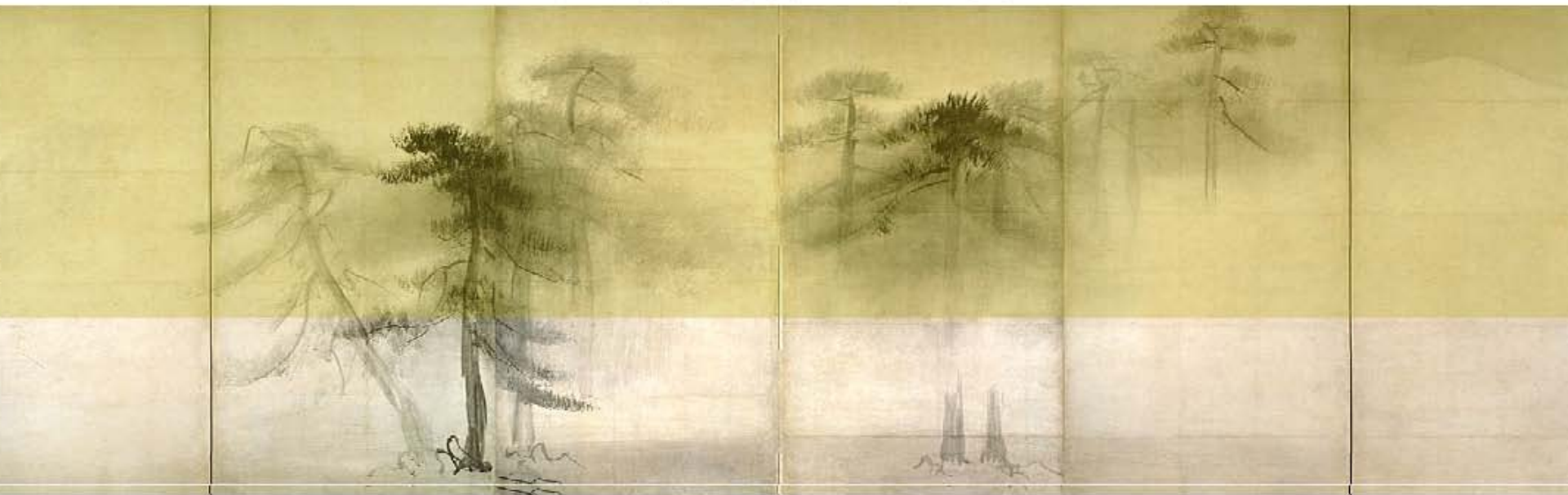


# I 'M HOT

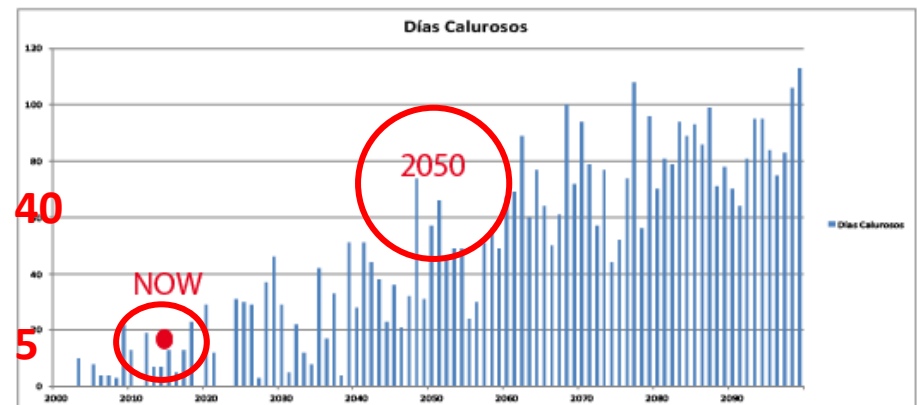
Berlin, 12th June 2013





# I 'M HOT

- 1) Our 2012 CLIMATE CHANGE REPORT shows a rising temperature in Spain
- 2) In the NEXT 30 YEARS La Rioja will be as HOT REGION as Madrid right now
- 3) The GLOBAL WARMING will affect agriculture, crops and specially the WINE SECTOR



forecast HOT DAYS/YEAR 2000-2100



# I'M HOT



**WE  
HAVE  
THE  
TECH**

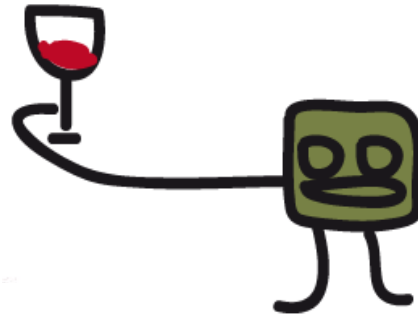
**WE  
TRANSFORM  
DATA INTO  
VALUABLE IN-  
FORMATION**

**WE  
REPRODUCE  
THE  
SUCCEFUL  
PATTERN**

**YOU CAN  
MAKE  
GOOD  
WINES  
ALSO IN  
HOT  
REGIONS**

## how do we solve it?

# I 'M HOT



Would you like to  
TASTE the wine that  
OUR CLIENTS make  
with  
OUR tech & consul-  
ting?



toledo



madrid

cities located in THE CENTRE OF SPAIN

but let me show  
you first the way  
we do our job

# I 'M STRESSED





# I'M STRESSED

## PROBLEMS:

- 1) current irrigation: water and fertilizers WASTE, rising costs
- 2) hot conditions: BAD QUALITY of wine and DECREASING productions in other crops
- 3) common overwatering and nitrate leaching groundwater contamination: NON SUSTAINABLE



I 'M IN A MESS



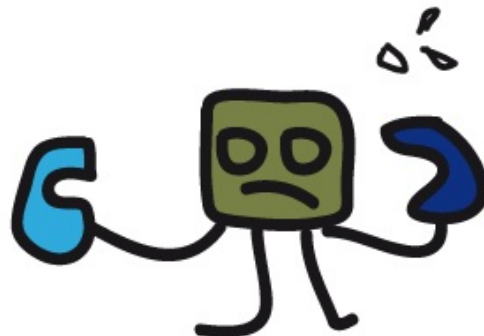


# I'M IN A MESS

## PROBLEMS:

Growers problems are STILL NOT RESOLVED

Technologies are only covering a  
PARTIAL PERSPECTIVE of the problem





# I'M IN A MESS



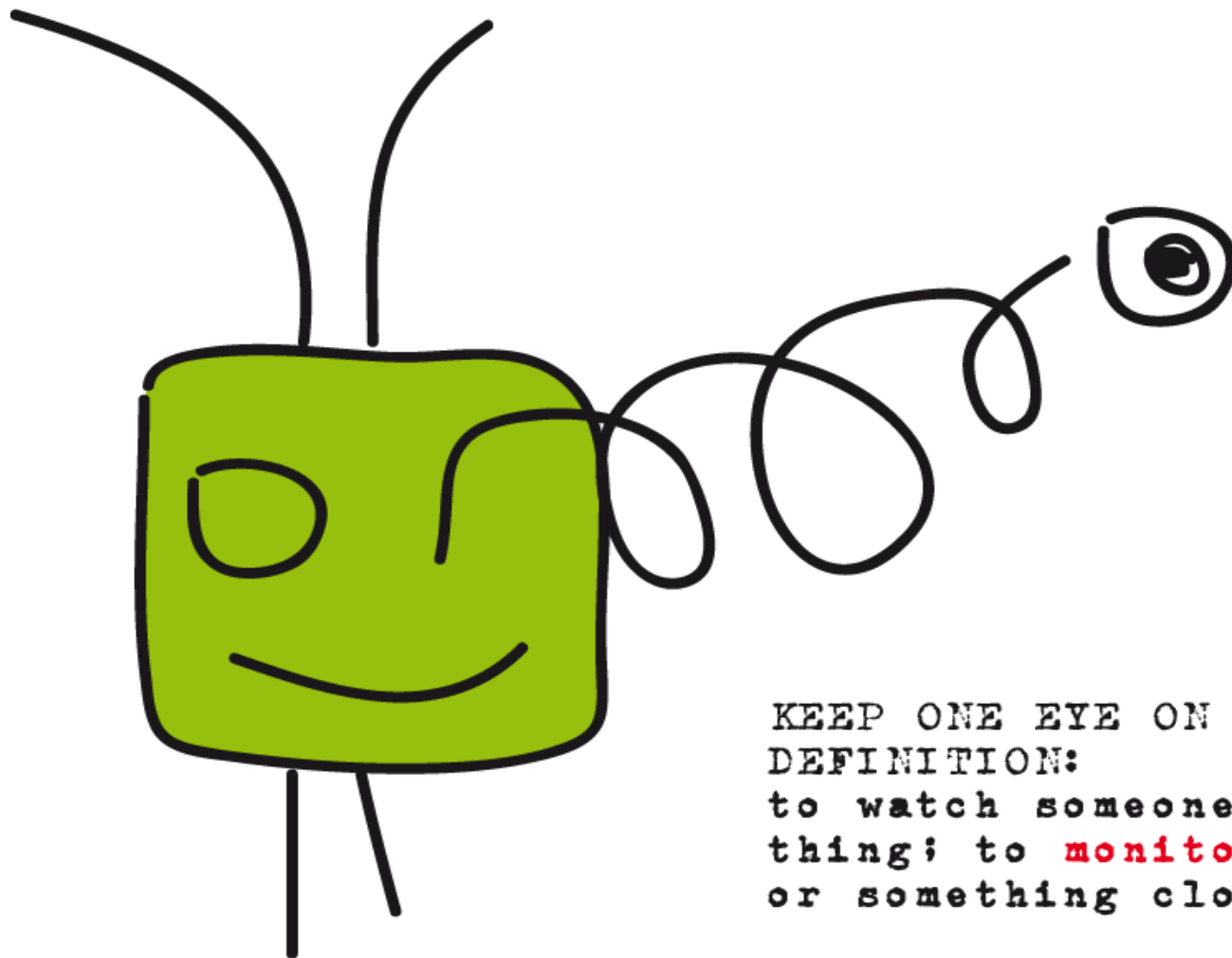
## SITUATION:

- 1) TOO MUCH TECHNOLOGY available
- 2) from NO DATA TO TONS of data  
no well interlocked
- 3) can't get SENSITIVE information
- 4) no SIMPLE indicators that INTEGRATE type of different information
- 5) NON ACHIEVABLE RESULTS
- 6) NON DEFINIBLE PATTERN

BUT... THEN  
YOU KEPT ONE

EYE ON ME

The background of the bottom section is a traditional East Asian ink wash painting (suiboku-ga) on a light-colored, textured paper. It depicts a misty landscape with several tall, slender pine trees. The brushwork is expressive, with varying shades of grey and black ink used to create depth and texture. The composition is divided into vertical panels by faint lines, suggesting it might be a reproduction of a multi-panel scroll.



KEEP ONE EYE ON SOMEONE.  
DEFINITION:  
to watch someone or some-  
thing; to **monitor** someone  
or something closely



NOW

I FIT IN



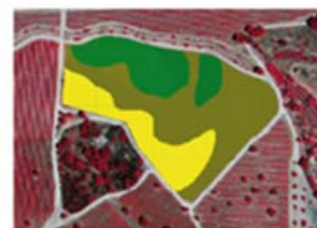


# NOW I FIT IN

## sensors data



## remote sensing data



## field data

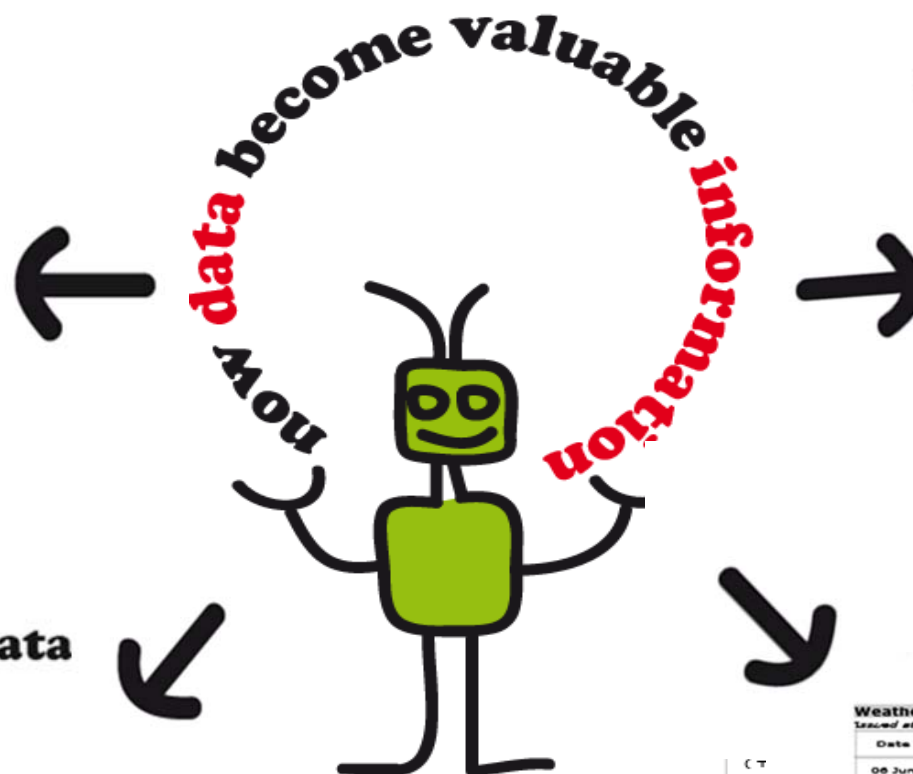


## weather forecast data

Weather Forecast  
Issued at 11:00 (Local time) 05 Jun 2012

| Date         | Temperature °C |         | Weather   |
|--------------|----------------|---------|---|
|              | Minimum        | Maximum |   |
| 06 Jun (Thu) | 9              | 24      |  Partly cloudy |
| 07 Jun (Fri) | 14             | 22      |  Cloudy        |
| 08 Jun (Sat) | 12             | 23      |  Cloudy        |
| 09 Jun (Sun) | 12             | 24      |  Cloudy        |
| 10 Jun (Mon) | 13             | 22      |  Light rain    |

>> Click [here](#) for temperatures in °F





# NOW I FIT IN

Now I UNDERSTAND what it's happening.  
I GOT A **DIAGNOSIS**

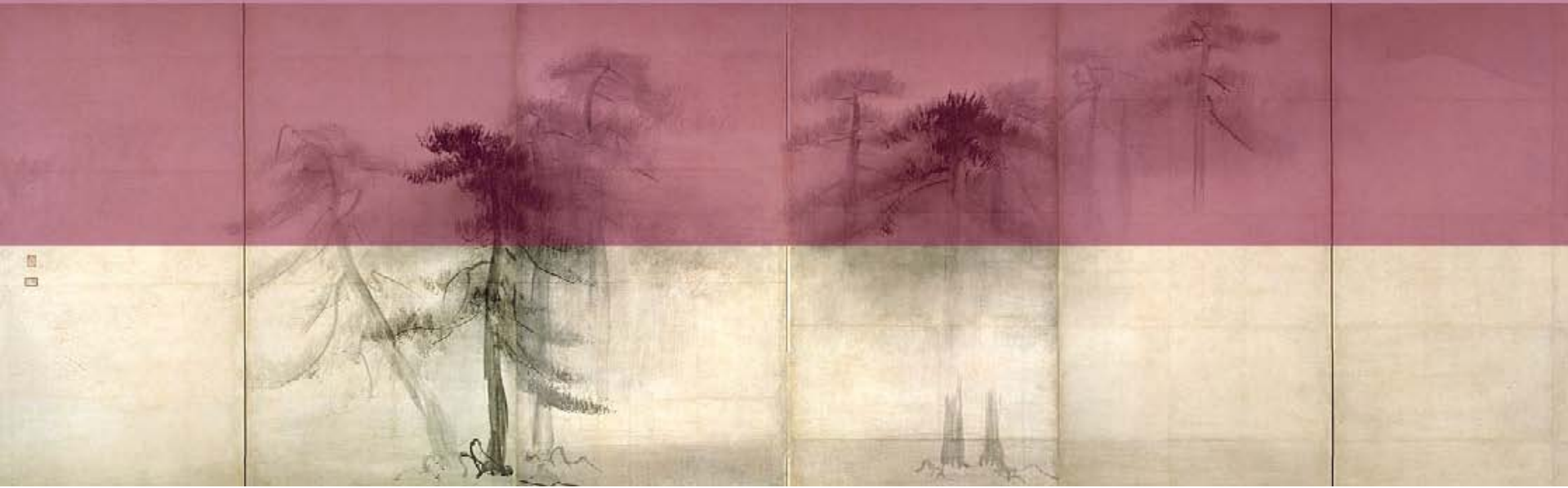
Now I can **DEFINE ALARMS** based in my own  
history and work with the best **PREVENTIVE**  
decision

Now I'm INTEGRATED. The puzzle put in  
place. I **FIT IN**.



# NOW

# I AM COOL





# NOW I AM COOL



1

**We** have patented a sensor, PLANTSSENS, which measures plant water stress and we UNDERSTAND its language

2

**We** have the EXCLUSIVITY of the FIRST NITRATE SENSORS that work in the soil

3

**We** have created THE RIGHT INDICATORS to simplify and guide your decisions

# NOW I AM COOL



4

**We** sell SERVICES based on the INTEGRATION of this indicators to solve important problems in agriculture: "Verdtech Method"

5

**We** offer a SAS (SOFTWARE AS A SERVICE) to help growers how to use and implement our methodology



## WE HAVE NO COMPETITION

# NOW I AM COOL



**SCIENTIFIC USEFULL BACKGROUND:** In collaboration with more than 15 research centers,

**CLIENT PORTFOLIO:** More than 50 active clients across Spain in agriculture sector, mainly olive, citrus and wine

**WATER SAVING:** 20-50% water/energy savings



**WE HAVE 16 FIRST LEVEL COMPANIES AS CUSTOMERS**



I - M  
EVEN SMART

# SMART... VERDE SMART CO.



We own the **exclusivity** of VERDTECH METHOD

We have a **GREAT TEAM**

- Very **advanced organization** in human resources
- **Expert** team in Management
- Experienced Engineering Team: with more than **14 years of experience** adapting sensors to practical agriculture and developing applications for users to easily collect and analyze data

# SMART... WITH A SMART TARGET



- To be the WORLD LEADER in agriculture management data integration
- To SOLVE grower 's PROBLEMS with a simple methodology: software as a service (SAS)
- To work in PARTNERSHIP with the tech/ hardware leader providers (BALMART, ADCOM, etc)



AND...SO

IF YOU WANT ME  
I'M YOURS