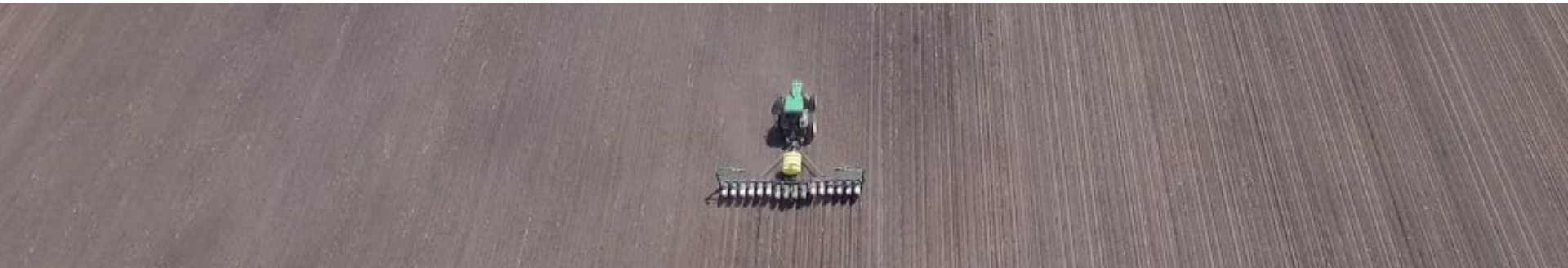


What End Users Disliked about AgTech in 2018

InfoAg Conference

Tuesday July 23, 2019

Aaron Bobeck



An Idea and a few Tweets..

3 Tweets, 1 blog post

- 85,000+ impressions
- 900+ post reads
- Thank you everyone that contributed



Aaron Bobeck
@AaronBobeck

What I'm thinking about #AgTech in 2018

What I'm thinking about Ag Tech in 2018
So what happened with the AgTech sector in 2018? A ton of things: many announcements of new products, services, investments, start-ups, along with some mergers and acquisitions. agsnap.com

5:18 PM - 12 Dec 2018

7 Retweets 34 Likes



6 7 34



Aaron Bobeck
@AaronBobeck

I'm working on a blog post "Why #AgTech in 2018".. Open to addition of ideas..

- check against traditional practices
- Data data data
- Incomplete online offerings vs desktop
- Recurring fees, understand to an extent, but don't provide value -- much still too expensive
- Tired of imagery, still doesn't say if or why a problem
- Too much time and work
- Not enough automation
- Everyone wants in the space
- Little stability -- too many changes in UI, ownership, offerings, policies, etc etc.

1:50 PM - 9 Aug 2018

16 Retweets 122 Likes



39 16 122



Aaron Bobeck
@AaronBobeck

Got an outline for my "What About #AgTech in 2018" post.. what am I missing folks?

- Solutions in search of a problem
- Continuous subscription fees, sometimes from products/services that used to be a one-time fee
- Aerial imagery might show problem areas, but not until it's too late and doesn't give an answer to what the problem is or how to fix it
- Products/services end up making more overall work for customer, not less -- don't make life easier
- Poor user interfaces -- can't see in sun, constantly changes, symbols but no text on buttons, little structure, complicated logins, multiple websites for diff parts of product
- Feel like company gets more value out of data than the producer
- Services don't work together (this is improving, but still far from perfect)
- No one-stop shop (there will never be one)
- Lack of quality data -- both on farm side (yield data) and product side (rainfall)
- Hardware that requires frequent replacement (ex. cellular connectivity)
- Standards or lack thereof, inadequate capacity in some cases (i.e. ISO11783)
- Privacy on data, etc
- No way to correct bad data (yield, rainfall, etc etc)

PEOPLE ISSUES

- Employee turnover
- Employee knowledge gaps -- no farm experience, especially in row crops
- Silicon Valley pushes things they want to push things that scale quickly for a \$\$\$ exit - or fit their agenda (ay with environmentalism)
- AgTech has been a hot area for investment, everyone wants in the space now
- Large companies subsidizing products to the point no other new investment in the space
- Ag is a limited market, not a mass volume like general consumer products
- Trust issues

3:50 PM - 10 Dec 2018

28 Retweets 132 Likes



34 28 132

Categories

Breaking down what end users disliked...

- Marketing
 - Products & Services
 - People
- + What's Missing**



Marketing Issues...



Photo Credit: Chevrolet

Marketing Issues in AgTech

- Claims often too good to be true
 - Can make or save producer \$xx/acre
- “Data”
 - Producers want valuable information not raw data
- Global population in 2050
- Hidden pricing / offerings / agendas / product details / lack of demonstrations, etc.
- Overuse and misuse of buzzwords like AI and ML
 - ‘game changer’, ‘industry leading’, ‘no longer need to walk fields to scout’



Product & Service Issues...

Are we going backwards?



Aaron Bobeck @AaronBobeck · Jul 16

How many things from 2006 that we struggled with back then do we still struggle with to get done right today



2



2



Lucas Haag

@LucasAHaag

Following

Replying to @AaronBobeck @SpacePlowboy

It's a bit depressing when you think about it. Case in point is the photo, there are things that **OLD SOFTWARE** did better in 2006 than **NEW SOFTWARE** does today. A lot more slick marketing and \$ to burn in the precision ag space today, not sure we've made much technical progress.

Product & Service Issues in AgTech

- More work required than end value realized
- Change! - Prices, packages, offerings, terminology, etc.
- Special symbols and characters without text
- Errors, downtime, known issues, bad data
- Solutions in search of problems
- Website & mobile functionality < desktop
- Services working together (improving)
- Rural internet bandwidth limitations
- Ag is a limited market



People Issues...



1. New pickup truck will not crank engine
2. Dealership closed, push OnStar button
3. First agent checks for codes, asks some basic questions, then transfers me to next tier
4. Second agent asks many of the same questions, finally agrees to call tow truck
5. Third agent again asks about same OBDII port
6. Second and third agents both ask if $\frac{3}{4}$ ton truck is a dually...

Photo Credit: Chevrolet

People Issues in AgTech

- **COMMUNICATION!** – too much, not enough
- Turnover – no consistency to build trust
- Knowledge gaps – especially in call centers
- Investors are out of touch with customers
 - Large investments in the wrong areas, chasing \$\$ to scale and make an exit
- Broken promises
- Lack of quality feedback from target users

What's Missing in AgTech



- **Make My Life Easier!**
 - my favorite saying
- We still aren't great at many basic things
 - Shouldn't skip to complicated things
- Automation, or lack there of
 - Too much manual entry, need intelligence

Do not make more work without adding value

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