

# Agrifoodtech Latam Ecosystem Monitor



**PROVINCIA  
DE SANTA FE**



# Agrifoodtech Latam Ecosystem Monitor



# Partners & Founders (Who?)

## Operations & Methodology:

- methodology
- on the ground
- deploy resources and a team to lead the project
- develop KPIs, metrics
- compile deliverable



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Y ALIMENTOS**

## Expertise & Support:

- deliverable review
- provide insights
- access to network, stakeholders



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# Partners & Founders (Who?)

## Our Expertise & Experience

Rules of Engagement: Ecosystem Assessments

Phase 1– Rosario, Argentina – 2018/2019

- FOUNDATIONS OF AGRICULTURAL TECHNOLOGY ECOSYSTEMS
- ANALISIS, DIAGNOSTICO Y RECOMENDACIONES PARA LA ACELERACIÓN DEL ECOSISTEMA AGTECH EN ROSARIO Y SU REGIÓN.

Phase 2 – Piracicaba, Brazil – 2019

Africa – in conjunction with FAO, conducting assessments in 3 nations (Malawi, Rwanda & Kenya) in 2020 with potential to expand breadth to other African nations in subsequent years



Rosario

Argentina

White Paper



Piracicaba Brazil

White Paper

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# Value Proposition (What?)

**Deliverable:** Published white paper summarizing findings

**Market Trends and Opportunities:** Identify where agtech market needs are being met and not met

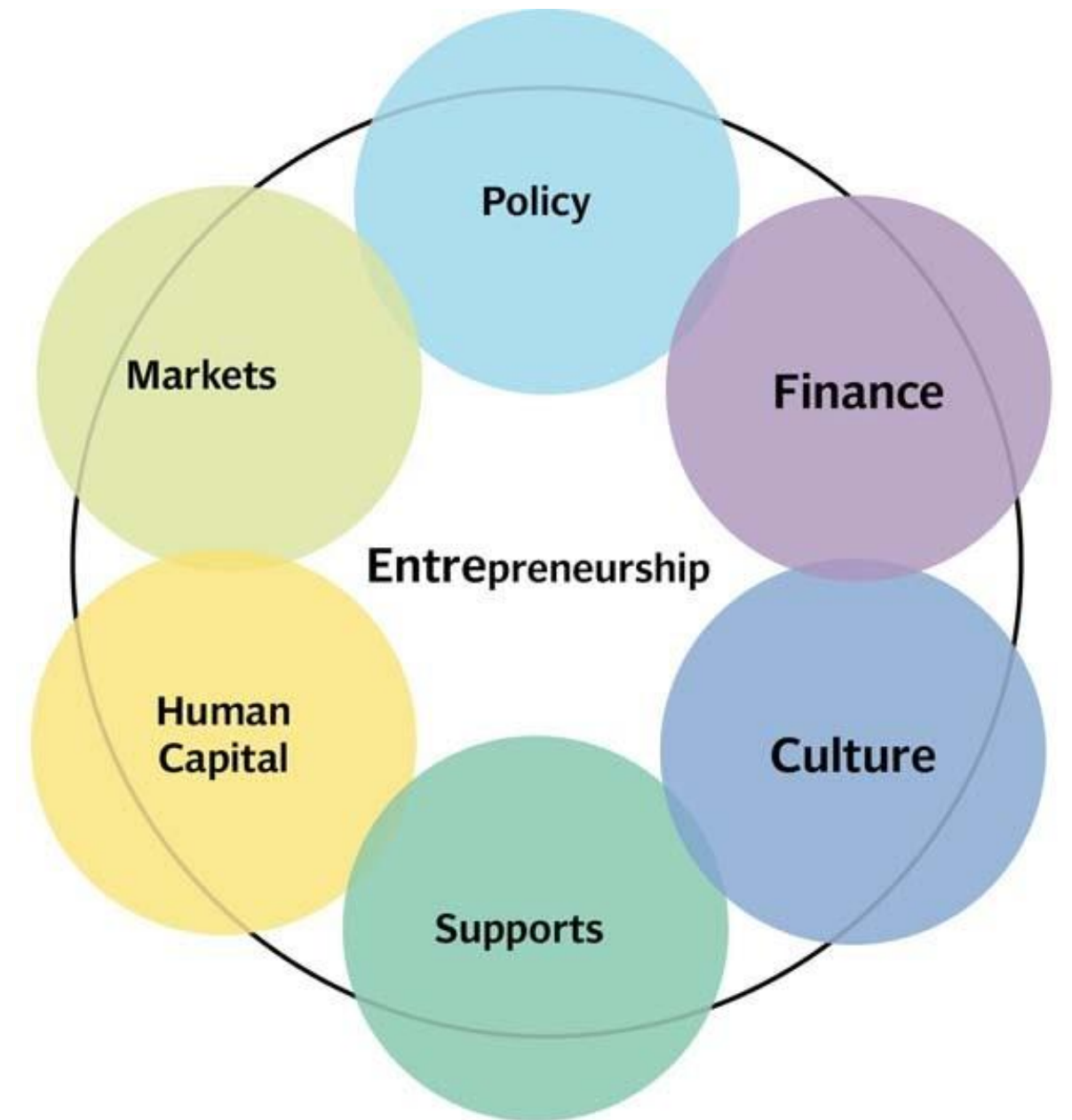
**Landscape:** Map the agtech landscape, players and network in city, region or country

**Framework:** Develop a template, framework of metrics, KPIs and methodology to build, scale into other agtech cities, regions or countries

# How?

By developing a multi-stakeholder toolkit & methodology that can be applied to agtech ecosystem building anywhere in the world (KPIs, metrics, etc.)

Inspired in the Babson Model of an Entrepreneurship Ecosystem and fit to our region, our methodology analyzes 6 major buckets: human capital, culture, market, finance, public policy & infrastructure



# Where?

Regions, countries, cities that have burgeoning agtech activity but need greater visibility, support and investment to take it to next level.

16 Cities (to be confirmed) in 3 years in LATAM:

- Argentina: Rosario\*, Río Cuarto, Pergamino, Tandil\*
- Bolivia: Santa Cruz de la Sierra
- Brazil: Londrina\*, Piracicaba\*, Cuiabá\*, Uberlândia
- Chile: Rancagua\*
- Colombia: Medellín
- Paraguay: Asunción
- Peru: Trujillo
- Uruguay: Tacuarembó
- Mexico: Jalisco, Monterrey

\* confirmed cities



# Value Proposition (agcities/region)

- access to global network (startups, VC's, Universities, potential partners)
- develop and empower the agrifoodtech ecosystem with all the stakeholders, that allows him work in a Latam Agrifoodtech Ecosystem goals

Country	AgCity	Vertical
ARGENTINA	<i>Rosario</i>	Animal/Row Crops
	<i>Río Cuarto</i>	Animal/Row Crops
	<i>Pergamino</i>	Row Crops
BOLIVIA	<i>Tandil</i>	Animal
	<i>Santa Cruz de la Sierra</i>	Row Crops
BRAZIL	<i>Londrina</i>	Extensive
	<i>Piracicaba</i>	Animal/Row Crops
	<i>Cuiaba</i>	Extensive
CHILE	<i>Uberlandia</i>	Extensive
	<i>Rancagua</i>	Animal/Intensive Crops
COLOMBIA	<i>Medellin</i>	Animal/Intensive Crops
PARAGUAY	<i>Asuncion</i>	Animal/Row Crops
PERU	<i>Trujillo</i>	Intensive Crops
URUGUAY	<i>Tacuarembó</i>	Animal/Row Crops
MEXICO	<i>Monterrey</i>	Animal/Row Crops
	<i>Jalisco</i>	Animal/Row Crops



# Value Proposition (sponsorship)

- Market Intelligence
- Exposure
- Opportunity
- Semi-annual report that shows the project progress and details how the mapping and dashboard with KPI's of each city or región is being constructed

Global  
Sponsorship

LATAM

Local  
Sponsorship

EACH  
ECOSYSTEM

Local  
Champion

EACH  
ECOSYSTEM

# Advisory Board

**The Yield Lab Institute\***  
**Universidad Austral\***  
**Endeavor**  
**One player for each ecosystem (champion)**

# Executive Committee

**The Yield Lab Institute**  
**Universidad Austral**  
**Endeavor**

\* veto power

# Staff



**Brandon Day**  
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The Yield Lab Institute



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