

FBS CUSTOMER EVENT – AUGUST 2016

# Granular

# Running a profitable farm business is hard...

IF WE CAN'T PLAY THE INTRO VIDEO

- Tight margins
- Tough decisions
- Complexity
- Uncertainty

## Farms need the right business tools to succeed

IF WE CAN'T PLAY THE INTRO VIDEO

**Granular** is farm management software (FMS)  
that makes it easier to run a profitable farm

# Most farms today run on spreadsheets – a lot of spreadsheets

IF WE CAN'T PLAY THE INTRO VIDEO

## AGRONOMIC

- Crop rotations
- Inputs used
- Management practices used
- Yields

## OPERATIONAL

- Input inventory
- Crop inventory
- Task lists
- Crop insurance records
- Spray records
- Team and machinery records

## FINANCIAL

- Budgets
- Input procurement
- Crop marketing
- Landlord statements
- Bank projections
- Actual field & crop profitability

# Excel may be free, but it's costing ~~millions~~ money

IF WE CAN'T PLAY THE INTRO VIDEO

1. TIME CONSUMING TO SET-UP, MANAGE AND UPDATE
2. EASY TO MAKE MISTAKES
3. ONE-MAN TOOL – NO EASY COLLABORATION WITH TEAM OR PARTNERS
4. NO REAL TIME ANALYTICAL CAPABILITIES
5. NO INTEGRATION WITH OTHER PROGRAMS

# Granular is best for farms looking to.

IF WE CAN'T PLAY THE INTRO VIDEO

Know their cost of production by field, in season

Get more out of their people

Analyze and improve financial decisions year over year

# Our Company

- Headquartered in San Francisco, CA and Champaign, IL
- 55 employees
- Customers in 29 states and Canada
- Deep technical expertise building software and analytics for multiple industries

## CUSTOMER BASE AND LOCAL SUPPORT TEAMS



## ADVISORS

### LEADING FARMERS

Kip Tom  
David Hughes  
Clay Mitchell

### INDUSTRY EXPERTS

Danny Klinefelter  
Paul Neiffer  
Lance Woodbury

## INVESTORS

Google  
ventures

ANDREESSEN  
HOROWITZ

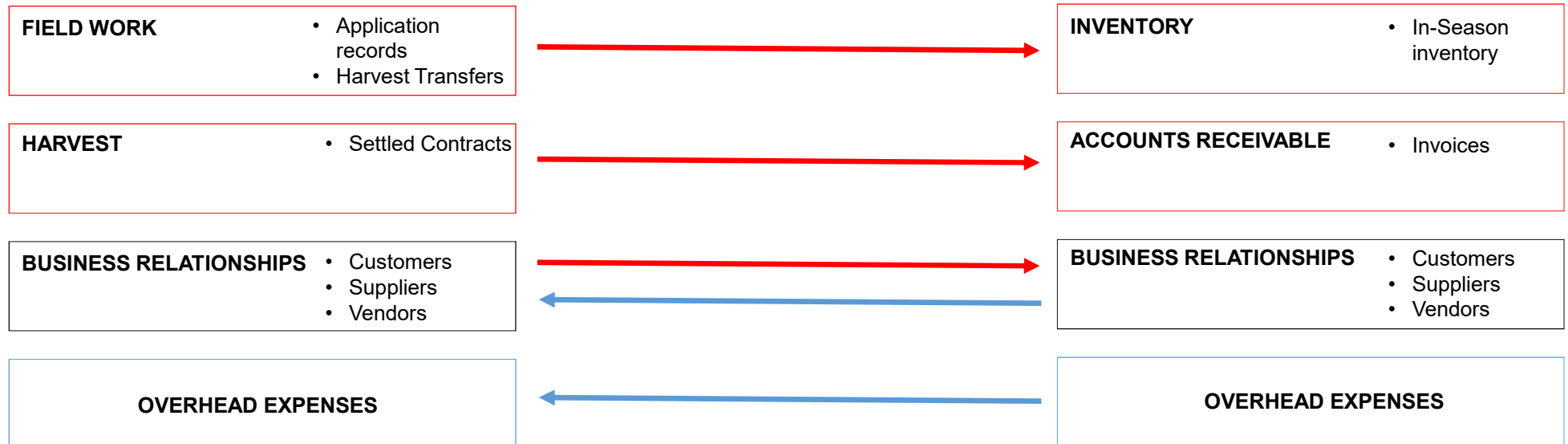
tao  
capital partners

khosla ventures

# Accounting Integration Strategy



Sample Accounting Software

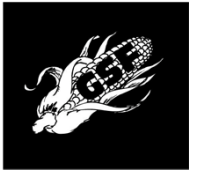




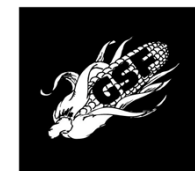
# Granular + FBS: Case Study

**GANGWISH SEED FARMS**

Shelton, NE



# Granular + FBS: **BEFORE** Granular



1) Operators record their field activity on paper

2) Bookkeeper manually reconciles inputs and application rates

3) Bookkeeper enters field-level application tickets from operators into FBS

**NITRO APPLICATION RECORD** Page 1 of 1

Field # 19E Date 6/23/15 Driver Scott H

Crop YC Speed 10 MPH 2.6 h

"Start" quantities are from Field # 19W - 17 Band or Broadcast or Insecticide Pressure PSI

"End" quantities are going to Field #                      Spray tips:                      Wind Speed:                      mph 16 h

Wind Direction:                     

Raven Settings: Valve Cal 2123 Speed Cal Meter Cal

Time	INPUT	Solution	RU	Status	MSP	Priorator	AMS	Monitor Gallons	Monitor Acres
	RATE(per acre)	<u>LS ga</u>	<u>22oz</u>	<u>2.5oz</u>	<u>1%</u>	<u>4oz</u>			
	START								
	Fill 1	<u>1600</u>	<u>18.3 gal</u>	<u>267oz</u>	<u>16 gal</u>	<u>3.33 gal</u>	<u>272</u> <u>h</u>		
	Fill 2								
	Fill 3								
	Fill 4								
	Fill 5								
	Fill 6								
	END	<u>0</u>							
	NET USE		<u>18.56</u>	<u>211</u>	<u>16.19</u>	<u>3.37</u>	<u>275.3</u>	<u>1619.72</u>	<u>108.53</u>



## Reconcile using Web App

AT&T 4:48 PM 100%

Back DETAILS Message

Corn Post-Emerge: IN - 2

Not Started 1,820.62 gal

When

04:48pm, Aug 19:26 - 06:48pm, Aug 19, 2016

Location

IN - 2 (99.81 ac)

Details

Type Spraying

Planned

Inputs

Copy of Corn Post Emerge Mix

Type Tank Mix

Rate 15.00 gal/ac

Total 1,497.20 gal

Actuals

Copy of Corn Post Emerge Mix

Field Boundary Area

Planned Total

Actual Area

99.81

Actual Total

1,497.20

99.81 gal

1,497.20 gal

Start Work Order

Confirm



## Input Application Task Details

Required

DEFAULT INPUT STORAGE ⓘ Indiana Farm Storage - Indiana Fa...

▾ Plans \*

### Inputs

INPUT NAME	TYPE	AREA	RATE	TOTAL
▶ Copy of Corn Post Emerge Mix	Mix <span>Edit Mix</span>	99.81 ac	15.00 gal/ac	1,497.20 gal

⊕ Add Input

▾ Records


▶ 10/11/2014	Recorded via <a href="#">Machine Data</a> --	<span>☀ Include Record ⓘ</span>
▶ 06/15/2016	Recorded via <a href="#">Work Order</a> by Brian Hayes	<input type="checkbox"/> Include Record ⓘ
▶ 06/15/2016	Recorded via <a href="#">Work Order</a> by Josh Lancaster	<input type="checkbox"/> Include Record ⓘ
▶ 08/17/2016	Recorded via <a href="#">Work Order</a> by Brian Hayes	<span>☀ Include Record ⓘ</span>
▶ 08/19/2016	Recorded via <a href="#">Work Order</a> by Brian Hayes	<input checked="" type="checkbox"/> Include Record ⓘ

⊕ Add Record

▾ Work Orders

### Field Operation Details

#### Monitor Data



View from 3/1/2014 10:41 AM. Zoom in/out. Street View

TIME	APPL. NAME
2:45 PM, Oct 11, 2014	Broom 120V
2:45 PM, Oct 11, 2014	Deere G213
	JOHN DEERE
	Ammonia Sulfate
	JOHN
	4002 800W CORB
	JOHN
	4002
	TOTAL
	1,520.91 gal
	SPENCER VILASO
	JOHN RATE
	14.94 gal/ac
	4040

#### Allocate Actuals

Estimated IN - 2 \$0.90 ac 760:48 gal ☐ Exclude

#### Allocated *Autofill with estimated actuals*

There are no linked Tasks

[Add](#)

## Machine Data

# Granular + FBS: Integration



## Download Application Records

**GRANULAR FARMS** Plan Operate Sell **Analyze** Network Configure Help Hello, Brian

**Reports**

Inputs Yield

**Report**

Application Records by Field

**Configure**

\* RECORD START DATE January 1 2016

\* RECORD END DATE August 19 2016

BOUNDARY All Boundaries

TASK TYPE All Tasks

INPUT All Inputs

CROP All Crops

**Generate**

PDF CSV

**OPERATIONAL**

☒ FSA Boundary Number

☒ Crop

☒ Operator Name

☒ Operator License #

☒ Notes

**WEATHER**

☒ Windspeed

☒ Wind Direction

☒ Temperature

☒ Humidity

☒ Previous 24 Precip (actual)

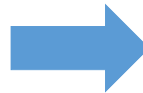
☒ Next 24 Precip (forecast)

**INPUTS**

☒ EPA #

☒ Re-Entry Interval

☒ Expiration



## Import into FBS

Top Management Series 8.16 for Granular Seed Farms, Inc. (GSF16)

Farm Business Software Systems, Inc.

File Input Reports Setup Utilities Windows Help

**Current Tasks**

(GSF16) Reports  
(GSF16) Standard Cost/Vendor Monitor Report  
(GSF16) Input File

**Version 8.16**

REMINDER: FBS User Conference registration closes this Friday, August 19, 2016. The Stoney Creek Inn is sold out, but the nearby Moline Radisson still has rooms available. Click here to register for the User Conference or download a brochure.

**GSF16 Import Yield File**

Beginning Date 10/1/2016

Ending Date 12/31/2016

Type of FDSM Device CSV File

Type of Data 2 Application Data

License # if Required

CSV File Source 7 Granular Application Record

Data File Extension

Source Data Drive G:\

Source Data Directory

Source Data File Name

Application Records by Field  
Application Records by Field  
ARMEZCONHEDD 14671454  
G:\Granular\Reports  
FdsGen031016.csv  
J3.csv  
July 1468340278.csv  
June16ish.csv  
Missing.csv  
Test.csv

OK Cancel

Key Result: Going paperless and 10 hours of bookkeeping saved per week