



# Granular Overview

Tech Connect - Champaign, IL


**Christina Ross**

July 16, 2019

**01 / Who is Granular?**

**02 / Granular Business**

**Who is Granular?**



Granular's mission is to use technology to help farmers run stronger businesses and steward the land for generations to come.



Easily organize operational, financial and agronomic data in one place

## **DATA MANAGEMENT**



Improve collaboration between farmers and trusted advisors

## **COLLABORATION**



Make better decisions with data science and analytics

## **DECISION MAKING**

## Joined forces with Corteva to build a global, agtech leader



Digital platform to diversify  
business lines

Innovation in software & analytics

Access to aggregate data



Leading brand and market  
recognition

Resources and sales channel to  
scale globally

Agronomy science

Who is Granular?

# The Only Software Company That Does It All



**Agronomy**

FarmLogs



conservis

Landodb



**Business**



**Land**



# Granular Business



# Granular Business makes it easier to run a profitable farm



## Efficiency

Get more done with less



## Profitability

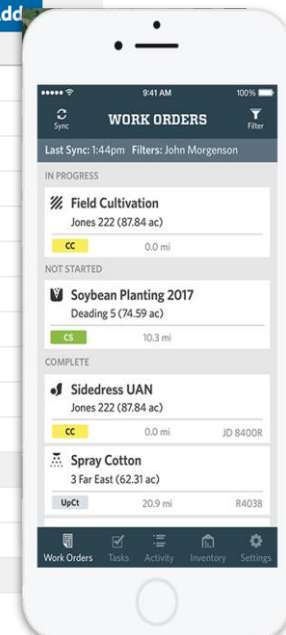
Make better decisions



## Succession

Build better networks & succession plans

Profit Analyzer			
By Multiple Boundaries		Columns	
Filters	Amounts	Actual	Unit
		\$/ac	
			Production Cycle 2018
		GS 8	GS 11
		39.08 ac	85.39 ac
▼ Production Revenue	...	<b>\$780.99 /ac</b>	<b>\$728.68 /ac</b>
▼ Crop Production	...	\$780.99 /ac	\$728.68 /ac
▶ Commercial Corn	...	\$780.99 /ac	--
▶ Commercial Soybean	...	--	\$728.68 /ac
▼ Input Costs	...	<b>\$256.17 /ac</b>	<b>\$135.64 /ac</b>
▶ Seed	...	\$100.56 /ac	\$64.36 /ac
▶ Chemicals	...	\$61.06 /ac	\$36.78 /ac
▶ Fertilizer	...	\$89.55 /ac	\$34.50 /ac
▶ Custom Accounts	...	\$5.00 /ac	--
▼ Land Costs	...	<b>\$284.99 /ac</b>	<b>\$285.01 /ac</b>
Cash Rent	...	\$284.99 /ac	\$285.01 /ac
<b>Contribution</b>	...	<b>\$239.83 /ac</b>	<b>\$308.04 /ac</b>
▼ Fixed Costs	...	<b>\$116.27 /ac</b>	<b>\$116.27 /ac</b>
▶ Custom Accounts	...	\$116.27 /ac	\$116.27 /ac
<b>Profit</b>	...	<b>\$123.56 /ac</b>	<b>\$191.77 /ac</b>



## Bringing proven Customer Success model to agriculture



### Trainer

Dedicated to customized implementation and training for your team



### CSM

Consultant for strategic use of software and data to accomplish your business goals



### Support

Unlimited “on demand” access to live, U.S. based support team and training resources



### Pro Service

A la carte professional services completed by Granular data specialists