SCALEUPCATALYST
CASE STUDY: GO MICRO

Sivam Krish and Keanan Holder are the founders of GoMicro, a deep tech company developing fast, accurate and affordable artificial intelligence (AI) quality assessment solutions for the agrifood value chain.

Their AI solutions determine the quality, freshness and shelf-life of a variety of agricultural products, saving users time, labour, money to increase the accuracy of quality assessments, establish trust and enable new business models in agrifood supply chains.

VALIDATING A REAL PROBLEM FOR GRAIN GROWERS

Prior to participation in the Scaleup Catalyst program GoMicro could best be described as an agritech solution looking for a problem. The technology performed well under test conditions, combining Google analytics, smart phones and proprietary hardware to assess quality effectively and efficiently.

The problem GoMicro solves is that quality standards are developed to match final product and customer requirements with produce quality, but the analysis is often subjective, which results in disputes, claims, insurance costs, delays and spoilage. The challenge GoMicro sought to address during the program was to find the 'owners' of this problem and provide them a valued solution.

FOCUS TO CAPTURE THE OPPORTUNITY

During the program GoMicro have been supported to identify the agricultural sectors likely to benefit most from their technology. Horticulture, fisheries & aquaculture, and the grains sector were all highly prospective, but a big learning from the program was the need to focus on a single opportunity to generate revenue, reputation and trust in GoMicro before expanding to other sectors. The grains sector was selected for initial focus.

GoMicro conducted extensive customer discovery within the grains sector and rapidly identified that they could enhance and accelerate the grains supply chain by putting GoMicro in the hands of both grain growers and grain handlers / receivers. If grain growers and grain receivers use the same cost-effective grain quality assessment technology, the increased accuracy and transparency affords both the opportunity to make better informed, more profitable business decisions and support new business models for grain supply.

"We greatly enjoyed participating in the Scaleup Catalyst program. We got great feedback from all the mentors who were able to assist us on specific challenges. The program has helped us shape our direction, achieve clarity, and prepare us for funding."
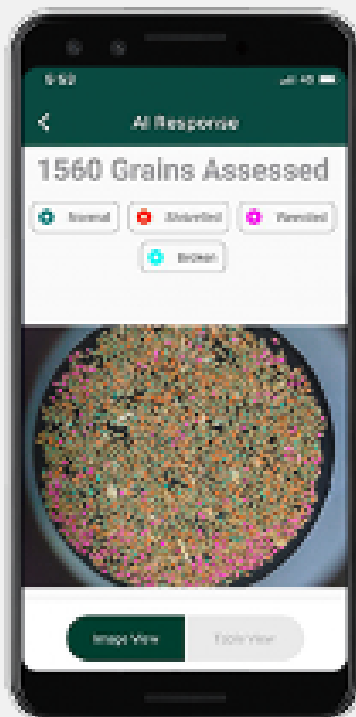
Sivam Krish
Co-Founder, GoMicro

KEY RESULTS

✓ Secured key customers to generate initial revenue during the program (specific data not available)

✓ Increased team from 4 to 6 employees

✓ $100,000 pre-seed investment round closed

✓ Collaborations developed and traction gained with grain-focused stakeholders in Australia, Indonesia, the European Union, India, and Saudi Arabia during the program

✓ GoMicro is running four demonstration trials and developing new product solutions for global commercial partners in adjacent sectors

The focus on grain allowed GoMicro to secure key customers along the grains supply chain, generate initial revenue, establish partnerships with complementary solution providers, and grow the GoMicro team from 4 to 6 people. Collaborations were developed and traction gained with grain-focused stakeholders in Australia, Indonesia, the European Union, India, and Saudi Arabia during the program.

WHAT IS NEXT?

The momentum and success GoMicro has established in the grains supply chain has allowed it to focus on additional opportunities in other industries and territories. GoMicro is running four demonstration trials and developing new product solutions for global commercial partners in adjacent sectors, including corn assessment in Indonesia and India; strawberries in the United States; and seafood quality assessment in Indonesia - comprising phone-based AI assessment of tuna freshness and grade. Each of these trials are the precursor to commercial sales of their AI solution.

Looking ahead, GoMicro is exploring the use of Generative AI to create synthetic, labelled data sets to train its AI models. This will further enhance the accuracy of their already highly accurate quality assessment solutions and reduce the speed and cost with which they can develop those models in response to commercial engagement. Overall, this increases barriers to entry for potential competitors.