Linking Business and Innovation in Agri–nutrients
A Technology Perspective

by Prof Dr Peer Ederer
What Experts Will Tell Us About the Future
Reality is Exponential
Cost of Human Genome Sequence Forecast

Experts:
- Moore’s Law
- Human Genome Project

Breakthrough!
- USD 1 billion
- USD 300 million
- USD 10 million
- Craig Venter

USD 3 billion
Cost of Human Genome Sequence Actually

Human Genome Project
USD 3 billion

Craig Venter
USD 300 million

Breakthrough!
USD 10 million

Moore’s Law

Today’s
Prediction?

USD
0.01
0.1
1
10
100
1000
10000
100000
USD

92 94 96 98 00 02 04 06 08 10 12 14 16 18 20 22 24 26 28 30
Becoming God – Adolfo Cambiaso and his polo team
Artificial Intelligence in 2016

2016:
- Giraffe learns Chess in 76 hours
- Alpha Go beats 9th Dan Go master
- Arago beats 80% of Free Civ players
AI Surpassed One Human Intelligence
Worlds largest Drone Manufacturer DJI takes on the Agricultural world.
With Farm Robotics, the Cows Decide When It’s Milking Time
New York Times 2014
Daily Satellite Image
Where We Grow Our Global Food
Agricultural Revolution Is Necessary...
...and possible:
Smart Phone + AI + Genomics + Images
It Is Happening Already - with You on Board?

For instance Smart!-Software

- 40% less urea
- 25% more cost
- 15% more yield

For instance Slintec:

+ Smart Phone + AI + Genomics + Images:

Who will want to buy straight commodity fertilizer?

Who can afford to buy straight commodity fertilizer?

Who will be permitted to buy straight commodity fertilizer?
Ubiquity of data and data sense making puts the end consumer into every link of the chain

The end consumer is everybody’s customer

Genetics/Inputs → Farm → Process/Trading → Ingredients/ Specialties → Brand → Retail

> New value drivers
How will value be created?
Results from survey

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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Physical Flow</td>
<td>46</td>
<td>35</td>
<td>24%</td>
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<tr>
<td>Access to Finance</td>
<td>25</td>
<td>17</td>
<td>14%</td>
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<tr>
<td>Actionable Data</td>
<td>14</td>
<td>24</td>
<td>32%</td>
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<tr>
<td>Ethical Legitimacy</td>
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<td>30%</td>
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*VA = Sales minus COGS
For more information
www.foodandagribusiness.org

Prof Dr Peer Ederer

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