



# SMART YIELDS

TOGETHER WE CAN FARM SMARTER



2019 Media Kit

Background • Technology • Leadership



## Welcome to Smart Yields.

Together we can farm smarter. We're building relationships through a groundbreaking analytics system powered by the people who know it best – our farmers.

Smart Yields connects farmers, agricultural researchers and their communities through crowd-sourced data gathered from a network of integrated sensors that measure everything from soil health to inputs such as water, energy and nutrients. In turn, these users tap into a vast wealth of local, regional and national knowledge to increase productivity, yield, and revenue.

Our inspiration is the ahupua'a, a traditional land division in Hawaii that stretches from the mountains to the ocean, containing the many important resources needed for the communities within. It's a model for agricultural health that can be applied throughout the world, enhancing the ways we work together to provide food security, sustainability and profitability for each unique and local environment.

Hawaii, home to our global headquarters, is committed to doubling its food production by 2030 – the state currently imports 85 percent of its food. We see significant unmet needs here and around the world, as well as great potential in empowering 'agripreneurs' – the aspiring, growing farmer.

At Smart Yields, we're using this momentum to think big by thinking small (to medium), using farm-to-screen technologies to enhance your farm-to-table experience.

We have partnered with individual farmers, communities, academic organizations and public and private entities throughout the world to develop data solutions that break down traditional barriers to support a wide range of farmers.

*“Helping farmers here and around the world optimize their operations is a challenge that requires collaboration.”*

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*Smart Yields lead founder  
& CEO Vincent Kimura,  
Pacific Business News*

# State-of-the-Art Collaboration

Smart Yields works with groups of farmers, land managers, and land owners to implement a range of tech and data solutions to better manage crops.



## Software

From a mobile app that shows farmers real-time farm conditions to simple SMS alerts, we make the power of smart farming accessible to small- and medium-size farms.



## Hardware

Smart Yields is hardware agnostic, integrating secure, low-cost, low-power, high-performance equipment from trusted manufacturers to create the best solution for each farm.



## Solutions

We combine hardware, software, data science and agricultural expertise into an efficient, agile and powerful platform to track data gathered in real time from indoor and outdoor soil, aqua and hydro sensors.

The Smart Yields multilingual analytics platform provides 24/7 high-resolution monitoring, while gathering user input and automating local field sensors using weather data; agronomy tables; state and federal data; and other shared anonymized information. These insights, as well as advice, best practices, product R&D, and marketing, are all available in one dashboard by monthly subscription.

# Data Solutions for Real Issues

Through the power of bringing “big ag” data to a variety of farms, Smart Yields helps farmers reap benefits from day one. We provide not only input awareness but also custom, low-cost automation, a trusted personal relationship, and access to a network of farmers and industry groups. For detailed case studies, visit [SmartYields.com](http://SmartYields.com).

## Rocky Mountain Farmers Union / Frost Avoidance

Smart Yields is saving Colorado farmers millions of dollars by providing critical data that helps prevent high-value crop losses. With real-time monitoring and alerts, Smart Yields sends notifications as soon as frost threatens a crop, allowing for a more timely and accurate use of heating devices.

## Pennsylvania Mushroom Farmers / Soil Monitoring

Pennsylvania is home to some of the largest indoor mushroom farming operations in the U.S. The unique growing environment means that small adjustments in inputs can make a big difference in cost and quality. Smart Yields is part of an innovative indoor agriculture initiative to help fine-tune soil conditions using specialized sensor data.

## Hawaii Farm Bureau & State Department of Agriculture / Food Safety

Smart Yields is working with a variety of agencies to make food safety certifications more accessible and affordable for farmers. This includes replacing paper records with digital resources and using sensors to more accurately track critical information.

### Global

Our initiatives span across four countries, five U.S. states and territories, and cover over a million acres.

### Local

Customized to serve the needs of each community, from tracking hyperlocal climate and growing conditions to connecting farmers with local expertise, talent, and other resources.



# Globally Recognized Innovation

Smart Yields was founded in 2015, and today has a global presence spanning agriculture, operations, development and engineering. Smart Yields was part of the sixth cohort of the Blue Startups accelerator program; selected for the 2017 cohort of the Elemental Excelsator; and was one of nine companies from around the world to present in the inaugural Laudato Si' Challenge tech accelerator in Rome. In 2019, Smart Yields was selected to participate in the Agri & Co global challenge in Switzerland, and launched the #AlohaAg Challenge to support regional agriculture development worldwide.

In 2018, Smart Yields was named Hawaii's Most Innovative Company in the U.S. Small Business Administration's Awards, Editor's Choice Category, and was a 2018 finalist for the Pacific Business News Business (PBN) Leadership Awards Best in Small Business and the inaugural PBN Titans of Technology Awards in 2019.

## Vincent Kimura, Lead Founder & CEO

Vincent traces his farming roots back to his grandfather, who first moved to Kauai from Japan to work the sugarcane fields. Born in Honolulu and raised in Asia, Vincent has worked for more than 15 years as an entrepreneur, running three startups. He holds a master's degree in Global Management from Thunderbird School of Global Management, has studied at Beijing Foreign Studies University, and earned his bachelor's degree in Environmental Science from Oregon State University.

Vincent was named the 2016 Clean Tech/Ag Entrepreneur by the Hawaii Venture Capital Association and a 2016 finalist in the PBN Business Leadership Awards. He was also named to the PBN 2016 40 Under 40 cohort.

**[SmartYields.com](http://SmartYields.com) / [@SmartYields](https://www.instagram.com/SmartYields) / [info@SmartYields.com](mailto:info@SmartYields.com)**

**Media: [Teddi Anderson, TLC PR](mailto:Teddi@TLCPR.com) / [Teddi@TLCPR.com](mailto:Teddi@TLCPR.com) / (808) 535-9099**

