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AgTechLogic – Using Sensor Technology, AI and Data with Precision Spraying to Reduce Chemical Use in Agriculture up to 90%



Tom Gauthier
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CEOCFO: *Mr. Gauthier, what is the vision behind AgTechLogic?*

Mr. Gauthier: Our focus is to reduce chemical use in agriculture by one billion lbs. by the end of 2028. We do that by adding technology onto existing vehicles to capture data and precision spray chemicals. In many cases, seeing up to a 90% reduction.

CEOCFO: *Would you tell us a little about the process?*

Mr. Gauthier: In traditional spraying, you fill a big tank of chemicals, open up all the spigots, and spray everything to kill weeds and fertilize crops. We take sensor technology and add it to existing equipment. Those sensors can detect weeds and then only spray where needed.

If there are crops or something you are growing, you will only spray where the crop is instead of spraying dirt and ground where you do not need those chemicals. Our technology allows you to detect and spray only where it is required. Therefore, you can see a reduction of up to 90% of the chemicals used.

CEOCFO: *Aren't weeds mixed in with the crops?*

Mr. Gauthier: In many cases, they are not. When growing grapes, nuts, citrus, and specialty crops, you get weeds across the ground where your crops come out through vines and trees. Therefore, those weeds must be killed because they take up water and nutrients. In those cases, you have what is called "green on brown," which allows us to detect everything on the ground we want to take care of.

It is different in more complex combinations, such as in a lawn, because weeds are more challenging to find inside grass. However, today, we have the technology to differentiate between the weeds and the grass. In many agricultural situations, you may have weeds across a massive field; all you are trying to do is get rid of the weeds, so you are conventionally spraying everything. Meanwhile, with a precision spray, you can use technology to detect only where the weeds are and only spray where they are needed.

Our technology is evolving very quickly to differentiate the different situations. It goes beyond just saving chemicals; it also allows growers or anyone with lawns to tell them what type of weed they have so that they can deal with those situations.

CEO CFO: *Are farmers looking for a better way?*

Mr. Gauthier: Farmers are always looking for ways to save costs. Inputs are expensive, and chemicals and labor are the top two things in their P&L. We are losing many farmers for financial reasons, not because they do not want to farm. Farmers are open to new ways to grow and new ways to save. We generally find that they will make those changes if we show them the savings and the proof.

CEO CFO: *Would you explain the AI part of what you do?*

Mr. Gauthier: There are two parts: Our technology works around precision spray and data that is happening both on the ground and in trees and on vines. As we gather this data, our technology takes an image as you drive across the ground spraying and can identify issues, such as a puddle. If there is a puddle, you likely have an irrigation problem. AI can look at the ground and tell whether I have a puddle of a specific size and then alert you to the very location within tens of thousands of acres. Based on an image, AI can determine that there is something there and that I need to do something about it.

The other thing that it can do is look at the data. Many data came in, including where I sprayed, the weather conditions I sprayed, and the speed at which I was driving. AI can interpret that data, look across other data sets, and come back with suggestions. That would be better for your crop type, help reduce weeds faster, or help reduce the amount of water needed in your particular use case.

"We take sensor technology and add it to existing equipment. Those sensors can detect weeds and then only spray where needed." Tom Gauthier

CEO CFO: *What services do you offer, and how do you present them to farmers?*

Mr. Gauthier: The first thing we are offering is a product we developed called Agtello. It is a collection of AI technology, and we can put that on any type of vehicle. It could be as small as a UTV, truck, large sprayer, or tractor. That technology can be placed on quickly and can then start scouting. Every farmer or rancher is out scouting to understand what they must do. Our Agtello technology allows us to provide scouting capabilities for anybody. You can capture large amounts of information quickly and analyze it to determine what to do.

The second service is that we support WEED-IT precision spraying. We install the most accurate sensors that allow us to reduce chemical use immediately, up to 90%. Reducing chemical use reduces costs immediately. Agtello works with WEED-IT to bring real-time savings and data to your device. In addition, we help farmers understand what technology is out there. We are working in robotics, drones, and autonomous vehicles to bring proven technologies to growers.

We started to put together a marketplace where we can help a farmer who says, "I am not sure about this technology. Which one do I choose to help me?" We help provide the consulting capability to understand which direction to take.

CEO CFO: *How do you reach out to farmers?*

Mr. Gauthier: A lot of it is showing up on the farm. In many cases, you have to show up where farmers attend events. There are a lot of giant AG shows all over the world. We are currently focused on attending the US events. We also invite them to come out and see demonstrations.

CEO CFO: *What has changed in your approach, and what have you learned about standing out at a conference?*

Mr. Gauthier: I am 55, and the first thing I have learned is that you cannot be old enough to talk to a farmer. A farmer told me two years ago, "Hey, son, I have been working this land for a long time." I was taken back a bit because I have been deploying technology across some big companies for over 35 years. So, because you have experience deploying technology, you must be humble with farmers.

The biggest thing we have learned is that you have to prove to them that it is going to save them money and that it is going to make a difference without hurting or risking their crops. With that, we have changed our go-to-market strategy. We learned that if we go in with technology and prove, we start charging them. So, there is no money upfront, and we

will begin to charge them, and if it does not work, we will come and take it back off. That philosophy is starting to kick off a lot more traction for us.

We have picked up more larger growers. We tell them it is essentially risk-free, and we will prove it and then show them what they are saving. In addition, we have a mission of reducing one billion lbs of chemical use, and many people love that mission. They see our team's passion and are interested because it helps them save money and make a significant environmental impact.

CEO CFO: *AgTechLogic was recognized as one of Pepperdine University's Most Fundable Companies. Are you seeking partnerships or investments now?*

Mr. Gauthier: I have been very blessed that we have raised over \$3 million, most from friends and family. They know me and know that over my career, I have delivered. That has been very helpful. We have moved into collaborating with many different organizations like Pepperdine, Generator, Techstars, Plug and Play Tech Center. Business accelerators have helped us, and now we are talking with large venture groups that can help us scale faster because they see the vision and see that we have made traction.

Pepperdine University's award has undoubtedly helped us to get some recognition from folks who have come out and asked how they can help.

We are looking for funding today, and we are looking for collaborators. I would love to have Elon Musk come down and just give me a big fat check and say, "Here you go." I do not know him, but I know there are people out there who would love to support our mission. I also know that we are developing a profitable business while doing that. Yes, we are fundraising and would love to get in touch with folks interested in supporting our mission.

CEO CFO: *AgTechLogic is a disabled veteran business. Does that make a difference to people?*

Mr. Gauthier: People appreciate the fact that I served in the military. We also look for veterans as part of what we are doing and to join our team. There are opportunities on the government side we plan to look for that support veteran-owned businesses. Having a service-disabled veteran small business will help us if we can find those contracts.

CEO CFO: *What have you learned from your military experience that has helped you in business?*

Mr. Gauthier: Number one is discipline. I was showing up on time and working hard. I was also fortunate; I am a little bit of a nerd and a geek, and I am proud of it. I loved chemistry as a kid, and I had the opportunity to join the U.S. Army Special Forces Group. They had a space available that was a Nuclear Biological Chemical specialist, so that is the role I filled. I learned even more about chemical and biological deployments, which is kind of scary, but actually, it helped me in the world of what I am doing now,

One of the big problems we have in spraying chemicals today is overspray. Many folks who apply chemicals tend to overspray when it is too windy, and they use too much chemical on the ground, which leaks into waterways. My military career has helped me technically and allowed me to make many connections over the years and great friends.

CEO CFO: *What does the next six months to a year look like for the company?*

Mr. Gauthier: The most significant part is that we signed two big deals with two large growers in California. Our most important focus is successfully deploying our technology to those growers and demonstrating even more data collection and value to those growers. Secondly, we need more sales; we are looking for more growers interested in saving and deploying our technology.

CEO CFO: *Why should farmers, potential investors, government agencies, and environmentalists pay attention, and what might someone miss about AgTechLogic that should be understood?*

Mr. Gauthier: Number one is the mission. Reducing chemical use will affect everybody on the planet. I love that our team and our focus is to help all of humanity. Everything that we eat and drink requires many chemicals to create. We are not anti-chemical, but we are anti-overusing chemicals. I think we will get many people who see that mission and ask how they can help because they do not want certain chemicals to show up in their food. As part of that, we are also gathering data here in the United States on our food supply chain that is going to help us create more healthy food and

healthier communities, collect more data to have better food security, reduce the cost of our food because everybody wants to reduce the cost. If we can lower the cost of inputs for growers, we can lower the cost of food.

The nice thing about our technology and where our company is going is that we think we appeal to both sides of Congress. We think we appeal to everybody, whether you are rural or in the city. We also are applying nifty, nerdy technology, and we have to make sure that works. We also got a lot of younger folks who did not know about farming. Farming is challenging and the most rewarding because you are growing something that affects and can feed many people.

From a business standpoint, investors should be excited about what we are doing because the food supply needs help. We are bringing technologies on a monthly agreement that is very affordable to growers. We are showing direct returns from our growers, so our growers understand they are saving money. We have a profitable business model, so I think investors will look at this and say that they want to see a financial return and an environmental and sustainability return as part of their investment in a company like ours.