INNOVATIVE AND FOCUSED APPLICATIONS FUEL DIFFERENTIATED EXPERIENCES CREATING VALUE

Agree that “AI based innovative applications are a key enabler of modern farming”

Using AI in agriculture can increase the farmer’s income level

Agree an integrated platform is critical to address the requirements of all the agri stakeholders

POWERED BY PASSION

UpajGuru is a full suite of services, powered by our passion for creating value for all the agri-stakeholders and helping them lower their production cost, increase yield per hectare, and get better price for their produce with easier financing options.

OFFERING

UpajGuru envisions, delivers and leverage integrated digital products and experiences for all the agri chain stakeholders

CAPABILITIES

Delivering applications on time, on specification and on budget isn’t enough. Formulating the right strategy to generate continuous value from the application we create and manage makes you achieve results fast.

- Expertise in modern engineering practices such as Agile and DevOps
- Deep knowledge of the whole agriculture ecosystem
- Digital Innovation Resources with multidisciplinary teams
- Specialist tools and IP to transition you to a new technology platform
- Ability to continuously evolve and manage apps at scale

STRUCTURED ACTIVITIES

- Modern Architecture Workshop - Design and roadmap for modern applications using blockchain and AI
- Modern Engineering Assessment - Get a design and roadmap to achieve DevOps, CI/CD and become Agile

BENEFITS OF UP AJGURU

<table>
<thead>
<tr>
<th>Farmers</th>
<th>FPOs/MEs</th>
<th>Banks/Insurers</th>
<th>Suppliers</th>
<th>Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Access to Farm Inputs • AI &amp; IoT Powered Farm Management • Access to Finance • Access to Market • Lower Risk + Higher Yield • Lower Input Cost • Low cost of finance • Higher Sale Price</td>
<td>Technological Access Market Access Network Access Economies of Scale, Knowledge Access to finance</td>
<td>Distribution reach Process control Traceability Brand Equity Process Automation Market Access Risk Mitigation</td>
<td>• Inventory management • Cash Flow management • Market Access</td>
<td>• Market Access • Inventory management • Cash Flow management • Cash Flow management</td>
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</table>
**Envision Change**

UpajGuru serves all the agri chain actors on an integrated AI platform across the value chain.

Offers unique experiences for unique user groups — eliminates delays & complications through high degree of fitment.

**Unlock Value**

Digital integration de-risks transformation by:
- Unlocking value trapped across the network of connected devices
- Delivering continuous results through incremental value adds

**Drive Innovation**

Get your ideas into production in minimal time:
- Faster releases ensuring improved quality and security
- Lower user costs
- Unified approach to transforming and optimizing apps
- Culture of continuous innovation

**Enhance Competitiveness**

Boost the value of your products and achieve amazing results for your business powered through Blockchain and IoT.

Driving competitive advantage from differentiated experiences through an integrated platform and full spectrum services.

**Differentiators**

<table>
<thead>
<tr>
<th>Blockchain Based Ecosystem</th>
<th>Smart Contracts</th>
<th>The Power of AI/ML</th>
<th>IoT Sensor Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traceability of crop from Seed to Fork enabling Smart Farming. Also offers traceability of end use of funds ensuring transparency</td>
<td>Smart contract enabled transactions, credit delivery and automated repayment</td>
<td>Image processing for: Pest identification, crop monitoring, damaged quality assessment</td>
<td>UpajGuru leverages sensors for soil monitoring, water management, air quality and direction leading to lower risk and high yield</td>
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<tr>
<td>Blockchain helps to retain the transparency of the data and ensures that all figures are entirely unchangeable</td>
<td>Evaluate approval and tell owners whether compliance is achieved in quality, time, quantity, etc.</td>
<td>NLP enabled self navigation tools, BOT assistance</td>
<td>IoT sensors act as a private local blockchain that is centrally managed by the owner</td>
</tr>
<tr>
<td>Ensures crop quality</td>
<td>Eliminate the need for middlemen; cut the noise</td>
<td>Predictive demand forecasting, supply management, inventory management</td>
<td>Data from fields for each agri-climatic region</td>
</tr>
</tbody>
</table>

**Our Clients**

- University of Manchester
- GrowGrain
- STAR Health
- MRN
- Samunnati
- gain

**Our Team**

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**G&G staff has 115 years of combined work experience**