UK company with an innovative SaaS data analytics platform for agriculture seeks partners to enhance technology and transform farming.

Summary

Profile type	Company's country	POD reference
Technology offer	**United Kingdom**	**TOGB20250327014**
Profile status	**Type of partnership**	**Targeted countries**
PUBLISHED	**Commercial agreement with technical assistance** **Research and development cooperation agreement**	**• World**
Contact Person	**Term of validity**	**Last update**
Enrico FRANZIN	**27 Mar 2025** **27 Mar 2026**	**27 Mar 2025**

General Information

Short summary

A UK-based technology company is making data science more accessible to farmers and boosting agricultural productivity through advanced geospatial data integration and analytics. It has developed an independent SaaS platform that leverages cutting-edge technology for smarter farming decisions. To enhance its capabilities and expand its impact, the company seeks commercial and research partnerships in data integration technology to refine its platform and drive agricultural innovation,

Full description

A UK-based company has developed an independent software as a service (SaaS) platform that enables farmers to integrate multiple data sources and generate variable rate application (VRA) maps. This technology optimises input use, reduces waste, and helps manage yield and quality variability across fields. Operating on a per-hectare annual subscription model with typical three-year contracts, the service includes an initial fee for integrating legacy data.

Unlike many solutions tied to specific machinery or input suppliers, the platform remains fully independent, ensuring unbiased data-driven decision-making for farmers. The company seeks commercial partners with technical assistance, such as agri-tech firms, precision farming service providers, and digital agriculture consultants, to help expand and integrate the platform into new markets. Additionally, it is looking for research partners to enhance its

capabilities in geospatial data analysis, risk assessment, and predictive modelling for crop performance, soil health, and weather variability.

By collaborating with industry and research leaders, the company aims to establish itself as the global standard for independent agricultural geospatial analytics.

Advantages and innovations

- Independent and unbiased – unlike competitors, the platform is not tied to specific agricultural input suppliers, allowing farmers to make objective, data-driven decisions.
- Eliminates data silos – integrates diverse data sources that were previously considered too complex to combine, providing a more comprehensive view of farm performance.
- Enhanced input optimisation – helps farmers maximize efficiency by analysing multiple data points to improve yield, reduce waste, and enhance sustainability.
- Standout technology – differentiates itself from original equipment manufacturers (OEMs) and other agricultural software providers through its ability to handle complex data integration seamlessly.

Technical specification or expertise sought

Precision technology in agriculture, soil science, agronomy, machine learning.

Stage of development

Already on the market

IPR Status

Secret know-how

IPR Notes

Sustainable Development goals

- **Goal 2: Zero Hunger**

Partner Sought

Expected role of the partner

The company is seeking partnerships with:
- Agritech firms and precision farming service providers – to integrate the platform into existing agricultural solutions and expand its market reach.
- Digital agriculture consultants and agronomic advisors – to leverage the platform's capabilities for data-driven farm management and decision-making.
- Research institutions and technology developers – to collaborate on enhancing geospatial data analytics, predictive modelling, and risk assessment features.

• Commercial partners with technical expertise – to support localisation, adaptation, and deployment of the platform in new markets.
The company is open to commercial agreements with technical assistance and research collaborations to further develop its platform and drive innovation in agricultural data science

Type of partnership

Commercial agreement with technical assistance

Research and development cooperation agreement

Type and size of the partner

- **R&D Institution**
- **University**
- **SME <=10**
- **SME 11-49**
- **Big company**
- **SME 50 - 249**

Dissemination

Technology keywords

- **01003015 - Knowledge Management, Process Management**
- **07001001 - Agriculture Machinery / Technology**
- **01003010 - Databases, Database Management, Data Mining**
- **07001007 - Precision agriculture**

Market keywords

- **02006005 - Big data management**
- **02006004 - Data processing, analysis and input services**
- **02007006 - Other system software**
- **02007014 - Other industry specific software**
- **02007007 - Applications software**

Targeted countries

- **World**

Sector groups involved

- **Agri-Food**

Media

Images

Analysis