

GROW²ASIA

CASE STUDY: DATA FARMING

DataFarming is a Toowoomba-based ag-tech company created in July 2017 by leading Australian PA specialists Tim and Peta Neale. Its core purpose is to remove the barriers to the adoption of digital data use, and it has now become Australia's most popular precision ag data software servicing 29,000 farms, 122,000 fields, and 14M acres of data processed across 50 countries.



Tim Neale, named Australian agricultural consultant of the year 2018, has over 25 years of experience across Australia and internationally, 20 of which has been running his agtech businesses with his wife, Peta. Tim's key focus is on adopting technology for agriculture, built on the foundation of satellite imagery.

USING SOCIAL MEDIA TO EDUCATE ASIAN PRODUCERS

Asia has approximately 85M farmers (not including China) with growing access to mobile phones and internet access, creating an opportunity for Data Farming to expand into countries such as Indonesia, Vietnam, Philippines, Japan, Thailand, and Malaysia.

Data Farming knew farmers in Asia might be hesitant to adopt new tech and joined the GROW2Asia program to identify which markets and crops to target and understood social media would play an important role in educating producers in the region on the benefits of the Data Farming platform.

IN COUNTRY REPRESENTATION AND BUSINESS DEVELOPMENT

Looking to develop his knowledge of ASEAN markets, Tim utilised the GROW2Asia network and the resources of the Singapore Austrade Landing Pad services to identify that the crops rice, sugar, pineapple, and palm oil suited the DataFarming offering and connected with potential strategic partners.

Through his learnings during the program, Tim validated that the opportunity for DataFarming in Asia was significant and determined that he needed representation in the market to support the expansion. DataFarming subsequently hired a Singapore-based Business Development resource to focus on the more than 150 leads that were generated through the program. DataFarming also submitted a proposal to a multinational agri-chemical company with its HQ in Singapore and took advantage of the GROW Pavilion at the SIAW agritech event in Singapore in October 2022.



"Entering into a new overseas market is confusing so the GROW2Asia program helps you identify the key metrics needed and teaches you how business is conducted in the different ASEAN markets which helps you get a clearer picture of the market before you expand".

Tim Neale

Founder, Data Farming



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Food Futures Company GROW2Asia Program

KEY RESULTS

- ✓ Opened offices in Vietnam & Indonesia; hired a Singapore-based Business Development agent
- ✓ Raised \$500,000 in a pre-series A round; \$25,000 'new market' grant from TIQ
- ✓ DataFarming submitted a proposal to a Singapore based multinational agri-chemical company

ACCELERATING GLOBAL EXPANSION

In the 12 months since completing the GROW2Asia program, DataFarming has opened offices in Vietnam and Indonesia through local partnerships. They also raised \$500,000 in a pre-Series A round led by Sydney VC Investible to accelerate sales and product development to support their continued global expansion.



In 2023, DataFarming has won multiple awards for their leadership in agtech and impact on sustainable agriculture. At the 2023 Australian Agritech Investor Showcase & Awards, they won 'Best in Broadacre' and 'Agritech Startup of the Year'. This recognition and associated publicity has provided DataFarming with significant exposure in both Australia and overseas. Data Farming has identified renewable fuel as a potential market and is pursuing new collaborations in this area.

They also secured a \$25,000 'new market' grant from TIQ to push forward with corn projects in Indonesia. There are other grants in the pipeline which will allow DataFarming to further push into the ASEAN market.

An exclusive program developed by leading agrifood innovation systems design firm Food Futures Company in partnership with global agrifood tech impact accelerator GROW to help Australian scale ups capture the opportunity in Asia.