



Foreword:

Where are we?

Since June 2014 increases of capital...



Main Division Indicators

	SME		Farming		Retail	
	FY'15H1	FY'14H1	FY'15H1	FY'14H1	FY'15H1	FY'14H1
HQ						
Development cost	681.000	664.000	170.000 ^[1]	136.000	55.000	41.000
Subsidies	0	115.000	130.000**	71.000**	0	0
SUB-i						
Revenue	2.640.858	2.248.718	48.700	3.500		
Cost	1.695.773	1.632.197	201.200	1.100		
Coverage	945.085	616.521	-152.500	2.400		

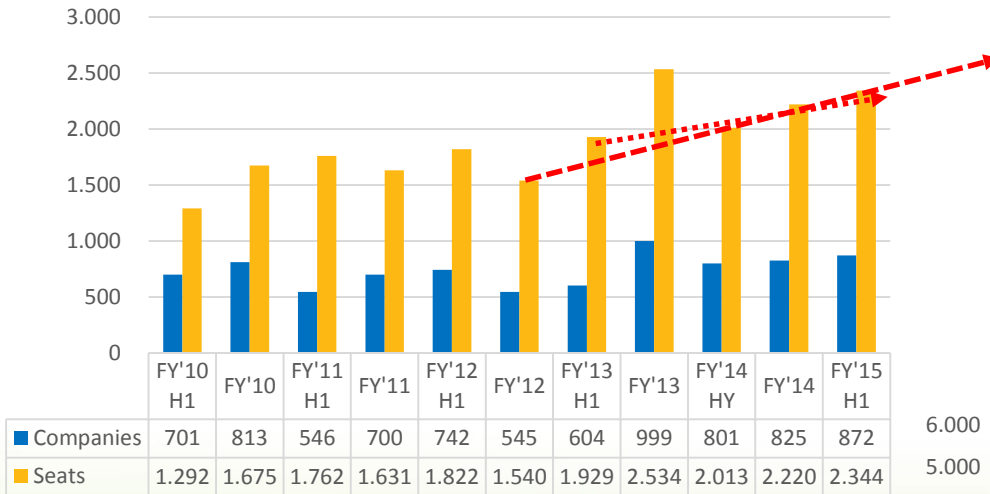
*Revenue&costs of Retail division currently still listed under SME division.

**Farming subsidies (AgroIT, MAK) not included into FY'15 P&L

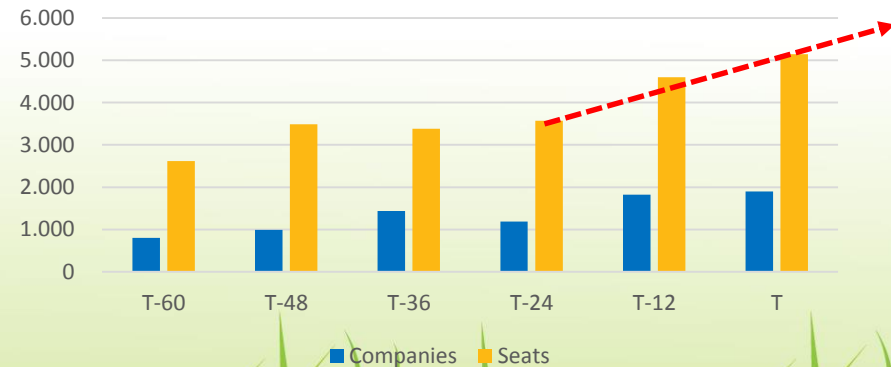


Client Aquisition

Client Aquisition Half year



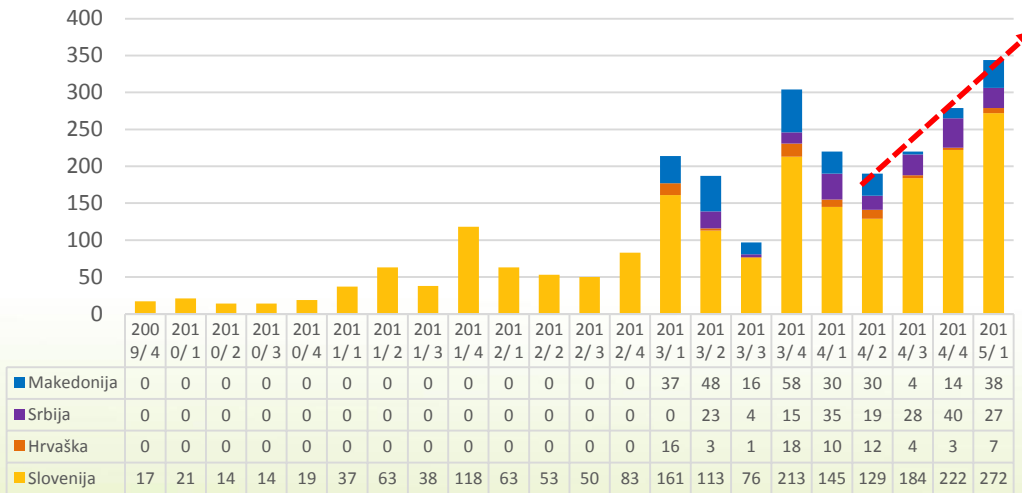
Client Aquisition Running 12 mths



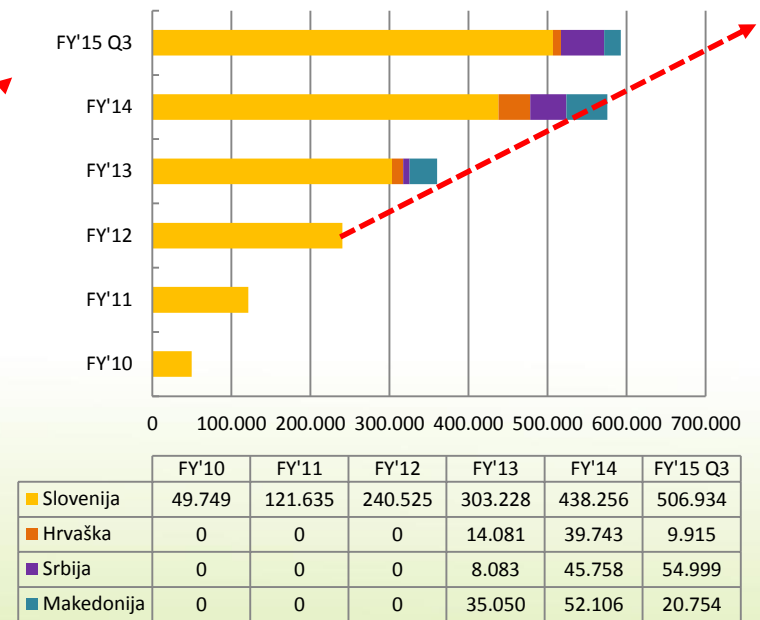


Client Aquisition Cloud

Rast Oblaka - nove licence (brez HN)



Vrednost novih licenc v oblaku po letih in državah



Usage of Capital Increase June 2014

Planned

500,000€ for GoToMarket of Farming division

- Scale up of marketing in Slovenia, Croatia and Macedonia
- Sales start in Serbia, Poland and Romania
- Opening activities in Switzerland, Austria and Czech Republic.

250.000€ to be invested into proliferation of Telco cooperation and new service development

250.000€ for market consolidation/mergers - Partner From Competitor(PfC)

Executed

Slovenia: invested 135.900€ to build up sales and support capacity and marketing activities; **Croatia:** invested 39.400€ to build up sales and support capacity and initial marketing activities; **Macedonia:** Farming division is operating with profitably (213€ profit in period); **Srbija:** invested 11.500€ to build up sales and support capacity and initial marketing activities; **Švica:** invested 150,000€ into establishment of Agro HQ functions and local sales; **Poljska:** invested 1.600€ + localisation, company registration; **Romunija:** DL investment 0€ (operations financed by MMP & AgroIT) market analysis done, scale up plan done, additional localisation requirements;

160,000€ available for H2 FY'15

Retail Division: 139.000€ invested into technology purchase and development of Android point-of-sale, to be used in coop with Telcos based on the fiscal registers regulatory framework. Expected is a minimum 50,000€ new revenue per month in the next 24 months.

Cloud services: we've employed ex Makedonski Telekom digital services manager to act as VP for Telco affiliations

ServiceDesk: build up of capacity in Slovenia (62.000€), Croatia (73.200€) and Serbia (32.700€)

56,900€ more than planned, delta financed out of positive cashflow from existing business

In H1 we've invested roughly 25,000€ (wages, travel expenses, marketing) and acquired over 200 new users, generating net revenues of 21,000€ and approximately 24,000€ recurring revenue per year in the future

246,000€ available for H2 FY'15 – planned merger in AL and PfC operations in HR, RS

Investor presentation



PANTHEON™
Farming

MEASURED
MANAGED
PROFITABLE

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Mission

We simplify **data collection**, convert it automatically to **proper financials** to help **farmer manage** the farm in a more **profitable** way!

Vision



Eliminate waste (resources, money, yields, ...) through data-driven management of the farm

& Connect the farm digitally to the ecosystem (suppliers, customers, agricultural consultants, accountants, ...)

& Reduce/automate bureaucracy burden

& Unify data silos

& Bring Agro to the information age!



Pantheon FarmingGlass was nominated for Innovations in Agriculture GFIA Abu Dhabi 2015

Market

Our targeted market: top 20% of Agro with potential to trickle down to smaller farms

Total arable land globally 1,5 bn ha* = Addressable market size €7,2 bn annually

Total Life Stock Units globally 2 bn* = Addressable market size €8,6 bn annually

Addressable market for FMIS solutions might be as high as €16 billion

Roughly comparable to worldwide ERP market with 25,4 bn US\$ in 2013**

Nascent market waking up

No clear worldwide leader in FMIS but several mostly local oriented start-ups

We do whole farming spectrum not just one vertical (e.g. just cattle or just crops)

We're using decades of SME expertise and channel building as unique starting position

Ergo... Invest early & invest sufficient

*FAOSTAT 2013

** Gartner, ERP Market Share

Problem

Increased need to track Ag processes

Access to (mature) markets
Food traceability (cattle, organic food, ...)
Environmental regulation
Scarcity (limited water, land, ...)

Increased back office bureaucracy

Regulations and compliance
Subsidies granted on data disclosure
Good Agricultural Practice = IFRS 41 accounting
Modern farming = capital intensive
= need for banks to do proper risk

Increase yields / reduce consumption

Data-driven decisions
Precision agriculture
Profitability on the level of unit (agro economics)

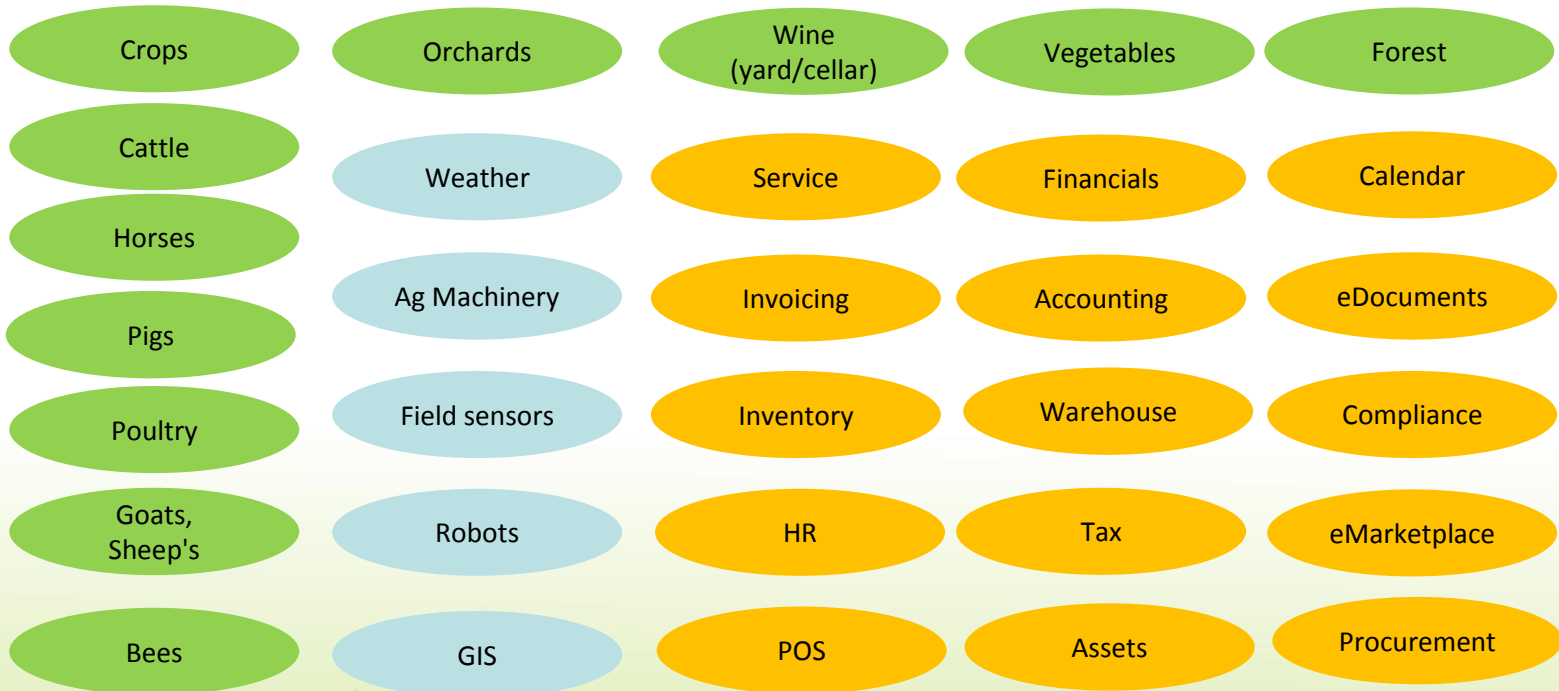
Manage the changing Ag environment

Processes today <> traditional processes
Weather and climate change
Automatisation/robotisation of Ag machinery
New cultures or shift of production



Product / Solution

COMPLETE Farm Management Information System



**Complete & Integrated
True transparency of the farm**

**One (or none) data entry, multiple usage
Profit/Loss on the level of production unit**

Line of Business

Integrations/IoT

BackOffice



Target Customer

Monoculture **and mixed** farms with crops, animals, vegetables, orchards...

Industrial and semi-industrial farms and/or

Value added farms with a need for food traceability

organic, kosher, hallal, ...

special requirements eg. larger retailers

Larger farms

needing professional planning, measuring, accounting and managing

Larger family farms, Ag companies and state farms



Value proposition

 Optimization of inputs (fertilizer, seeds, fuel)


 Maximization of outputs

Increase of yields

Traceable / organic = more expensive


 Increase of assets utilization (machinery, animals, field usage)


 Facts based decision making (replacements, investments, changes, labor)

 Reduction of theft (fuel, fertilizer, seed, machine usage)


Environment – green values

 Proof of purity

 Food traceability including substances used

 Eco-balances & subsidies

 Reduction of administrative work (up to -50%)

 Integrated solution for all stakeholders

(farmer, consultant, veterinary, accountant, state,...)

 Reduction of info-siloes from up to 20 to 1

Eliminate „battle for the eyeballs“

1 COW

1400€ p.a. direct cost

4,32€ software cost p.a.


= 0,31% of direct cost


1 ha CORN


516€ p.a. direct cost

4,68€ software cost p.a.

= 0,91% of direct cost

 Antibiotic – Must Have

 Aspirin – Good to Have

 Vitamin – Nice to Have

Selling Strategy & Customer Acquisition

Entering new countries through

Building up direct sales and support teams based close to the farmers in regions

Extending the foot-print by M&A and joint-ventures

Bundled sales with Telcos, Agro banks/insurances and Ag consultants

Leverage and scale exponentially

Distribution & OEM partnerships

Demand Generation 3-5% of revenue budget (higher during market entry)

Farming trade shows, seminars, symposiums and local events

Advertising in farmer magazines / portals

Cost of initial sales x4 monthly fee, recurring sales zero

Long run-time: typical farmer would use the solution > 10 yrs.

Churn: first 3 months 15%, after 3% annually

High changeover cost

Larger Farm sales cycle 3-6 months

Sales & support point
in 50-100 km radius of the farm

More ERP-like business than APP business

Localization for each market, no „worldwide“ solution



Revenue Model

Pivoted from „per farm“ to „per asset“ royalties

Simple

Transparent

Size based -> fair

All technology included (desktop, mobile, ...)

Cloud or license + maintenance licensing

Fields	0,39€ / ha / mth
Orchards, vegetables	0,51€ / ha / mth
Wine cellar	0,44€ / 100l / mth
Wine yard	0,51€ / ha / mth
Cattle, horses	0,36€ / animal / mth
Pigs	0,10€ / animal / mth
Poultry	0,01€ / animal / mth
Sheep, goats	0,36€ / animal / mth

Services

Implementation (cca 20 hrs / farm)

Service desk or billable support hours (cca 10 hrs / farm / year)

Education courses: on-site or video lectures & webinars

Cash collection 30 days net, otherwise switch off

Additional digital services up-sell: electronic documents, EDIFACT, off-site backup, marketplaces,

Management Team & Experience



Dr. Andreas Mattig – Chairman
U.St.Gallen PhD , Nanyang Institute
Banking and Finance (MA), International
Relations (MA); Experience in
Investment Banking in US & CH;
Chairman Cime Capital



Andrej Mertelj – CEO
Serial entrepreneur from 1989; brought
Datalab from garage to the one&only
tech IPO on the Ljubljana Stock Exchange



Torsti Pullola – CSO
25yr of experience
in IT sales with
DEC, Compaq,
Deutsche Telekom
and Oracle.
Built CE&CIS
partner network
for Oracle



**Benjamin Stengl –
COO/CFO**
U.StGallen MA in
Banking&Finance; Data
analyst in financial
sector; UBS credit risk
IT support; 2012-15
running operations &
int. expansion of MMP



**Dr. Rok Rupnik –
Chief Scientist**
Professor on the Ljubljana
Computer Faculty

Have:

230+ highly trained & very
experienced colleagues in 12
countries

Need investment for:

Local sales & support teams
Localization development

Funding Plans Datalab Agro AG (Switzerland)

Non-listed entity

Seed: Datalab d.d. (parent company)

Series A: +100,000 CHF Mattig Management Partners

Series B: valuation @ 6M€ pre money, 2M€ needed for next period

+1-2 M€ Mattig Management Partners

+0-1 M€ Datalab shareholders

Series C: „Kingmaker“ investment

VC fund & Investment bank

C1 = jan-mar 2016

C2 = jan-mar 2017

C3 = jan-mar 2018

Valuations to be defined

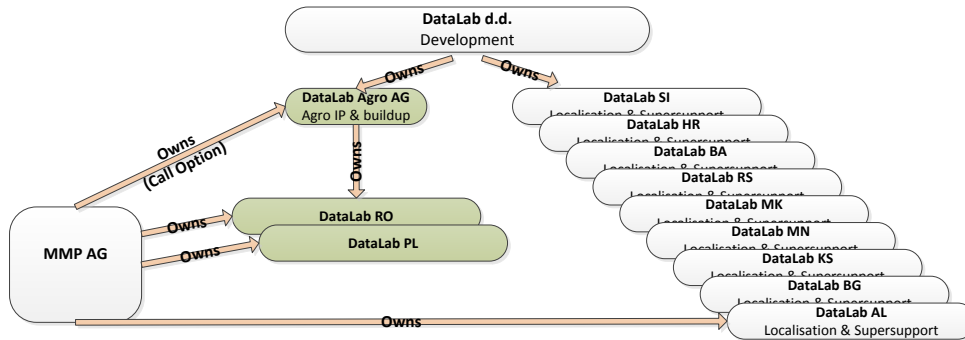
**Equity financing
& Joint-ventures**
= new markets

Debt financing
= M&A + buffer

Capital invested for GTM, building salesforce and support channels in target countries

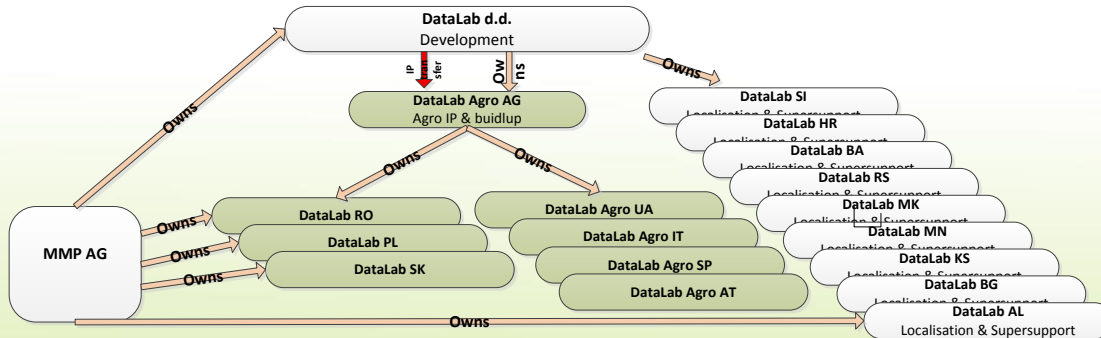


Corporate structure



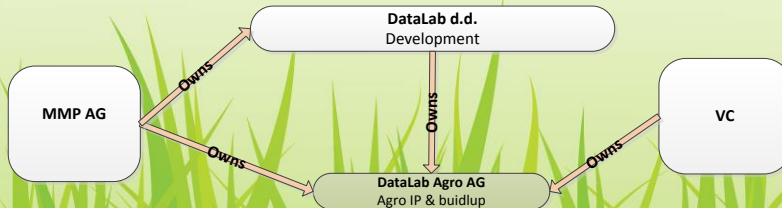
Series A

- In preparation for Series B:
- Call option MMP executed -> DL owns 100% of DL Agro
 - IP transferred to DL Agro as contribution in kind

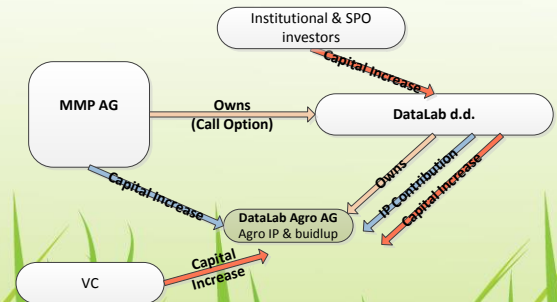


Series B

Raising capital to minimise dilution of DL in DL Agro



Series C





SUPPORTING SLIDES



Current PA Farming Sales & Markets

Existing Sales & Support resources

	Head & Sales	Sales	Support
Slovenia	Mojca Cuderman	5	3
Croatia	Valentina Pankretic	2	
Serbia	Radivoje Misovic		
Macedonia	Ivana Atanasova		1
Romania	Florian Stefan	1 + 5 TBH	1 + 5 TBH
Switzerland	Ernst Felder		1 TBH
Poland		5 TBH	5 TBH



PAFA Sales Funnel

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	489	164578.84	0.00	164578.84	0.00	164578.84	164578.84
1 - Contract ready	7	2440.60	0.00	2196.54	0.00	2440.60	2196.54
3 - Qualified - short list	1	2033.00	4500.00	1219.80	2700.00	6533.00	3919.80
4 - Proposal	24	4923.12	0.00	1969.25	0.00	4923.12	1969.25
5 - Qualified lead	29	9111.89	0.00	1822.38	0.00	9111.89	1822.38
6 - Identified opport...	35	23839.91	0.00	1192.00	0.00	23839.91	1192.00
I - Customer not int...	63	26525.23	0.00	0.00	0.00	26525.23	0.00
L - Lost to competition	3	9590.53	10000.00	0.00	0.00	19590.53	0.00
P - Lost to another ...	39	41297.76	0.00	0.00	0.00	41297.76	0.00
S - Stand by	147	56298.57	0.00	0.00	0.00	56298.57	0.00

All count	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
837	340639.46	14500.00	172978.81	2700.00	355139.46	175678.81

176% growth on new customers since Dec Sales Funnel March

- over 800 opportunities
 - 70% growth to Dec
 - Value €350k
 - 35% growth to Dec
 - ~250 open opp's
- Status I&S are been revisited
Trend moving on cloud sales

Sales status Slovenia

Sales team stable

- Looking for senior sales for one replacement

Support team up from 1 to 3

82% growth on new customers since Dec ,14

Telekom Slovenia coop in place

Sales Funnel

- Total 420
 - 8% growth to Dec
- Funnel value €150k
 - 42% growth to Dec
 - Addressing larger farms
 - 90% hosted
(€5,4M license equivalent value)

Demand Generation

- Accountant offices
- Orchard farms
- Wineries and Winecellars

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	253	68255.14	0.00	68255.14	0.00	68255.14	68255.14
1 - Contract ready	6	2429.70	0.00	2186.73	0.00	2429.70	2186.73
4 - Proposal	21	2927.12	0.00	1170.85	0.00	2927.12	1170.85
5 - Qualified lead	27	7750.89	0.00	1550.18	0.00	7750.89	1550.18
6 - Identified opport...	25	5594.91	0.00	279.75	0.00	5594.91	279.75
I - Customer not int...	60	21580.13	0.00	0.00	0.00	21580.13	0.00
L - Lost to competition	1	42.53	0.00	0.00	0.00	42.53	0.00
P - Lost to another ...	35	38198.76	0.00	0.00	0.00	38198.76	0.00
S - Stand by	128	23434.67	0.00	0.00	0.00	23434.67	0.00
All count	Total	Total	Total	Total	Total	Total	Total
	Lic. Value	Work Value	Weighted Lic.	Weighted Work	Sum All	Weighted All	
556	170213.86	0.00	73442.65	0.00	170213.86	73442.65	

Sales Status Croatia

Team reorganized for regional coverage

- South-East region from Osijek
- North and West from Zagreb

600 leads in the pipeline

”100-farms program” with Zagreb Country and EU funds

- Potential for September
- Sales Funnel is short
- Training program for team in place monitored by DL Agro CSO
 - 3% growth in funnel to Dec

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	8	15678.70	0.00	15678.70	0.00	15678.70	15678.70
4 - Proposal	1	726.00	0.00	290.40	0.00	726.00	290.40
5 - Qualified lead	1	726.00	0.00	145.20	0.00	726.00	145.20
I - Customer not int...	3	3776.00	0.00	0.00	0.00	3776.00	0.00
L - Lost to competition	1	726.00	0.00	0.00	0.00	726.00	0.00
S - Stand by	1	1452.00	0.00	0.00	0.00	1452.00	0.00
All count	Total	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
15	23084.70	0.00	16114.30	0.00	23084.70	16114.30	

Sales Status Macedonia

100 farms project running
 Makedonski Telekom coop in place
 500 leads in the pipeline
 Campaigns in orchards and wineries
 Close cooperation with Ministry of
 Agriculture, Extension Services and
 USAid

Sales Funnel

- 1176% growth on customer base since December
- ~€ 100k funnel value
- **172% growth since December**

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	217	70020.00	0.00	70020.00	0.00	70020.00	70020.00
6 - Identified oport...	1	46.00	0.00	2.30	0.00	46.00	2.30
I - Customer not int...	1	1180.00	0.00	0.00	0.00	1180.00	0.00
P - Lost to another ...	2	1829.00	0.00	0.00	0.00	1829.00	0.00
S - Stand by	10	23791.90	0.00	0.00	0.00	23791.90	0.00
All count		Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
231		96866.90	0.00	70022.30	0.00	96866.90	70022.30

Sales Status Serbia

First deal done – the ice is broken

Large prospects

- FADN roll-out
- 50 farms project in Užice area
- **Telekom Serbia coop from May '15**
- Campaigns in
 - Orchards
 - Wine and winecellars
 - AgroFair Novi Sad planned
 - Participated in Fractals Novi Sad and Agro Conference in Belgrade
 - Banner in Poljinfo.com

Two new hires since March – one TBH for Novi Sad

Sales Funnel

- First deal closed with large agro holding
- Opportunities from GFIA2015 for up to 14.000 ha
- Funnel value growth 150% since December

Show funnel statistics

Status	Count	Licence	Work	Weighted	Weighted	Total SUM	Total
		Value SUM	Value SUM	Licence SUM	Work SUM		Weighted
3 - Qualified - short list	1	2033.00	4500.00	1219.80	2700.00	6533.00	3919.80
6 - Identified opport...	4	8255.00	0.00	412.75	0.00	8255.00	412.75
S - Stand by	1	3175.00	0.00	0.00	0.00	3175.00	0.00
All count	Total	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
6	13463.00	4500.00	1632.55	2700.00	17963.00	4332.55	

Romania Sales Update

- Comprehensive market analyses done and in execution
- Roll out to selected regions by investment to the team leveraging Mattig Romania infrastructure
 - 5 new Sales + 5 new Support persons in hiring process
 - 200 CV received through adverticing in Romanian job portal
- 5 pilot farms signed up and in process of installation
 - 10 additional pilot farms to be identifies
- 4 trade shows selected to participate
- Awarness Campaigns been rolled out as cross selling with accountancy offices and Vet community
- Three AgroFairs chosen first in Cluj in April
- Ad campaign for major agrar magazine
- "100-farms-project" to be implemented, under preparation
- Local competition is been analyzed (one strong vendor: Total Soft)



Switzerland Sales Update

- Business and go-to-market plans finalized and in execution
- Translation in final phase.
- Localization ongoing, target for end May
- Three pilot farms identified, contracts under negotiation
 - Orchard farm, Bovine (milk) farm and smaller mixed farm
- Tier & Technik fair in St. Gallen 19.-22.2. addressing 800 visitors in our stand
 - Cooperation with Strickhoff (Agro Faculty) kicked off including access to "practicants"
 - Contacts to "Swiss Maschinenring" built up
 - Support person/manager in search, TBH April/May
- Awareness in Farmer Unions and communities on-going
- Advertising campaign in preparation with five magazines focusing for different farming activities

Poland update

- Datalab-Agro Polska Sp.zo.o established in March as Datalab Agro AG subsidiary
- Location Wroclaw, second office planned to Poznan
- Cooperation with Mattig-Feroma and Mattig Switzerland
- Internim management in place, search for Sales and Support leaders on going
- 5 Sales and 5 Support employees will be hired
- Cooperation with the Wroclaw Agricultural University agreed
 - PANTHEON Farming to be used for educational purposes as of autumn
- Large prospect farms visited by management – potential pilot farms
- AgroiT pilot farms (15) will include PANTHEON Farming
- "100-farms" program to be introduced to the Ministry of Agriculture and Local government
- Marketing materials, web page www.datalab-agro.pl are been translated to Polish
- Translation 60% done and localization of PANTHEON Farming has started.

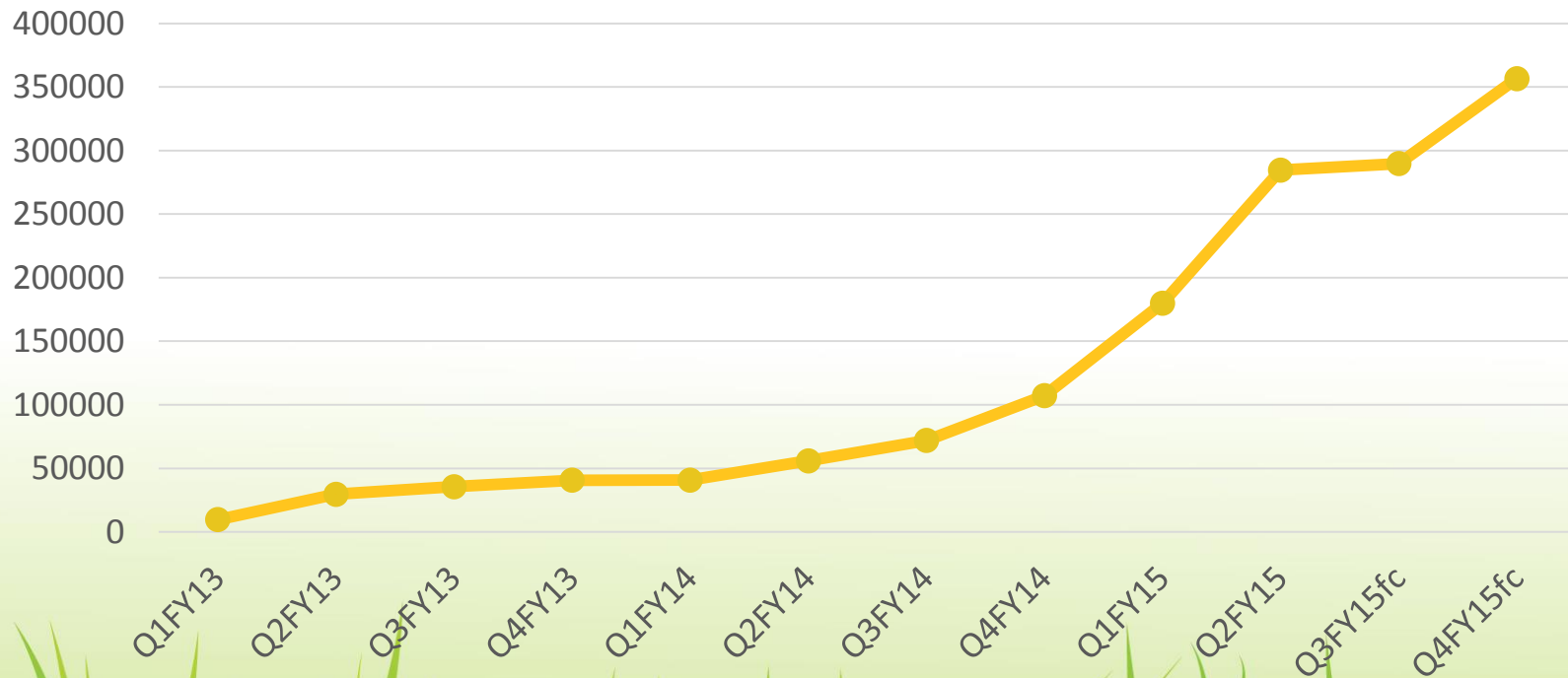
Ukraina update

- Datalab-Agro UA Ltd established in March as Datalab Agro AG subsidiary
- Location Kiev
- „200-farms“ program submitted to USAid for 50% co-financing
- Management in place
- 2 Sales and 5 Support employees will be hired
- Cooperation with YPARD (young farmers) and NAASU (National Advisory Service established)
- PANTHEON 90% localised to UA & RU language
- Marketing materials, web page www.datalab-agro.com.ua are been translated



Revenue Four Rolling Quarters (License Equivalent Feb 2015)

PAFA four rolling quarters



OEM targets

- Considering to recruit international OEM Sales person
- Leads of OEMs
 - John Deere ("My JohnDeere"), Germany / USA
 - JCB, Germany
 - Dairymaster, Ireland
 - Big Dutchman, Germany
 - Lemmer-Fullwood, Germany
 - Afimilk, Israel
 - BouMatic, Belgium
 - Lely – interface on negotiation
 - De Laval – interface on development

Follow up discussions on OEMing and integration of PAFA to the vendor's platform.

Growing through acquisitions

2013

Vinar – winery & cellar software

2014

FruitDiscovery – orchard software

3XPOS – an Android POS software for Farming & Retail

2015

ProGIS – partial takeover – farming GIS & crop management

In process – a Serbian farming Ag software maker

...

Parent company

Consolidation by take-over of smaller players

47 acquisitions done to date

Dedicated VP for the task



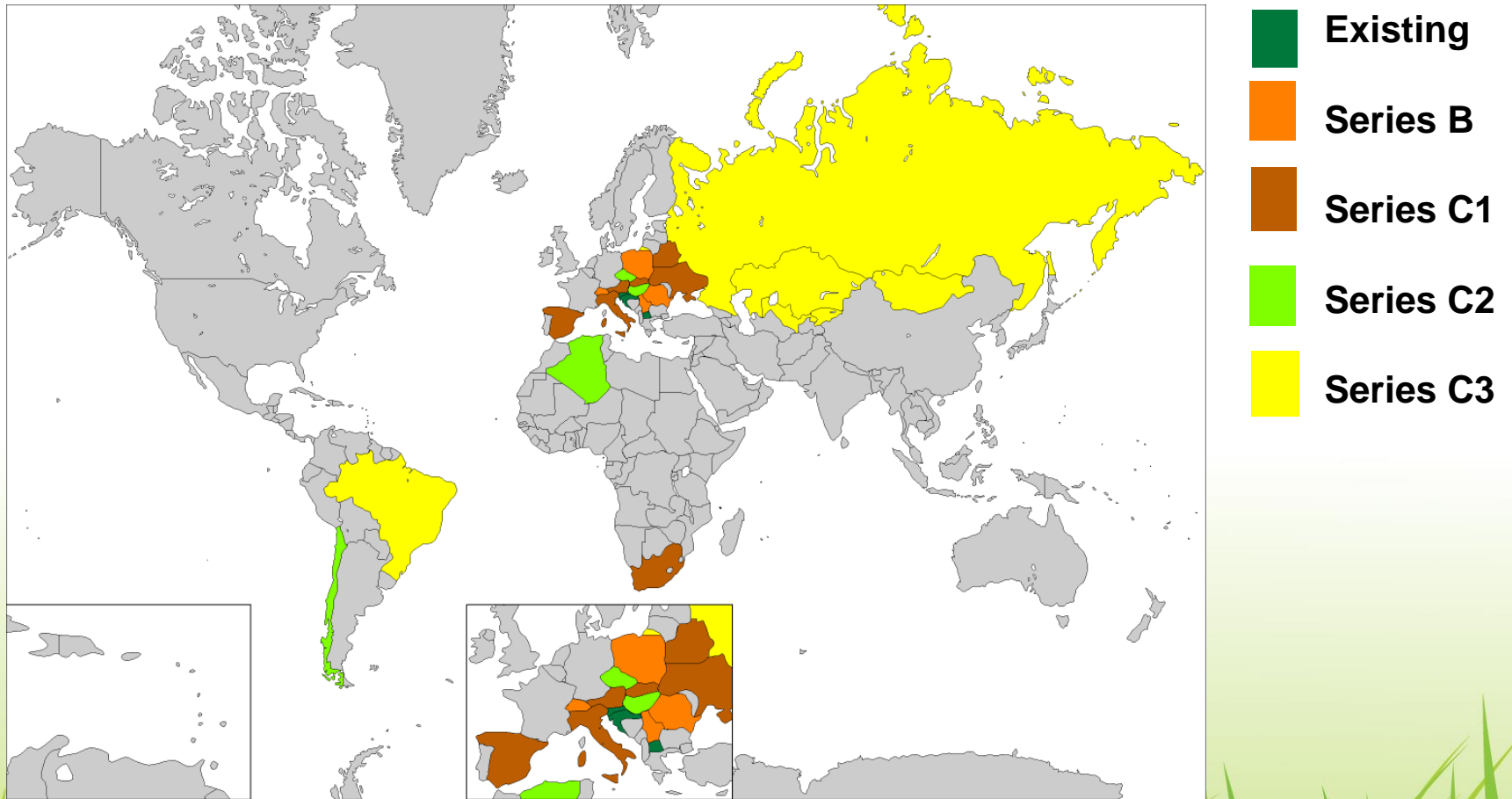
PA Farming Financials & Forecasts

Financials Farming (per 31.12.14)

Development costs	801.027,40
IP purchases	81.999,90
Total IP cost	883.027,30

SUBs (profit centre FarmAccounting)	
Revenue	113.821,00
Marketing costs	54.646,00
Labour costs	167.413,00
Conferences & Education	2.144,00
Total Costs SUBs	224.203,00

Expansion



Call to Action

We offer farmers a **complete** Farm Management Information System

That solves **many of the must have's** in today's Ag

Is hybrid – **Cloud & Installed** –gaining traction and **awards**

The market needs **on-site presence and localization** (no one-size fits all)

Due to our background we have **expertise in scaling and conquering** new countries

Trough a team of **230+ experienced and seasoned people**

We're versed in dealing with **EU, USAid and Ag Ministries**

(you can not revolutionize Ag without **collaboration of institutions and stakeholders**)



PANTHEON™
Farming

MEASURED
MANAGED
PROFITABLE

About PANTHEON Farming



Farming Awards



PANTHEON Farming



#1 Best Slovene App



PANTHEON Farming



#4 Best European App



PANTHEON FarmingMobile



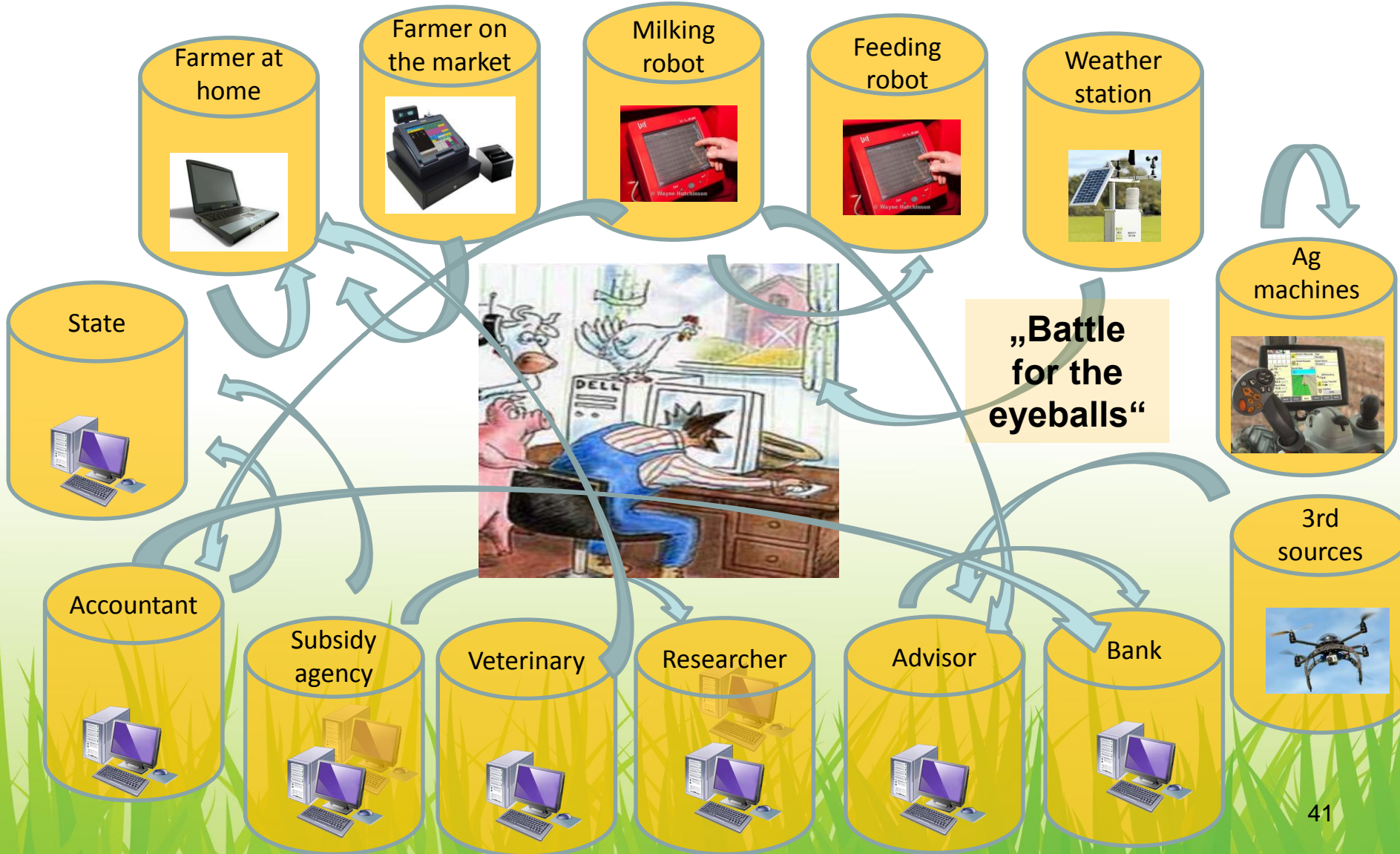
Top 10 worldwide innovation

Global Form for Innovations in Agriculture – GFIA2015

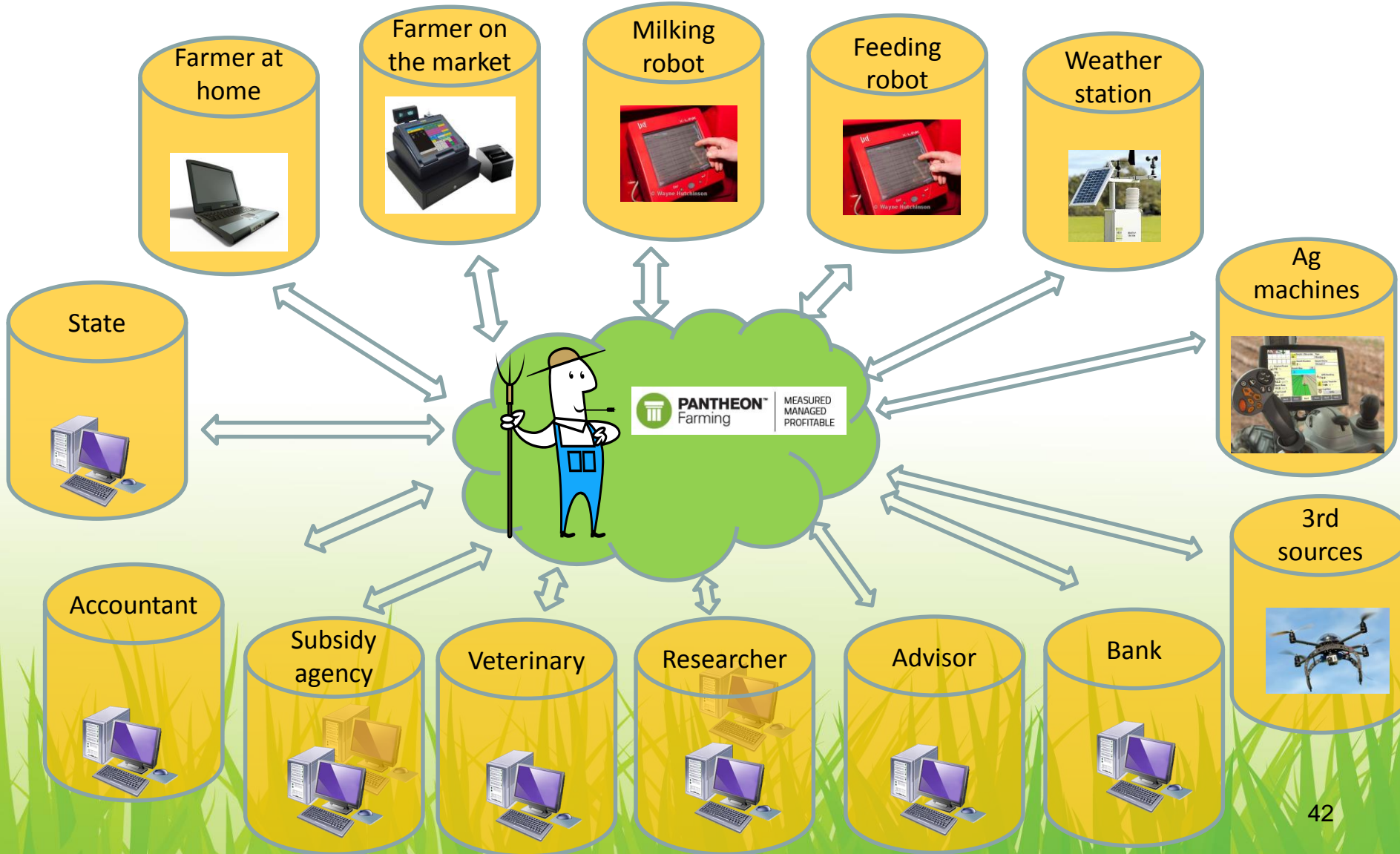
- Event took place 9.-11.3. in Abu Dhabi, UAE
- Among top 10 Innovations in Agriculture in the world (no final results yet)
- Datalab Stand was visited by morning news and Deputy Prime Minister of UAE and H.R.H. King of Toro, Uganda
- We showcased FarmingGlass by demonstrations and presentation in the ICT Innovations track
- Follow-up contacts from: UAE, Saudi, Egypt, India, Singapore, Malaysia, Kenya, Burkina Faso, France, Germany, Spain, Turkey, Australia, USA
- Local Opportunity:
 - Abu Dhabi Farmers Service Centre (department of Ministry of Agriculture)
 - Largest farm corp. in Dubai



Information silos of today's farm.



Tommorow's farm.



Current pain - farmers

Too much time spent for paperwork

- Germany: **20** hours per week
- Denmark, Slovenia: **7** hours per week
- Sweden: **3** hours per week
- Greece: **1** hour per week

	Case Slovenia
Time consumption FARMER	452 h/y
Costs FARMER	11.233 €/y

Complicated reporting system

- No unified service; e-reporting vs. paperwork
- No unified database; doubled/tripled entries
- No unified reports; country specifics

No complete overview

- Unable to compare feed production costs with animals or fields productivity




What time is needed to proper manage a farm

A mid-size European farm

- 30 milking cows
- 15 fields
- 500 invoices (in + out)
- 70-100,000€ annual revenue

<i>Annually (hrs)</i>	without	With PA
Farmer	452	370
Accountant	172	94
Consultant	191	0
Total	815	464



Current pain - stakeholders

Too much work with information

- Data processing
- Data transcription
- Manual adding or editing data

No comprehensive overview – difficult researches

- Data stored in different databases
- Difficult to compare the results
- Difficult to do a cross-analysis

Difficult to fairly evaluate agriculture productivity

- Missing, averaged or dented data
- No unified reports of farms revenue and expense

Holes in traceability system

- Horse meat crisis
- Bird flu
- Mad cow disease

	Case Slovenia
Time consumption STAKEHOLDERS	333 h/y

Competition

Weaknesses

- Supporting just one line of business and one Local/regional market
- Lack of business look at farms
(material & accounting mostly piggy back)
- No internet = no service
- Mostly startups
- Ability to grow multinational & scale fast
- Reporting and compliance
- Questionable break even (price, scale)
- Focusing on customized solutions

Strengths

- Niche specialist have more features
- Affiliations with local orgs
- Incumbents
- Vendor lock-in

Opposition

- Slow adoption / traditionalism
- Illiteracy
- „Don't want to bother with IT“
- The fear of disclosing data
- Active opposition of farmers
- Deregulation (highly unlikely)

Key competitors

- AgroOffice - US
- Land-Data Eurosoft – Germany (BayWa aquired development PCagrar)
- 365farmnet – Germany
- Trimble - UK
- Isagri - France

Some markets have strong players, but no global leader (yet)
 There are signs this will develop due recent M&A.
 Consolidation is expected



Distinction from other Ag software vendors

Not one vertical but the complete farm

PA Farming excels not only in cows or crops but has modules for all major field of activities on a farm (orchard, wine, forest, horses, pigs, goats, sheep, poultry, ...) making it an ideal solutions for mixed farms (majority!)

„Full cost“

Not only main costs (fertiliser, feed, ...) but also labour, assets utilisation, finance costs, ... due to tightly integrated accounting

Works in the cloud or on premise

We can deliver solutions to places where internet is not available, where the client doesn't want to share the data or needs deep integration with other on-farm systems. Much like Oracle...

True traceability

Every material input/output on the farm is traced via unique identifiers making e.g. expiration dates transparent or genealogy simple

True ERP

Not just an Ag solution but also modules for service, people management, full fledged accounting and financials, enterprise/farm performance management, electronic documents exchange ...

No start-up

Datalab is a proven company that knows how to open new markets, select/hire/train the teams, organise operations and properly report the financials. It can SCALE rapidly and profitably!

Partnerships

Technology partnerships

Ag schools, Universities, Ag research institutes



Distribution partnerships

Telcos



Ag Accountants

Ag machinery



Extension services (=Ag consultants)

Ag Ministries

Donor organisations



Affiliations

FAO

European Commission

EUFRAS / GFRAS

(Ag consultants umbrella)

Club of Ossiach

What is PANTHEON FA?

Software solution that helps farmer run your farm. It helps with bookkeeping and responding to daily events faster and easier.

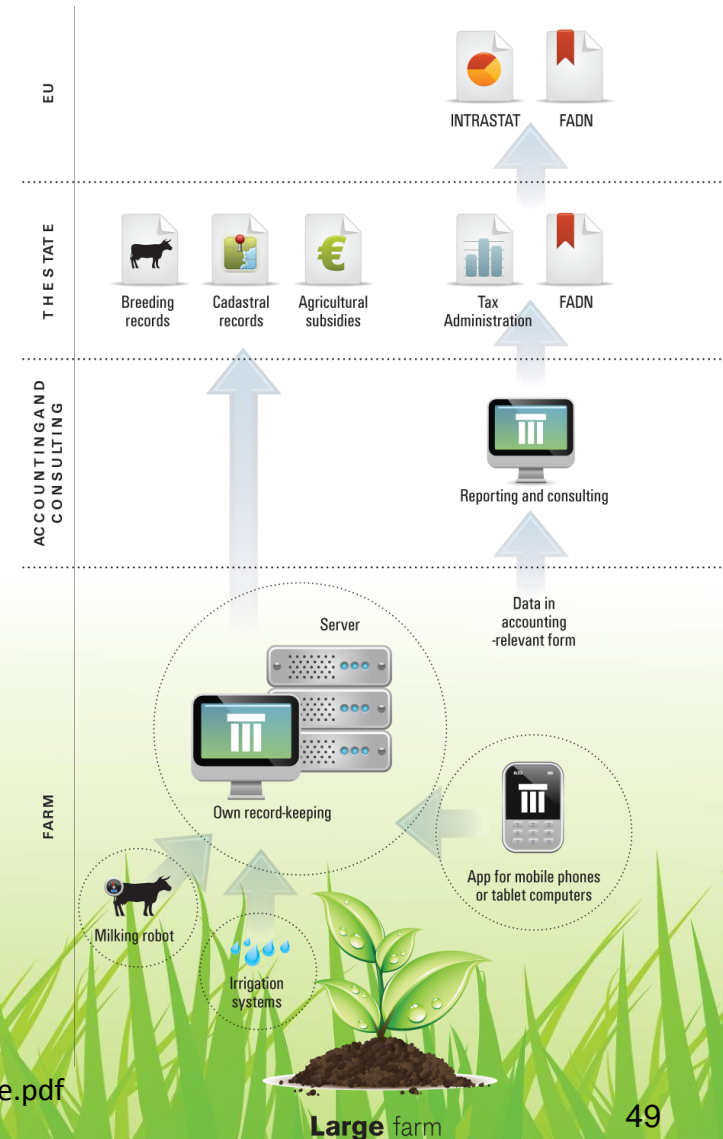
Farmer can do:

- accounting,
- FADN accounting and reporting,
- tax reporting,
- agri-environmental records,
- agricultural material usage reporting ,
- animal traceability
- without the need for duplication of entries.

Besides that, it offers:

- veterinary journal,
- fertilization planning,
- farm tasks,
- milking diary,
- ...

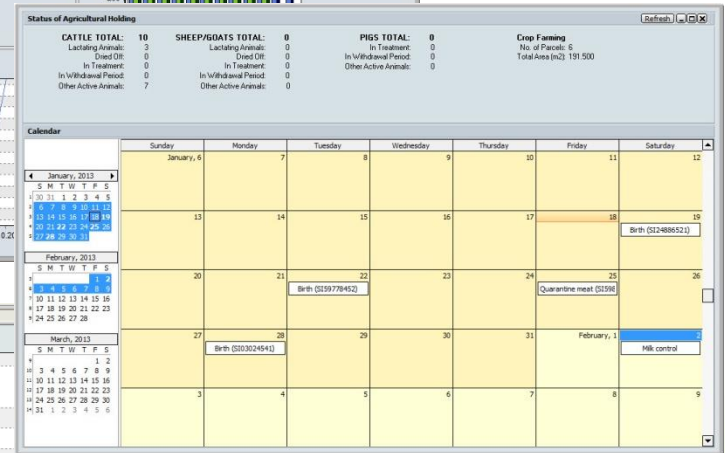
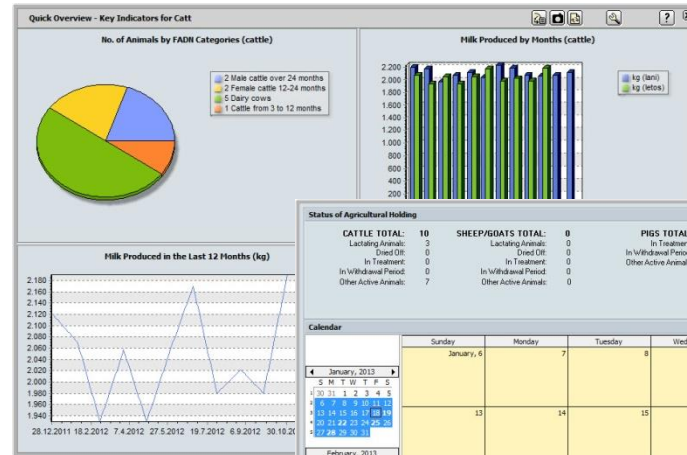
More info on: ftp://ftp.datalab.si/Marketing/Brosure/EN_Pantheon_FA_brochure.pdf



Farm activity information

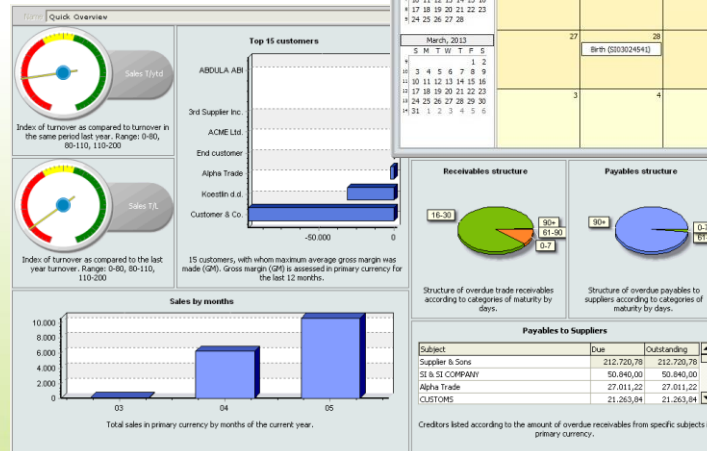
Status and calendar

- Number of animals
 - Overall by category
 - Divided by production status
- Calendar with important dates
 - Automatic inputs (*expected calving date*)
 - Manual inputs



Control panel

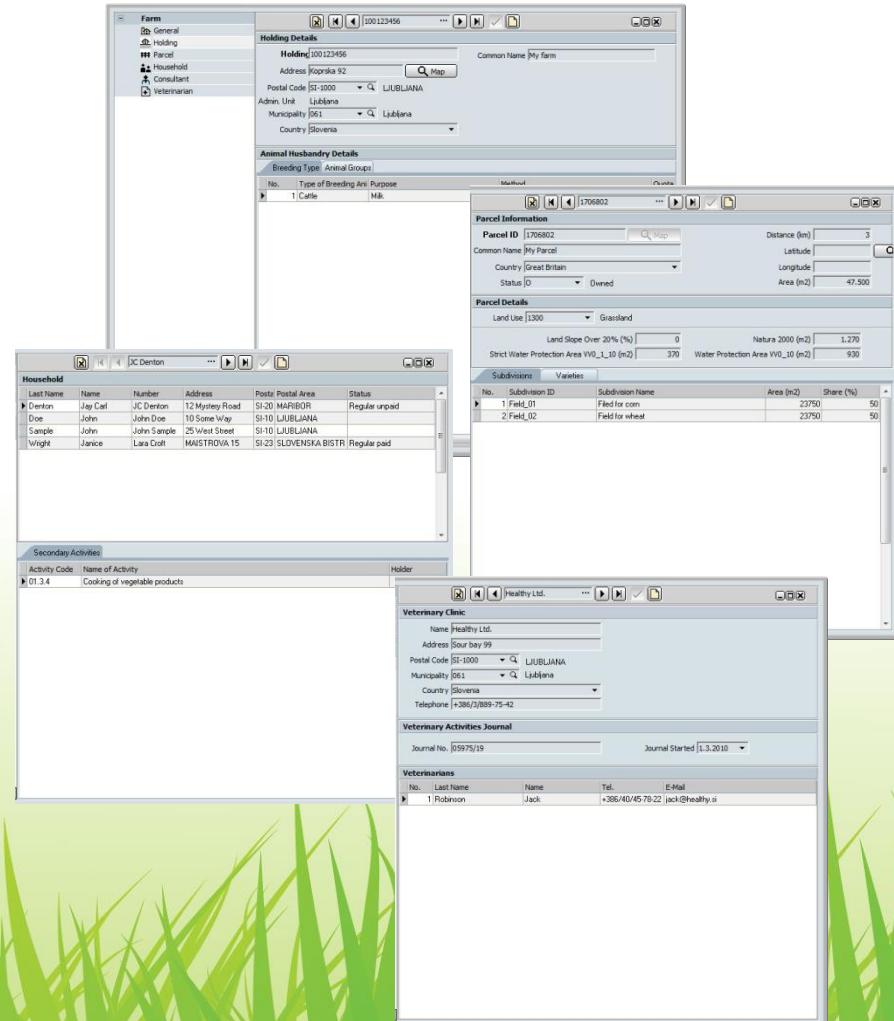
- Fast and reliable farm overview
- Custom made information



Agricultural holding information

General information

- Agricultural holding details
 - Data import from state registries (*where applicable*)
- Holding details
 - Possible more than one holding
 - Sorting animals by group, flock...
- Parcel details
 - Parcel ID connected with state LPIS system
 - Land details for agri-environmental records
 - Parcel divided into subdivisions for different crops
- Household members
 - Connected with personnel files
 - FADN status for FADN reports
- Consultant services
 - Data about consultant services and consultants
- Veterinary services
 - Data about veterinary services and veterinarians
 - Details about veterinary journal



The screenshot displays several overlapping windows from the PANTHEON Farming software. The main window shows 'Holding Details' for holding ID 100123456, including address (Kopaska 92), postal code (SI-1000), municipality (Ljubljana), and country (Slovenia). Below this is the 'Animal Husbandry Details' section with a table for breeding animals.

A 'Parcel Information' window shows details for parcel ID 1706802, including land use (Grassland), area (49,500 m²), and various environmental metrics like Land Slope Over 20% (0%) and Natura 2000 (1,270).

A 'Household' window displays a table of household members:

Last Name	Name	Number	Address	Postal	Postal Area	Status
Denton	Jay Carl	J.C Denton	12 Mystery Road	SI-20	MARSBOR	Regular unpaid
Doe	John	John Doe	10 Some Way	SI-10	LIUBLJANA	
Sample	John	John Sample	25 West Street	SI-10	LIUBLJANA	
Wright	Janice	Lara Croft	MASTROVA 15	SI-23	SLOVENSKA BISTR	Regular paid

A 'Veterinary Clinic' window shows details for 'Healthy Ltd.', including address (Sour Bay 99), postal code (SI-1000), municipality (Ljubljana), and telephone (+386/7/889-75-42). Below this is a 'Veterinary Activities Journal' window showing a journal entry for 'Cooking of vegetable products' with journal number 05975/19 and start date 1.3.2010. A table of veterinarians is also visible:

No.	Last Name	Name	Tel.	E-Mail
1	Robinson	Jack	+386/40/45 70 22	jack@healthy.si

Agriculture

Production cycles

- Each crop has its own cycle – work order
 - Parcel/Subdivision allocation
 - Crop production planning
 - Own price calculation

Daily tasks

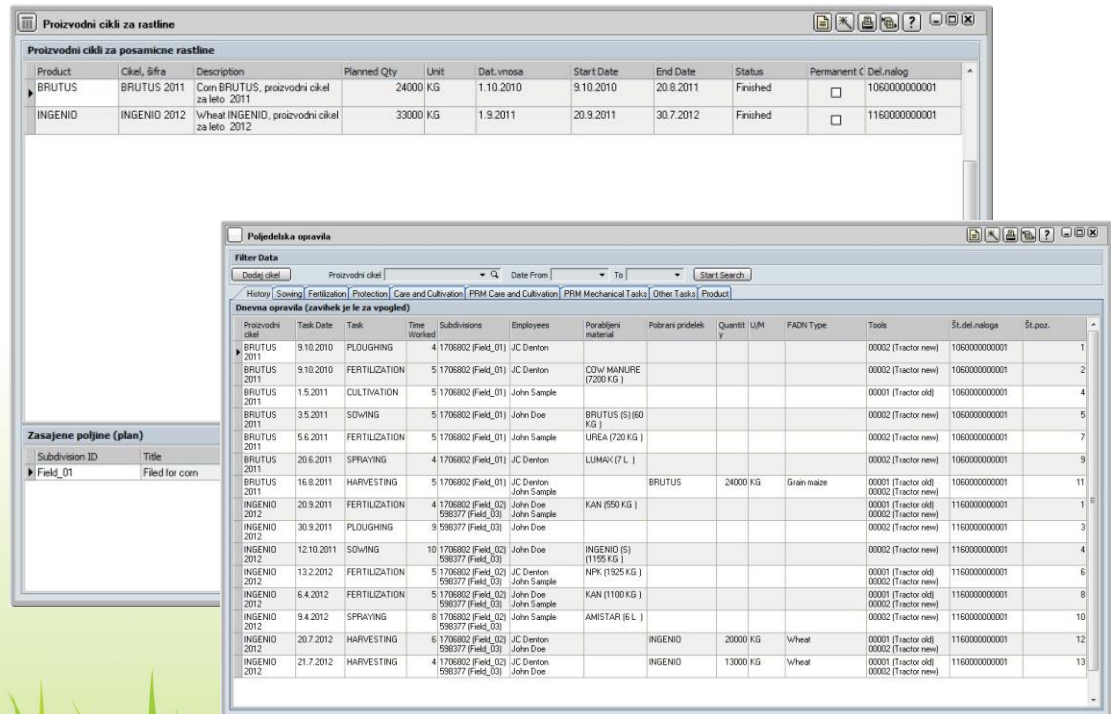
- Daily data input by task
 - Material usage
 - Resources usage
 - Parcel/subdivision selection
- Crop production input
- Chronological view of tasks

Stable tasks

- Daily stable tasks inputs
 - Material usage/production
 - Resources usage

Fertilization planning

- Ability to do your own fertilization plan by parcel
- Planning of fertilizer usage for next few years by crop



The screenshot displays two windows from the PANTHEON Farming software. The top window, titled 'Proizvodni cikli za posamicne rastline', shows a table of production cycles. The bottom window, titled 'Poljedelska opravila', shows a detailed view of daily tasks with various filters and columns for task details, resources, and materials.

Product	Cikel, šifra	Description	Planned Qty	Unit	Dat. vnosa	Start Date	End Date	Status	Permanent	Del.naloga
BRUTUS	BRUTUS 2011	Corn BRUTUS, proizvodni cikel za leto 2011	24000	KG	1.10.2010	9.10.2010	20.8.2011	Finished	<input type="checkbox"/>	1060000000001
INGENIO	INGENIO 2012	Wheat INGENIO, proizvodni cikel za leto 2012	33000	KG	1.9.2011	20.9.2011	30.7.2012	Finished	<input type="checkbox"/>	1160000000001

Proizvodni cikel	Task Date	Task	Time Worked	Subdivisions	Employees	Parabirani material	Pobrani pridelek	Quantit	UM	FACR Type	Tools	Št.del.naloga	Št.poz.
BRUTUS 2011	9.10.2010	PLOUGHING	4	1706802 (Field_01)	JC Denton						00002 (Tractor new)	1060000000001	1
BRUTUS 2011	9.10.2010	FERTILIZATION	5	1706802 (Field_01)	JC Denton	COIV MANURE (7200 KG)					00002 (Tractor new)	1060000000001	2
BRUTUS 2011	1.5.2011	CULTIVATION	5	1706802 (Field_01)	John Sample						00001 (Tractor old)	1060000000001	4
BRUTUS 2011	3.5.2011	SOWING	5	1706802 (Field_01)	John Doe	BRUTUS (5) (60 KG)					00002 (Tractor new)	1060000000001	5
BRUTUS 2011	5.6.2011	FERTILIZATION	5	1706802 (Field_01)	John Sample	UREA (720 KG)					00002 (Tractor new)	1060000000001	7
BRUTUS 2011	20.6.2011	SPRAYING	4	1706802 (Field_01)	JC Denton	LUMAX (7 L)					00002 (Tractor new)	1060000000001	9
BRUTUS 2011	16.8.2011	HARVESTING	5	1706802 (Field_01)	JC Denton John Sample		BRUTUS	24000	KG	Grain maize	00001 (Tractor old) 00002 (Tractor new)	1060000000001	11
INGENIO 2012	20.9.2011	FERTILIZATION	4	1706802 (Field_02)	John Doe	KAN (950 KG)					00001 (Tractor old) 00002 (Tractor new)	1160000000001	1
INGENIO 2012	30.9.2011	PLOUGHING	9	598377 (Field_03)	John Doe						00002 (Tractor new)	1160000000001	3
INGENIO 2012	12.10.2011	SOWING	10	1706802 (Field_02)	John Doe	INGENIO (5) (1195 KG)					00002 (Tractor new)	1160000000001	4
INGENIO 2012	13.2.2012	FERTILIZATION	5	1706802 (Field_02)	JC Denton	598377 (Field_03)					00001 (Tractor old) 00002 (Tractor new)	1160000000001	6
INGENIO 2012	6.4.2012	FERTILIZATION	5	1706802 (Field_02)	John Doe	KAN (1100 KG)					00001 (Tractor old) 00002 (Tractor new)	1160000000001	8
INGENIO 2012	9.4.2012	SPRAYING	8	1706802 (Field_02)	John Sample	598377 (Field_03)					00002 (Tractor new)	1160000000001	10
INGENIO 2012	20.7.2012	HARVESTING	6	1706802 (Field_02)	JC Denton John Doe		INGENIO	20000	KG	Wheat	00001 (Tractor old) 00002 (Tractor new)	1160000000001	12
INGENIO 2012	21.7.2012	HARVESTING	4	1706802 (Field_03)	JC Denton 598377 (Field_03)		INGENIO	13000	KG	Wheat	00001 (Tractor old) 00002 (Tractor new)	1160000000001	13

Animal husbandry

Different animal categories (*Cattle, Sheep, Goats, Pigs*)

- Possible data import (*where applicable*)

Animal records (*information about individual animal*)

- Family tree
- Milking records by lactations
- Health status
- Reproduction details with calf records
- Movement details
- Linear score

Animal register

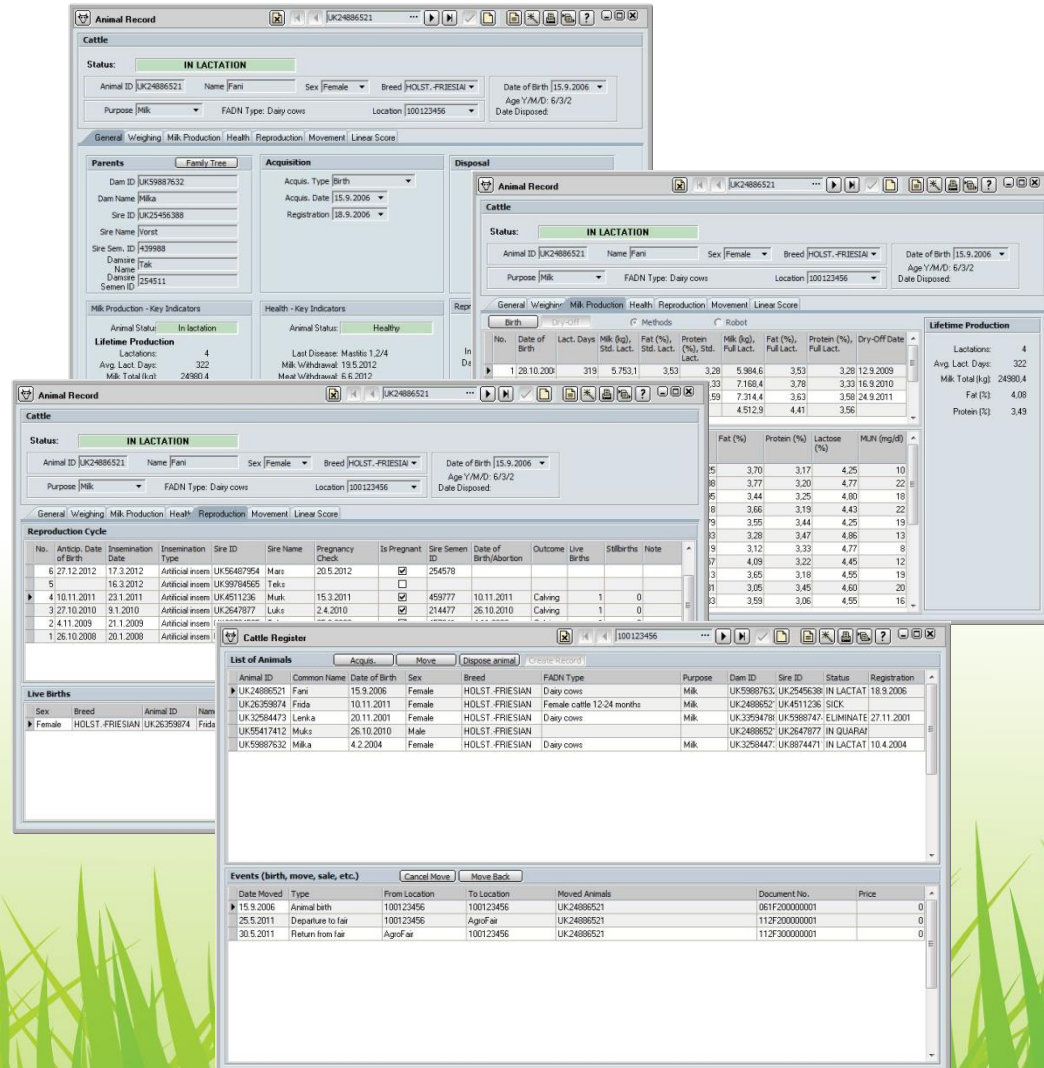
- According to state registers
- For aggregate movements entries and views

Milking records

- Milk production input with labor usage
- Milking information by individual animal
- Importing from milking robot (where applicable)

Veterinary journal

- By animal category
- For aggregate entries and views



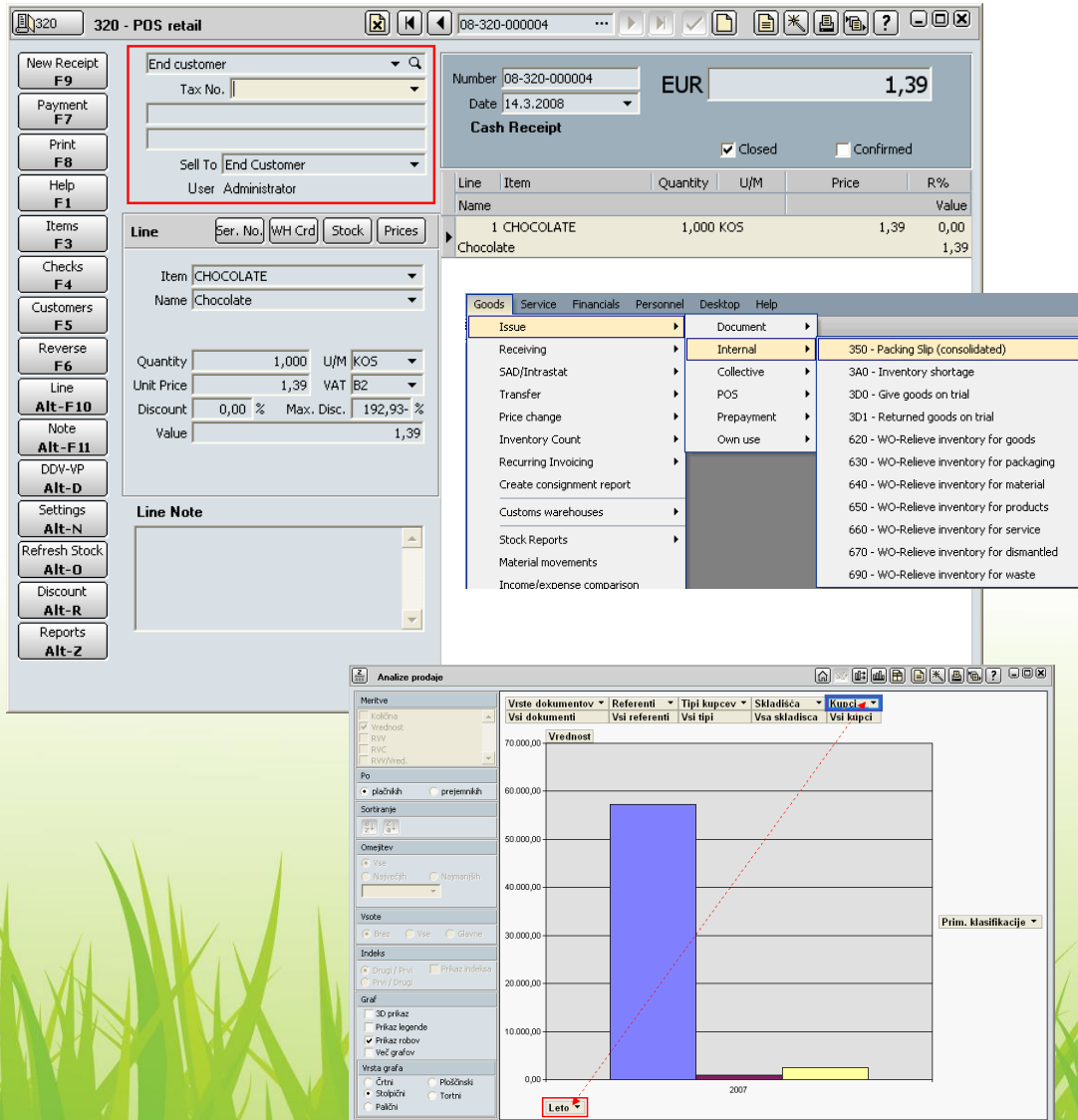
The screenshot displays several overlapping windows from the Pantheon Farming software. The main window is the 'Animal Record' for a cow with ID UK24886521, named Fani, in lactation. It shows details like sex (Female), breed (HOLST.-FRIESIAN), date of birth (15.9.2006), and purpose (Milk). Other windows show the 'Reproduction Cycle' table, the 'Cattle Register' table, and a table of 'Events (birth, move, sale, etc.)'.

No.	Anticip. Date of Birth	Insemination Date	Insemination Type	Sire ID	Sire Name	Pregnancy Check	Is Pregnant	Sire Semen ID	Date of Birth/Abortion	Outcome	Live Births	Stillbirths	Note
6	27.12.2012	17.3.2012	Artificial insemin	UK56467954	Mars	20.5.2012	<input checked="" type="checkbox"/>	254578					
5		16.3.2012	Artificial insemin	UK93764655	Tata		<input type="checkbox"/>						
4	10.11.2011	23.1.2011	Artificial insemin	UK4511236	Munk	15.3.2011	<input checked="" type="checkbox"/>	459777	10.11.2011	Calving	1	0	
3	27.10.2010	9.1.2010	Artificial insemin	UK2647877	Luka	2.4.2010	<input checked="" type="checkbox"/>	214477	26.10.2010	Calving	1	0	
2	4.11.2009	21.1.2009	Artificial insemin										
1	26.10.2008	20.1.2008	Artificial insemin										

Animal ID	Common Name	Date of Birth	Sex	Breed	FADN Type	Purpose	Dam ID	Sire ID	Status	Registration
UK24886521	Fani	15.9.2006	Female	HOLST.-FRIESIAN	Dairy cows	Milk	UK59887632	UK2545638	IN LACTAT	18.9.2006
UK26359874	Fida	10.11.2011	Female	HOLST.-FRIESIAN	Female cattle 12-24 months	SICK	UK24886521	UK4511236	SICK	
UK32594473	Lenka	20.11.2001	Female	HOLST.-FRIESIAN	Dairy cows	Milk	UK3259478	UK5988747	ELIMINATE	27.11.2001
UK55417412	Muku	26.10.2010	Male	HOLST.-FRIESIAN			UK24886521	UK2647877	IN QUARAN	
UK59887632	Milka	4.2.2004	Female	HOLST.-FRIESIAN	Dairy cows	Milk	UK32594473	UK9874471	IN LACTAT	10.4.2004

Date Moved	Type	From Location	To Location	Moved Animals	Document No.	Price
15.9.2006	Animal birth	100123456	100123456	UK24886521	061F20000001	0
25.3.2011	Departure to far	100123456	AgroFar	UK24886521	112F20000001	0
30.5.2011	Return from far	AgroFar	100123456	UK24886521	112F30000001	0

POS, Warehouse & Inventory



The screenshot displays the PANTHEON Farming software interface. The top window is titled "320 - POS retail" and shows a "Cash Receipt" form. The form includes fields for "Number" (08-320-000004), "Date" (14.3.2008), and "EUR" (1,39). A table below the form lists items: "1 CHOCOLATE" with a quantity of "1,000 KOS" and a price of "1,39". The bottom window is titled "Analize prodaje" and shows a bar chart of sales data for the year 2007. The chart has a y-axis labeled "Vrednost" ranging from 0.00 to 70.000,00 and an x-axis labeled "Leto" with the year 2007. The chart shows a single blue bar representing sales for 2007, with a value of approximately 58.000,00. The interface also includes various navigation buttons on the left side of the POS window, such as "New Receipt F9", "Payment F7", "Print F8", "Help F1", "Items F3", "Checks F4", "Customers F5", "Reverse F6", "Line Alt-F10", "Note Alt-F11", "DDV-VP Alt-D", "Settings Alt-N", "Refresh Stock Alt-O", "Discount Alt-R", and "Reports Alt-Z".

Materials in & out

Point of sale

Order management

Reservations

Warehouse movement

Inventory

Periodical invoicing

Commission selling

Customs warehouses

VAT, Intrastat

Analytics

And much more...54

Accounting

Each inserted task generates own document

Document can be later posted

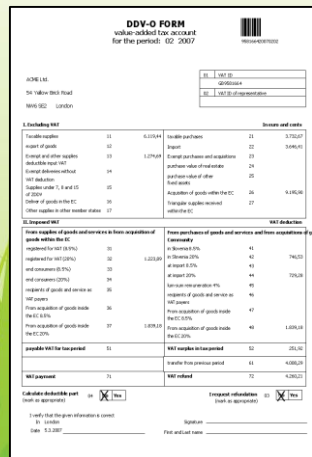
- By user with his own SE license
- By accountant with his SE or ME license

Different chart of accounts

- Standard for agriculture
- Adjusted by user needs

VAT account

- Electronic reporting (where applicable)

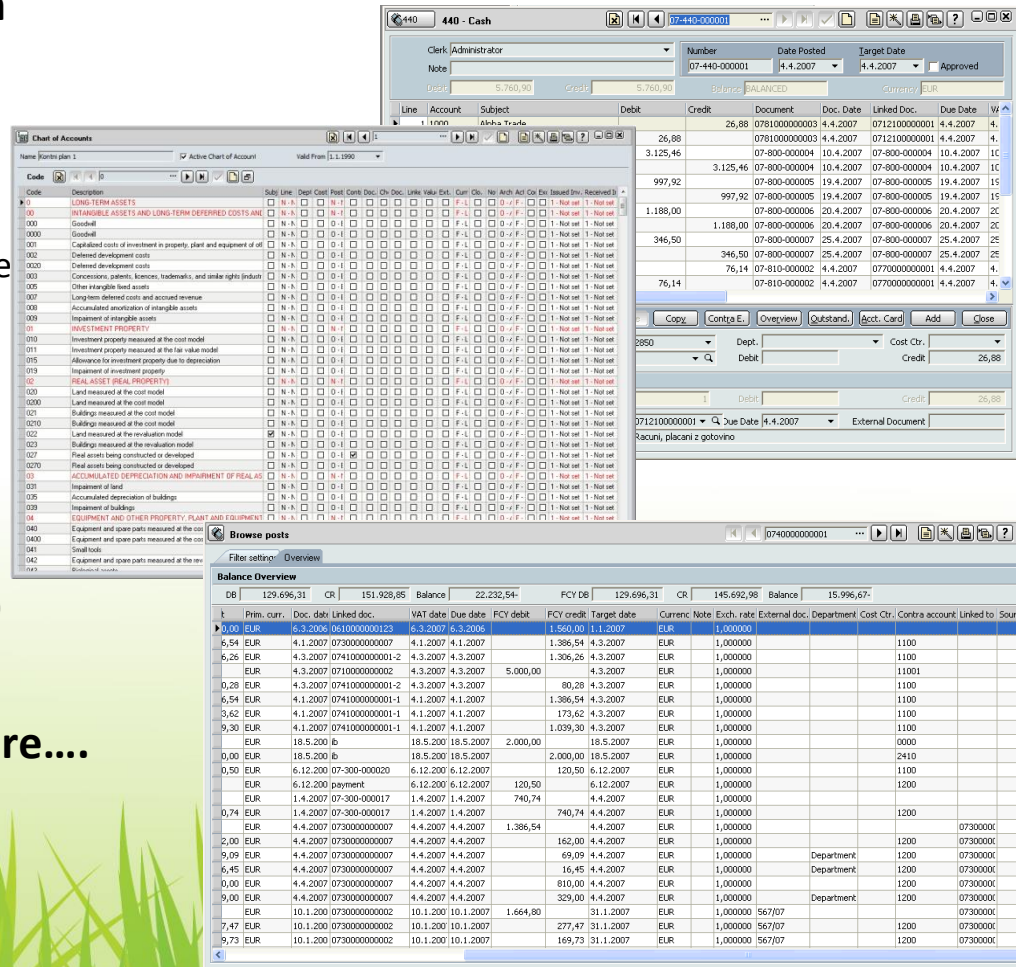


DDV-G FORM
 Value Added Tax Declaration
 for the period: 02/2007

NAME: ...
 No. Value Added Tax: ...
 VAT No.: ...

Code	Description	Value	Code	Description	Value
1	Trade supplies	6,020,4	21	Trade supplies	3,752,07
2	Lease of goods	0	22	Lease	1,949,6
3	Lease of other supplies	1,270,9	23	Lease of other supplies	0
4	Lease of other supplies	0	24	Lease of other supplies	0
5	Lease of other supplies	0	25	Lease of other supplies	0
6	Lease of other supplies	0	26	Lease of other supplies	0
7	Lease of other supplies	0	27	Lease of other supplies	0
8	Lease of other supplies	0	28	Lease of other supplies	0
9	Lease of other supplies	0	29	Lease of other supplies	0
10	Lease of other supplies	0	30	Lease of other supplies	0

And much more....



The screenshot displays two SAP accounting screens. The top screen is the 'Chart of Accounts' (F003) for 'Alpha-Trade', showing a list of accounts with columns for Code, Description, Sub Line, Debit, Credit, and various flags. The bottom screen is the 'Balance Overview' (F001) for 'Alpha-Trade', showing a table of account balances with columns for DB, CR, Balance, and various dates.

DB	CR	Balance	FCY DB	FCY CR	Target date	Current Note	Exch. rate	External doc.	Department	Cost Ctr.	Contra account	Linked to	Source Line
129.696,31	151.928,85	Balance	22.232,54										
0,00	EUR	6-3.2006	0610000000123	6-3.2007	6-3.2006	1.560,00	1.1.2007	EUR	1,000000				2
6,54	EUR	4.1.2007	0730000000007	4.1.2007	4.1.2007	1.386,54	4.3.2007	EUR	1,000000		1100	1	1
6,26	EUR	4.3.2007	0741000000001-2	4.3.2007	4.3.2007	1.306,26	4.3.2007	EUR	1,000000		1100	2	2
	EUR	4.3.2007	0710000000002	4.3.2007	4.3.2007	5.000,00		EUR	1,000000		11001	5	5
0,28	EUR	4.3.2007	0741000000001-2	4.3.2007	4.3.2007	80,28	4.3.2007	EUR	1,000000		1100	2	2
6,54	EUR	4.1.2007	0741000000001-1	4.1.2007	4.1.2007	1.386,54	4.3.2007	EUR	1,000000		1100	1	1
3,62	EUR	4.1.2007	0741000000001-1	4.1.2007	4.1.2007	179,62	4.3.2007	EUR	1,000000		1100	1	1
9,30	EUR	4.1.2007	0741000000001-1	4.1.2007	4.1.2007	1.039,30	4.3.2007	EUR	1,000000		1100	1	1
	EUR	18.5.2007	ib	18.5.2007	18.5.2007	2.000,00		EUR	1,000000		0000	1	1
0,00	EUR	18.5.2007	ib	18.5.2007	18.5.2007	2.000,00	18.5.2007	EUR	1,000000		2410	2	2
0,50	EUR	6.12.2007	0730000000020	6.12.2007	6.12.2007	120,50	6.12.2007	EUR	1,000000		1100	1	1
	EUR	6.12.2007	payment	6.12.2007	6.12.2007	120,50	6.12.2007	EUR	1,000000		1200	2	2
	EUR	1.4.2007	073000000017	1.4.2007	1.4.2007	740,74	4.4.2007	EUR	1,000000		1100	1	1
0,74	EUR	1.4.2007	073000000017	1.4.2007	1.4.2007	740,74	4.4.2007	EUR	1,000000		1200	2	2
6,54	EUR	4.4.2007	0730000000007	4.4.2007	4.4.2007	1.386,54	4.4.2007	EUR	1,000000		1100	1	1
2,00	EUR	4.4.2007	0730000000007	4.4.2007	4.4.2007	162,00	4.4.2007	EUR	1,000000		1200	07300001	2
9,09	EUR	4.4.2007	0730000000007	4.4.2007	4.4.2007	69,09	4.4.2007	EUR	1,000000	Department	1200	07300001	3
6,45	EUR	4.4.2007	0730000000007	4.4.2007	4.4.2007	16,45	4.4.2007	EUR	1,000000	Department	1200	07300001	4
0,00	EUR	4.4.2007	0730000000007	4.4.2007	4.4.2007	810,00	4.4.2007	EUR	1,000000		1200	07300001	5
9,00	EUR	4.4.2007	0730000000007	4.4.2007	4.4.2007	329,00	4.4.2007	EUR	1,000000	Department	1200	07300001	6
	EUR	10.1.2007	0730000000002	10.1.2007	10.1.2007	1.664,80	31.1.2007	EUR	1,000000	56707		07300001	1
7,47	EUR	10.1.2007	0730000000002	10.1.2007	10.1.2007	277,47	31.1.2007	EUR	1,000000	56707		07300001	2
9,73	EUR	10.1.2007	0730000000002	10.1.2007	10.1.2007	169,73	31.1.2007	EUR	1,000000	56707		07300001	3

AAM - „agro accounting machine“

= Mapping & Matrices

LineOfBusiness

(fertilising, harvesting, ...)



Materials

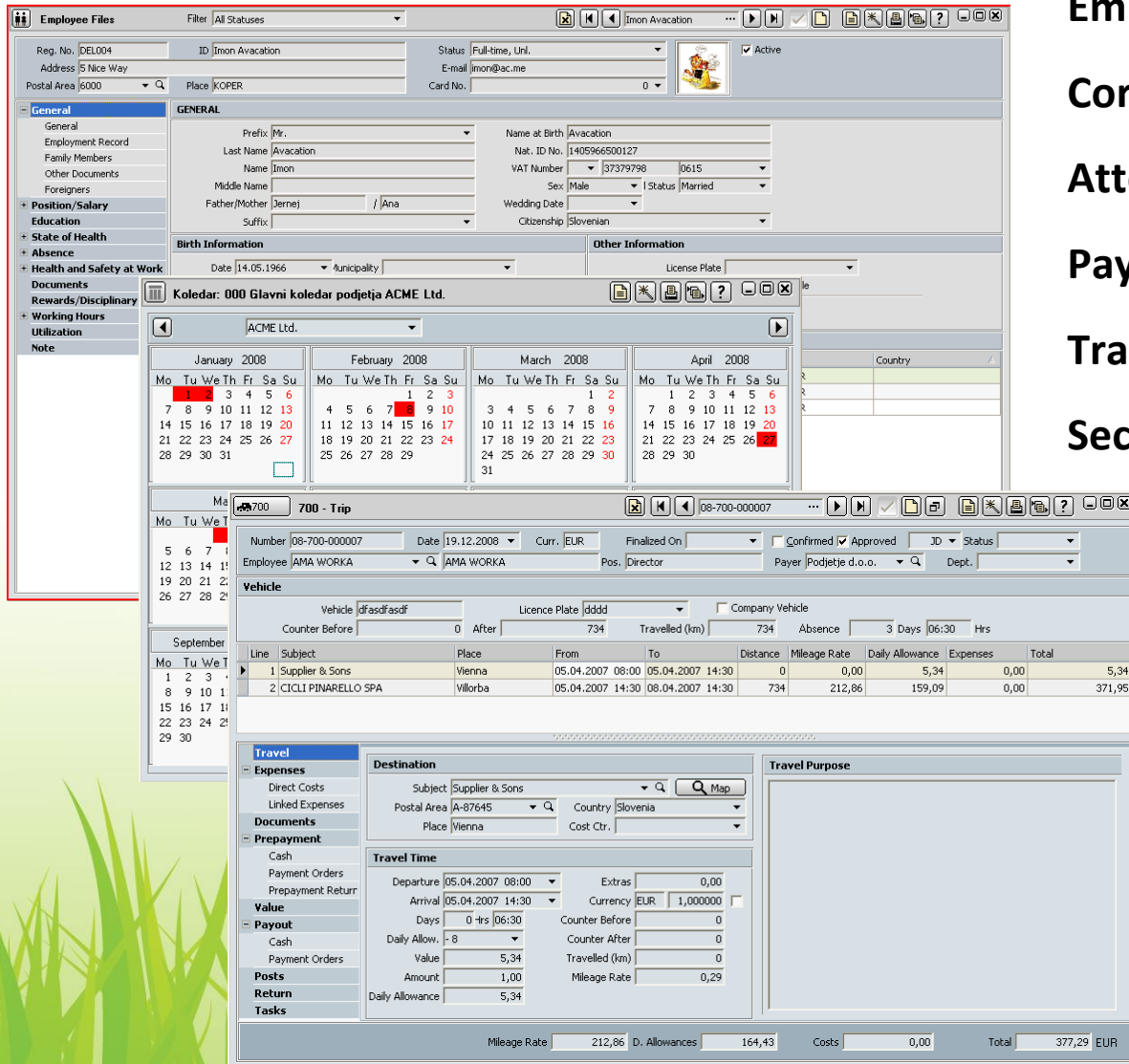


Accounting

- Fully compliant with IAS 41 & GAP (GAAP tbd)
- Fully localisable to any language (Unicode supported) and any legal/accounting system

Closing the gap between Agro and Finance

HR



Employee Files

Filter: All Statuses

Reg. No. DEL004 ID Imon Avacation Status Full-time, Unk. Active

Address 5 Nice Way Postal Area 6000 Place KOPER E-mail imon@ac.me Card No. 0

GENERAL

Prefix: Mr. Name at Birth Avacation
 Last Name Avacation Nat. ID No. 1405966500127
 Name Imon VAT Number 37379798 0615
 Middle Name Sex Male Status Married
 Father (Mother) Jerne / Ana Wedding Date Citizenship Slovenian

Birth Information Date 14.05.1966 Municipality License Plate

Other Information

Koledar: 000 Glavni koledar podjetja ACME Ltd.

ACME Ltd.

January 2008			February 2008			March 2008			April 2008																														
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su												
1	2	3	4	5	6				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

700 - Trip

Number 08-700-000007 Date 19.12.2008 Curr. EUR Finalized On Confirmed Approved ID Status

Employee AMA WORKA Pos. Director Payer Podjetje d.o.o. Dept.

Vehicle

Vehicle dffasdfsdf Licence Plate dddd Company Vehicle

Counter Before 0 After 734 Travelled (km) 734 Absence 3 Days 06:30 Hrs

Line	Subject	Place	From	To	Distance	Mileage Rate	Daily Allowance	Expenses	Total
1	Supplier & Sons	Vienna	05.04.2007 08:00	05.04.2007 14:30	0	0,00	5,34	0,00	5,34
2	CICLI PINARELLO SPA	Villorba	05.04.2007 14:30	08.04.2007 14:30	734	212,86	159,09	0,00	371,95

Travel

Expenses

Direct Costs
 Linked Expenses

Documents

Prepayment

Cash
 Payment Orders
 Prepayment Return

Value

Payout

Cash
 Payment Orders

Posts

Return

Tasks

Destination

Subject Supplier & Sons
 Postal Area A-87645 Country Slovenia
 Place Vienna Cost Ctr.

Travel Time

Departure 05.04.2007 08:00 Extras 0,00
 Arrival 05.04.2007 14:30 Currency EUR 1,000000
 Days 0 hrs 06:30 Counter Before 0
 Daily Allow. -8 Counter After 0
 Value 5,34 Travelled (km) 0
 Amount 1,00 Mileage Rate 0,29
 Daily Allowance 5,34

Mileage Rate 212,86 D. Allowances 164,43 Costs 0,00 Total 377,29 EUR

Employee files

Corporate calendars

Attendance

Payroll

Travel management

Security equipment

And much more....

Service

130 - Received customer claim

Number: 107-130-000005 Date: 20.4.2007

Customer: Datalab d.d. Carrier: Datalab d.d.

Department: Deliver Via: 4

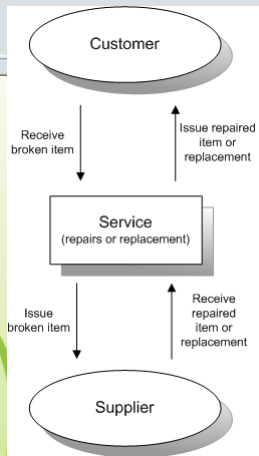
Clerk: John Doe

Created By: Administrator

Line	Item	Name	Quantity	U/M	Serial Number	Document	Date	Mths.	Warr.	Warr.	Defect	Defect Description	Valuation Price	Department
1	MOBILE-A-111	Mobile phone A-111	1,000		A-11101			0		<input checked="" type="checkbox"/>			50,00	

Total: 50,00

Report



Service orders

RMA – customers

RMA - suppliers

And much more....

Farm Accountancy Data Network (FADN)

Automatic report generating

- By month
- At the end of the year

FADN Farm return

- Stores FADN specific information
- FADN Farm return report generated


Financial reports

- Generated from purchase and sales information
- Calculation done and transferred automatically

Animal, crop and workforce

- Animal FADN status changes automatically
- Animal movement and status changes tracked
- Crop production tracked by FADN status determination
- Workforce time usage tracked automatically from task allocation by determined FADN status

Possible manual additions of missing data



The screenshots show various reports from the FADN software interface for Farm ID 633 55/117, Year 2012.

Financial Report (Yield, Livestock, Labor):

No.	Date	Revenue/Expense Description	QTY	VAT (%)	U/M	Revenue	Expense	Activity	Document No.
1	3.5.2012	Telephone	20		1 PCS		72,72		
2	8.5.2012	Servis tractor	20		1 HRS		466,22		
3	10.5.2012	Sales of meat	8,5		263 KG	1.101,45			
4	13.5.2012	Gas	20		144,2 L			136,11	
5	14.5.2012	Timber	20		150 m3	4.256,23			
6	15.5.2012	Electricity	20		1 HRS		99,41		
7	16.5.2012	Newspaper	8,5		1 PCS		16,38		
8	17.5.2012	Zhato rano feed	8,5		2000 KG		1.269,58		
9	20.5.2012	Sales of cattle	8,5		1 PCS	105,10			
10	21.5.2012	Sales of meat	8,5		123 KG	266,91			
11	22.5.2012	Gas	20		68,54 L				
12	24.5.2012	Tools purchase							
13	24.5.2012	Binding material							
14	25.5.2012	Sales of meat							

Own Products:

Product	U/M	Initial Qty	Produced	Other Incr.	Sold	Other Activity	Private Use	Fodder	Processed	Other Decr.	Closing Qty
Felled timber (m3)	m3	20	200	0	150	5	5	0	0	0	60
Grain maize	KG	250	1700	0	850	0	0	600	0	0	500
Cows' milk (l)	KG	0	500	0	450	35	10	5	0	0	0
Open field grass mixes - fresh (kg)	KG	0	350	0	150	70	60	0	20	0	50

Livestock:

Livestock Type	Initial Number	Purchased	Breths	Other Incr.	Sold	Private Use	Other Decr.	Closing Number
Dairy cows	3	0	0	0	0	0	0	3
Ferale cattle 1-2 years	1	0	0	0	0	0	0	1
Calves for fattening < 3 months	0	0	1	0	0	0	0	1

Labor:

Full Name	Worker Status	Time Worked
JC Denon		270
John Doe		195
John Sample		96
Lara Croft		63

FADN Farm Return:

Information about Report and Agricultural Holding

Year: 2012, Farm ID: 633.55/117

Holder's Education: [D6 - Gymnasium]

Field of Education: []

Subsidies: [] Priority of Structural Changes, [] SPD Measure, [] Modernization of Agricultural Holdings, RDP 2007-2013, [] Support to Young Farmers in Taking Over Farms, 2004-2007, [] Support to Young Farmers in Taking Over Farms, RDP 2007

Details:

No.	Desc.	Farming	Secondary Activity	Private Use	Total
1	Care expenses (Bn)	500	600	10000	11100
2	Current upkeep of machinery and equipment	50	0	50	100
3	Electricity	60	20	20	100
4	Heating	30	40	30	100
5	Water	40	30	30	100
6	Gas	20	40	40	100
7	Heating fuel	20	40	40	100
8	Insurance				
9	Other farming expenses	40	30	30	100

Summary:

No.	Desc.	Grazing Animals	Pigs	Poultry and Other	Total
10	Grazing stock	100	0	0	100

AgroIT

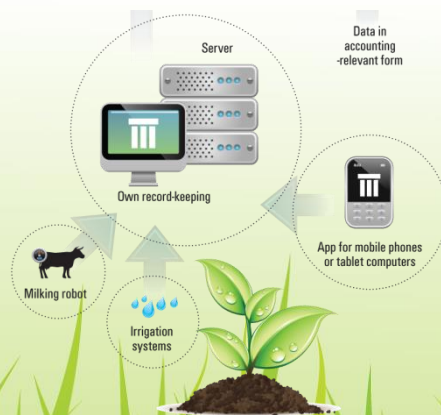
A 2013 CIP „Open Call“project

Subsidised by EC with 2.6M€

Goal: Increasing the efficiency of farming through on open standards based AgroIT platform

Pilots in Romania (no gov), Denmark, Slovenia(?gov coop), Macedonia(?funds)

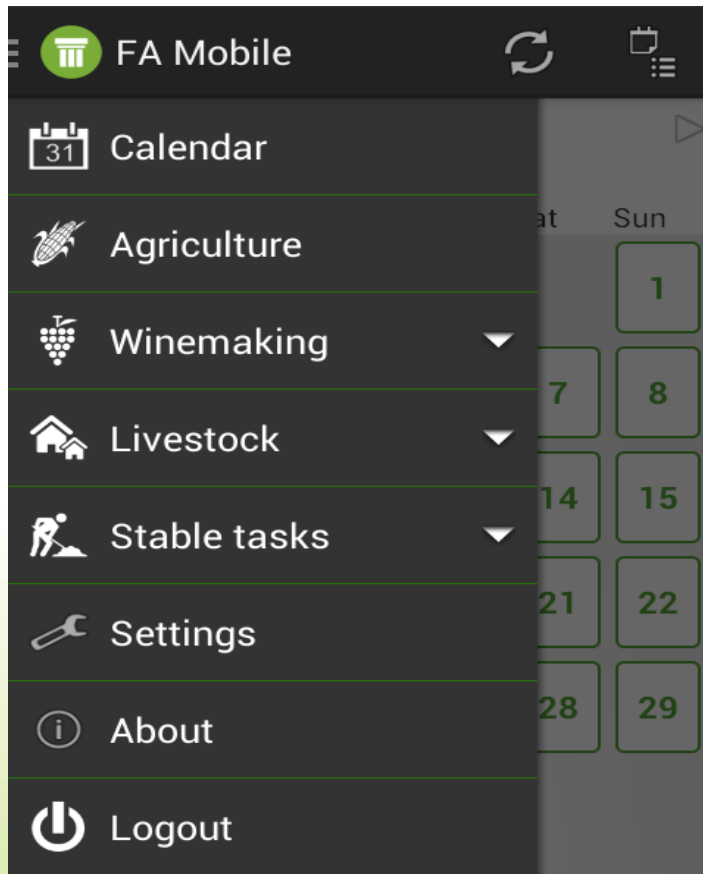
Synergy: provide accurate FADN and statistical data



More info on: <http://www.datalab.eu/fa/agroIT/>

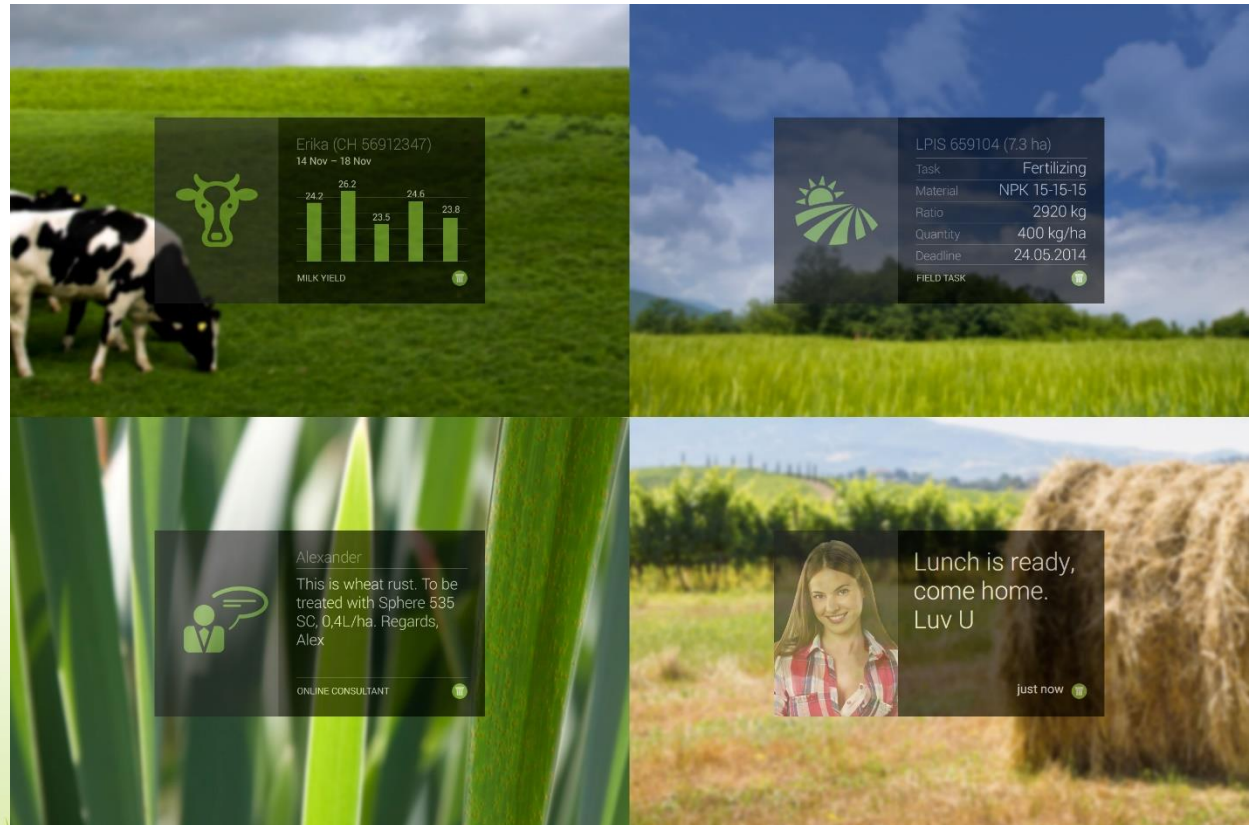
Participant no.*	Participant organisation name	Country
1 (Co-ordinator)	Datalab d.d.	Slovenia
2 (Participant)	EFOS d.o.o.	Slovenia
3 (Participant)	Freedomgrow – Sistemas de informacao SA	Portugal
4 (Participant)	Univerza v Ljubljani	Slovenia
5 (Participant)	Przemyslowy Instytut Maszyn Rolniczych W Poznaniu	Poland
6 (Participant)	Farmers Federation in the Republic of Macedonia	FYR of Macedonia
7 (Participant)	Sinergise Laboratorij Za Geografske Informacijske Sisteme Doo	Slovenia
8 (Participant)	Videncentret For Landbrug	Denmark
9 (Participant)	LetFarm A/S	Denmark
10 (Participant)	Pessl Instruments GMBH	Austria
11 (Participant)	Mattig Management Partners RO SRL	Romania

Android app



FarmingGlass

Presenting data where and when needed in Agro is hard. Computers are cumbersome, tablets fragile and smartphones stashed in pockets. Data entry is difficult as hands are dirty or busy. PANTHEON FarmingGlass approaches these problems through augmented reality – projecting data on animals, fields, equipment, messages or advice directly into your field of view. Streamlined and context dependent user interface gives you just the information needed. Coupled with voice-based input, RFID, NFC and GPS the usability is high and the need to use hands minimized. The embedded camera is used for consultant's telepresence opening new cooperation possibilities





Underlying Technology

Hybrid usage

Cloud (public or private)

Installed on farm (rural broadband not everywhere!)

Windows client (desktop usability)

+ Android client (mobile usability)

WebService architecture for open connectivity

Based on MS SQL server

4 mio lines of code

18.000 pages of documentation

800 hrs of video

State-of-art **development** (repositories, auto-testing, change management), **deployment** (patching) and **support** (remote support, documentation, ...) with 18 yrs of experience in deploying new version each quarter

Lessons from Larry

The suite vendors *always* beat the point-solution guys! It's happened in every generation of computing where the end user, the customer, doesn't want to be the integrator of 30 separate applications from 30 separate vendors

Multitenancy is for DB layer ... a better way than do multitenancy at the application layer”

While many customers are rapidly turning to SaaS applications, some on-premises apps are and will continue to be the preferred approach for many big organizations.

*<http://www.forbes.com/sites/oracle/2015/01/20/larry-ellison-and-mark-hurd-oracles-10-point-plan-to-be-1-in-the-cloud/>