

SENSOTERRA

we make sense of water

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Sensoterra introduction

We provide actionable insights for water management

We do this for:

- Precision Agriculture
- Smart Resilient Cities
- Water Governance





Precision agriculture

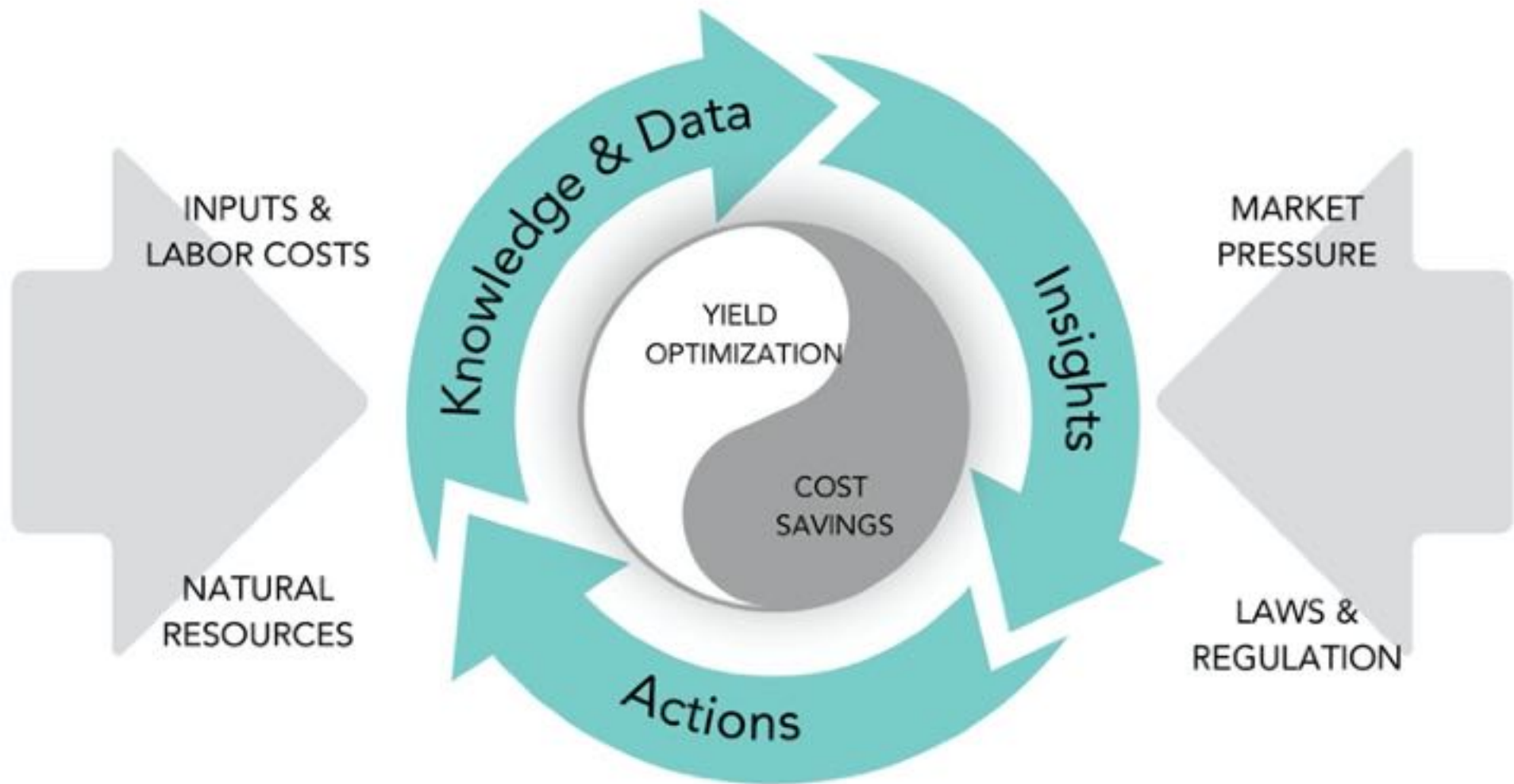
70% of fresh water worldwide is used in agriculture & horticulture

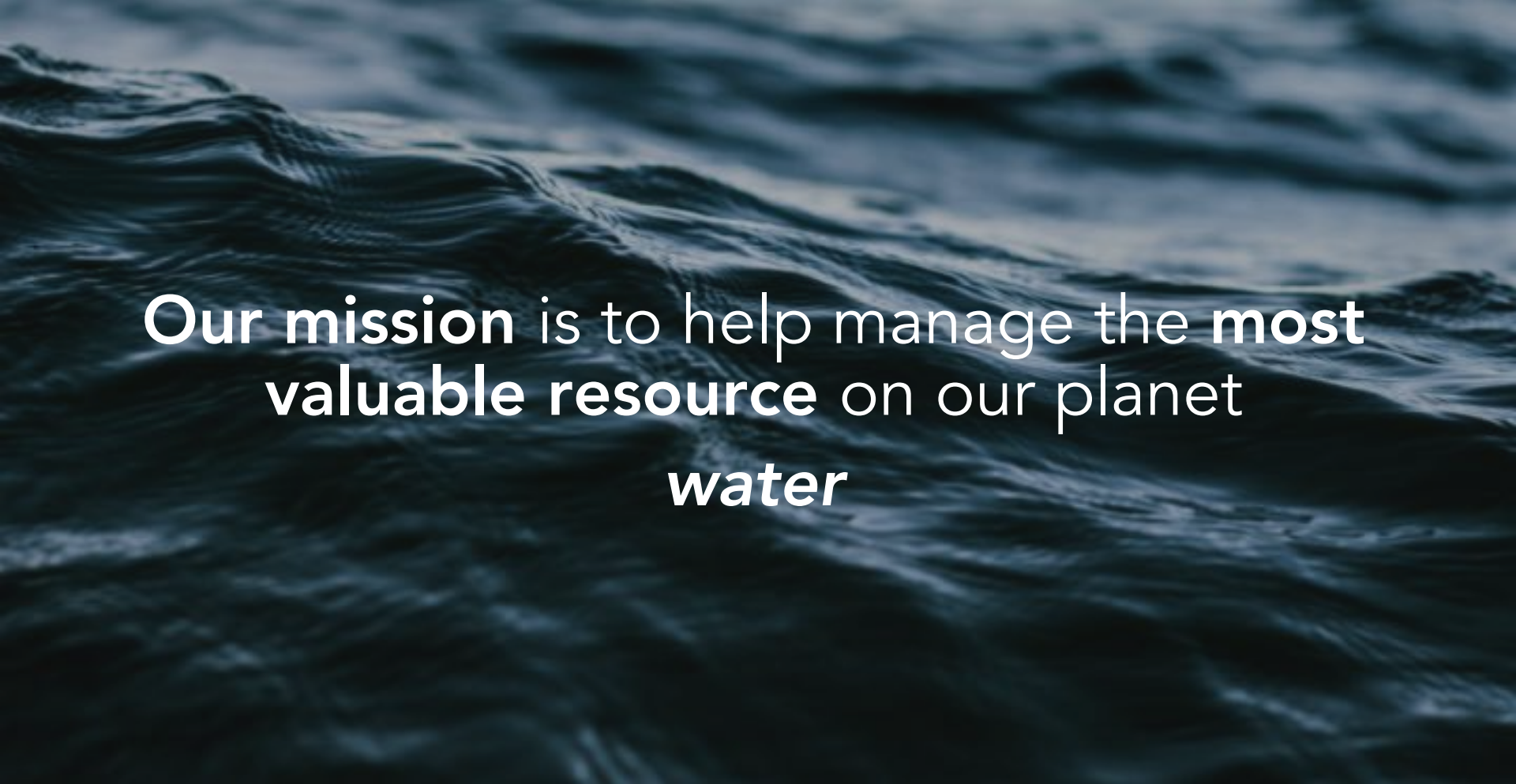
40% is wasted by over irrigation and leakages

Challenges to growers

- Growers are under increasing pressure
 - Buyers demand lower prices & higher quality
 - Governments want more influence & oversight
- Profit margins are shrinking
 - Increased costs of energy, fuel, inputs
 - Shortage of staff
- 25% of inputs are wasted
- Natural resources are dwindling
 - More water regulations & rationing







Our mission is to help manage the **most valuable resource** on our planet
water

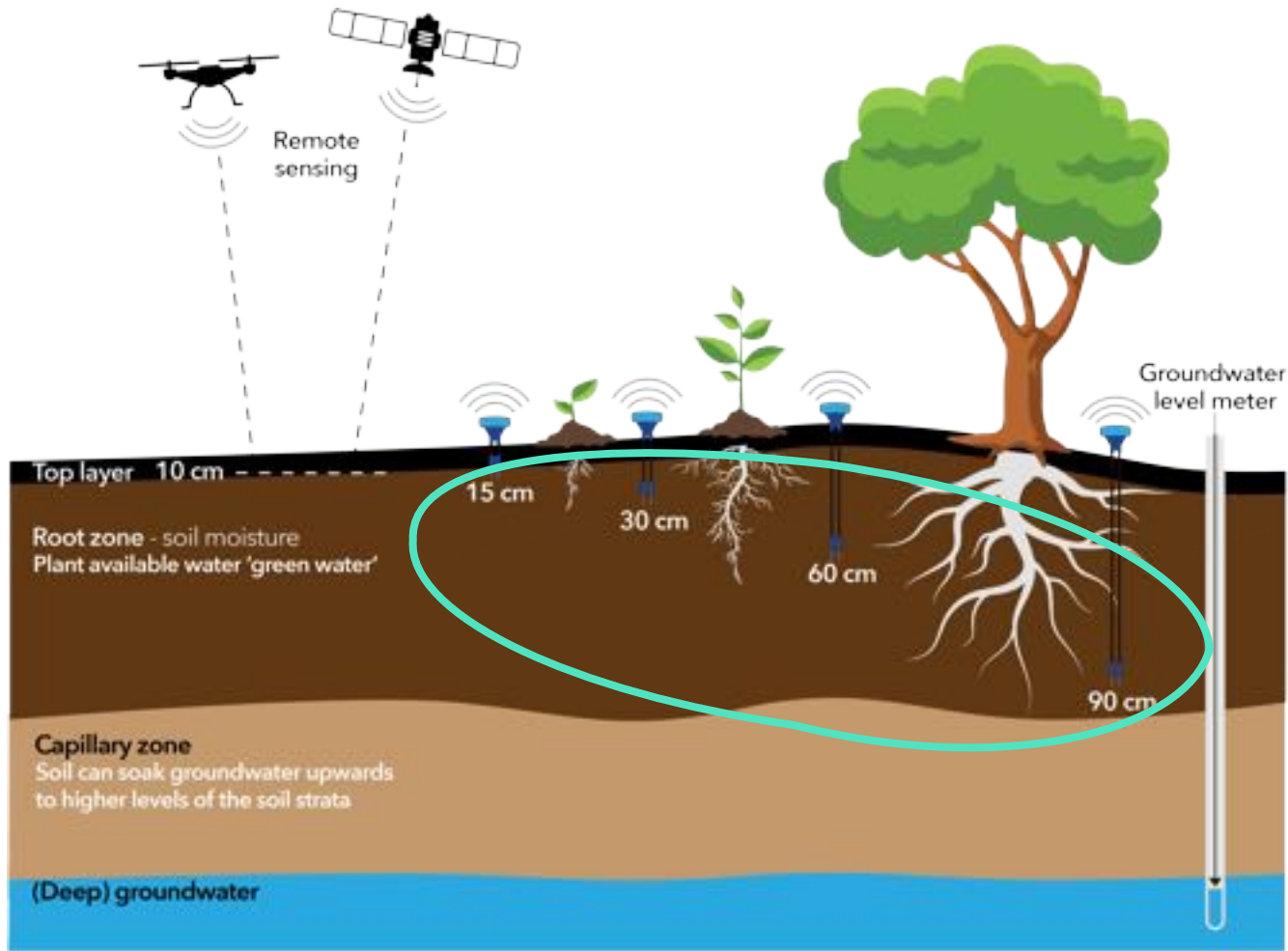
The importance of soil moisture

(Deep) groundwater
(not rhizosphere)

Satellite data: 10cm
(not rhizosphere)

Get insights at the
root zone 15-90cm

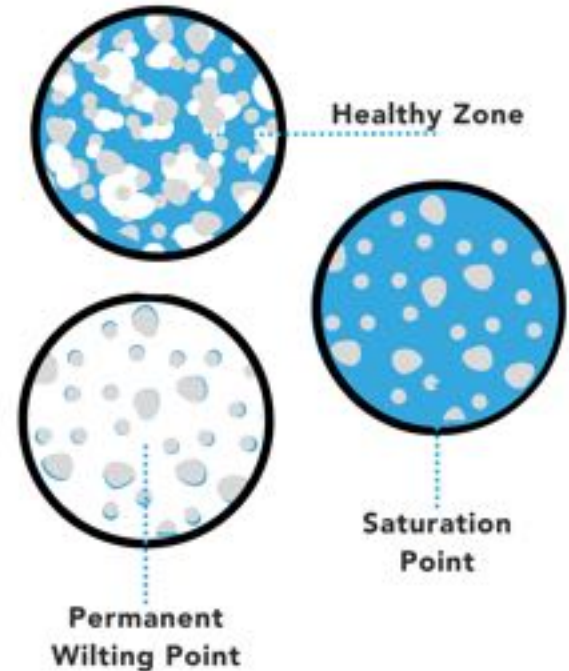
Combine with
satellite data for a
more complete
picture



Where it starts: plants, soil and water

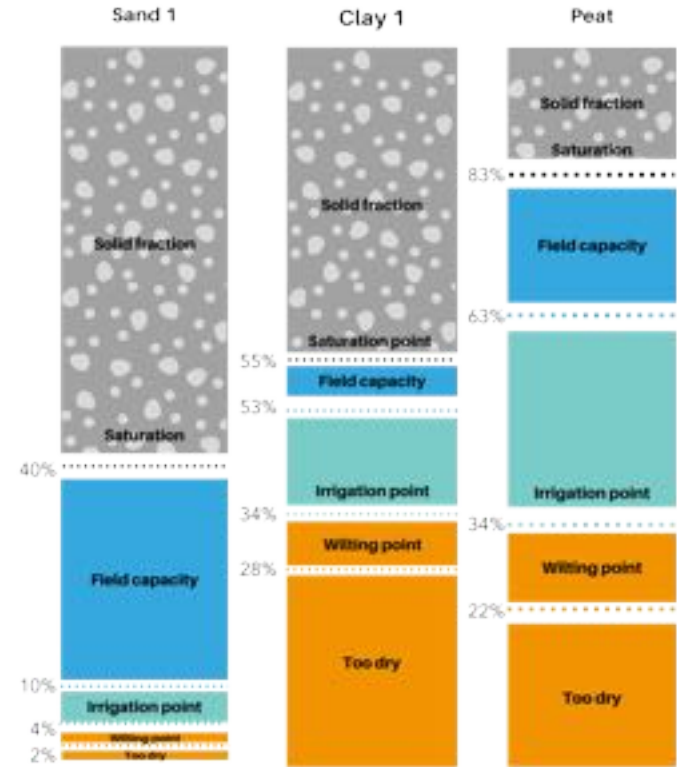
Healthy soils balance between plant, soil, and water content

- Too much water: hypoxia & nutrient washout
- Too little water: permanent wilting and hydrophobic soils



Every soil is different...

- 99.5% accuracy with calibrated soil
- Different soils retain water differently
- Field capacity, saturation (blue)
- Healthy zone (teal)
- Too dry (orange)
- Soil calibration guide



Actionable insights

- Adjustable high- and low-thresholds based on soil type
- Average sensor values
- API or Sensoterra monitor app
- Proper irrigation management



Data Integration: Domain specific



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Data Integration: Generic platforms

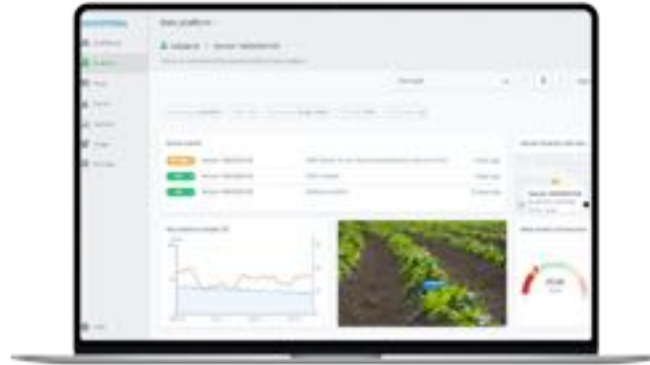


 DATA CAKE

BLOCKBAX



 GreenMesh

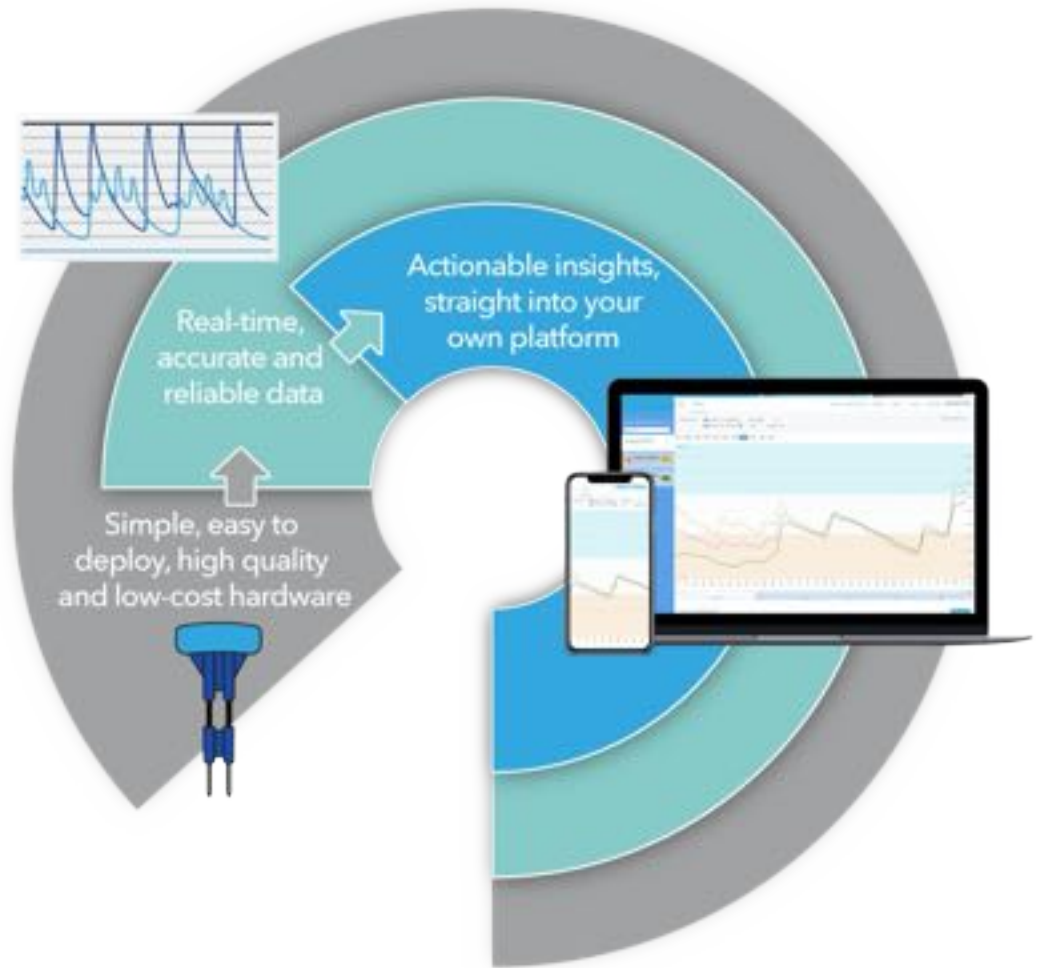


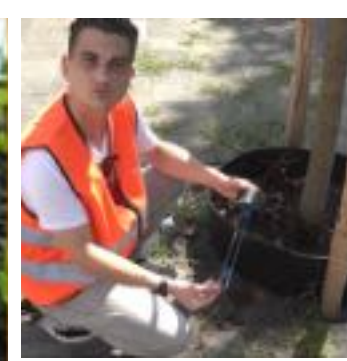
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SENSOTERRA

The Sensoterra solution

Actionable insights for water management built from
Reliable accurate data
Provided by simple to use,
high-quality, long-lasting
hardware





About Sensoterra

Sensoterra provides data-driven solutions for optimizing land and freshwater resources for smart resilient cities, water and drought management, and agriculture/horticulture.

The easy-to-install, rugged and long-lasting soil moisture sensors offer real-time soil moisture readings optimal for data integration.

Based in Utrecht, The Netherlands, our aim is to improve water management with integrated soil moisture data.

Operating in 30+ countries, soil moisture sensors generate over 60 million global data points, optimized for integration.

Learn more at www.sensoterra.com



Meet the team!



René Voogt
Chief Commercial Officer
co-CEO



Ellery Rijkaart
Chief Technology Officer
co-CEO



Jessica Nuboer
Head of Marketing



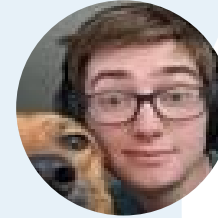
Mark Ruys
Chief Software Architect



Thiago Macedo
Senior Software Engineer



Alex van Meeteren
Global Account
Executive



Pieter Ruys
Product Engineer



Merijn van Logtestijn
Soil Manager



Tom Kuiper
Account Executive



Almog Strickmann
Customer Support
Engineer



Hans Duursma
Sales Support &
Customer Success
Manager