AgriAware
from the tree to the bottle
The Problem

Consumers of olive oil and other food and drinks produced from fruit trees are becoming extremely demanding.

Producers need a tool for tracking products from their origin till the final packaging and for improving their quality.
The AgriAware Solution

A unique system made up of core logic, web interfaces and two different apps, TrustLabel and FarmerAssistant, respectively for consumers and for farmers, for producing high quality and biological food and buying it into the market.
Our Product: TrustLabel app

- Information on content of the specific bottle
- Supply production chain tracking from the fruit picking to the final production and packaging
Our Product: FarmerAssistant app

Pre-booking of transformation and processing facilities to reduce perishability

Suggestions on treatments and fruit picking time
Product Architecture
Market size: olive oil, wine and fruit preserves in the EU

- Olive oil
  - 14 million tons produced
  - 3 billion tons consumed

- Wine and grape juice
  - 152k million hl produced
  - 145 million hl consumed

- Fruit preserves
  - 1.1 million tons produced
  - 9 million tons consumed
How we will make money

Direct selling of the system to producers/farmers

Maintenance/assistance to producers/farmers

Subscription services on FarmerAssistant app

Advertising revenues on TrustLabel app

Selling of aggregated and anonymized data generated from FarmerAssistant app
Other market opportunities

- Luxury food
- Organic food
- Cosmetics and alternative medicine
Resources for commercialisation (next 12 months)

150k Euro

- Additional product developments
  60k Euro for engineering the IT solution
- Commercialisation
  30k Euro for commercialisation strategy and dedicated personnel for 6 months
- Testing
  20k Euro for real conditions testing
- Advertising
  40k Euro for marketing material and promotional activities
Our team

HOLONIX is an Italian software house and a spin off of Politecnico di Milano. Its goal is helping companies to innovate their products, processes and services (production, logistics, maintenance etc.) using an Internet of Things (IoT) approach to create added value in Product Lifecycle Management (PLM).

Consulting SME based in Naples, ENCO takes part in the realization of national and international R&D projects, within the area of environmental management, agro-food sector and logistics. ENCO works as service provider, providing hardware applications in the agro-food sector.