

## Platfarm

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Platfarm is a mobile navman for agriculture, designed to make it easy and cost effective for farmers to carry out work on their land more smartly, by using their existing tablets and phones to maximise their yields, whilst optimising the usage of inputs such as chemicals and fertilisers.

An overview video of Platfarm being used in viticulture: <https://vimeo.com/168876420>

Agriculture has been relatively slow to adopt digital technologies, primarily due to significant current cost (\$10K+ for a Trimble/TopCon system), unintuitive user interfaces, and the friction of trying to collaborate with other key stakeholders (Agronomist / Contractors / Suppliers). Platfarm removes these barriers to adoption by using existing smart devices, with distribution via global app stores enabling it to be highly scalable.