

# Quality starts with soils

## Advancing Profitability, Soil Health and Water Management

betterSoil is a German-based startup committed to transforming agriculture by combining profitability of producers and agribusinesses with soil health and water management. Using satellite data, scientific expert knowledge and AI technology, our mission aligns with global efforts to combat climate change, ensure food security, and promote sustainable farming practices.

### **The Challenge**

Modern agriculture faces significant challenges: increasing costs, declining crop yields, soil degradation, climate variability, and stringent environmental regulations. These issues, coupled with increasing food demand, necessitate innovative solutions that enhance productivity while preserving natural resources.

### **Our Solution: The Farm Assistant**

betterSoil's "Farm Assistant" is a digital tool designed to assist agribusinesses and farmers to enhance profitability in optimizing soil health and water usage. By integrating satellite Earth observation data with advanced analytics, the Farm Assistant provides tailored recommendations on:

- ✓ Soil composition and nutrient management
- ✓ Soil Moisture levels
- ✓ Crop rotation strategies
- ✓ Climate impact assessments

The Farm Assistant empowers agribusinesses and agricultural consultants to make informed data-driven decisions that lower costs, stabilize and enhance crop yields, improve resilience to climate-related events, and promote sustainable water use.

### **Business Model and Market Entry**

Our subscription-based model offers scalable access to the Farm Assistant, with tiered services planned as the platform evolves. We are initially targeting the German-speaking market focusing on potato farming. This first version will be released in 2025 already.

### **Future Vision**

Our long-term goal is to expand the Farm Assistant's capabilities to include additional crops, predictive yield modeling, and SaaS offerings for the crop properties database. We aim to scale our platform across European markets and beyond, contributing to global efforts in sustainable agriculture and water conservation.

### **Contact Information**

Dr. Tobias Orthen, Co-Founder and CFO  
Email:  
[tobias.orthen@bettersoil.info](mailto:tobias.orthen@bettersoil.info)

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