



Israel Lab 2016
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Prospera

Company Background

To develop computer vision technologies that continuously monitor & analyze plant health, development and stress.



Mexico and Spain operations



Computer scientists, physicists and agronomists



\$7 Million
Series A July 2016

Problem Statement

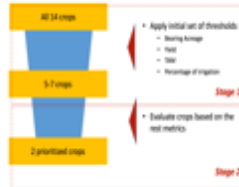
- Evaluate the US market in terms of crops, geographies and customer segments
- Develop a quantitative model for potential ROI that prospera can deliver to its customers.

Team Prospera deliverables

- Map and segment the market opportunity for US
- Compile a list of criteria for evaluating the crops
- Capture data based on criteria for the potential crops
- Conduct ROI analysis based on data collected factoring growers economics and Prospera's value add and costs

Methodology

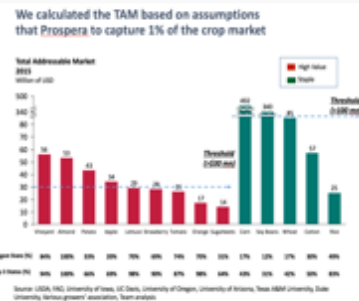
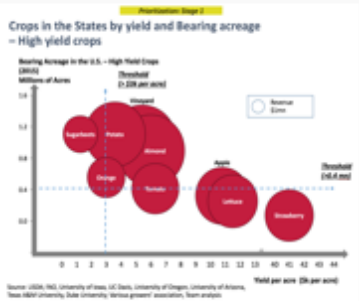
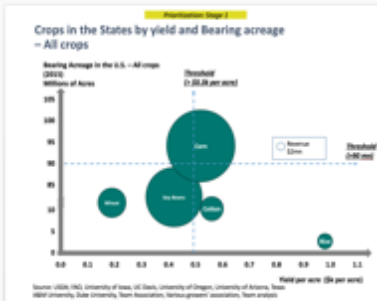
- Interviews and secondary source data collection
- Compile a list of criteria for evaluating the crops
- Two stage prioritisation of 14 crops
- ROI model to finalize top two crops



Crop criteria

Metric	Quantified?	Description	Rate explanation
1. Bearing acreage	Yes	Millions of acres	
2. Yield	Yes	Thousands of USD per acre	
3. TAM	Yes	Millions of USD, assuming 1% of the total value (revenue)	
4. Irrigation	Yes	Percentage of bearing acreage irrigated	
5. Fertilization	Yes	Fertilizers used as a percentage of operating costs Taken from case study as an indicative to compare across crops	
6. Pesticide/chemicals	Yes	Pesticide/pesticide/insecticide use as a percentage of operating costs Taken from case study as an indicative to compare across crops	
7. Weeding		The efforts and necessity to have its weeding	High weeding is very important
8. Consolidation level of growers	Yes	Level of consolidation of growers	High: the growers are very consolidated
9. Tech adoption		Level of adoption of advanced technology in growing practices as an indication of technology acceptance	High: growers are technologically advanced
10. Price stability	Yes	Mean and standard deviation of the annual price change over the past 10 years	
11. Geography spread	Yes	Percentage of top 1 state's production and top 3 states' production	High: production is concentrated geographically

Crop Prioritization



The Team



Final Output

- Identified lucrative target crops based on total addressable market
- Detailed geographic and use-case segmentation within crops to better define a target segment
- Interviewed farmers, investors and agricultural experts to understand the nuances of each crop segment
- Assessed technology adoption across crops to measure feasibility of implementing Prospera's technology
- Prepared a comprehensive ROI model to measure the potential impact of implementing Prospera's product from the grower's perspective.