



AgTech
INSIGHT

Smart Water Workshop

November 6, 2019

#AgTechInsight

#AaronMagenheim



Who We Are...

AgTech Insight consists of a team of several top-level experts from around the world... extraordinary individuals possessing unique skillsets... brought together to create synergistic results.

What We Do...

- ✓ Provide consulting and advisory services to public and private sector clients for the Agriculture & technology industries
- ✓ Analyze your organization and build customized strategies to integrate innovative best practices and drive success.
- ✓ Utilize our global experience and networks to bring real world solutions into a rapidly growing industry





Aaron
Magenheim

Agriculture
and Technology
Expert

@AaronMagenheim

@AgTechInsight

- **19 new countries in 10 years**
- **40+ times to Asia**
- **Multiple trips to LatAm & Europe, Israel**

From Salinas, California, USA

- Public & Private Ag Innovation Strategy
- Agriculture Technology Visionary
- Business and market planning & development
- Product integration and collaboration

Highlights

- Founder AgTech Insight + AgTech development co
- 20 yrs. - family ag irrigation business
- 10 yrs. –Agriculture Technology
- Works with clients around the world





John
Jefferson

Business
Development &
Network Strategy

- **22 year telecom veteran**
- **Co-founder, vision startup**
- **Developed scores of deals/relationships for IoT and ag**

@AaronMagenheim

@AgTechInsight

Tucson, AZ USA

- Communications Network Platform Strategy
- Agriculture Technology Business Development
- Event and Fundraising Planner
- Strategic Partnerships and Networking

Highlights

- Co-founder in'Sight Labs – spectral imaging startup
- 8 yrs. – Agtech, IoT, rural network development
- 30 yrs. – Corporate, technical, government affairs
- Works with clients in the Americas, EU and AU



Ag Communications - What's Happening Today

- Data loggers = old/late data
- Expensive telemetry units connecting via radio → cell → cloud
- Build local proprietary networks
 - 900Mhz, LoRa, WiFi, Blu etc. – I've had 9 on 800 ac
- NOT SCALABLE OR REAL TIME
- Transitioning to newer tech and bringing solutions for other industries



All AgriFood Stakeholders Have a Lot to Gain

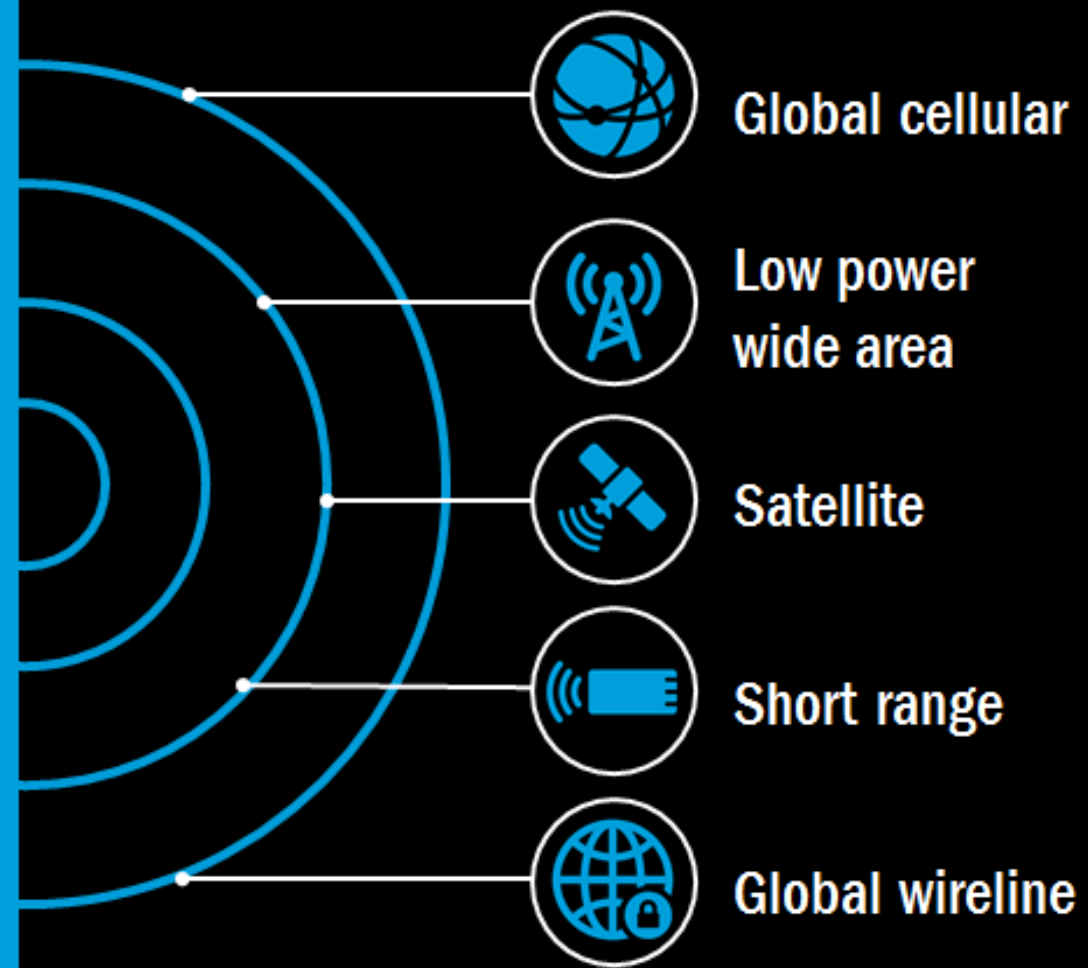
- Strategic planning
 - Optimize inputs
 - Reduce carbon footprint
 - Reduced food waste
 - Safer food supply chain
 - Quicker adoption
- Who would use it? The entire supply chain



Also helping lower income communities, prescription drug crisis, education, and more!

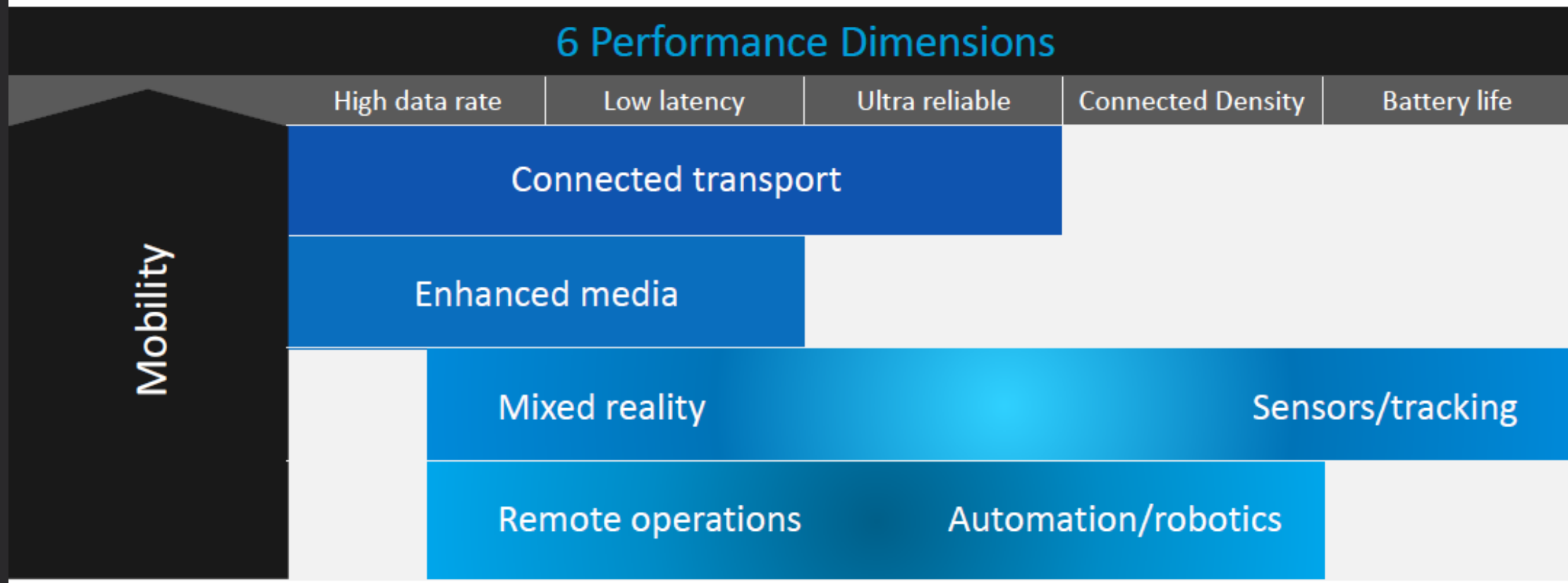


Multi-network connectivity



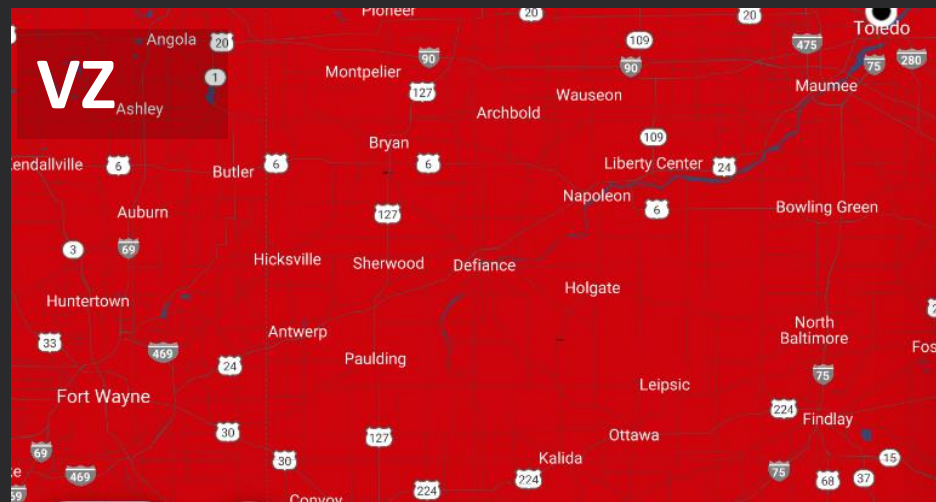
Future of Cellular

5G Future Use cases in 6 clusters



Truth or Consequences?

(Big 4 LTE Coverage Maps)



Options at the Edge

- NB IoT
- LTE-M, CAT 1/M1
- LoRA
- SigFox
- SWARM TECH – LEOs
- Satellite
- Proprietary Networks
- Zigbee, Bluetooth, WiFi



Long-Term *Success*

- Get outside evaluations & support team
- Build short & long-term strategy
 - Doesn't happen overnight!
- Build a working team including all stakeholders
- Set rewards for innovation
- ***Set your strategy and then act!***



Q & A



Aaron Magenheim, CEO

AaronM@AgTechInsight.com

+1-831-595-6064

John Jefferson

john@sagesynergies.biz

+1-520-373-3081

WWW.AGTECHINSIGHT.COM
SOLUTIONS@AGTECHINSIGHT.COM

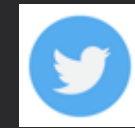
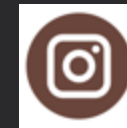
Hash Tags

#AgTechInsight

#AgTech

#AaronMagenheim

Social Media



/AaronMagenheim

/AgTechInsight

