

FBS User Conference

August 22nd, 2017

Andy McGarry

Granular, Inc



Granular

Granular in the News



🏠 > JOHN DEERE AND GRANULAR COLLABORATE

John Deere and Granular Collaborate

✍️ CINDY ZIMMERMAN / 📅 JULY 28, 2017

John Deere and Granular are working together on a product development and co-marketing agreement that gives John Deere customers more tools to measure and improve their financial performance.

Under the terms of the agreement, the two companies will work to further integrate Granular's leading Farm Management Software (FMS) product and the John Deere Operations Center. Certain Granular FMS functionality will be offered free-of-charge to Operations Center users in the U.S., Canada, Australia and New Zealand, so that producers who choose to share their machine data with Granular can measure their profitability at the field and sub-field levels. In addition, the companies will launch a program that rewards John Deere Dealers who work with Granular to serve common customers.



AG SOFTWARE COMPANY GRANULAR ACQUIRED BY DUPONT

By Laurie Bedord
8/9/2017

DuPont has penned a definitive agreement to acquire Granular, Inc., a software and analytics tools provider that helps farms improve efficiency, profitability, and sustainability. The San Francisco-based company also operates [AcreValue.com](https://www.acrevalue.com), which is a digital marketplace for farmland real estate. This acquisition will enable DuPont to connect growers, analytics, and public and private data to advance its vision for a digitally connected, more sustainable agriculture industry.



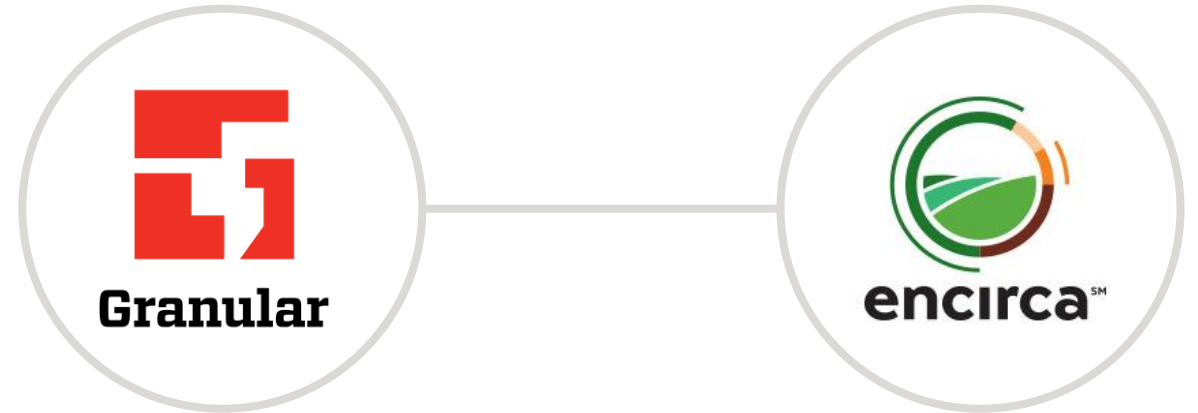
Granular + John Deere

Partnership
established to deepen
integrations with crop
year financial and
agronomic analysis



Granular + Pioneer

**DuPont Pioneer buys
Granular to build out full
suite of agronomic,
business, operational
and marketing software
platform**



01 / Who is Granular?

02 / What do we do?

03 / How does it work?

Our Company

- Headquartered in San Francisco, CA, + office in Champaign, IL
- 75 employees
- Leaders who have built big, successful tech companies before
- Deep technical expertise building software and analytics for multiple industries

SUPPORT TEAMS



ADVISORS

LEADING FARMERS

Kip Tom
David Hughes
Clay Mitchell
Kristjan Hebert

INDUSTRY EXPERTS

Danny Klinefelter
Paul Neiffer
Bruce Sherrick

INVESTORS

Google
ventures

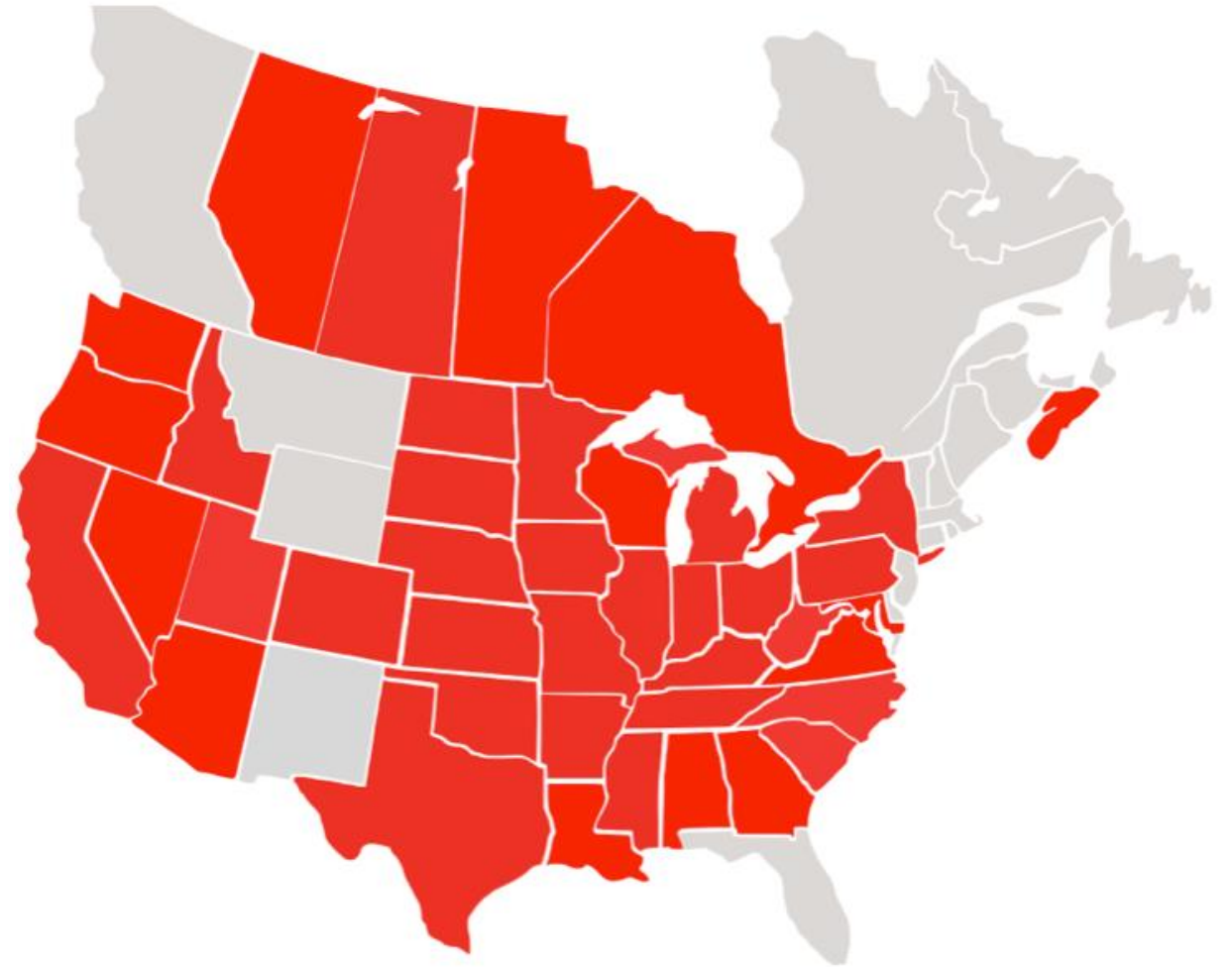
ANDREESSEN
HOROWITZ

tao
capital partners

khosla ventures

Our Customers

- Customers in 36 US states, Canada and Australia
- Acres: 2K – 200K
- Crop Types: 60+
- Owner Age: 35+
- Field Team: 2 – 65+
- Progressive, technology and data-driven mindset



01 / Who is Granular?

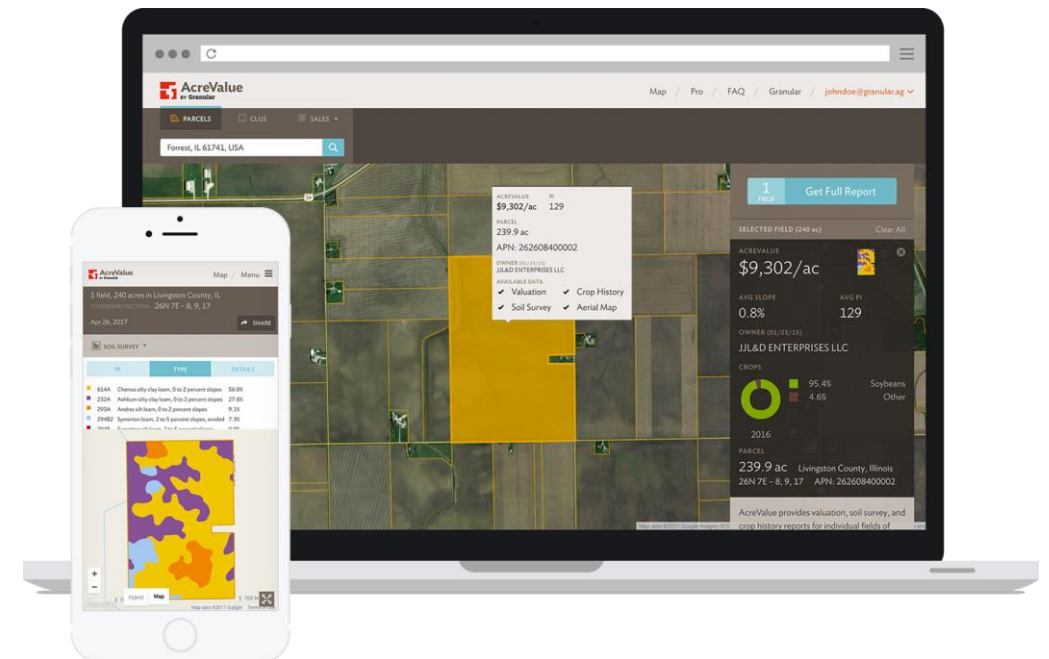
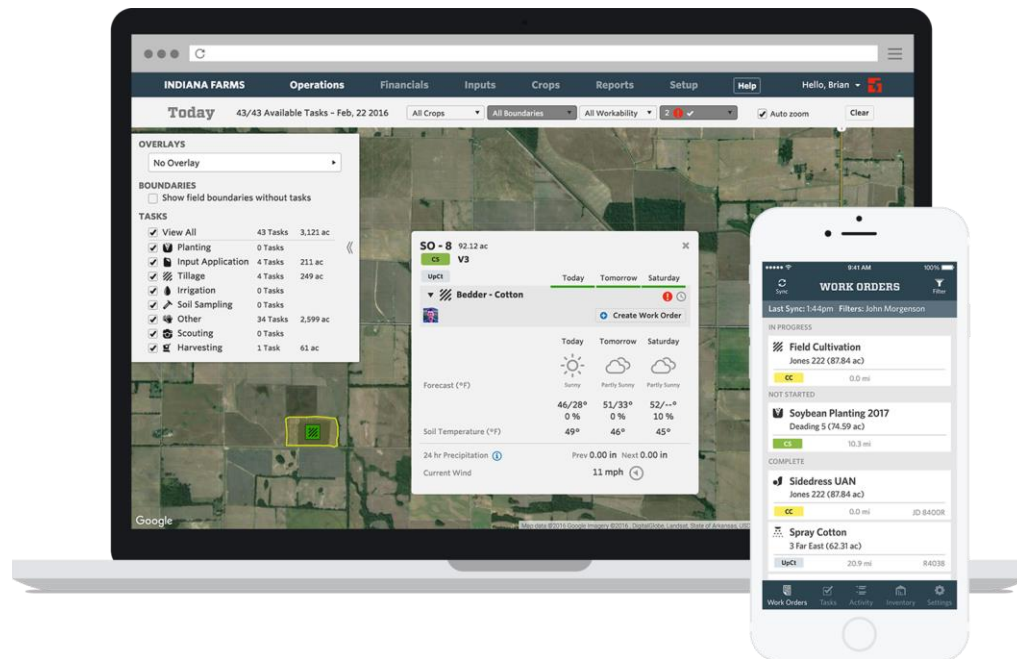
02 / What do we do?

03 / How does it work?

SaaS for Farming and Farmland Real Estate

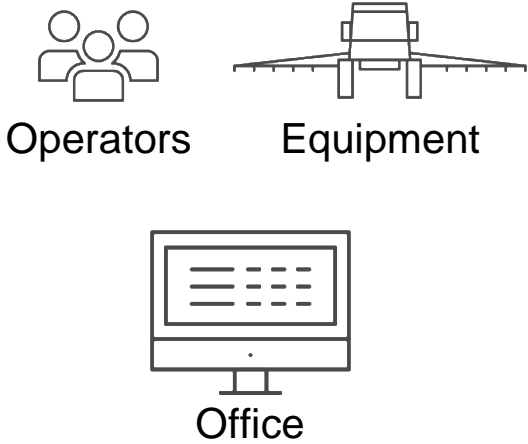
**Business management software
- Granular.ag**

**Land prospecting marketplace
- Acrevalue.com**



Helping operations with their top 3 goals

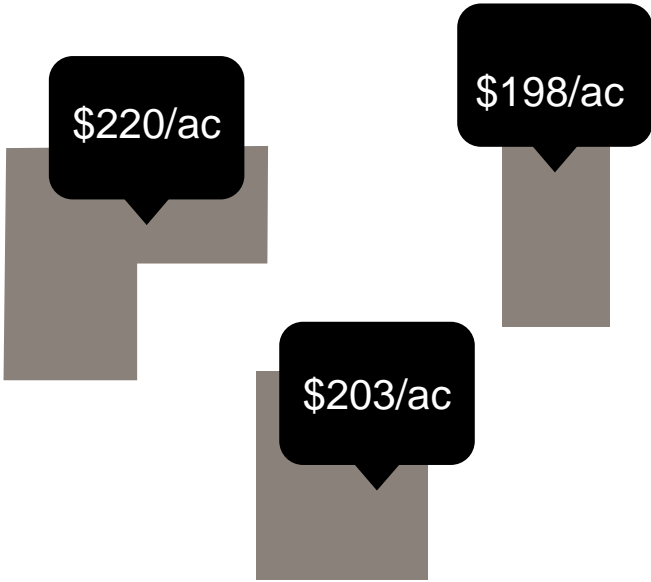
More Efficient
Stronger controls and teamwork



More Profitable
Highest margin on every field

	Field 1	...Field 200
Yield	Xbu	Ybu
Price	\$X/bu	\$Y/bu
Revenue	\$X	\$Y
Inputs	\$X	\$Y
Land	\$X	\$Y
Labor	\$X	\$Y
Machinery	\$X	\$X
Contribution Margin	X%	Y%

Bigger
More fields at the right price

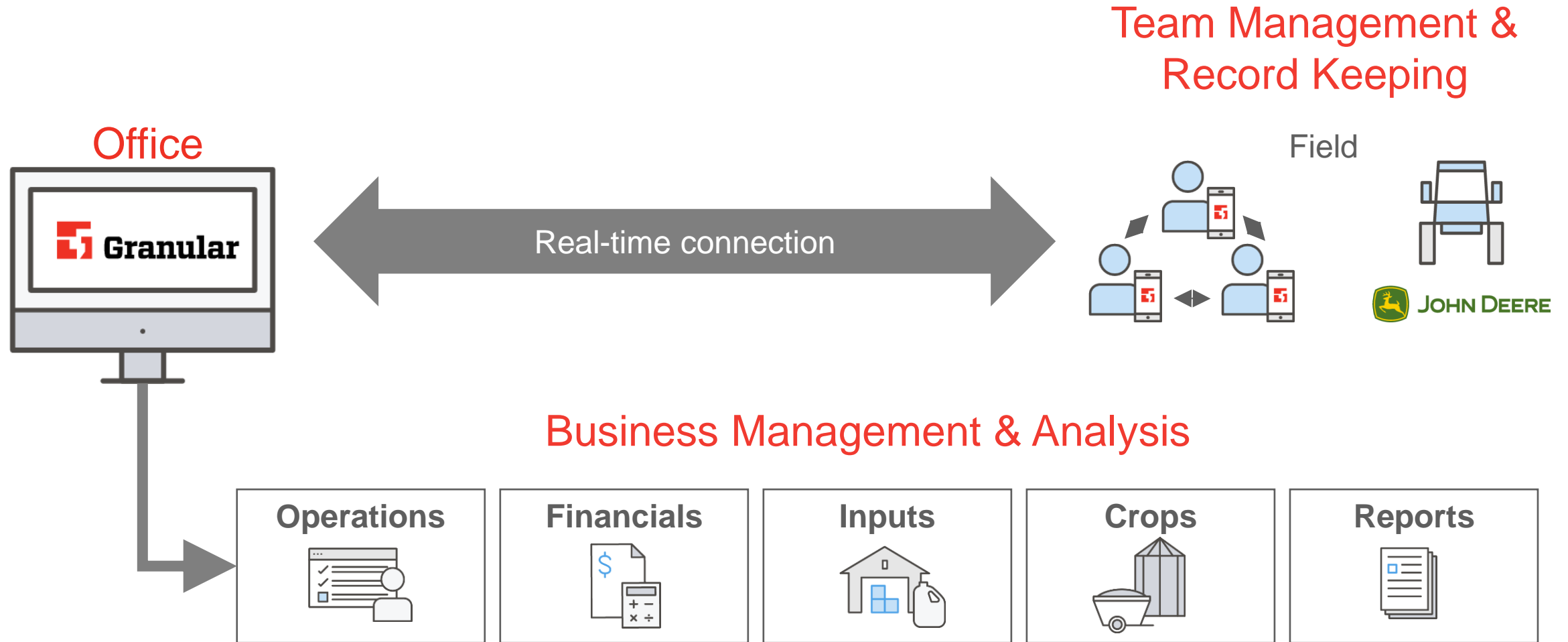


01 / Who is Granular?

02 / What do we do?

03 / How does it work?

Plan and manage



Equipment / Machine Data Integration

Indiana Farms

OperationsFinancialsInputsCropsReportsSetupHelp

Hello, Eric

Machinery

Field Operations

All▼

Date ImportedApril 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016April 8, 2016

Field Operation Details

Monitor Data

+ - Map Data Terms of Use Report a map error

TypeAs AppliedTiming9:50 AM, Mar. 22 – 10:42 AM, Mar. 22, 2016FarmHillFieldCentralOperatorKathryn BestEquipment8xxxRImplementDN345 - DDS L3220MonitorDeereGS23Mix or Input21-0-0-24SArea80.96 acTotal7,940.22 lbAvg. Rate98.07 lb/ac

Allocate Actuals

EstimatedIN - 5480.96 ac7,940.22 lb

AllocatedAutofill with estimated actuals

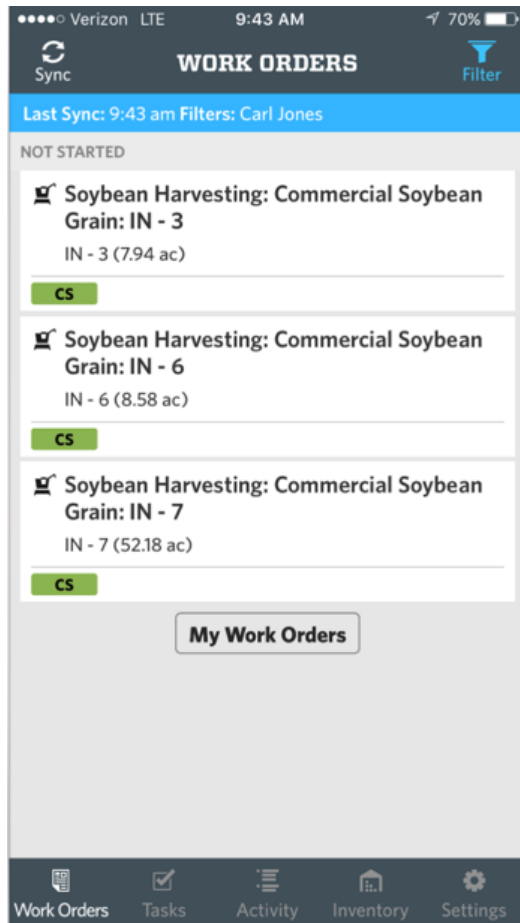
BoundaryIN - 54TaskDry AMS Spreading (03...OperatorNoneEquipmentNoneInputCopy of Dry AMS SpreadingArea80.96 acTotal7,940.22 lbAvg. Rate98.07 lb/ac

Add

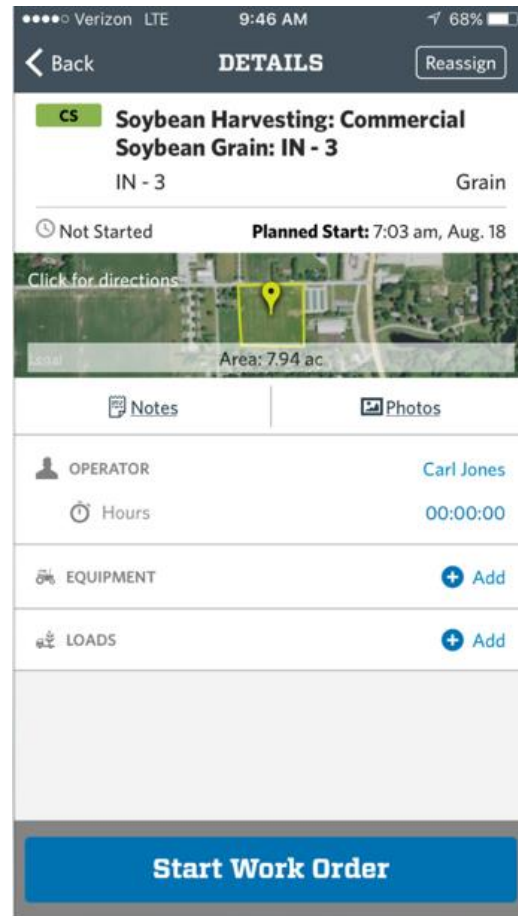
Remaining0 lb

CancelSave

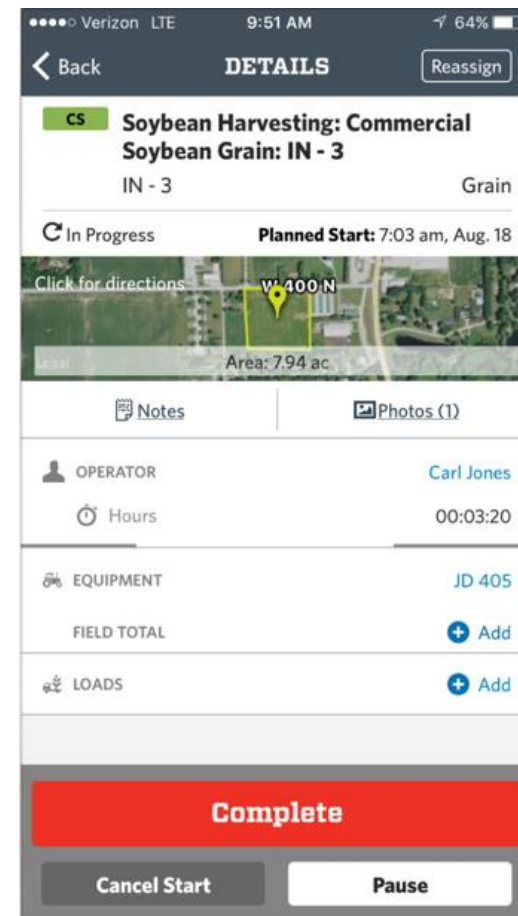
Mobile task management



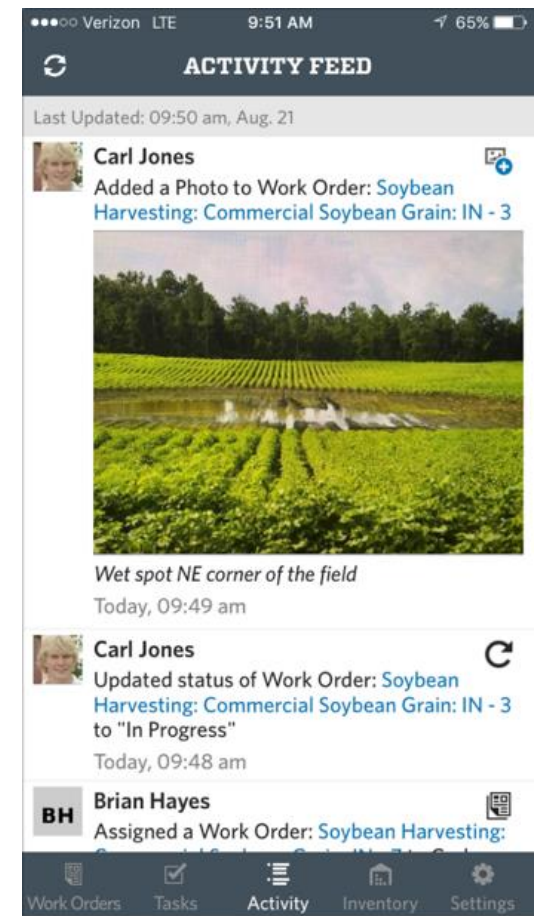
Send Work Orders



What, Where, When...

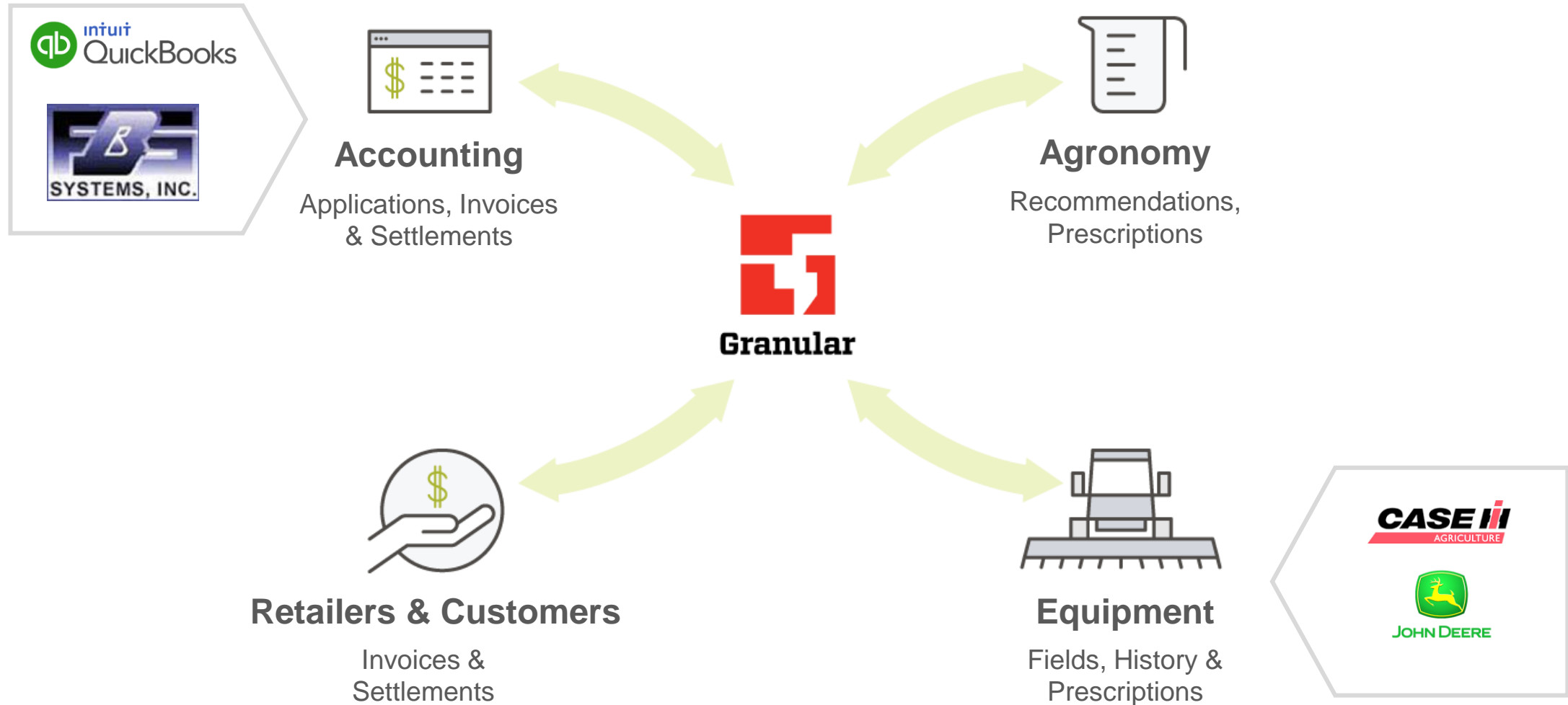


Capture Data From Field



Update Team + Office

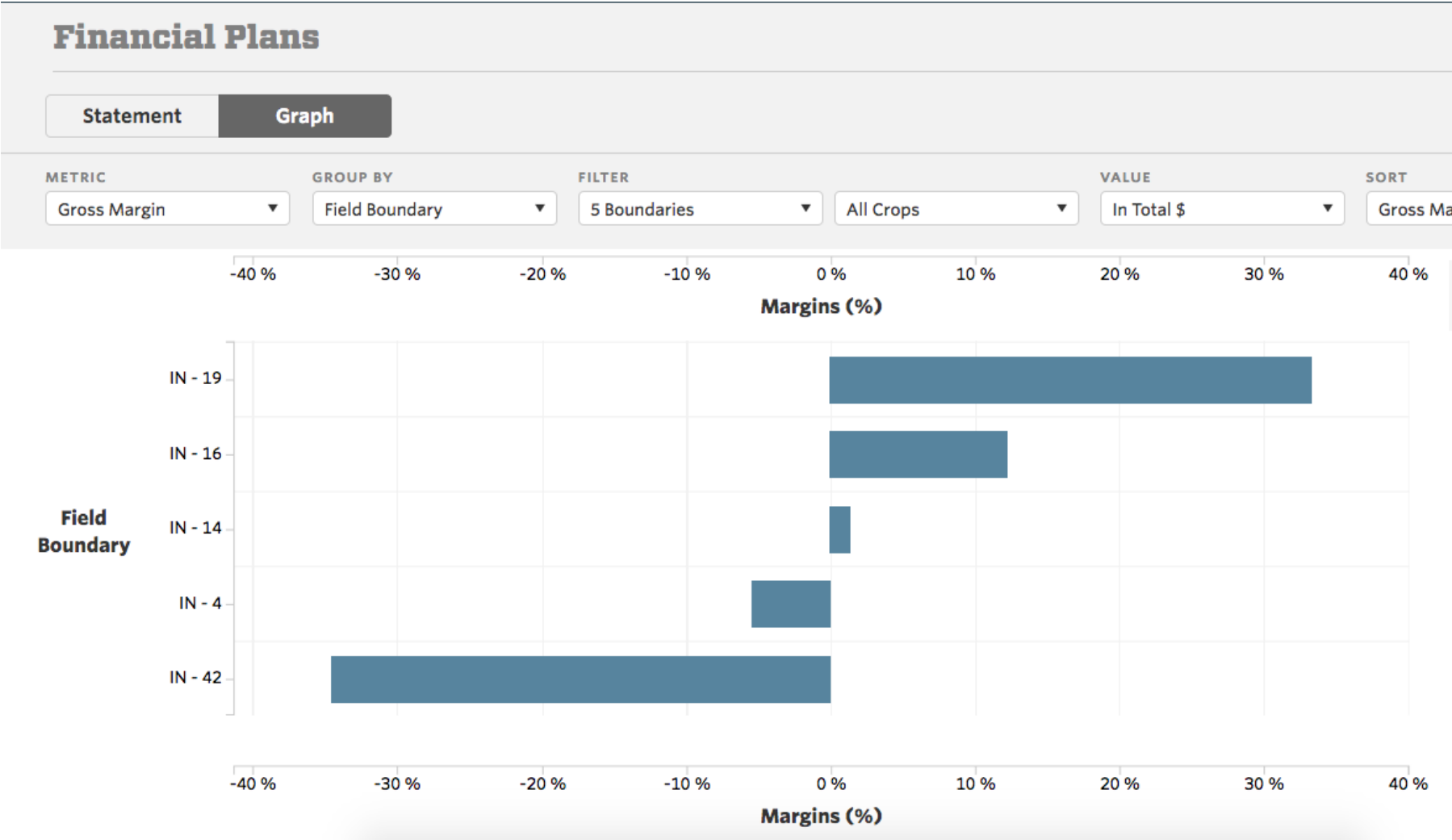
Streamlining Information



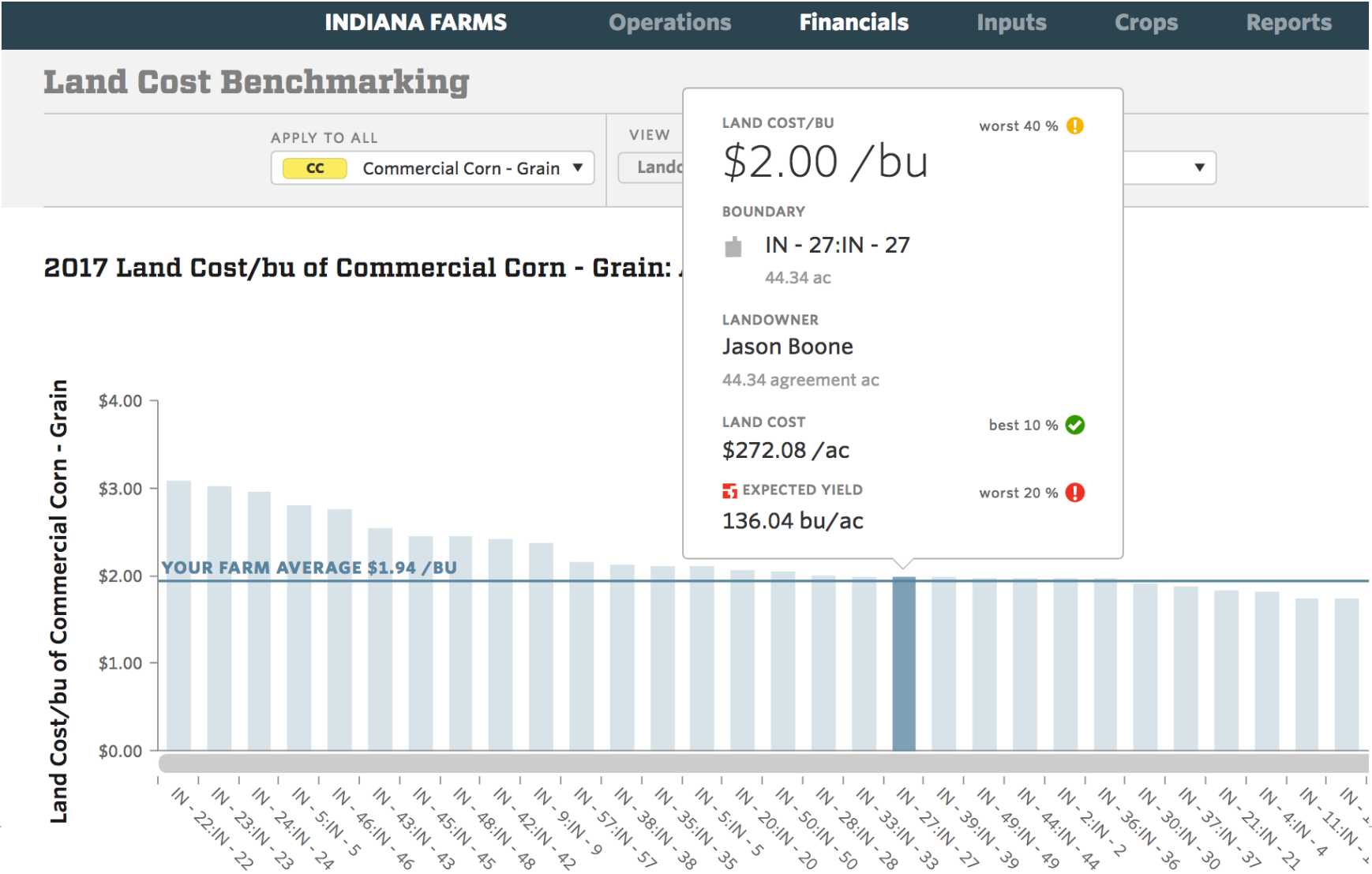
Real-time, bottom-line financial info

Financial Accounts	Enterprise	Report
	6,056.69 ac All Planned Acres	Choose 5 Boundaries All Crops 355.41 ac
Revenue ▶	\$5,360,271.97	\$281,376.95
Production Expenses ▶	\$2,468,210.48	\$142,270.16
Land Expenses ▶	\$1,993,916.09	\$116,359.10
Gross Profit	\$898,145.39	\$22,747.69
Gross Margin	16.76 %	8.08 %
Operating Expenses ▶	\$272,566.87	\$15,994.34
Financing Expenses ▶	\$145,000.00	\$8,508.66
Net Profit	\$480,578.53	\$-1,755.31
Net Margin	8.97 %	-0.62 %

Scenario analysis for ROI planning



Measure, manage, and improve



Thank You!

Questions?

andymcgarry@granular.ag



@GranularAg