



HelloAG

AGRICULTURAL DEVELOPMENT, INTELLIGENCE & TRANSFORMATION

Digital Infrastructure for More Connected, Resilient and Intelligent Agricultural Systems

An institutional partner for governments, development organizations, financial institutions, agribusinesses, and rural enterprises.

Enterprise Edition · FarmOps Edition · Capacity Development

One ecosystem. Shared intelligence. Institutional transformation.

New York · Caribbean Focus · Founded 2018

POSITIONING

Transforming Agricultural Systems Through Data, Intelligence and Institutional Capability

HelloAG is an Agricultural Development, Intelligence & Transformation Partner helping governments, development organizations, financial institutions, agribusinesses, research institutions, and rural enterprises better understand, plan, operate, and transform agricultural systems.

We combine

Agricultural Development

Strategy, institutions, rural systems

Digital Agricultural Infrastructure

Data platforms, integration, APIs

Spatial Intelligence

GIS, geography, terrain, assets

Data & Analytics

Integration, quality, forecasting

Artificial Intelligence

Decision support, patterns, assistance

Capacity Development

LMS, certification, workforce

Field Operations

Registration, mapping, monitoring

Our approach moves beyond software implementation.



SYSTEM PROBLEM

Agricultural Systems Are Increasingly Complex

Agricultural decision-making depends on information distributed across institutions, geographies, datasets, markets, communities, and production systems. Yet these information systems are often fragmented.

Organizations may have access to:

- Farmer information
- Production records
- Market prices
- Climate information
- GIS
- Infrastructure data
- Financial information
- Research
- Extension records
- Government datasets

The result

Data exists, but intelligence remains fragmented.

This constrains food security, climate resilience, investment, markets, finance, planning, and rural development.

Challenges created by fragmentation

Food security planning

Climate resilience

Agricultural investment

Market development

Agricultural finance

Public-sector planning

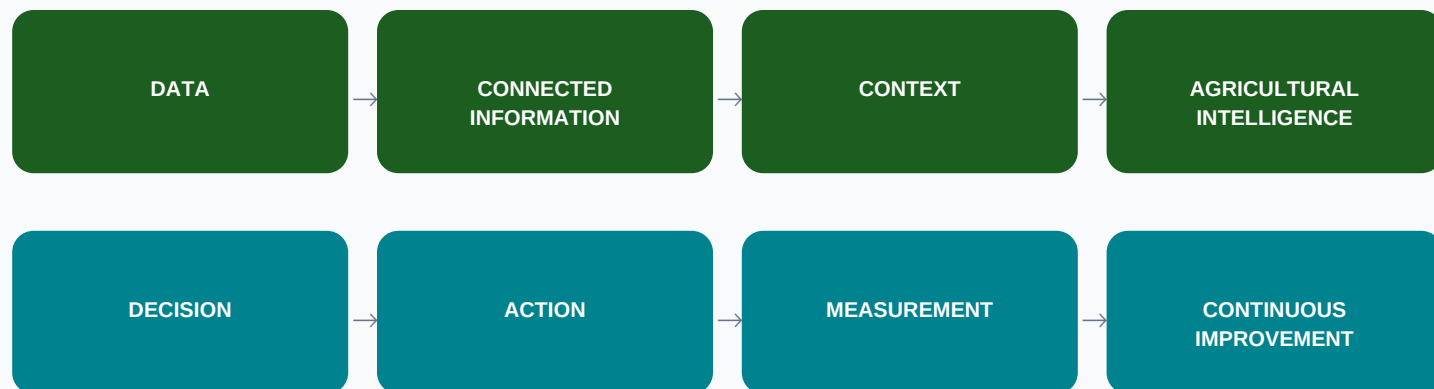
Digital agriculture

Rural economic development

TRANSFORMATION MODEL

From Fragmented Data to Agricultural Intelligence

HelloAG provides the infrastructure required to connect agricultural information across organizations and operational environments. The objective is not simply to collect more data — it is to make agricultural systems more visible, connected, measurable, and actionable.

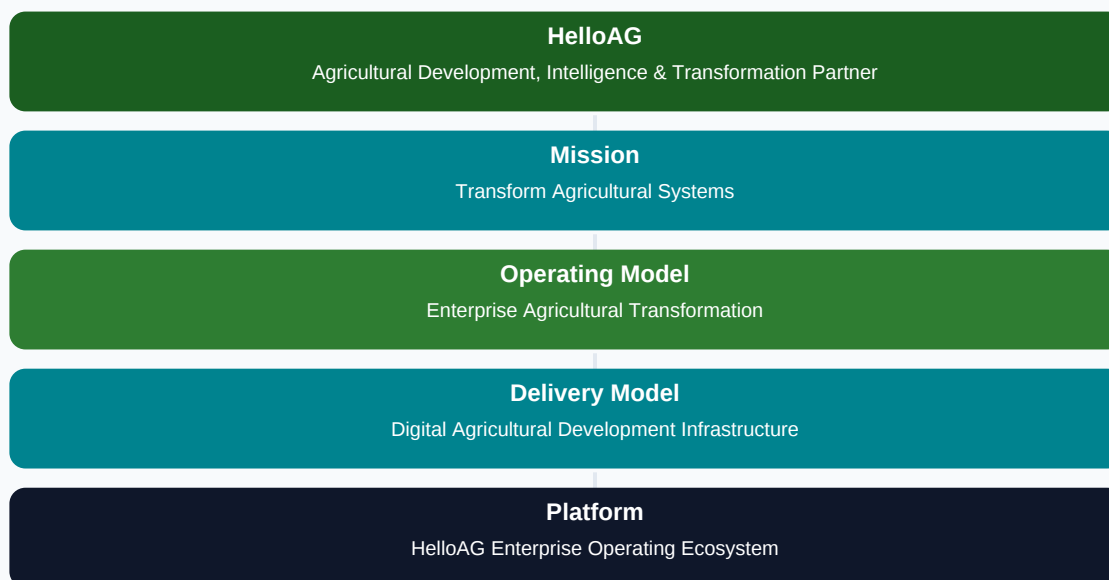


"The objective is to make agricultural systems more visible, connected, measurable, and actionable."

ARCHITECTURE

One Ecosystem. Multiple Applications. Shared Intelligence.

HelloAG is organized as an enterprise ecosystem rather than a collection of disconnected software products.

**Two Primary Pathways**

TWO PATHWAYS, ONE INTELLIGENCE LAYER

Enterprise Edition — Institutional Transformation

Supports ministries, MDBs, donors, NGOs, financial institutions, agribusiness, and research organizations with connected agricultural intelligence for planning, investment, monitoring, and policy.

- National & sector agricultural intelligence
- Food security & climate resilience planning
- Investment pipeline & asset visibility
- Program targeting, M&E, and evidence
- Interoperable data infrastructure & APIs
- Institutional capacity & knowledge systems

FarmOps Edition — Farm & Field Operations

Supports farmers, cooperatives, producer organizations, commercial farms, extension officers, and farm managers with operational tools connected to the same intelligence layer.

- Farmer & enterprise registration
- Field mapping, assets, and production cycles
- Extension workflows and field data quality
- Market and buyer linkages
- Mobile-first operational capture
- Certification and competency pathways for field staff

Shared intelligence

Both pathways draw from and contribute to the same Agricultural Digital Twin, spatial layers, market intelligence, and competency systems — so institutional planning and field reality stay connected.

WHERE HELLOAG CREATES VALUE

Application Areas on Shared Infrastructure

These are not isolated products. They are application areas supported by a common agricultural intelligence infrastructure spanning Enterprise and FarmOps pathways.

Food Security

Production capacity, supply gaps, vulnerability, procurement intelligence

Climate Resilience

Risk mapping, vulnerability analysis, climate-smart planning, early warning

Agricultural Investment

Asset mapping, opportunity identification, pipeline, monitoring

Digital Agriculture

Data integration, spatial infrastructure, twins, decision-support systems

Market Development

Demand mapping, price intelligence, buyer–supplier matching, supply chains

Agricultural Finance

Enterprise profiles, asset visibility, risk intelligence, portfolio monitoring

Public-Sector Planning

Targeting, extension, infrastructure, investment prioritization, evaluation

Rural Economic Development

Enterprise mapping, market access, producer organizations, community programs

Food Security

Understanding production capacity, supply gaps and vulnerability

Production Capacity Mapping	Where production occurs and regional/enterprise capacity
Supply Gap Analysis	Production vs market and institutional requirements
Food Security Vulnerability	Constraints, climate, infrastructure, market access
Procurement Intelligence	Supply for institutional buyers and food programs

Decision enabled: Where should resources be directed to strengthen food supply?

Climate Resilience

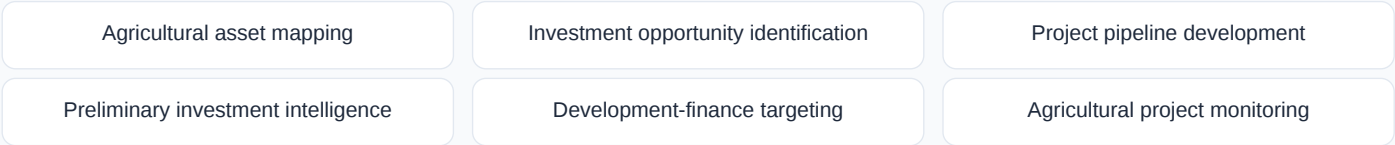
Connecting climate intelligence with agricultural systems

Climate-risk mapping	Agricultural vulnerability analysis	Resilience investment targeting
Climate-smart agriculture planning	Environmental monitoring	Early-warning support

Decision enabled: Where are systems most vulnerable, and where can resilience investment have greatest impact?

Agricultural Investment

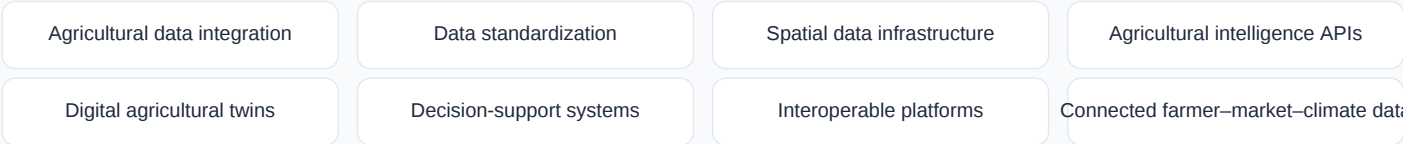
Making agricultural opportunities more visible



Decision enabled: Where are viable opportunities, and what information is required to evaluate them?

Digital Agriculture

Building the data layer for agricultural decision-making



Decision enabled: How can fragmented agricultural information become an integrated intelligence system?

Market Development

Connecting production with demand

Production → Commodity → Volume → Quality → Market → Buyer → Procurement

- Market demand mapping
- Agricultural price intelligence
- Commodity opportunity analysis
- Buyer–supplier matching
- Procurement intelligence
- Supply-chain visibility

Decision enabled: What should be produced, where, and who needs it?

Agricultural Finance

Improving visibility into agricultural enterprises and risk

Agricultural enterprise profiles

Asset visibility

Production intelligence

Market intelligence

Climate-risk intelligence

Portfolio monitoring

Finance targeting

Operational activity context

Decision enabled: What enterprises and assets exist, what are they doing, and what influences risk?

Public-Sector Planning

Evidence-based agricultural planning

Agricultural planning

Program targeting

Extension planning

Infrastructure planning

Investment prioritization

Geographic monitoring

Program evaluation

Decision enabled: Where should public resources be deployed for greatest agricultural development impact?

Rural Economic Development

Connecting communities with opportunity

Communities · Enterprises · Markets · Finance · Infrastructure · Technology · Institutions

Rural enterprise mapping

Economic opportunity mapping

Producer organization development

Market-access planning

Rural investment targeting

Community development programs

Decision enabled: What connections are missing, and where can intervention unlock rural opportunity?

COMPONENT OF THE OPERATING ECOSYSTEM

Turning Institutional Knowledge Into Operational Capability

Agricultural transformation requires capable people—not simply better technology. Capacity Development is integrated into the HelloAG operating ecosystem, not positioned as a standalone product.

Learning Management
Structured digital learning pathways

Field Certification
Competency-based certification and recertification

Knowledge Management
SOPs, manuals, policies, research, technical resources

Multimedia Learning
Video, maps, demos, simulations, presentations, audio

AI Learning Assistance
Tutoring, assessment prep, operational coaching

Field Coaching
Connecting training directly to field performance

Learning lifecycle



From Training Material to Continuous Capability

The HelloAG Learning Management System is designed as operational capability rather than a document repository. YouTube and other media become connected to transcripts, lessons, quizzes, competencies, SOPs, and field exercises.

Competency intelligence — beyond pass or fail

Farmer Registration	96%	GPS Mapping	81%	ABRS Assessment	74%
Data Quality	97%	Interview Skills	92%	Climate Risk Assessment	68%

Field certification combines

- Knowledge
- Practical skills
- Field evidence
- Supervisor validation
- Operational performance

Intelligent learning loop

Training → Field deployment → Field data → Quality assurance → Performance →
Learning gap → Refresher training → Improved performance

Training is no longer an event. Training becomes infrastructure for operational improvement.

CONNECTING AGRICULTURAL SYSTEMS

Data · Technology · Intelligence · Action

DATA	TECHNOLOGY	INTELLIGENCE	ACTION
Agricultural	AI	Agricultural	Planning
Spatial	GIS / PostGIS	Spatial	Investment
Climate	Dashboards	Market	Extension
Market	APIs	Climate	Procurement
Enterprise	Mobile apps	Operational	Finance
Operational	Analytics	Learning	Production
Financial	Digital twins	Investment	Monitoring
Environmental	Integration	Risk	Transformation

Quantum-inspired concepts (probabilistic competency, knowledge graphs, dynamic state, optimization) support increasingly sophisticated decision intelligence — without claiming quantum hardware.

Extension Workforce

Recruit → Orient → Train → Certify → Deploy → Collect → Monitor → Retrain → Recertify

National Agricultural Intelligence

Farmers → Farms → Enterprises → Production → Markets → Infrastructure → Climate → Finance → Programs → National Intelligence

Agricultural Investment Program

Assets → Enterprise intelligence → Production → Market → Infrastructure → Climate risk → Opportunity → Pipeline → Monitoring

Climate-Resilient Agriculture

Climate data → Agricultural assets → Vulnerability → Prioritization → Intervention → Investment → Monitoring → Impact

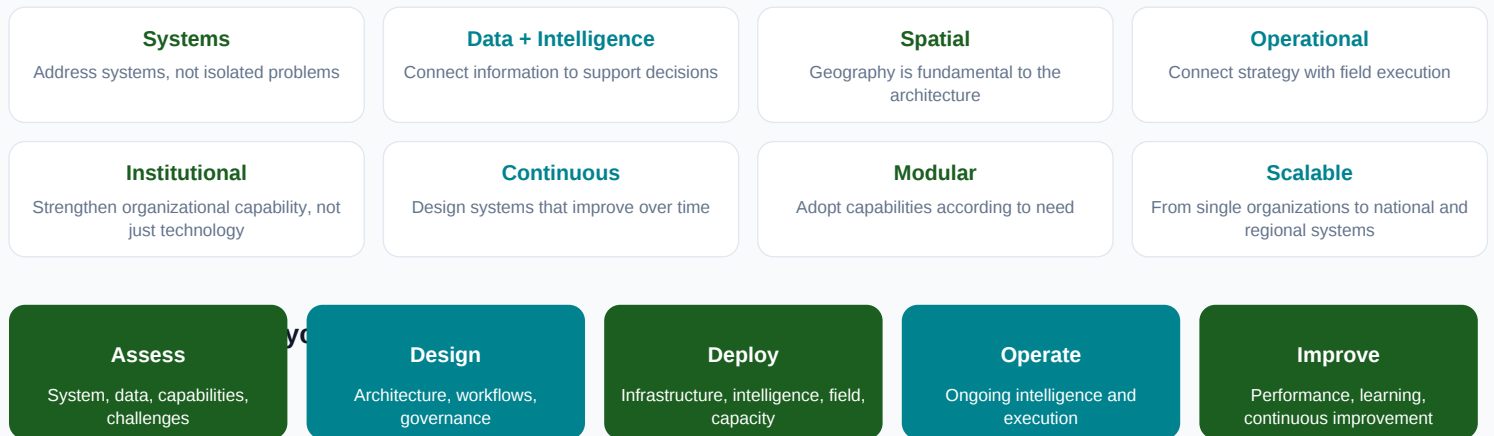
Agricultural Finance

Enterprise → Assets → Production → Market → Climate → Risk intelligence → Financing → Portfolio monitoring

Market Development

Demand → Supply → Capacity → Producer ID → Quality → Buyer → Procurement → Market feedback

A different approach to agricultural transformation



Make Agricultural Systems More Visible, Connected and Actionable.

When data is connected, visibility improves. When information becomes intelligence, decisions improve. When decisions connect to operations, execution improves. When outcomes are measured, systems improve.

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