

Artificial intelligence (AI) integrated in an innovative digital platform for optimizing investments (30% savings and 15% profit loss prevention) in agricultural production is offered by a Serbian company offers for in through commercial agreement.

Summary

Profile type	Company's country	POD reference
Business Offer	Serbia	BORS20250325023
Profile status	Type of partnership	Targeted countries
PUBLISHED	Investment agreement Commercial agreement	• World
Contact Person	Term of validity	Last update
Enrico FRANZIN	25 Mar 2025 25 Mar 2026	25 Mar 2025

General Information

Short summary

A Serbian start-up offers an innovative automated platform for both bidders and farmers, in order for farmers to receive a digital guide for investment and production planning, and companies - bidders to have insight into the production plans of each farmer and create an offer based on that. The solution automatically selects the offers of goods and services created directly on the platform and presents them to farmers. The company is interested in concluding commercial and investment agreements

Full description

The Serbian startup has developed an innovative software solution for optimizing investments in agricultural production and forecasting the final financial results of production. It was created on the basis of 25 years of experience in the organization of agricultural production, production and trade of agricultural products around the world, as well as working with farmers and companies.

The product was born from the real need of both groups of users, farmers and companies, offering the necessary products, services to solve the problems of efficient organization of agricultural production that arise every production

season.

This SaaS platform is at the market. It collects data on the needs of farmers and matches them with the offers of various companies that provide goods and services for agricultural production, creating a win-win solution for both groups. It means that, each farmer, who plan to invest in one- year crop and vegetable production, is provided with a digital guide which allows him to collect the best offer of goods and services provided by companies at the platform (seeds, planting material, fertilizer, protection, mechanization, labor, harvest, storage, transport, insurance, loans...) in a simple, fast, favorable and fully automated way.

There is an increased farmer's comfort in the organization of production by automated collection and processing of information about goods and services from economic different activities that have an impact on the final result of production. It saves each farmer time needed to gather necessary production information, and reduces the risks of making wrong investment decisions, resulting in up to 30% savings in necessary inputs and up to 15% profit loss prevention.

On the other hand, the digital platform solves the problem of companies that monitor agricultural production in such a way that it enables them to see the individual production plans of farmers by creating completely personalized offers of goods and services directly on the platform.

The SaaS is free for farmers. The agriculture companies can choose one of the four packages:

1. Silver Package:

Maximum number of created personalized offers: 100 •

Included services: - Insight into agricultural producers' production plans

- Overview of geographical production areas by plots, location, crop types, and estimated quantities of crops
- Basic data analytics of created offers
- Company's basic page creation
- Technical support via email

2. Gold Package (most popular):

Maximum number of created personalized offers: 250

Included services (in addition to Silver package):

- Detailed overview of geographical production areas per plots with corresponding indices
- Additional functionalities in reviewing production plans and geographical production areas summary views - Advanced analytics of created offers - based on offer type and value
- Company's intermediate-level page creation
- Technical support via email

3. Platinum Package:

Maximum number of created personalized offers: unlimited

Included services (in addition to Gold package):

- Advanced analytics of data from created offers
- trends, market insights, direct competition
- Company's professional top-level page creation
- Technical support via phone

4. "White label" option.

As part of its development strategy, the start-up seeks an agent in order to establish permanent cooperation through commercial agreement. The company will put on disposal to the agent all needed elements both for the farmers and for the companies – bidders.

The company is also looking for potential investors (Investment Agreement) who are interested in investing in the potential of rapid growth in the global market, whereby the strategic partner gets exclusive rights of representation and product distribution, as well as a joint appearance on third markets.

Advantages and innovations

The company's advantages:

- Company's founder has more than 25 years of experience in the organization of agricultural production, on areas of more than 10,000 ha in the establishment of agricultural and vegetable production, in cooperation with more than 50 companies from abroad, with realized direct investment in Serbia worth over 30 million EUR
- The company's team includes IT experts with successfully completed projects in Switzerland, experts in the field of artificial intelligence, digital marketing experts with 15 years of experience

The innovative platform advantages:

- The key advantage compared to others - this SaaS (software as a service) solution predicts the financial result of investment in production before the starting production, while other solutions make predictions during or after the finished production process
- The solution saves farmers time needed to collect offers from various suppliers of goods and services compared to technological solutions in use
- It provides farmers with savings in necessary inputs by 30% (consumption of fuel, fertilizers, protective agents and other inputs and other administrative costs)
- It collects information from 18 economic activities, which allows the farmer to identify all possible costs and income related to production and realization
- It prevents the loss of profit to farmers by more than 15% by providing timely market information at a time when the farmer has not yet started production
- It reduces the risk of making wrong decisions about investing in production and choosing the optimal production technology by 50%
- With insight into farmers' production plans, the solution allows companies to create personalized offers, retain their existing customers (CLV) and reach new customers (CAC) with a significantly lower acquisition cost, as well as to optimize their operating costs and improve their sales strategies.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

- **Goal 1: No Poverty**
- **Goal 15: Life on Land**
- **Goal 12: Responsible Consumption and Production**
- **Goal 13: Climate Action**
- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

IPR applied but not yet granted

IPR Notes

Partner Sought

Expected role of the partner

Type: Industry

Activity: agent that has contact with farmers and companies that follow agricultural production with their activities, such as: seed companies, crop nursing and fertilisation companies, plant protection companies, machine tillage companies, machine services, banks, insurance companies, transport companies, legislation, product sales, energy efficiency, institutional support, storage and handling of goods, workforce, product certification, infrastructure equipment

Role:

In commercial agreement, it is expected from the partner to provide as many farmers and companies as possible - providers of goods and services that would use the tool to create offers to farmers

In investment agreement, it is expected from the partner to invest additional capital, to create a favorable business environment for accelerated growth and increase in market share, and to participate in the creation of an optimal GO TO MARKET STRATEGY.

Type of partnership

Investment agreement

Commercial agreement

Type and size of the partner

• **SME 50 - 249**

• **SME 11-49**

• **SME <=10**

• **Big company**

Dissemination

Technology keywords

Market keywords

Targeted countries

- **World**

- **02006004 - Data processing, analysis and input services**
- **02006007 - Databases and on-line information services**
- **09005 - Agriculture, Forestry, Fishing, Animal Husbandry & Related Products**
- **02007025 - Consulting services**
- **02007016 - Artificial intelligence related software**

Sector groups involved

- **Retail**
- **Agri-Food**