

# CULTICROP

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Enterprise Farm Management Solution

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# Vision

Building a Healthy and Stable Food Culture.

# Mission

Through customized Data-Driven Agricultural Solution,  
to become a leading AgTech company in Asia.

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# About CultiCrop



CultiCrop is an innovative agricultural solution provider, aiming to enhance agricultural productivity and stabilize agricultural products supply.

Our solution, "CloudFarm," collects and analyzes field data to support crucial decision-making in farm management. CloudFarm utilizes existing data and real-time information collected from sensors to develop AI-based predictive models. Through this, we aim to set new standards and lead the standardization of agriculture.

CultiCrop seeks to empower users with expert-level knowledge and tools to improve agricultural management. Additionally, we strive for continuous growth and advancement in the agricultural sector through relentless innovation. We look forward to contributing to creating a better agricultural future together through these efforts.

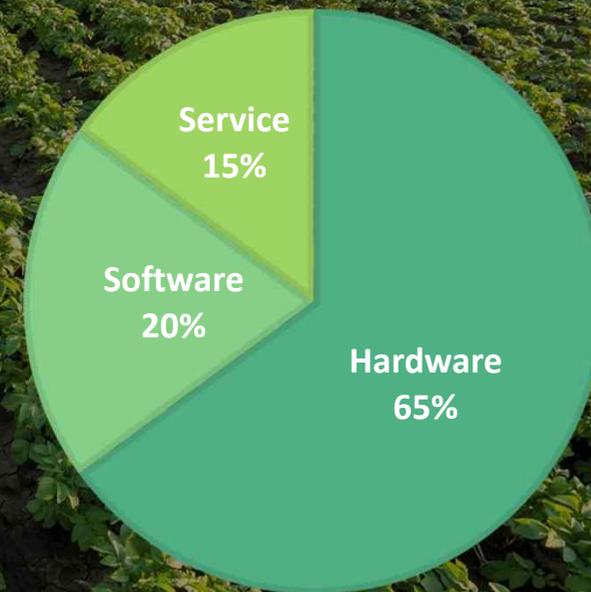
# INDUSTRY ANALYSIS

## Smart Farming Market Expansion



Source: SmartFarming Global Market Size Forecast (Unit : 100mil)

## MARKET SHARE BY TYPE (2026)

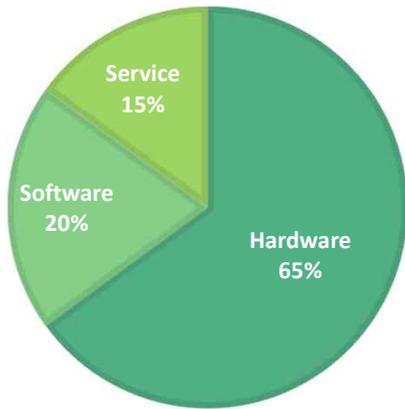


Source: Korea Institute of Science and Technology Information (KISTI)

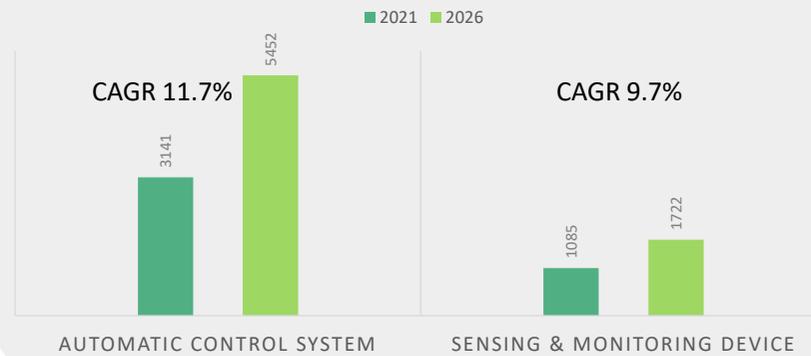
# INDUSTRY ANALYSIS

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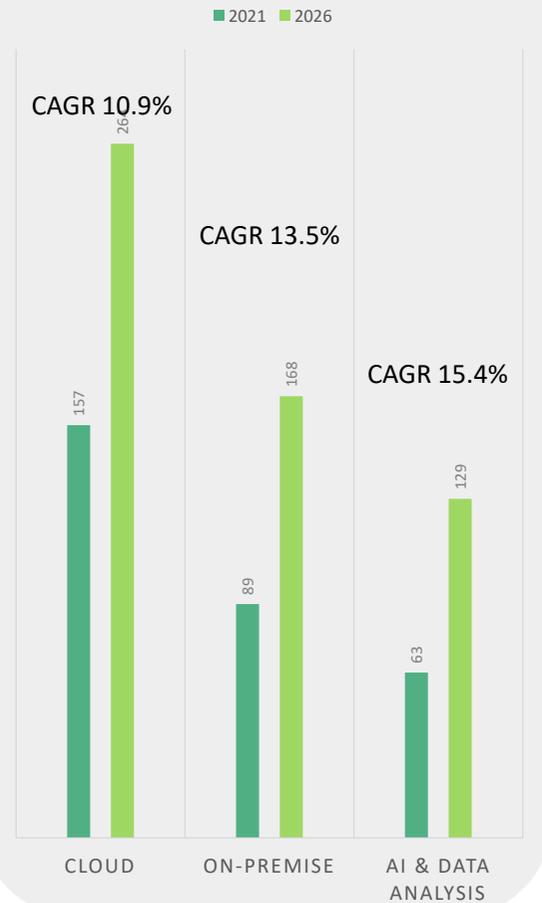
MARKET SHARE BY TYPE (2026)



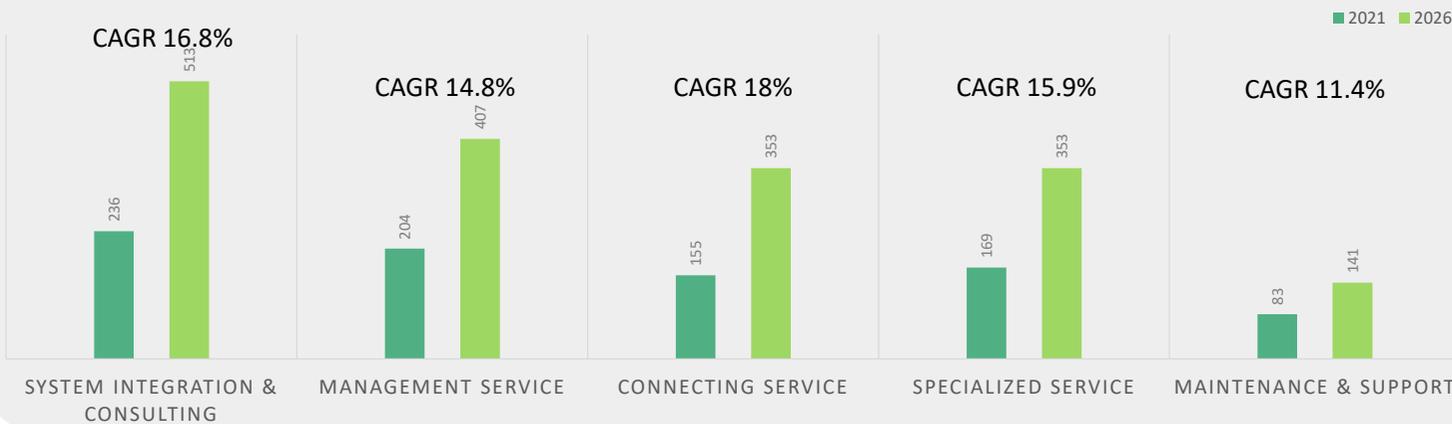
**HARDWARE – CAGR 9.4%**



**SERVICE – CAGR 13%**



**SOFTWARE – CAGR 10.3%**



# Outdoor Smart Farming's Challenges

Outdoor Smart Farming is at the forefront of agricultural innovation.

To foster the growth of Outdoor Smart Farming, addressing various challenges such as data acquisition, standardization, interoperability, and ecosystem creation is paramount.

CultiCrop is addressing key issues of the future agricultural landscape through our solution, which are built on data as the foundation



Lack of diverse agricultural environmental data



Increasing quantity, quality, and diversity of agricultural products



The complexity of data processing and analysis



Standardization challenges in agriculture due to the diversity of variables



Lack of integration of technologies from various fields

# CultiCrop's Solution

## Expert-based data analysis

Implementing machine learning based on data analysis by agricultural domain experts to provide highly accurate & reliable prediction models

## Portability

Providing a Web & App platform environment for users to easily access and utilize



## Agriculture Bigdata

The vast dataset of Asian Agriculture & Environmental data is provided to enable users to choose optimized cultivation methods.

## Tailored Decision Support Service

Continuous development and upgrades are undertaken to integrate existing bigdata and AI technologies, providing users with real-time decision support service.

# CloudFarm

Agriculture Expert + AI Expert = CloudFarm

# Bigdata-Driven Pest & Disease Analysis Application



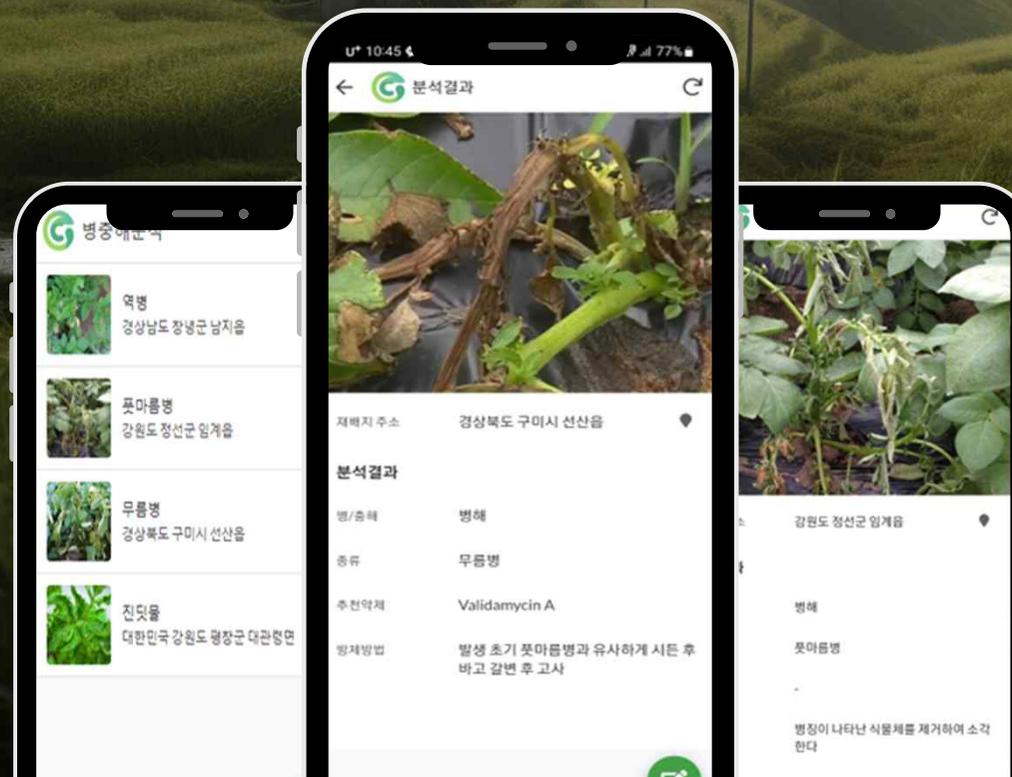
Accurate Regional Analysis



Pest & Diseases Data  
Accumulation & Pattern  
Analysis



Real-time updates & alerts



Various Regional Factors



Suggestion for Pest &  
Disease prevention  
before onset



Suggestion for remedies &  
usage after onset

# Farm Manager Support/Management System

## Minimize Human Errors:

Responds dynamically to the agricultural environment in real-time, and maximizes both accuracy and efficiency simultaneously.



User-Friendly Interface



Real-time updated cultivation manual



Real-time monitoring



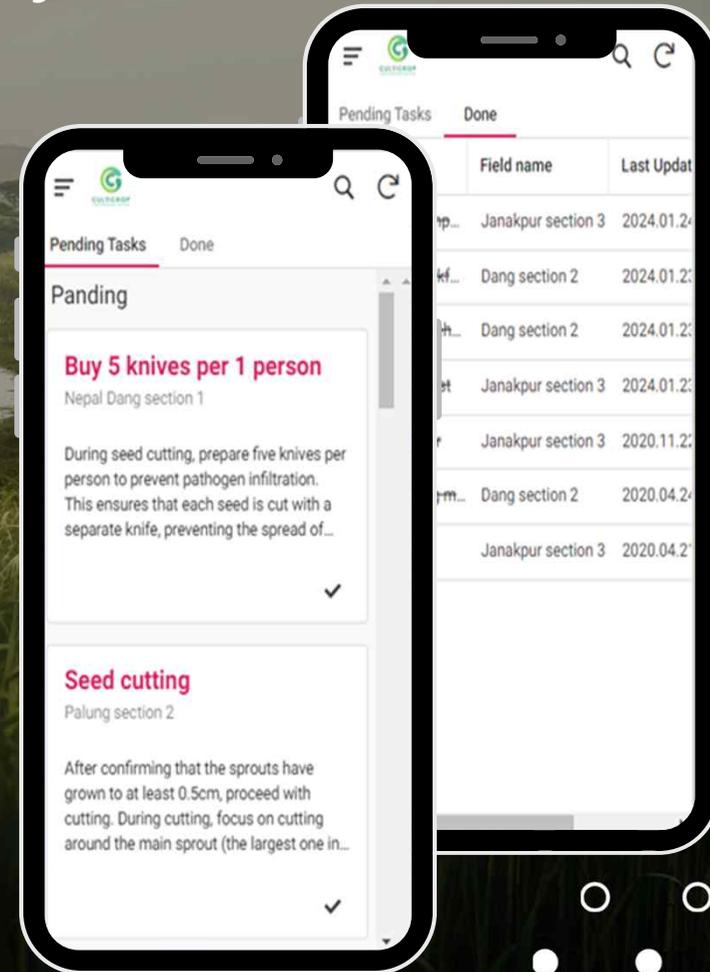
Prediction & prevention of pest & disease risks based on environmental surveys



Forecasting harvest yield & managing harvest schedules



Support service for beginners & detailed guidance

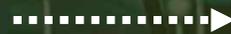


# CultiCrop's Future

Utilizing accumulated Bigdata, generating Real-time cultivation algorithms based on pattern recognition and localized factors to predict and diagnose Pest, Nutrient deficiencies, Yield, Quality, and other factors.

## BIG DATA

Growth Data (Length, Weight, Growth Rate)  
Storage Method · Storage Location  
Harvest Timing · Harvest Methods  
Surrounding Env. Investigation (Crop/Env.)  
Farm Manager Information (Skill Level/Exp.)  
Types of Crop Protection Agents  
Protection Agents Application Methods  
Cultivation Method · Schedule  
FM Behavior Analysis · Training  
Types of Crops · Seeds  
Pests · Viruses · Pathogens  
Types of Local Agricultural Materials  
Water Source Information  
Irrigation Method · Time  
Rainfall Information  
Sunlight Amount · Cumulative Temp.  
Soil Type · Soil Texture



## AI AgTech

### 1. Deep Belief Network (DBN)

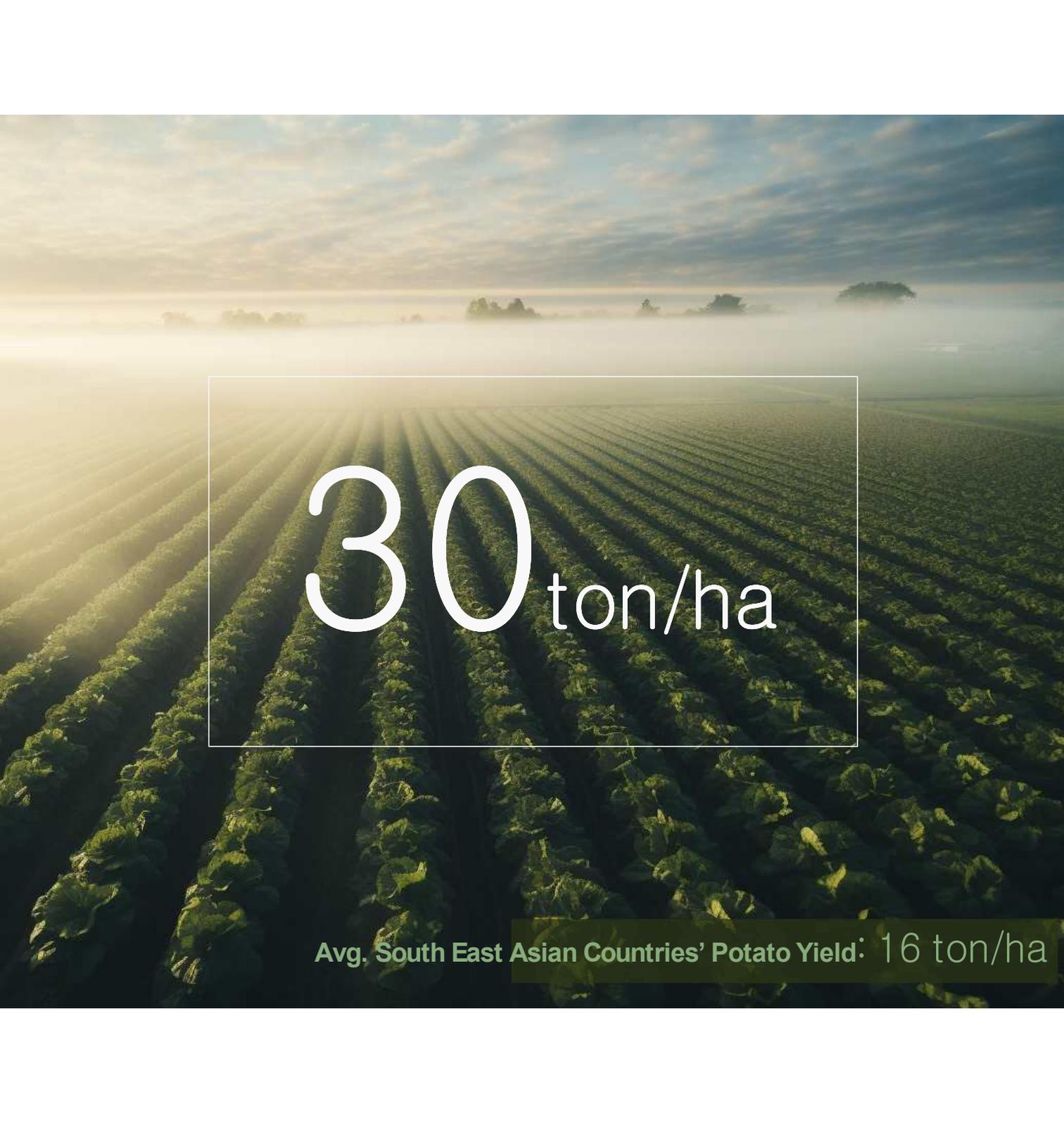
Utilizes complex layers of latent variables to analyze agricultural data, providing insights for crop yield prediction, disease detection, and farm management optimization.

### 2. Convolution Neural Network

Collect and preprocess agricultural image data, design a CNN architecture tailored to the specific task, train and evaluate the model, and deploy it for tasks such as crop classification, disease detection, and yield prediction.

### 3. Deep Learning based Decision support systems

Real-time Monitoring · Alert  
Import · Export Management & Monitoring  
Smart Control Prob. Solving & Prediction  
Bigdata Analysis for prediction · Optimization  
Agri. Products Tracking & Monitoring  
Cultivation Cycle Analysis  
Cultivation Schedule · Crop Growth Prediction  
FM Education · Tutorial  
Detection of Pests & Diseases  
Analysis & Monitoring of Crop Details  
Install & Manage Smart Sensors · IoT Integ.  
Analysis of Production Costs · Productivity  
Weather Information Analysis · Alerts  
Cultivation Env. Monitoring  
Forecasted Yield · Harvest Timing Prediction  
Smart Feedback & Automation  
Analysis of nat'l · Regional Business Viability



30 ton/ha

Avg. South East Asian Countries' Potato Yield: 16 ton/ha

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Achievements CultiCrop made in  
collaboration with clients in small-scale  
farming-focused developing countries

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# MEET THE TEAM



**Lee, Hyung Il**

**Founder & CEO**

**Corp. Farm Manager for 20 yrs**

**#1 Potato Production Manager in S. Korea**

**Orion: Joined 2004**

- Establishing a production base in Vietnam
- Head of Production in the Agro Division
- Head of Production for Pokachip Brand
- Orion-SKTelecom: Head of Potato Smart Farm Project

**GREENLABS: Joined 2022**

- Head of Overseas Agricultural Ventures



**Park, Sooman**

**Founder & CEO**

**Overseas Biz. Dev. for 16 yrs & Trade for 12 yrs**

**Business Development**

**Parkington Corp. – Project Manager**

- Infrastructure project PM (Port, Powerplants...)
- Project-related trade

**Royal Standard Co., Ltd. - CEO**

- Contract for the development of W.Africa's Inland Port
- Head consultant for multiple EDCF projects

**GREENLABS**

Head of Overseas Business Development

**Trade**

- India - JSPL: Exclusive Agency for the Korean Market
- Israel – GENCELL: Exclusive Agency for the Korean Market
- Ghana Govn't – Supply Fishnet (60% of the total nation's consumption – 3 years)
- Iran, Nigeria, Pakistan, UAE, Southeast Asia



**Jun, Young Rang**

**Team Manager / Product Owner**

**"CloudFarm" PO & Pest Management**

**HDC Hyundai EP**

B2B Sales Planning

- PM for new business to enter the Dairy Industry
- PM for Product Development for Electronic Co's (Developed & Implemented over 20 products)

**Certified Pesticide Sales Manager**

**Pesticide Sales Outlets - COO**

- Distribute Crop Protection Agents
- Operate seeding businesses & cultivation consulting

**GREENLABS**

- PM for Business Model Est. for Domestic Agro. Products
- Agricultural Product Distribution
- Farm Management Solution PO for overseas projects



**Kwon, Se Woong**

**Director**

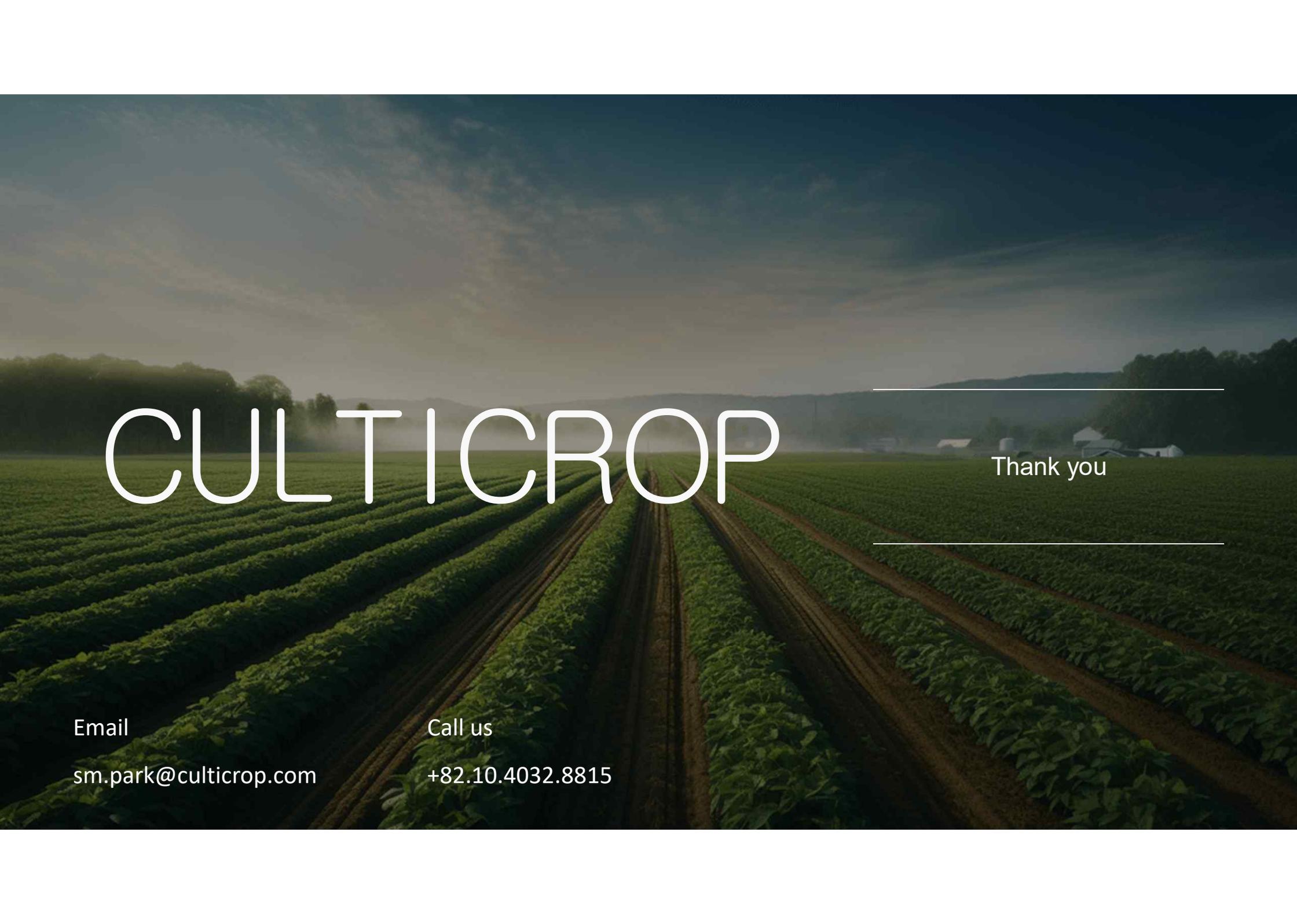
**Operation Management & HR**

**Policy Secretary for the Member of Parliament**

**Certified Labor Attorney**

- Senior Labor Attorney at Eugene Labor Corp.
- CEO at GAON Labor Office

**Corporate HR & Operations Consultant**



# CULTICROP

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Thank you

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Email

[sm.park@culticrop.com](mailto:sm.park@culticrop.com)

Call us

+82.10.4032.8815