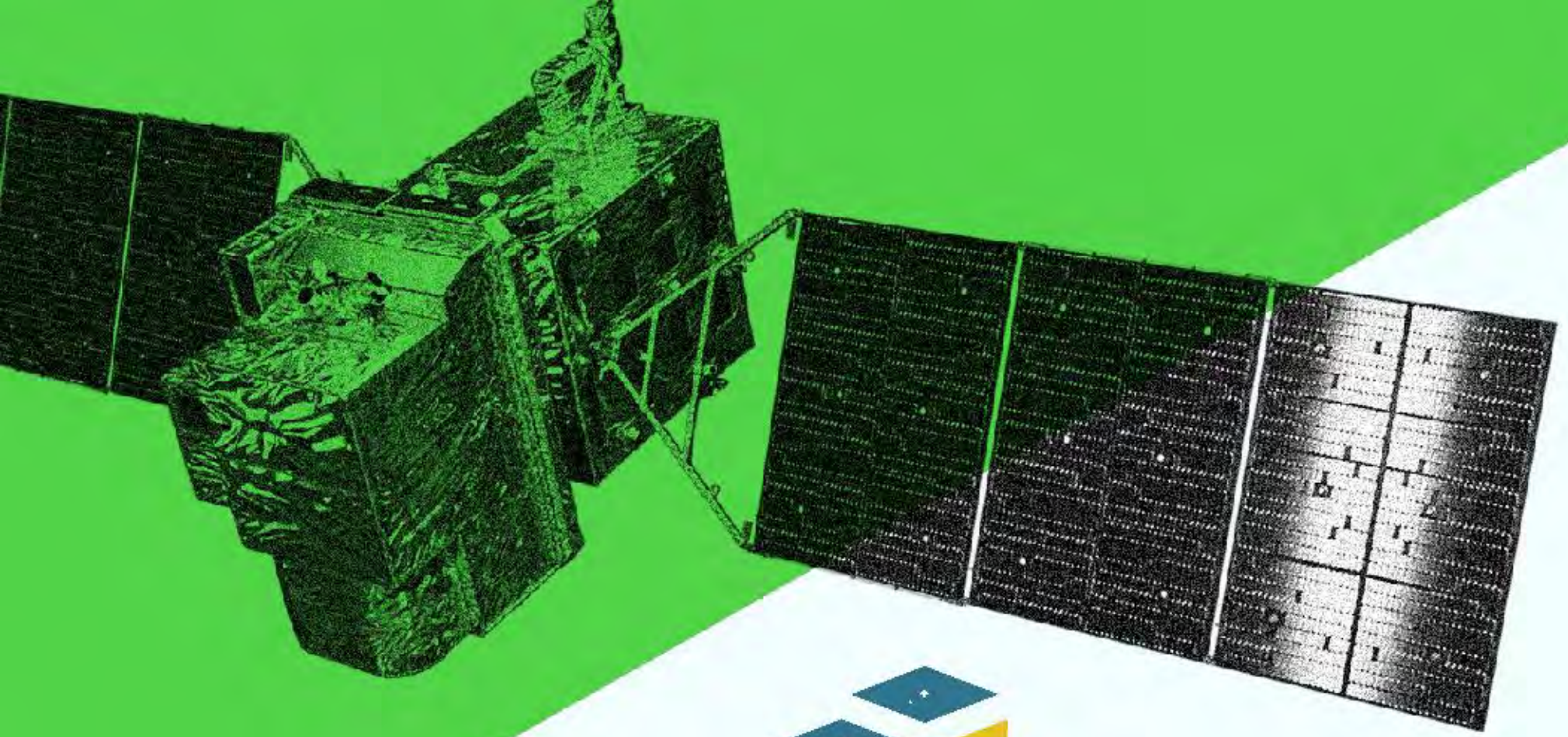


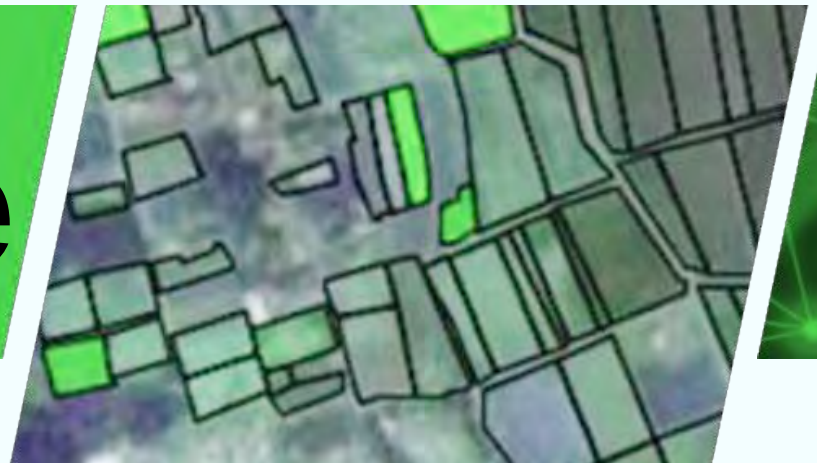
J-Startup
Impact

Sagri

Sagri

Satellite & AI support farmers

Satellite



Sagri

岐阜大学
GIFU UNIVERSITY

Impact startup from Gifu University

Sagri

Sagri Co,.Ltd
Founder & CEO
SHUNSUKE TSUBOI

Forbes JAPAN 30 UNDER 30 JAPAN 2022

Forbes UNDER 30 ASIA HONOREE 2023

MIT Technology Review Innovators Under 35 Japan

Asia-Pacific
Economic Cooperation

2023 APEC Bio-Circular-Green Award

CERTIFICATE OF AWARD

IS PRESENTED TO:

Mr. Shunsuke Tsuboi

President and CEO, Sagri Co., Ltd.

Youth Category

For exceptional leadership in implementing Bio-Circular-Green Economy approaches to advance sustainable and inclusive growth

Given this 14th day of November, San Francisco, California, USA

Executive Director
APEC Secretariat

Chairperson
2024 APEC Senior Official

Sagri

Agriculture

Sagri

Fertilizer

PROBLEM

The price of fertilizer is Double

Before Covid-19 After Covid-19


Sagri
Soil Condition

Sagri

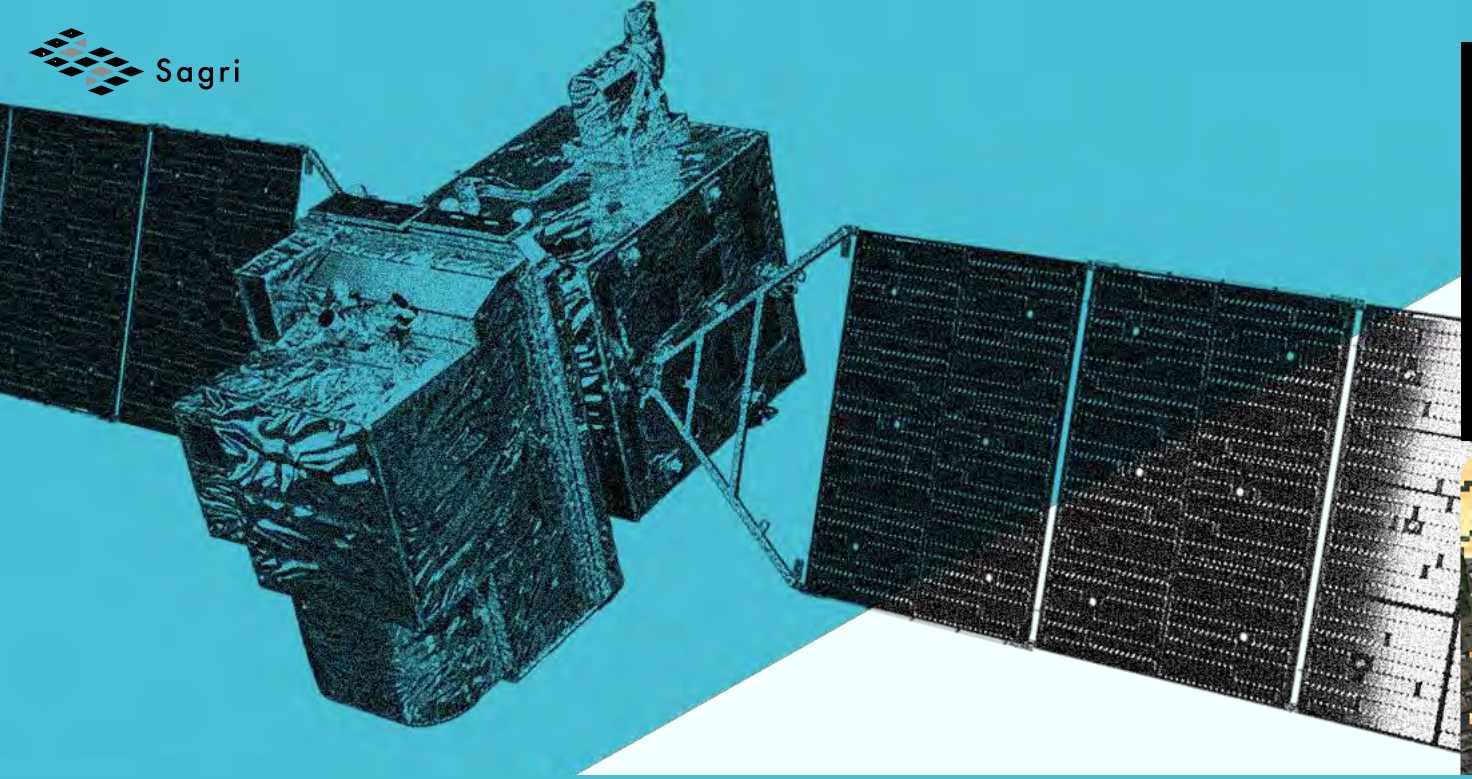
Soil Checking

Sagri

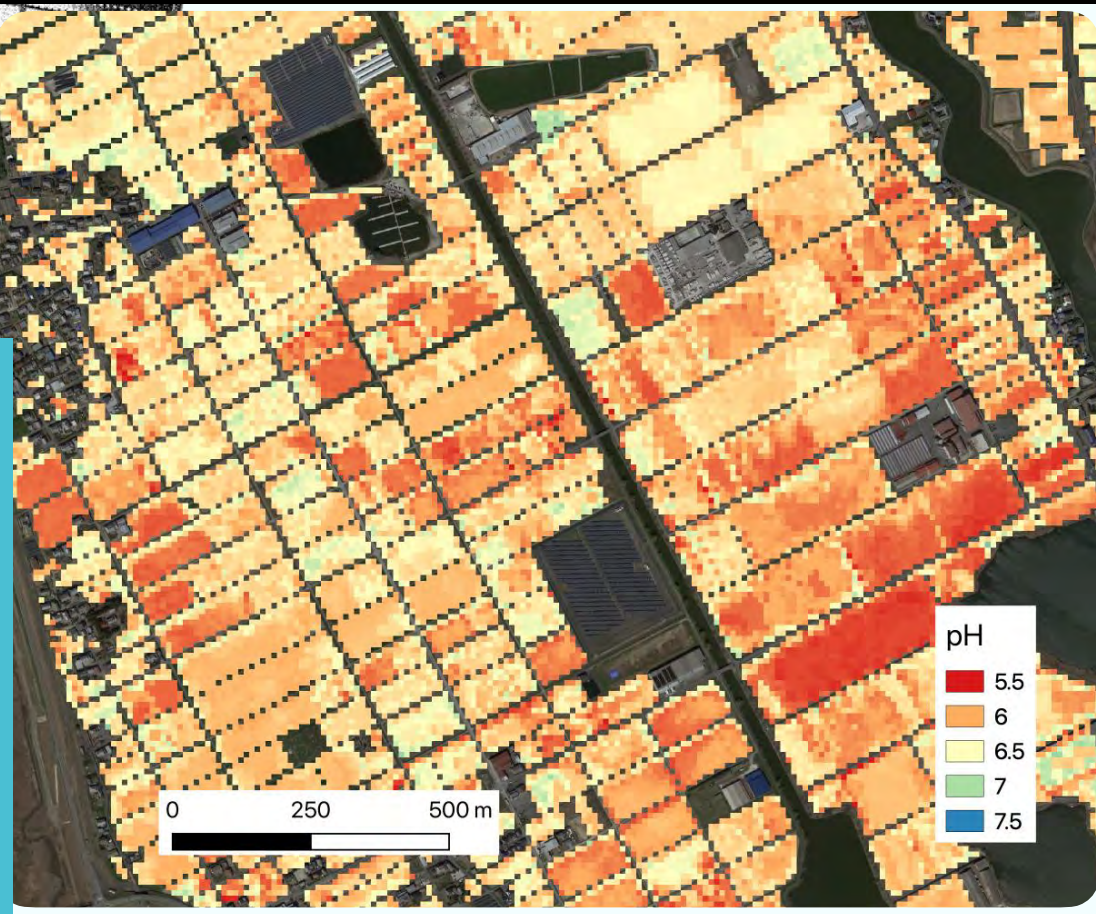
PROBLEM

Timely & Costly

Sagri



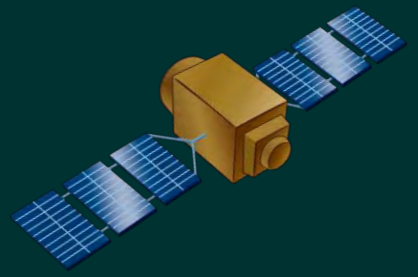
Total Carbon, pH
Total Nitrogen,CEC
Accuracy 80%~85%



AI×Satellite

Presume the soil chemical index

Sagri



Product name : Sagri

Using satellite and AI
to reduce fertilizer and
GHG emission gas
from farmland

Sagri

Point.1

Understanding the growth situation at a glance

NDVI of all farmland can be obtained retrospectively by date of acquisition of satellite data.

Point.2

Soil analysis of all farmland can be carried out every year

pH, CEC, TC and other soil chemistries at a glance.

Features of Sagri

(1) The growth situation can be grasped on a map.

(2) Soil analysis data can be utilized for appropriate fertilizer application.

(3) Immediate viewing is possible by simply registering the field.

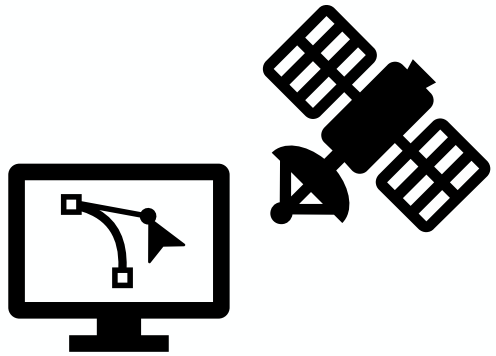
Competitive Advantage (1/2)

Formation of current plots of agricultural land

from high-resolution satellite images

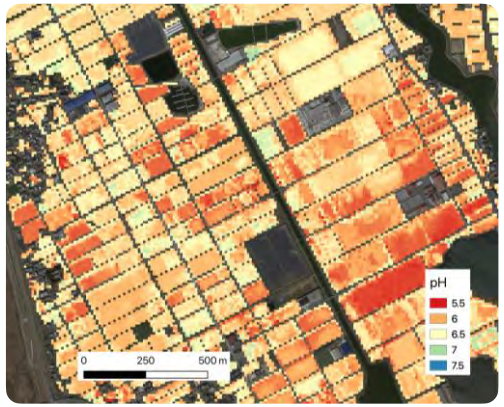
Patented
(Patent No. 7053083)

Competitive Advantage (2/2)



1

Soil analysis, utilizing AI-based satellite analysis



2

Highly accurate estimation of pH, nitrogen, etc.

(80-85% accuracy for pH, carbon, nitrogen, etc.)

Sagri

Before

Sagri

Fertilizer

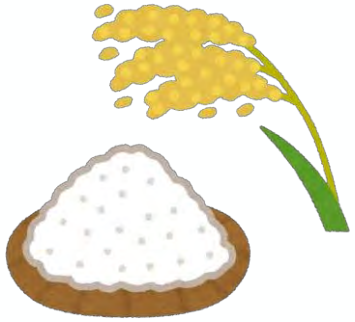
cut 20%

Market size

Market size

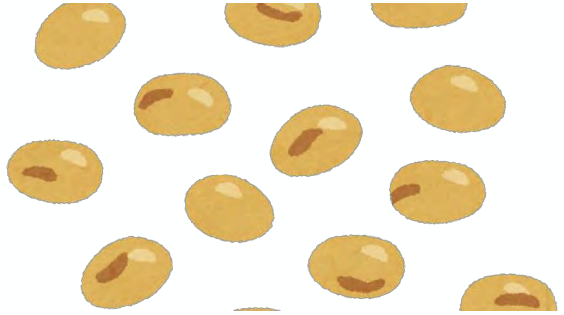
Crop type : Sagri can analyze Grains and open-air vegetables

Rice

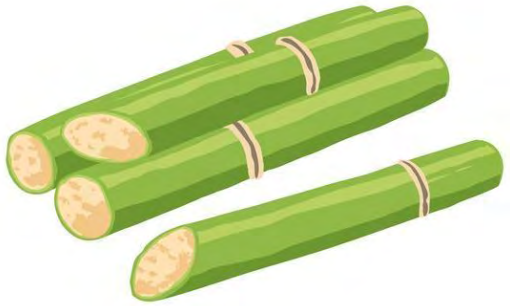


Cassava

SoyBeans



Sugarcane



Potato

Corn

Sagri

Carbon Neutral

Soil Analysis via Satellite data

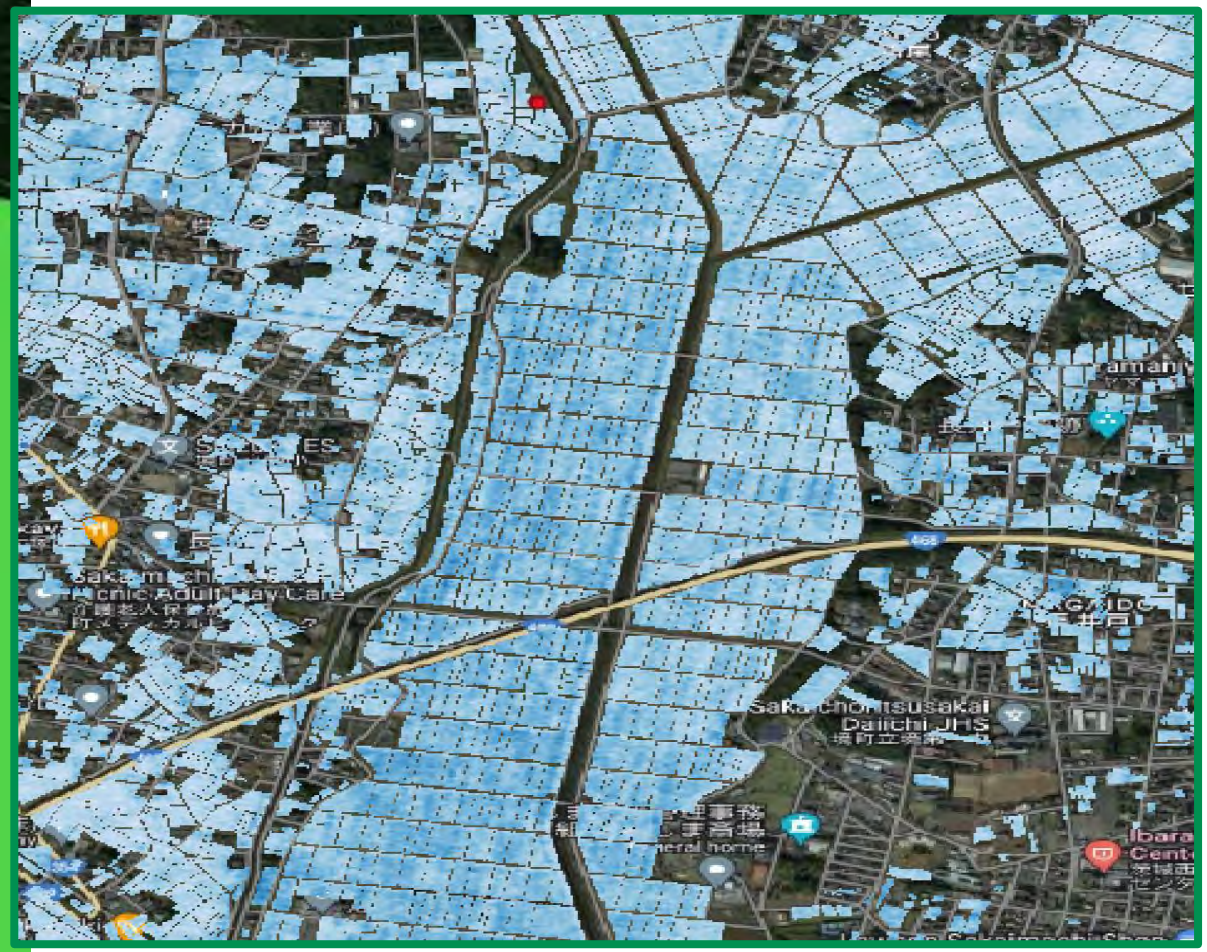
Farmers reduce fertilizer usage

Reduce N_2O and Create Carbon Credit

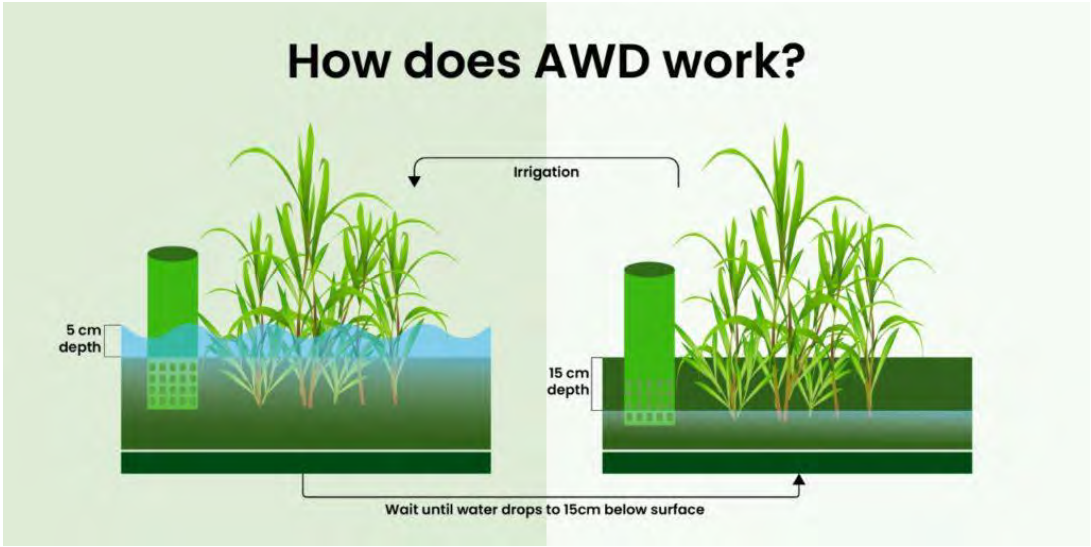
Contributing to

Cost reduction and Income improvement

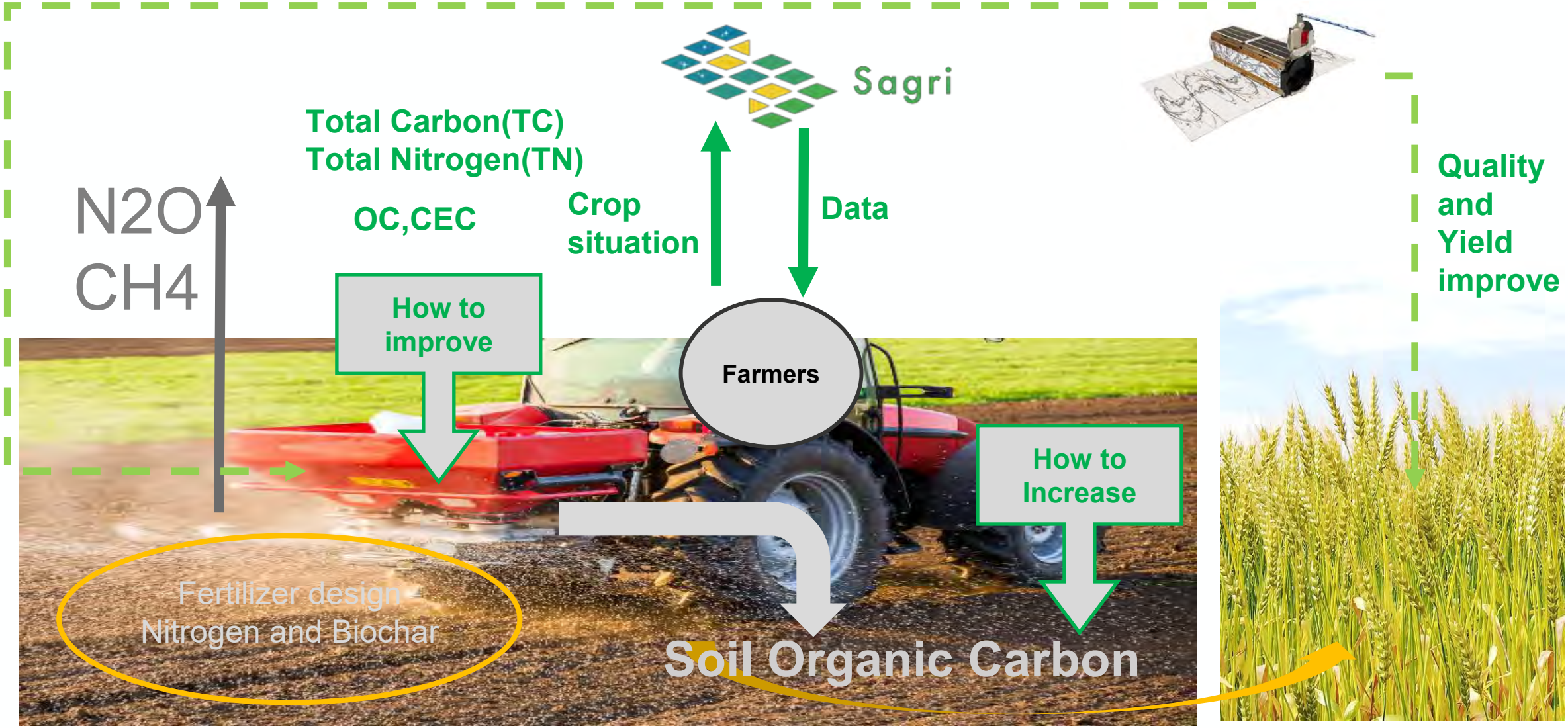
Water detection from satellite



Completed the 1st project with JAXA (Japan Aerospace Exploration Agency) to be used for water monitoring (*use less water to reduce CH4 reduction)



Fertilizer/Water optimization can reduce GHG emission




Business
Model

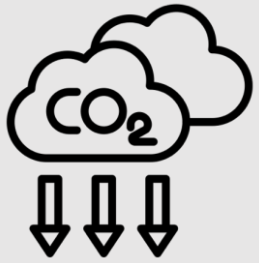
Leverage Carbon Credit to convert GHG reduction into cash

Carbon credits are certified and tradable amount of GHG emission reductions achieved by a project. Companies can offset their emissions by purchasing carbon credits.

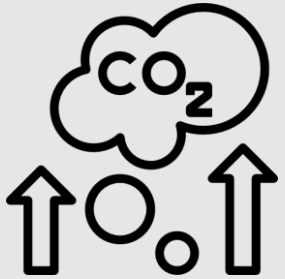
GHG Reduction Project

Companies

Greenhouse Gas Reductions



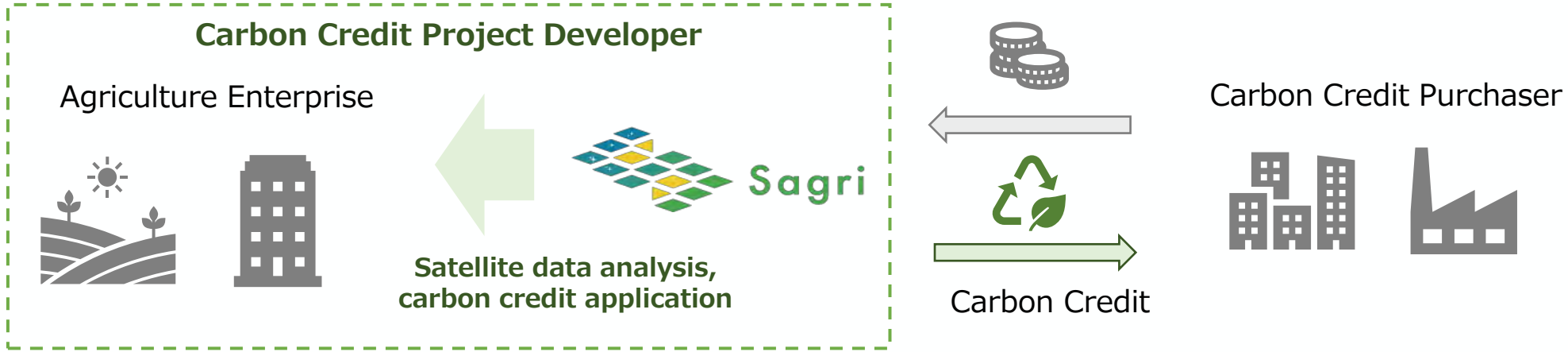
Greenhouse Gas Emissions



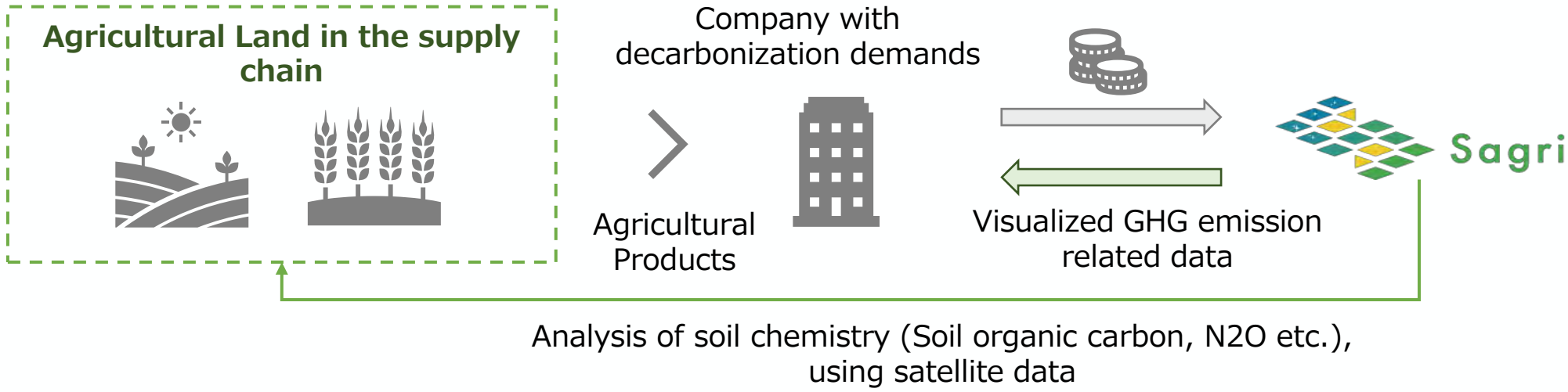
Sagri: Decarbonization Business

we are launching a service related to carbon credit generation and visualization of GHG emissions from agricultural land in the supply chain

Carbon Credit



Visualization of GHG emissions



Team formation – Experts on Agriculture/APEC/carbon credit

Project Development | **Credit issuance** | **Credit Sales**

Kazuki Sakamoto (Director)

- Strong network with governments in ASEAN for 6 years work experience
  - Ex. United Nation, JICA

Dr. Shinji Wakuta

- PHD for agriculture
  - Expert on decarbonization of agriculture

Hiroya Ishitsubo (CFO)

- Expert on selling carbon credit
  - Ex. World Bank group (IFC) and Japan large banking company

Tien Nguyen

- Extensive knowledge and network on Viet Nam agriculture industries both at private and public sector
- Master of Agribusiness from Queensland

Naoya Makino (CTO)

- Expert of global application development
  - Ex. Mercari US, Senior Manager

Dr. Takashi Tanaka (CRO)

- Aarhus University Assistant Professor
- Specialized in Digital Crop Production

Shunsuke Tsuboi (CEO)

- Have strong connection with Japanese Government and Companies

Projects in APEC

Project #1 – FAO Project in ASEAN/MAFF/University

MAFF
Ministry of Agriculture, Forestry and Fisheries
農林水産省

Partners: Ministry of Agriculture, Forestry and Fisheries, FAO and University of Twente
Objectives: Technological collaboration between FAO, Twente and Sagri to launch the agri-polygon map for ASEAN regions

Timeline:

- 2023-2024: MOU signed with partners
- July 2024: project approved and kicked-off
- Aug 2024- Dec 2024: POC implementation

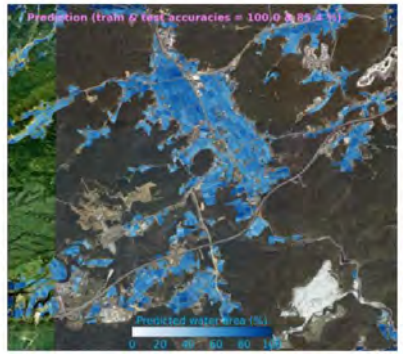
UNIVERSITY OF TWENTE.

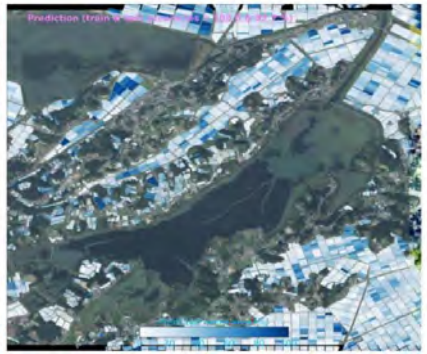
Subject theme: Farmland polygon mapping
Aim: Create the effective data platform that enables end-users(farmers, government) to boost smart farming in ASEAN regions.

Project #2 – MAFF MIDORI Project /ASEAN

MAFF
Ministry of Agriculture, Forestry and Fisheries
農林水産省

Partners: Ministry of Agriculture, Forestry and Fisheries
Objectives: MRV for Intermittent Irrigation Technology (AWD) using satellite data and AI in ASEAN region
Subject theme: AWD with Satellite and AI
Aim: Currently, AWD monitoring relies on localised actual methane gas measurements and estimates from many farming records, but Sagri will enable water detection through the use of satellite data and AI.





Our demonstration site in Thailand

Project #3 - JCM Carbon Credit with Sorimachi/DARD

Partners: Sorimachi Vietnam (co-developer), Vietnamese MARD and DARDs, Can Tho University
Participants: 6 cooperatives in 3 province namely Kien Giang, Dong Thap, Can Tho

Timeline:

- 2023-2024: MOU signed with partners
- June 2024: project approved and funded
- Sep 2024- Feb 2025: POC implementation
- Late 2024: Expected announcement of the JCM AWD for Viet Nam

Method: AWD in JCM scheme
Aim: Lead in AWD JCM implementation in Viet Nam, preparing POC for future business scale-up.

Project #4 – TSUBASA Project in Peru/JICA/IDB/NGO

TSUBASA

Transformational Start Ups' Business Acceleration for the SDGs Agenda

Partners: JICA, IDB and Producers Direct(NGO)
Participants: Farmers association in Peru
Objectives: Boost the smart farming and carbon farming
by the collaboration of satellite analysis and ground data accumulation
Method: VM0042, Optimization of fertilizer and increase the stock of the soil carbon
Aim: Create the new method for smart farming in the hilly areas of Peru.

Project #5 – JICA project in Peru/JICA/Farmers Association

Partners: JICA(Japan International Cooperation Agency) and Esquibel Farmers association
Participants: One Japanese Farmers Association in Peru

Timeline:

- June 2024: project approved and kicked-off
- Aug 2024- Feb 2025: POC implementation

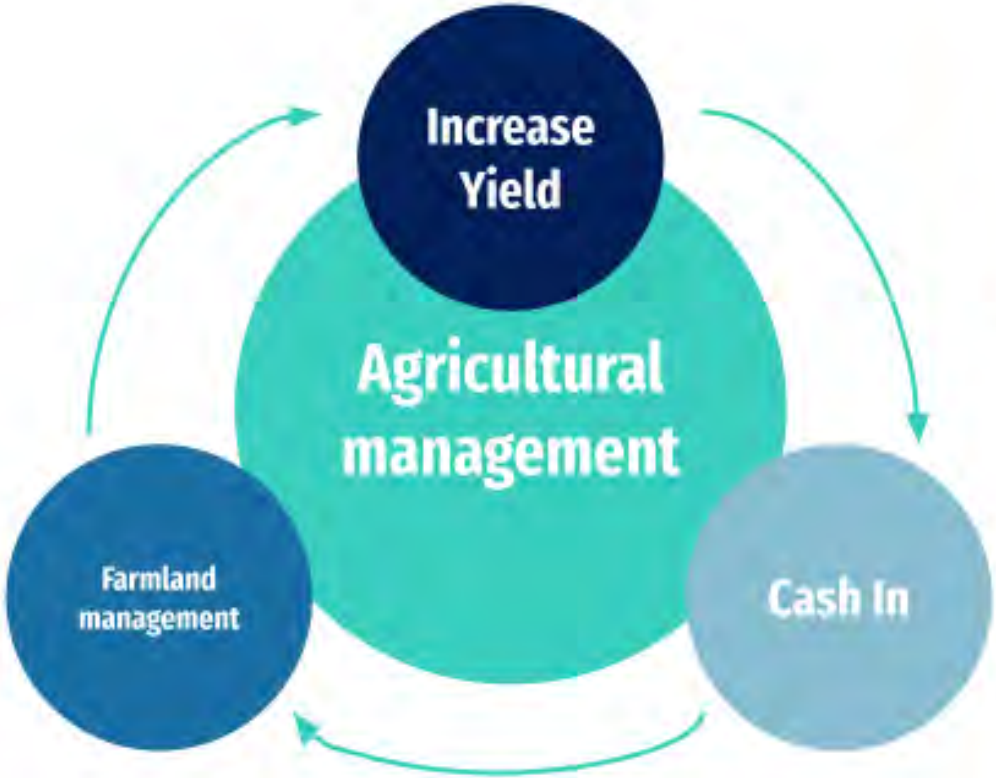
Method: VM0042, Optimization of fertilizer and increase the stock of the soil carbon
Aim: Preparing POC for future business scale-up in Peru.


第6回 宇宙開発利用大賞
内閣府
Sagri Awarded
Prime Minister prize
内閣総理大臣賞
Prime Minister
Fumio Kishida
Sagri
Shunsuke Tsuboi

Sagri Flywheel

Agricultural management
Providing data/tools Gov to manage agriculture, supply predictions and effective land use

Farmland Management
Farmland marketplace with providing farmland value assessment



Increase Yield
Productivity gain via AI Co-pilot, farmland management, efficient use of fertilizers

Cash In
More revenue by increasing yield, providing additional revenue source (Carbon credit), Insurance and micro-financing.


Sagri
Sustainable
future
for next
generation

Sagri

Sagri CEO
SHUNSUKE TSUBOI

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Forbes JAPAN 30 UNDER 30 JAPAN 2022

MIT Technology Review Innovators Under 35 Japan