Who are we?

850 *cooperative members*

\+ 1039 *employees*

= 1889 *people who believe that the **future of agribusiness** is based on **innovation** and investment in **technology***

Dairy Farming

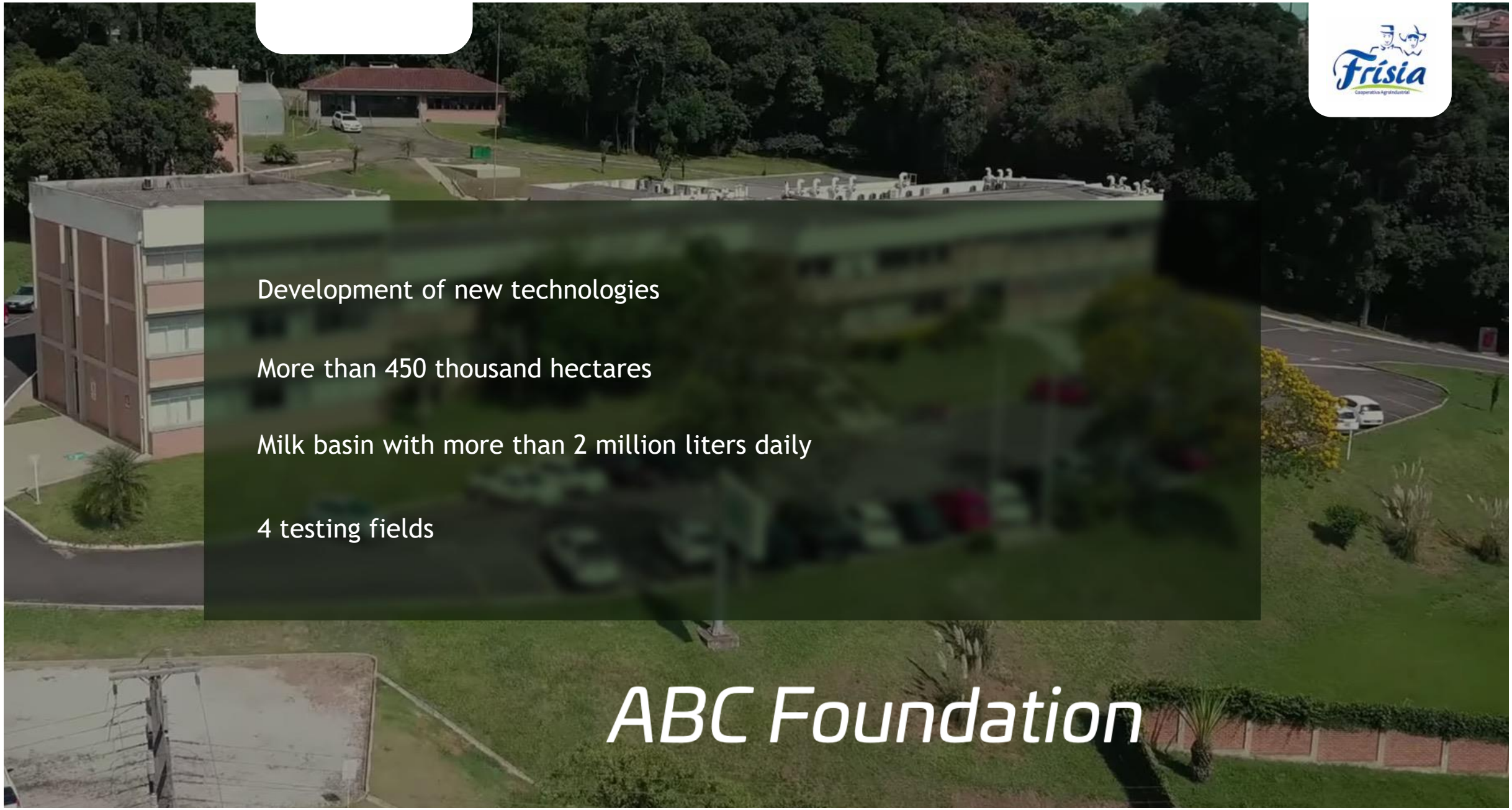
Pig Farming

Agriculture

Forest

We offer **full suport** to the **cooperative member**

- Agriculture
- Seeds
- Services and Logistic
- Tech. Assistance
  Agricultural and Livestock
- Grain Marketing
- Pesticides
- Forest
- Financial
- Precision Agriculture
- Warehouses and Dryers
- Fertilizers
- Environmental
- Feeds



Development of new technologies

More than 450 thousand hectares

Milk basin with more than 2 million liters daily

4 testing fields

ABC Foundation

Digital Agro Innovation Program

(digitalagro.com.br)

Digital Agro

Goals

- Promote and grow and Innovation Culture within our associates and workers.
- Approach and connect the cooperative to the Innovation Ecosystem
- Generate, develop and accelerate innovative ideas
- Enable our associates to invest in innovation.

Brazil is the world’s greenhouse

The growth of Brazil's agribusiness has been inexorable and now dominates the global trade of soy, corn, coffee, asparagus, orange juice, sugar, chicken, leather, beef, cashews and more. The miracle of the cerrado was a technological breakthrough, based on the genetic selection of crops, augmented with drone and geospatial mapping, precision agricultural applications of fertilizer, new generations of gene editing and more sophisticated smart irrigation.

Trends in the agrobusiness

1. Sustained low commodity prices
2. Improving yields
3. Focus on sustainability
4. Arrival of AgTech
5. Clean-label shift
6. Evolving protein demand
7. Industry consolidation

Digital Agro Connection

The focus is to connect Frísia to the innovative solutions that can help them reach their strategic goals.

- Open Innovation Program
- Opportunities to create and co-create
- New business opportunities and improvement of internal procedures.

Themes 2020

Sustainable Farming (Dairy, Swine, Forestry e Grains)

Technologies which are applicable to the food production and energy generation, wich can offer benefits to society and the environment, changing the production process,ensuring balance throughout the chain

Agro-industry 4.0 – (Meat and Wheat processing plants, grain storage, and whole chain)

Opportunities to improve processes to customers, improving productivity, reducing costs and waste.

Technologies:

(Analytics, Machine Learning, Blockchain, IoT, Big Data, Artificial Intelligence, Aumented Reality and others)

Why to participate

Free stand on the Digital Agro 2021 trade show.

10 hours of technical and business mentoring.

Sponsored POC in one of the largest Brazilian Cooperatives and its industries

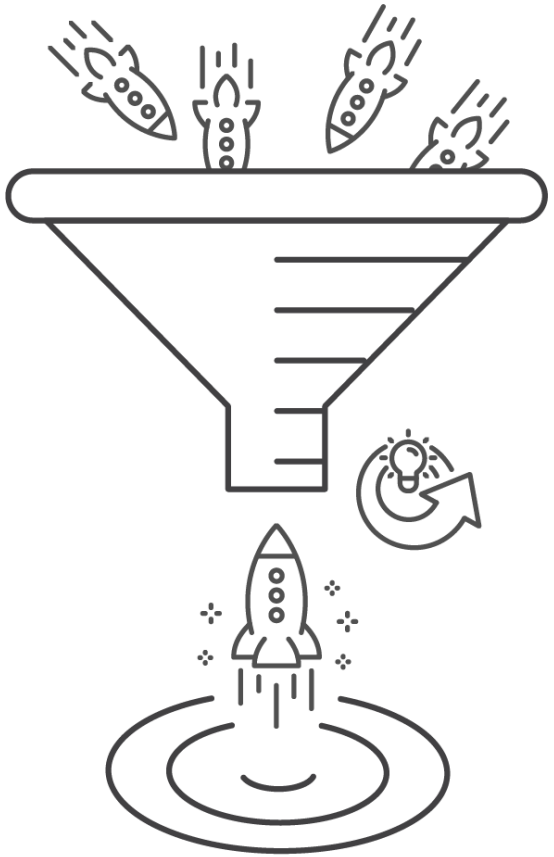
Opportunity to connect and make business to one of the biggest cooperative group in Brazil UNIUM. http://unium.coop.br/en/

UNIUM numbers:

3.4 million liters of milk per day

113.5 tons of processed pork meat

5116 Associates



ETAPA	DATA	OBSERVAÇÃO
REGISTRATIONS	13.04 a 22.06.2020	• Period for startup registrations
HUNTING	23.06 a 22.07.2020	• Selection of 12 Startups according to alignnment to Frísia goals
WORKSHOP BUSINESS MODEL	23.07 a 12.08.2020	• Workshop and Business Model preparation • Immersion in Frísia
DEMODAY AND POC PROPOSAL	13.08 a 11.09.2020	• POC Presentation and selection o 6 startups
START POC e SPRINTS	14.09 a 13.11.2020	• Partnership contract signature • POC implementation • 2 sprints and mentoring • Technical mentoring
FINAL DEMODAY	16.11 a 18.12.2020	• Presentation of the executed POC to the companies Board of Directors.

Registration

You can register your startup through the email: connection@digitalagro.com.br

Please write the following information:

Name of the startup:
Name of the owner or representative:
Photo of the passport or ID.
Email details:
Segment:
Theme:
Website of the startup:
Link or Attached Pitch or Presentation of the startup.

Selection Criterias

Criteria for startups selection	Weights
Alignment to theme	15
Financial Result	15
Qualitative Result	13
Investment cost	13
Risks	11
Scalability	10
Implmentation spped	8
Technical capacity	8
Complexity	7