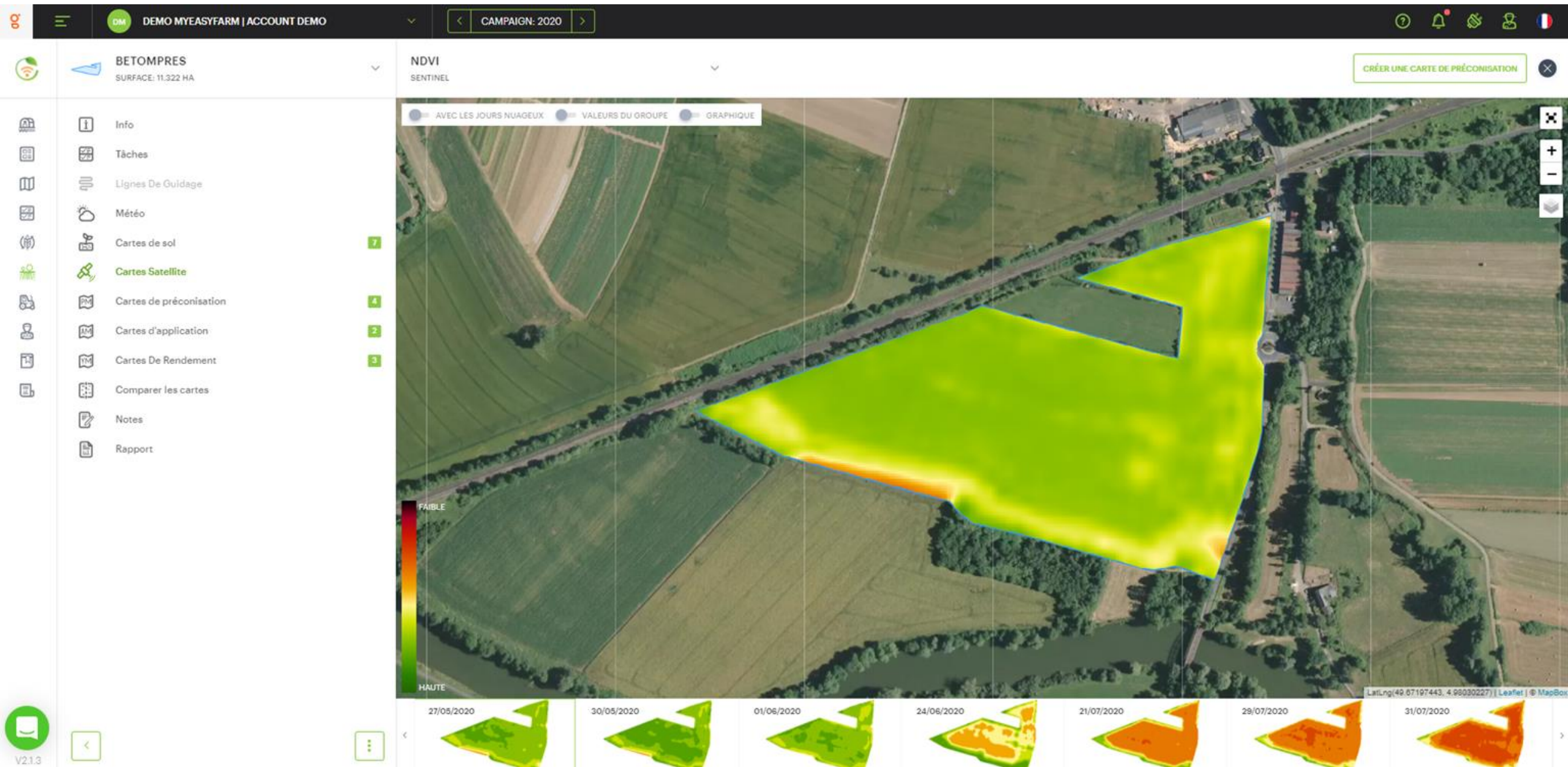




# Weather data management



# Satellite data management





# Product modulation map management



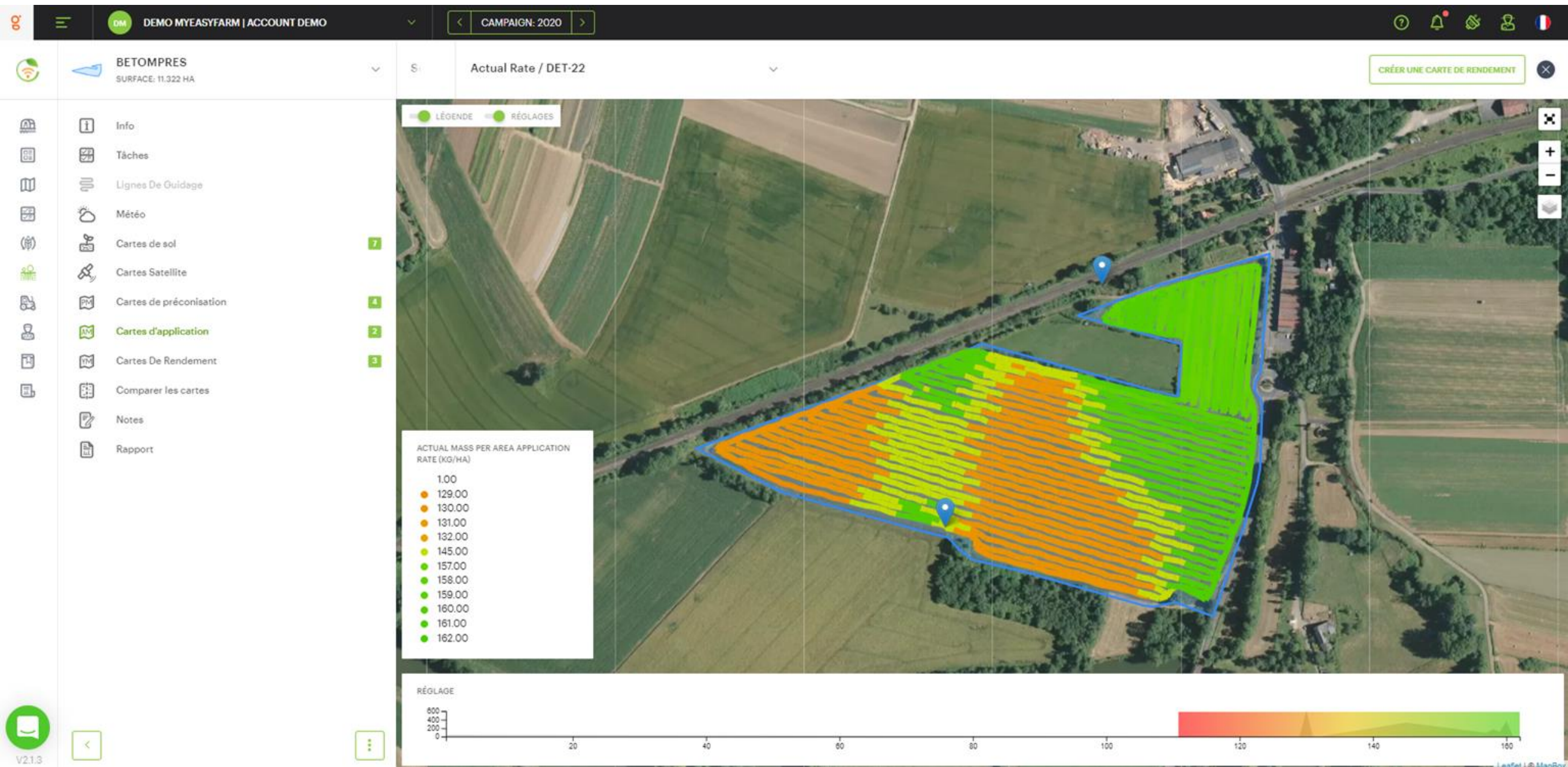


# Automatic data transfers to Ag machines



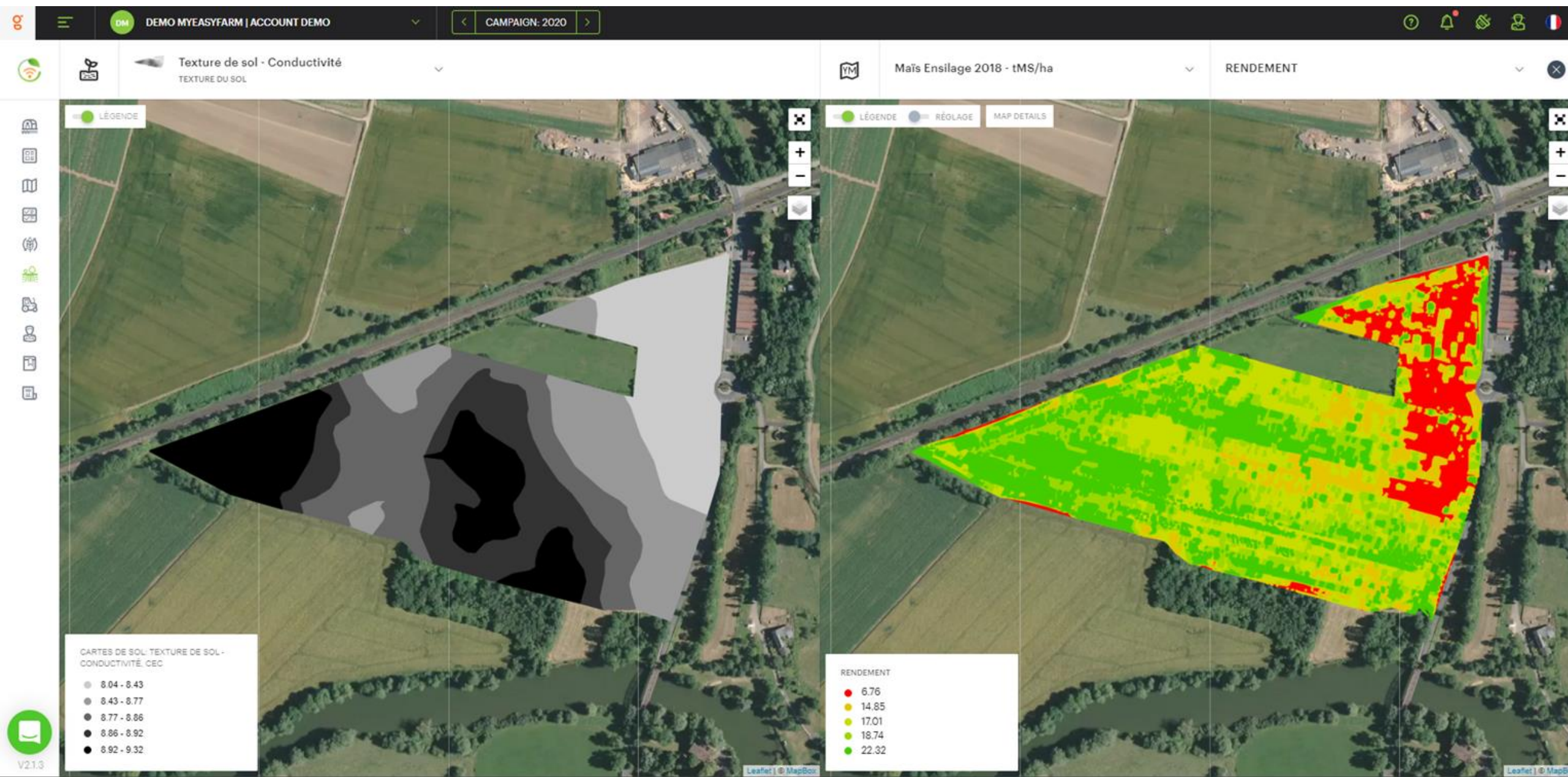


# Product as-applied map management










# Field data analysis








# What added value?



-  **Organization**
-  **Economic (between 50 and 100 euros per hectare/year)**
-  **Environmental**
-  **Quality of collected data**
-  **Time**



-  **Environmental (-1 TeqCO<sub>2</sub>/hectare/year)**
-  **Additional revenue (1 carbon Credit = 30 to 50 €)**
-  **Reliable and Verifiable Carbon Credits**

# **Business model**



- **B2B2C SaaS Enabled MarketPlace**
- **Annual subscriptions to Farmers and Agrifood actors**
- **Margin on Carbon Credit sales**

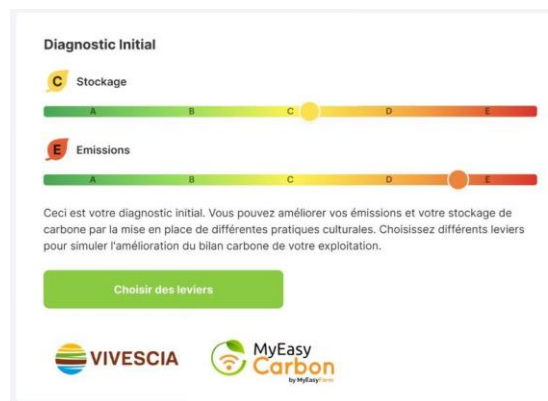
# GoToMarket

- Indirect (40% )
  - Coopératives/Traders
  - Ag Manufacturer dealers
- Direct (60%)



## Focus on VIVESCIA

- Largest French-East cooperative (8000 farmers)
-  MyEasy Farm distribution
-  MyEasy Carbon pre-diagnostics
- Specific developments





# Potential exits and reasons

- Manufacturers / OEMs: technology purchase



- Cooperatives: purchasing a data acquisition platform



- Agro-chemists: purchasing data acquisition and product distribution platforms



- Software editors : agricultural hardware exchange / European presence



# Institutional partners



Microsoft  
for Startups



CAISSE D'ÉPARGNE  
GRAND EST EUROPE

