

TRACE project

FInish-Exposé

Introduction

PANONIT is a Serbian software and hardware development company with one of the focuses on precision agriculture.

Our cross-functional team consists of Bsc and Msc level engineers in the fields of:

- electrical engineering,
- computer science,
- telecommunications,
- mechanical engineering,
- economics,
- business administration and
- management

Solution



We are building a web marketplace which enables more objective negotiation and sales process.



The produce sellers will provide transparent information of their growing conditions with the help of microclimate weather stations positioned on their fields.



This will enable producers to adjust their prices in accordance with the information from the microclimate sensors.



Buyers have better information regarding the quality of goods, and thus reduce risk.

Competition

Although an online marketplace for agricultural produce is not a new concept, the innovation of our product is the transparency of crop growth data.

Many solutions involve some an ERP system for the users to keep track of their produce on stock, but what we offer is far beyond the scope of those solutions.

What we are essentially doing is introducing a new factor in the price negotiation process: growth data.



Technology overview

A diagram showing the components of the TRACE solution. On the left, there are four concentric blue semi-circles of decreasing size. To the right of these circles is a vertical stack of seven rectangular boxes. The top box contains the text "The components of the TRACE solution consists of the following elements:". The second box contains "The web application (which uses keyrock authentication)". The third box contains "The three widgets (running on wire cloud)". The fourth box contains "The sellers micro climate stations (sending data directly to context broker via pep proxy)". The fifth box contains "The prediction model (which consumes live data from the context broker)". The bottom two boxes are empty.

The components of the TRACE solution consists of the following elements:

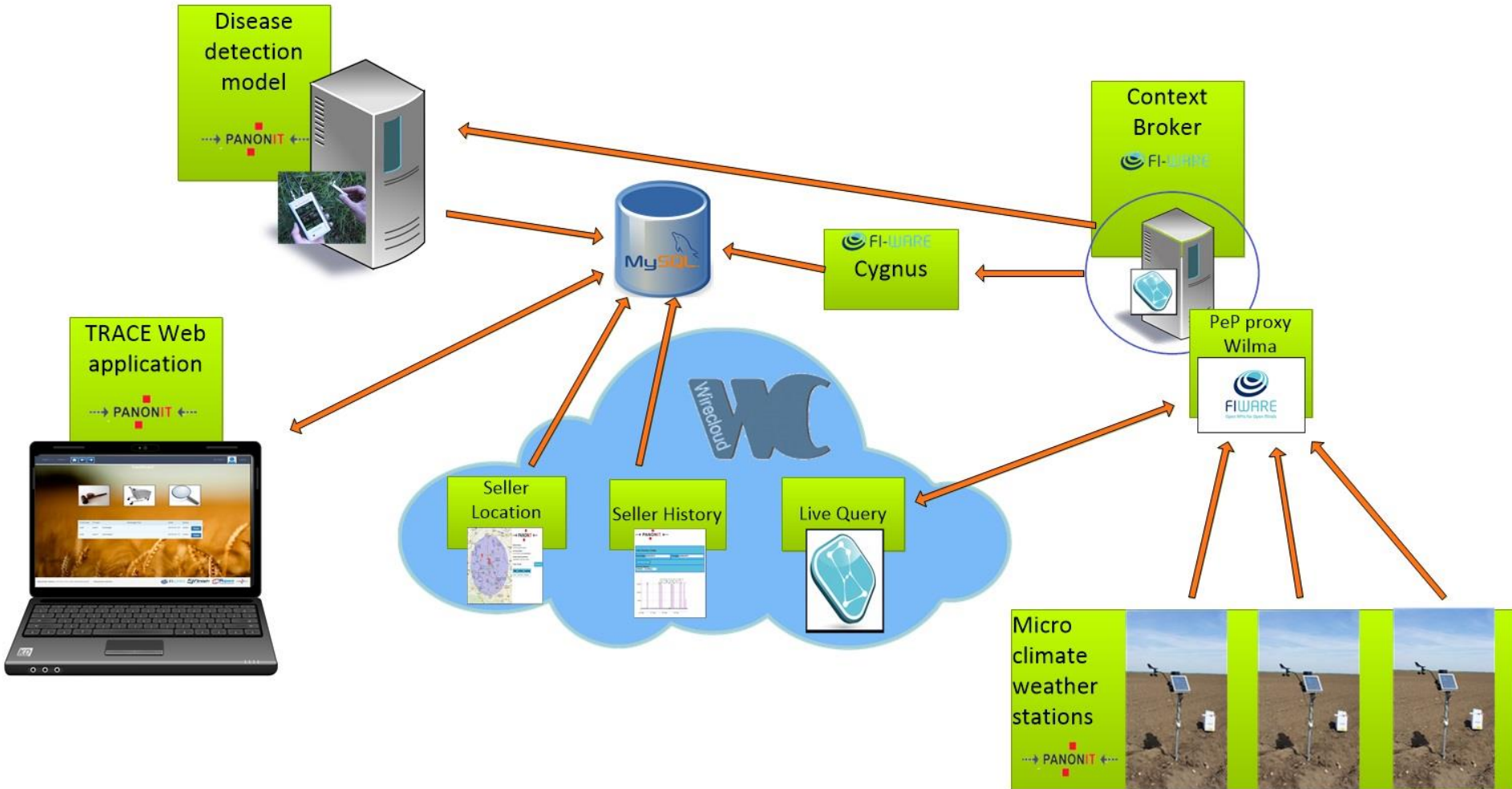
The web application (which uses keyrock authentication)

The three widgets (running on wire cloud)

The sellers micro climate stations (sending data directly to context broker via pep proxy)

The prediction model (which consumes live data from the context broker)

Technology visual representation



Market assessment



According to Eurostat, there are 10.5 million ha of arable land under 8.2 million holdings.

Therefore we can estimate that only 10 % of those holdings could potentially be sellers on our platform.



We may also freely estimate there are at least an equal number (820K) of businesses who may take the role of buyers on our platform.

Contact info



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