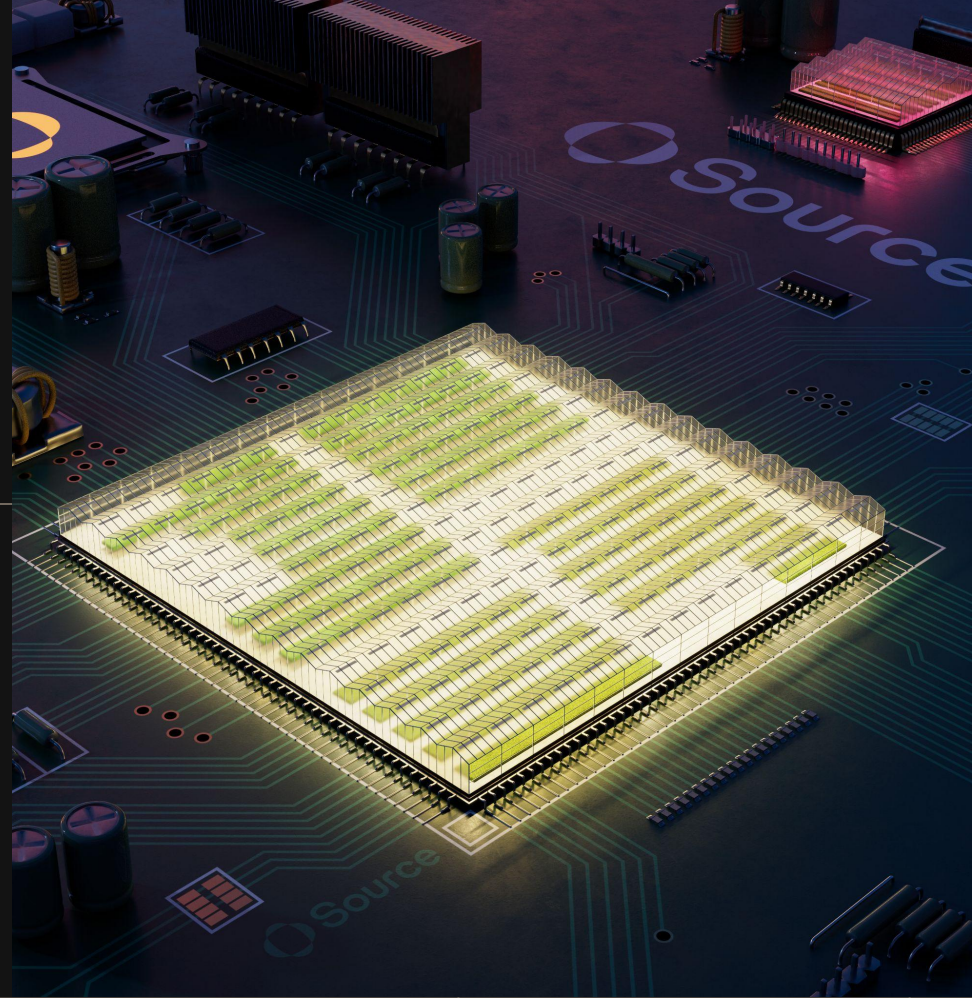


# Source.ag

## Empowering growers with AI

Future Trends, 7 Dec 2023





# PART 1





**Who are we?**

**What do we do?**

**Why do we do this?**



**Who are we?**

What do we do?

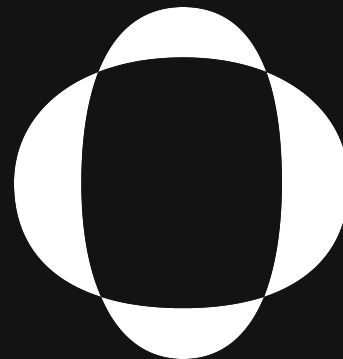
Why do we do this?



## About me



## About Source





# Our journey

3 years

€37M funding

100+ people





# Growers + Source

Today >1400ha of growers already use Source





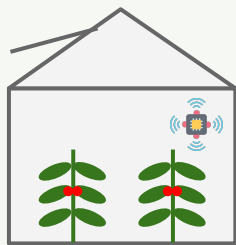
Who are we?

**What do we do?**

Why do we do this?

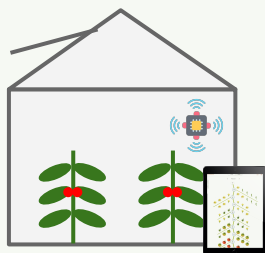


# About Source



# About Source

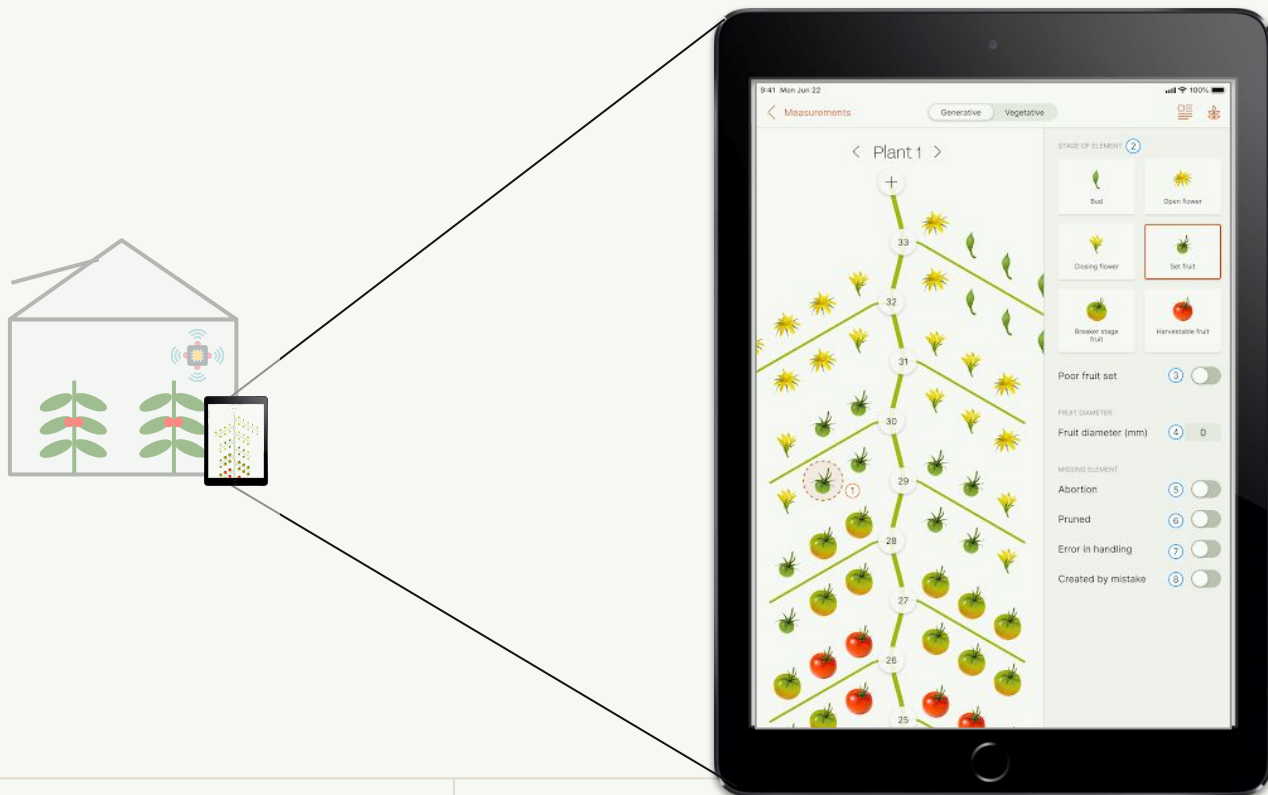
Measure



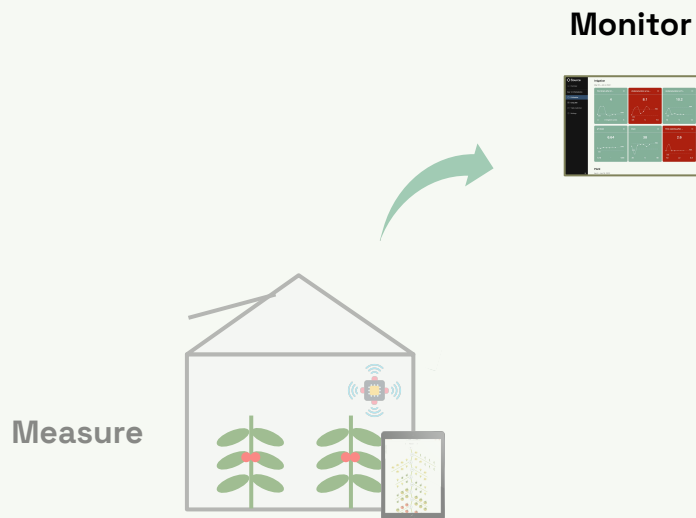


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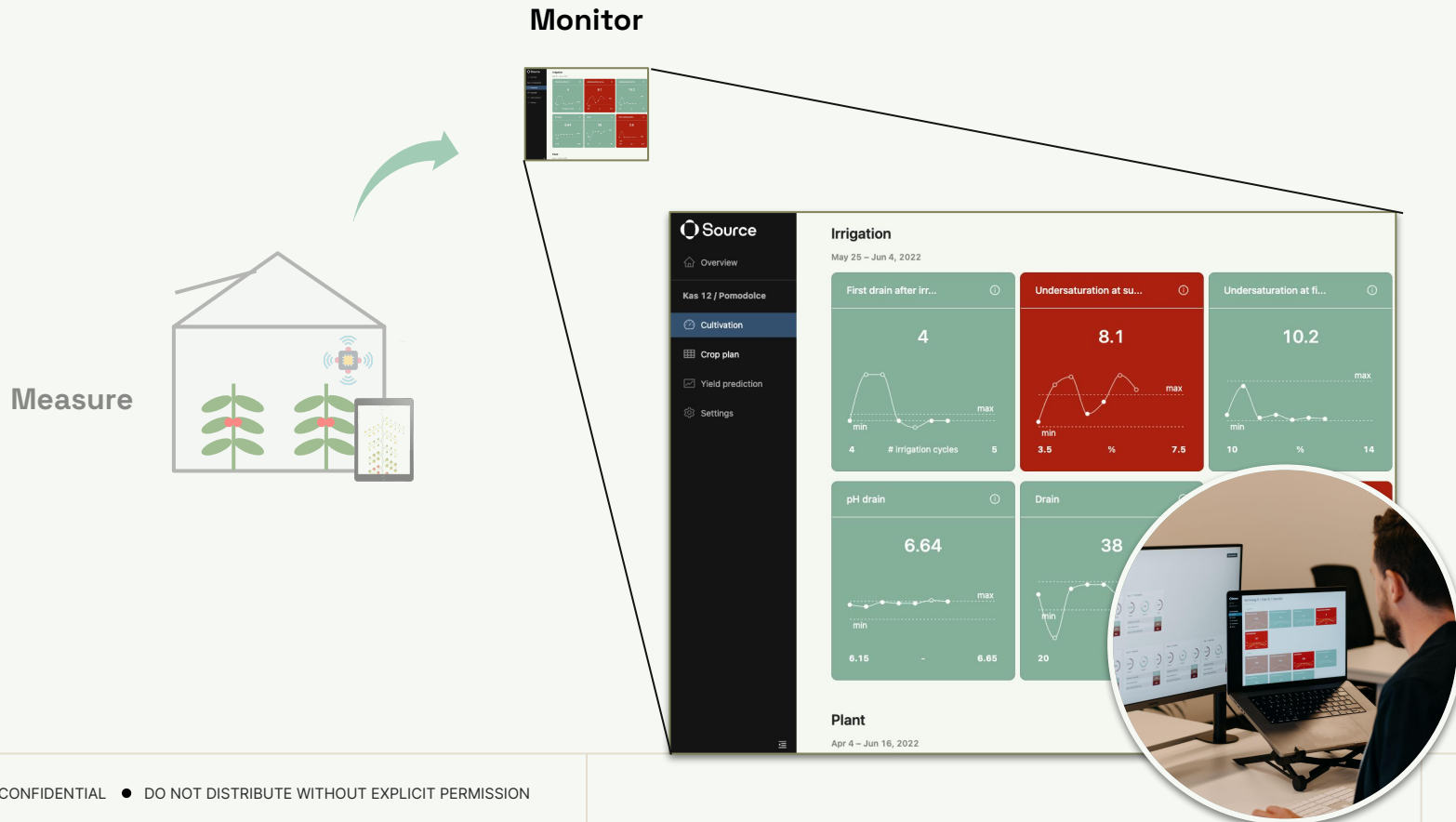
Measure



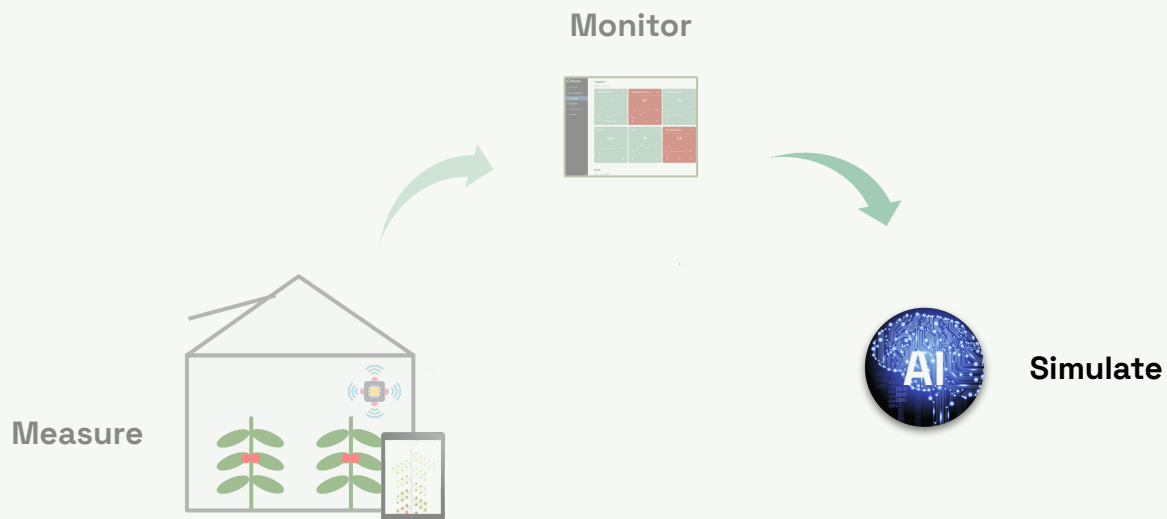
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# About Source

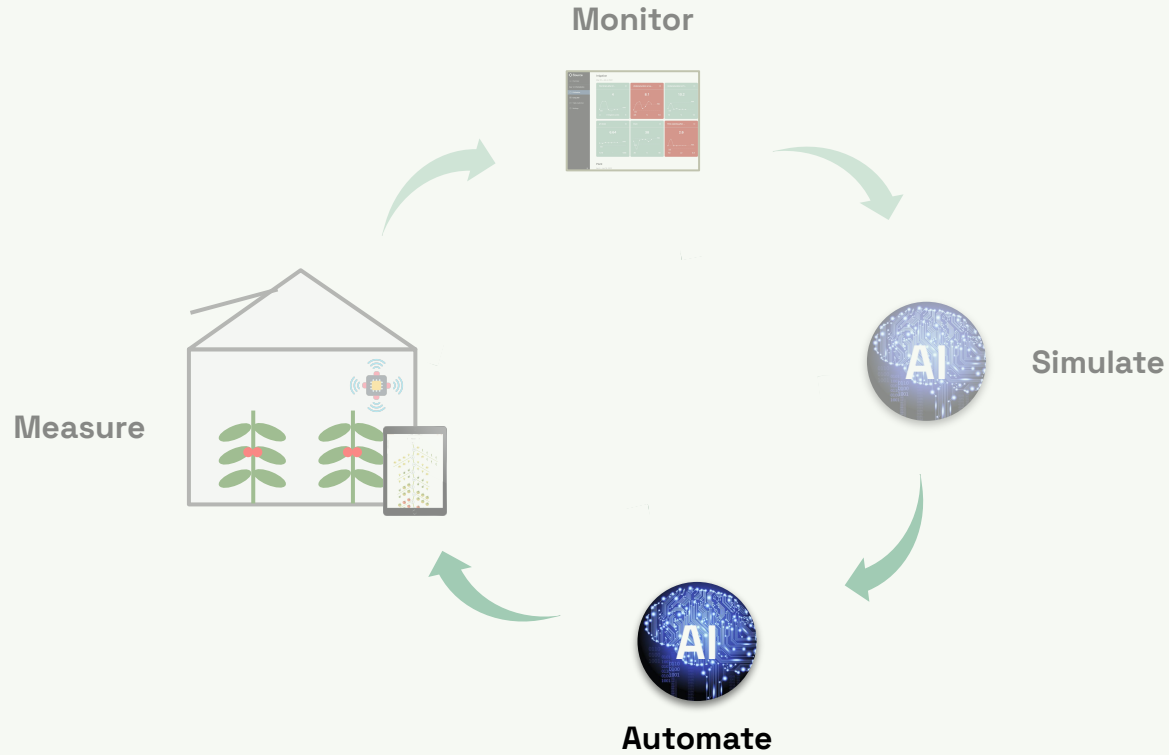


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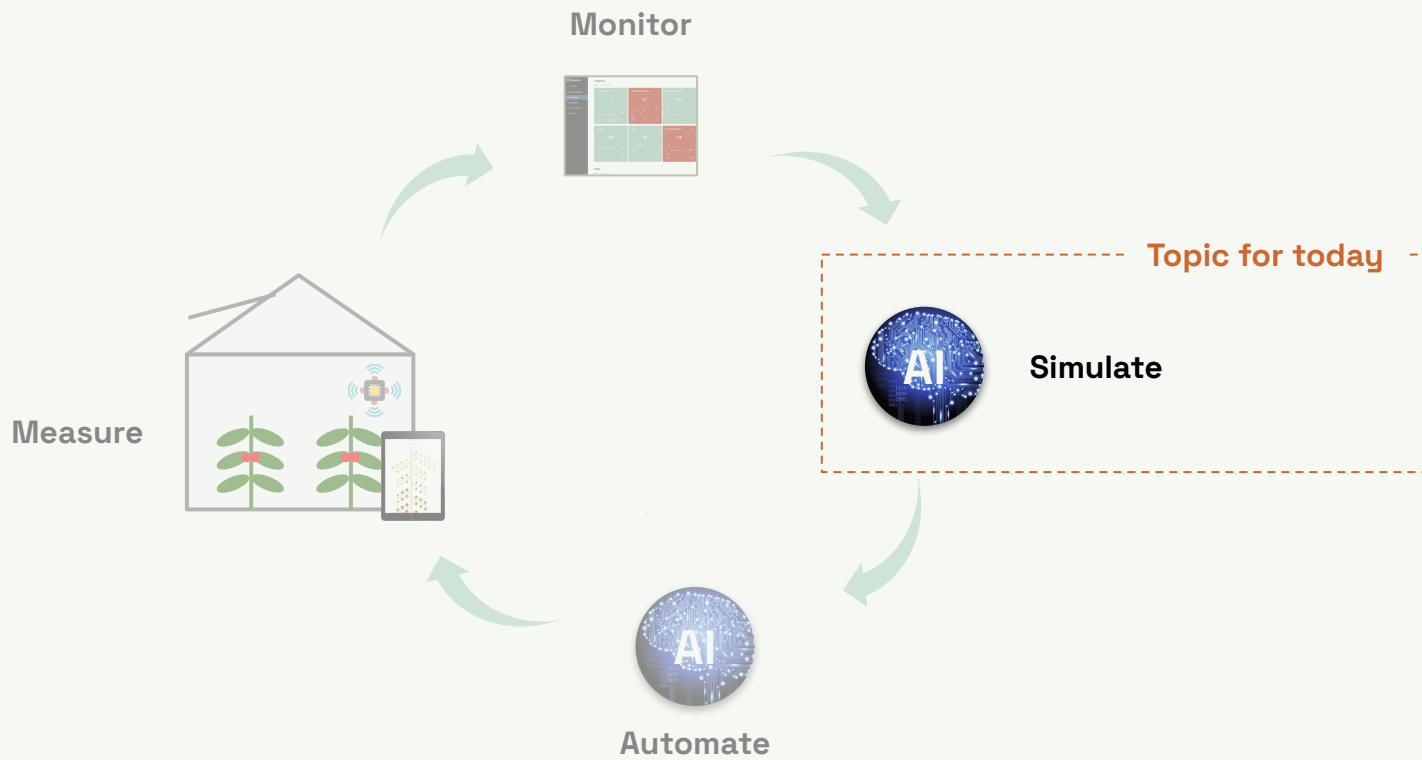




# About Source



# About Source





Who are we?

What do we do?

**Why do we do this?**



# **“Fruits & vegetables are unavailable for 3B people”**

*United Nations Food Systems Summit*



# Greenhouses are the optimal method for fruit & vegetable production





**Greenhouses are the optimal method for fruit & vegetable production**

**We need more greenhouses!**







Empower growers to feed  
the world, in a climate  
resilient & sustainable way



## PART 2





**Why do we need AI?**

**What does it take?**



**Why do we need AI?**

What does it take?

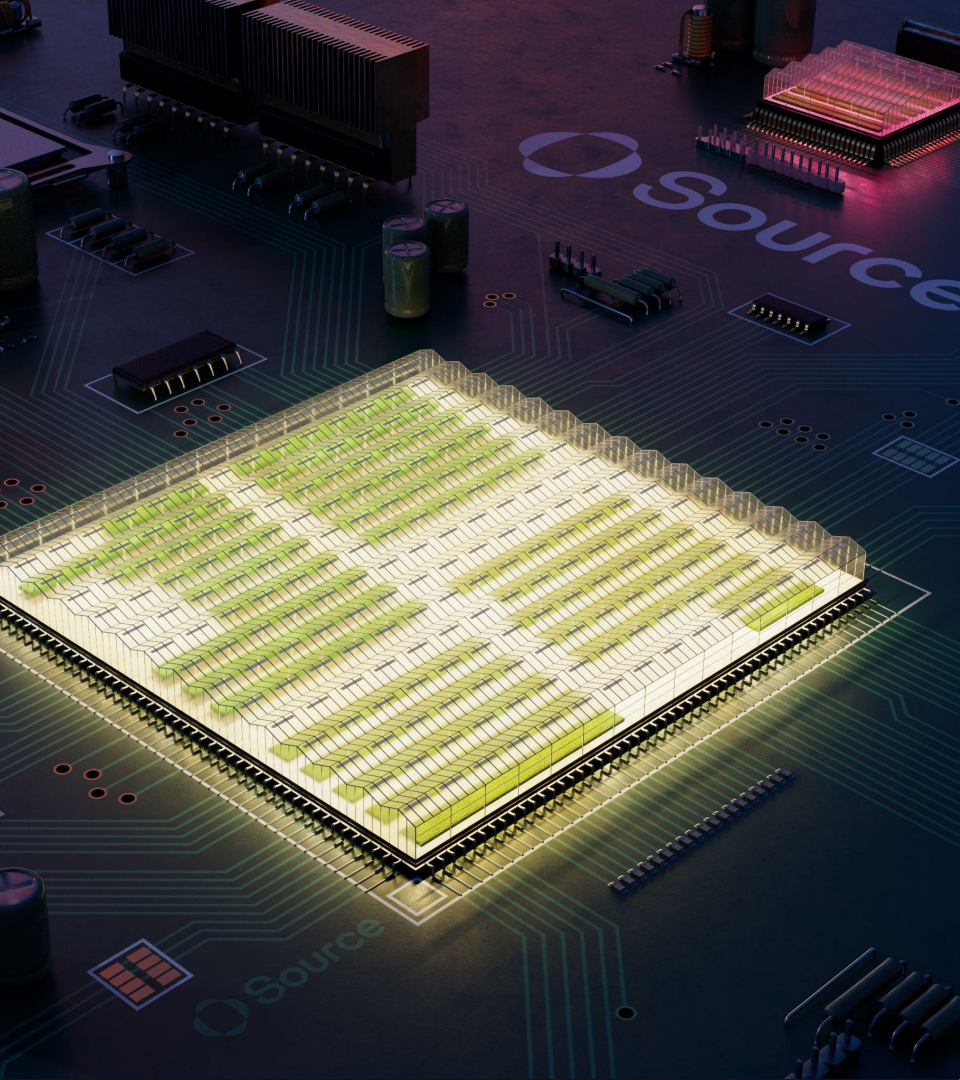


# Growing = 3D chess

**Which decisions give me the best results?**

- Pruning
- Climate
- Irrigation
- Energy
- Labor
- Sales
- ...





AI can simulate the  
outcomes of decisions  
in virtual cultivations





## Better decisions gives:

- Higher yield
- Better quality
- Lower resource usage

- More profit
- More nutritious food



Why do we need AI?

**What does it take?**





To simulate a season...  
...is to simulate a plant



To simulate a season...

...is to simulate a plant



# What does it take?

Simulate each element...

Simulate whole plant...

Every day...

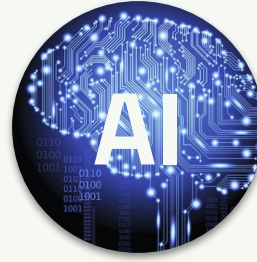
With high accuracy...

Tailored to seed variety...



# AI as a *co-pilot* for growers

**Potential growing  
strategy**

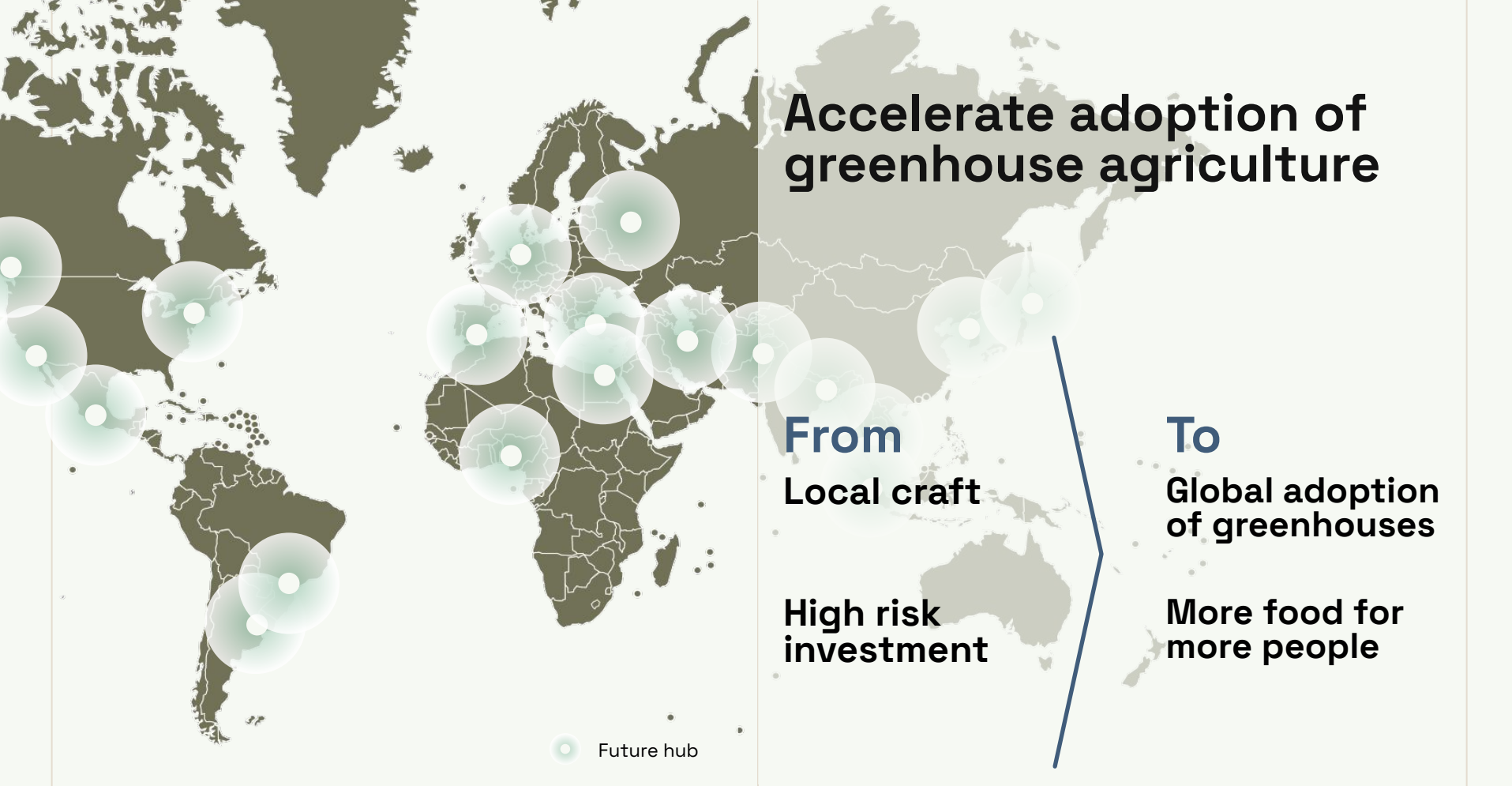


**Impact on  
plant & yield**



## PART 3

### What's next?





~~“Fruits & vegetables are  
unavailable for 3B people”~~

**“Fruits & vegetables are  
available for everyone”**

*United Nations Food Systems Summit*





**Thank you**