



Company Overview

VinSense is a pioneering ag tech company specializing in precision agriculture management for perennial systems. We deliver cutting-edge, high-resolution soil and crop property maps and site-specific amendment recommendations, alongside advanced real-time soil moisture visualization. Currently, we serve premier vineyards in Napa and Sonoma County, helping them optimize their operations and improve yield through precise soil and crop management. The developing strategy points towards expanding that offering to become an agricultural sustainability data analysis company serving a broader swath of agricultural markets.

Problem or Market Opportunity

Traditional methods of soil sampling, moisture monitoring, and nutrient management are often labor-intensive, time-consuming, and lack the precision required for optimal crop management. This leads to inefficient use of resources, suboptimal yields and quality, and increased operational and environmental cost. The current focus remains on the vineyard industry - particularly in Napa and Sonoma counties in California. This is because of VinSense's history in the industry and our deep connections there. However, it is clear that this valuable and proprietary technology has application far beyond grape-growing to a much broader swath of agricultural markets. With the global precision agriculture market expected to reach [\\$12.9 billion by 2027](#), there is a significant opportunity to expand our services beyond vineyards to other ag production systems, including rangelands and row crops. Additionally, increasing demand for sustainable farming practices creates a need for technologies that can accurately map soil carbon storage and soil health indicators. Our current strategic reassessment will be centered on two things: a) the other agricultural markets we can profitably serve and b) the enhancements necessary to the existing technology to make it more accessible and usable in a SaaS model.

Technical & Competitive Advantage

At VinSense, we empower customers with science-backed, detailed soil and grape data, right at their fingertips. We offer fine-resolution insights into soil conditions, from nutrient levels to organic carbon and beyond, tailored specifically for the vineyard. VinSense technology reveals the unique soil and moisture variability within a growing plot, optimizing management strategies for peak efficiency and sustainability. For certification, tracking soil health or conservation progress, or planning new growing development, our software lays the groundwork for informed decision-making. Compared to other precision ag companies, our predictive models are more accurate and require fewer soil samples, reducing labor and cost while enhancing data quality. Moreover, our technology is adaptable to various agricultural systems, allowing us to expand into rangelands and row crops.

Regulatory Strategy & Intellectual Property

There appear to be no regulatory impediments to a full market approach. Our intellectual property strategy is part of the current strategic reassessment and is expected to hone in on creating the necessary software to make us less of a consultative/SaaS hybrid and more of a full-blown SaaS provider.

Key Milestones

Q/YYYY	Objective	Milestone Description
Q1 2024	Funding	Obtain bridge funding which was successfully completed in February.
Q1 2024	Sales Structure	Instituted pricing model and sales policy.
Q1 2024	Sales Incentive	Instituted a sales incentive plan.
Q2 2024	Business Operations	Initiate CRM Installation to be completed by 6/30/2024.

Capitalization History

Year	Grant or Equity Type	Description	Amount
2015		Founder's Round	<\$10K
2020	Seed	Convertible and SAFE Notes. Purdue & Elevate Ventures	\$180K
2015 - 19	SBIR/STTR	NSF non-dilutive grant with partial match from Elevate Ventures.	\$750K
2024	Bridge Round	Convertible Note. Boyd Street Ventures.	\$300K

Current Round, Terms, and Use of Proceeds

Establishment of the company; additional research and technology development; access to markets. Future proceeds to go towards market expansion and technology development (SaaS).

Key Team Members and Advisors

David Ebert | Founder and CTO

Majority shareholder. Data specialist and currently Executive Director of University of Oklahoma's Data Institute for Societal Challenges.

John Hanak | Interim CEO

Former University of Oklahoma Chief Innovation and Corporate Officer.

Dave Pramuk | VP Sales and Marketing

Former Chief Marketing Officer at Biale Wines.

Minerva Dorantes | Chief Soil Scientist

Expertise in Soil Mapping, Soil Spectroscopy, and Soil Health. Former Project Scientist at the Soil Health Institute.