

ReaDI-Watch & MagrowTec Collaboration - presentation to AgriTech Ireland

25/06/2024 8:03 pm IST

ReaDI-Watch's Co-Founder & CEO, Dave Byrne, was invited to deliver a presentation to the Agritech Ireland Cluster Meetup today. This cluster is a gathering of leaders and innovators in the agricultural technology sector, with a mission to "Accelerate the sustainable growth and international reach of Ireland's AgriTech Industry".

A significant part of his presentation was dedicated to our collaboration with MagrowTec.

Also presenting to the cluster meet-up was Mike Conroy, Director of European Innovation Hub "Data2Sustain", Hazel Peavoy, Regional Cluster lead for "SmartAgriHubs" and Denis Herlihy of Denisherlihy.ie.

ReaDI-Watch and MagrowTec

Dave presented the vision and objectives of ReaDI-Watch during his talk. He emphasized our dedication to making innovation and research and development accessible to all companies, irrespective of their size or industry.



ReaDI-Watch Platform is a tool designed to facilitate this process and help companies realize their full potential. The impact of ReaDI-Watch's platform and service has benefitted many company across sectors in Ireland, the UK and Canada. Dave presented an example case study, where the ROI of ReaDI-Watch platform has delivered for our customer.

ReaDI-Watch Case Study

Construction Sector Company - €125m Turnover
Year 1 Return on ReaDI-Watch Invest = x24

Strategy

- Core Technologies & Intellectual Property Assets Identified
- Organisation-wide approach to Innovation and R&D built
- Champions & Teams onboarded & Trained to Independence

R&D Tax & Grants

- Senior Leadership time needed streamlined by **≥75%**
- Every €100 invested, increase of Tax/Grant supports by **±€20**
- R&D Tax Credits & Grants covered ReaDI-Watch cost **x24** in Year 1

Impact

- Successful **Delivery** of Large-Scale R&D Project
- Innovation to Market **Speed** has increased
- €10,000's of Resources Wasted Flagged Real-Time & Eliminated
- Innovation **Led** by Champion & Embraced by Team

ReaDI-Watch Customer Case Study: Short and Long Term Return on Investment

David also showcased some of our latest platform features, such as "AI progress updates" for engineers looking to avoid typing onerous reports (instead being interviewed), and automatic exports for CFOs looking to seamlessly prepare for their R&D tax credit and grant claim drawdowns.

What does it look like? CFO & Engineer perspective

George Kenny
Product Associate

Project Engagement

Weekly Hours

R&D Tax Credit Summary Report - Technical & Financial (Template)

R&D Tax Credit (SRA&E) Claim FY 2022 Expenditure

€78,028.00 of 125,500.00

Engineers / Developers

Capture Time & Expenses on Projects against Budgets

Update Technology & Commercial Progress through AI Check-Ins

CFO

Export Customizable Timesheet, Expense & Budget Reports

Use Reports to claim & defend Grant & R&D Tax Claims

ReaDI-Watch Platform - Time-Saving for Engineers and an easy-to-access R&D database for CFOs

MagrowTec - Doing More with Less

A significant part of his presentation was dedicated to our collaboration with MagrowTec. This partnership aligns with our mission and values, as MagrowTec shares our belief in the transformative power of innovation. Our joint efforts are focused on enhancing efficiency and promoting sustainable practices in agriculture, thereby embodying the principle of **achieving more with less**.

Built on 10 years of SCIENCE & TECHNOLOGY, MAGROWTEC is a NEW innovative precision assist technology that delivers on a consistent spray profile, reducing drift & chemical waste and providing better crop coverage.

The MagrowTec system helps by creating more of the optimum-sized spray – ensuring that more of the spray goes

onto the target weeds or crop, giving better coverage and more protection.

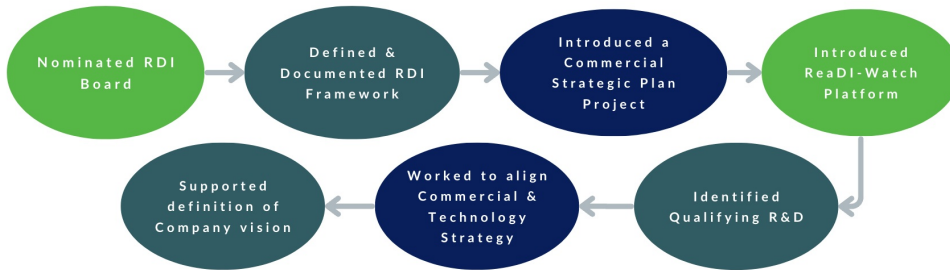
Using the MagrowTec system, growers have seen improved coverage of 20% or more compared to conventional spraying, and reduced drift by up to 70%.

The MagrowTec system has no moving parts, is easy to install and maintain, and can be fitted to a new or existing crop sprayer. It can be moved from sprayer to sprayer and requires no power or internet.

Interested in MagrowTec? Learn more here: magrowtec.com



Key Initiatives to Date



We are proud of this collaboration and anticipate that it will bring about positive changes in the industry. MagrowTec, as a Technology and IP company, has built an offering that helps farmers reduce disease, achieve more fertiliser coverage, with less drift, for less cost.



<p>70%</p> <p>LESS Disease Reduction in Mildew impact</p> <p><i>"With MagrowTec we believe we have found something that meets our criteria of drift reduction and Mildew control."</i></p> <p>📍 Noirmoutier, FR</p>	<p>46%</p> <p>MORE Coverage With reduced rates</p> <p>Comparison: Conventional vs. MAGROWTEC</p> <p>📍 Florida, US</p>	<p>50%</p> <p>LESS Drift With reduced rates</p> <p>📍 Mt. Gambier, AU</p>
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Impact of the MagrowTec Effect

<p>Magnetic Assist Technology (Proven)</p> <ul style="list-style-type: none"> Boom Product Greenhouse sprayer Airblast Golf/Landscape Small Farm Holder 	<p>Nano Technology (Emerging)</p> <ul style="list-style-type: none"> Post Crop Harvest Sanitisation Soil Nutrients Medical Drones 	<p>Hybrid</p> <ul style="list-style-type: none"> Irrigation Agriculture Medical Industrial
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Research and Innovation Programme

This is truly a showcase of R&D and Innovation, as MagrowTec have established an RD&I Board in partnership with ReaDI-Watch, to govern and oversee the advancement of its Magnetic-Assist technology and its emerging Nano-

Technology research and crop science programme.

We will continue to share updates about our progress and achievements. We appreciate your interest and support as we strive to transform the future of innovation.
