

PROSUS TRACK  
@Nahid\_M

A green seedling is growing in a pot. A green scoop is pouring dark, granular soil onto the seedling. The background is a blurred green field.

# CropLynx

Smart Agriculture | Agent-Powered E-Commerce | Agro AI Assistant

## GLOBAL AGRICULTURAL MARKET AND OPPORTUNITY

- **Fertilizer market** – \$182B in 2024, projected to grow to \$246B by 2033
- **Seed market** – \$66.4B by 2028
- **Agrochemical market** – \$300B by 2025
- **The number of farms** - 656 million farms in 2020, projected to decline slightly to 624 million by 2030





## WHAT'S BROKEN IN FARMING TODAY?

### INAPPROPRIATE FERTILIZER/SEED CHOICE

up to 62% loss in input efficiency,  
reducing net income by ~25-60%  
per hectare

### DECISION-MAKING BASED ON GUESSWORK

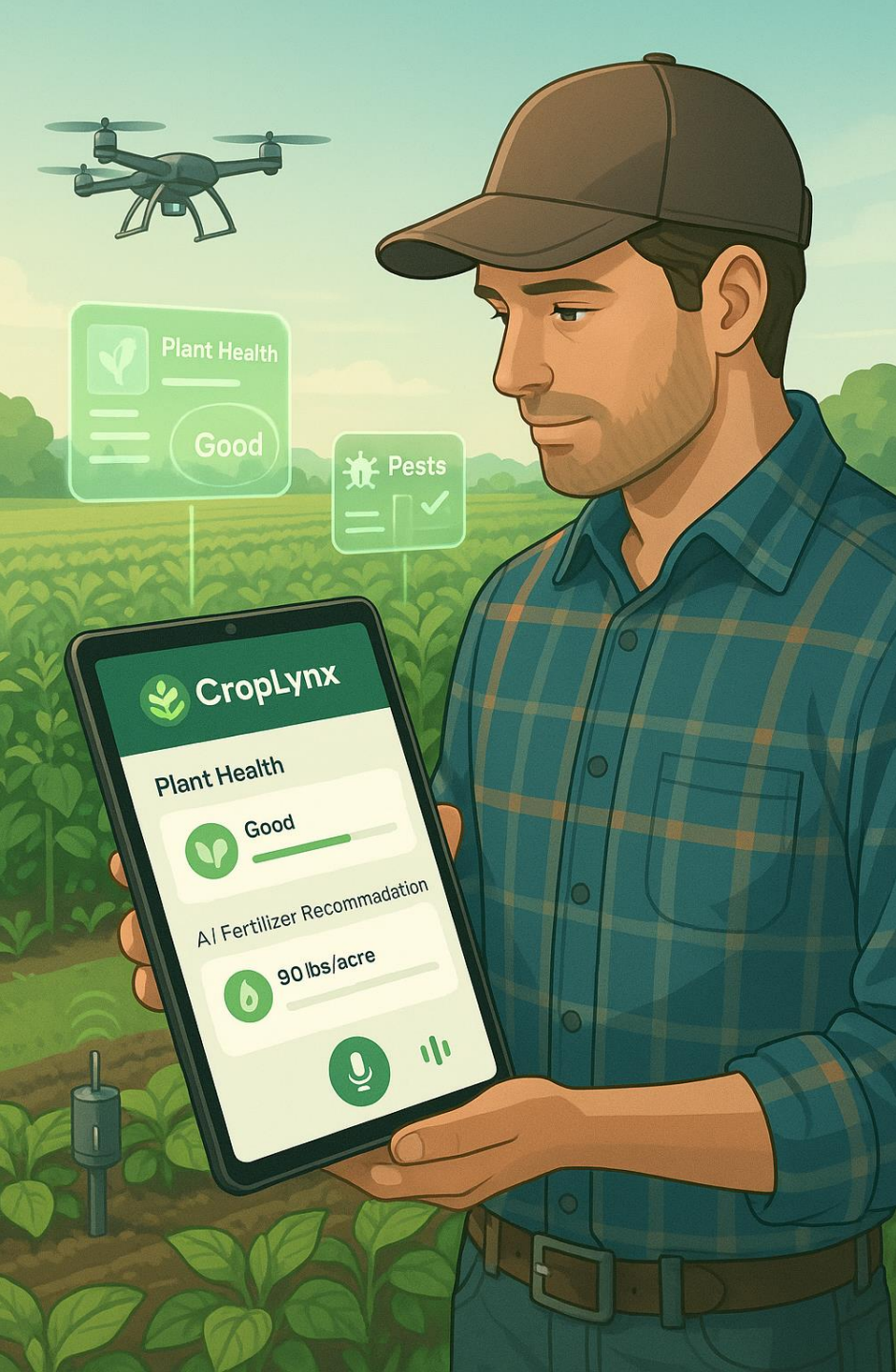
can result in total crop loss or  
unnecessary input expenses  
(e.g., misused fungicide leading  
to full field loss)

### LATE DISEASE DETECTION

10-20% yield loss (developed  
settings), 20-25%+ globally,  
costing hundreds of dollars per  
ha

### DIFFICULTY FINDING THE RIGHT PRODUCT

farmers spend 20-40% of gross  
revenue on fertilizer, often for  
suboptimal solutions



## SOLUTION

- AI-BASED RECOMMENDATIONS USING CROP & SOIL DATA
- IMAGE-BASED DISEASE DIAGNOSIS
- MARKETPLACE FOR RELEVANT PRODUCT SUGGESTIONS
- VOICE ASSISTANT + KNOWLEDGE GRAPH FOR INTERACTION

## PRODUCT OVERVIEW



Farmer selects crop  
and soil type



AI recommends  
fertilizer and seeds



Disease image is  
uploaded and analyzed



Products appear in  
marketplace



Voice assistant answers  
farmer's questions



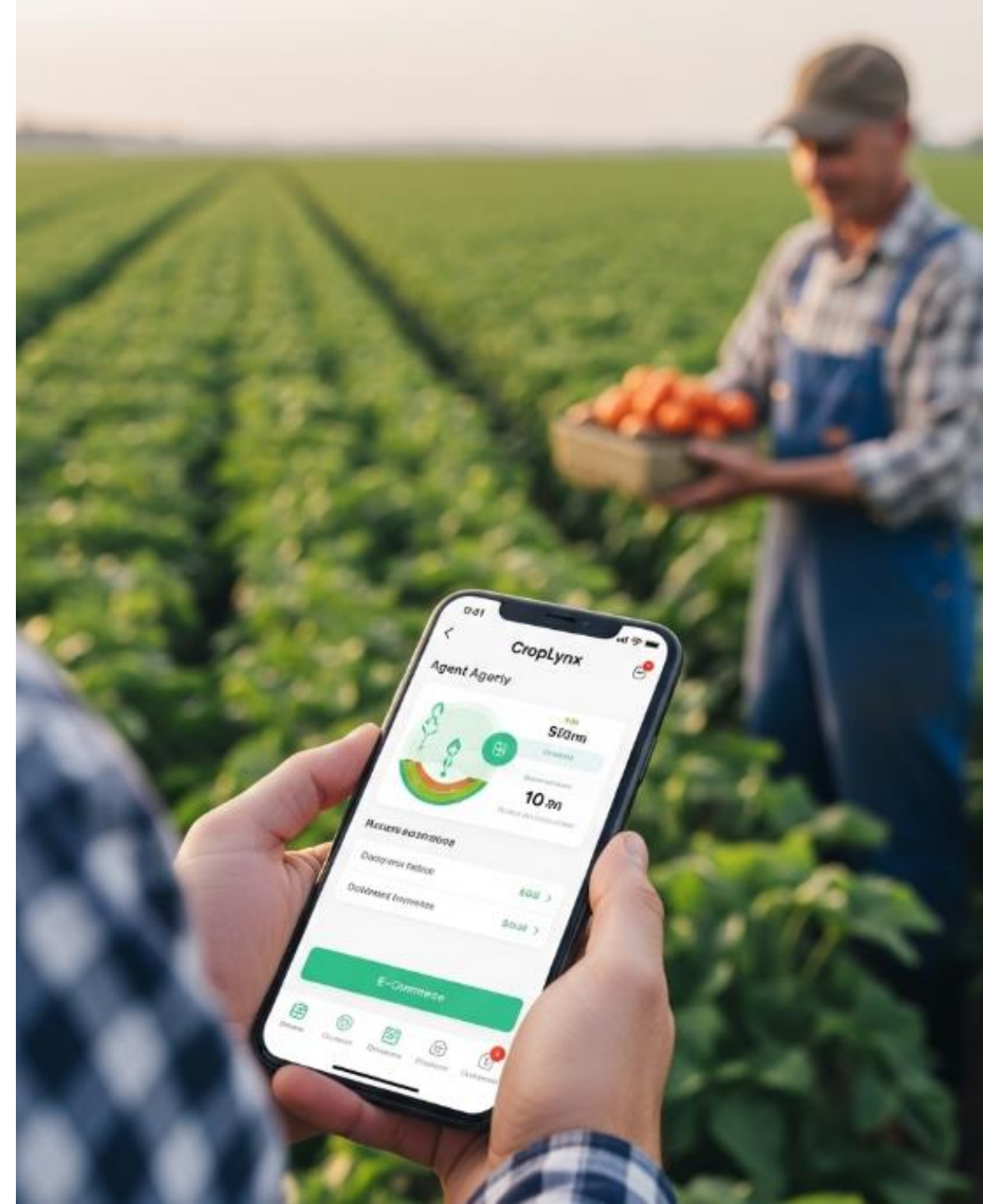
## TECHNICAL BENEFITS:

- 15–20% increase in yield
- 10–20% fertilizer savings
- 20–40% reduction in crop loss
- 45% faster decision-making



## MARKET DIFFERENTIATORS:

- Unified AI + voice + marketplace platform
- Personalized suggestions via knowledge graph







## IMPACT AND RESULTS

- 170,000 tons of extra yield in every hectares
- Enough to feed 5–10 million people yearly
- 10–20% savings on fertilizers
- 40% less crop loss

## FUTURE ROADMAP



### Short-Term Goals:

- Audio event detection (e.g. sirens, rain, water flow)
- Mobile app launch for Android & iOS
- NLP support in local & regional languages



### Long-Term Vision:

- Extended Agri Marketplace: pesticides, equipment, crop insurance, weather protection covers
- Weather-Aware Recommendations: adaptive fertilizer/pesticide advice based on real-time weather forecasts
- IoT & Sensor Integration: moisture sensors, drones, and satellite data for precision agriculture



**Thank you for  
attention**