

you don't just sell the product — now you tell them **when and how much.**

With AstreaIoT, every client you already supply with fertilizer and crop-protection stops buying blind: you **measure the soil and the climate**, you tell them **what to apply and when**, and you **prove with data** that it worked — they buy better product, stop competing on price alone, and you're left with a month-after-month relationship, not a once-a-season sale.

NOT JUST SENSING The platform tells your client **how much to irrigate and when to apply** —by soil moisture, conductivity and climate—; you show up with the recommendation ready and the right product. You sell the **decision**, not the bag, and you prove it with numbers.

- the same platform already running in ranches, greenhouses and plants across mexico

WHAT YOU GAIN

01 · NEW SERVICE

something new to sell

"Crop monitoring" as a **monthly service for every client** you already visit — on top of the fertilizer and the crop-protection.

02 · RECURRING

not just the season

A **monthly relationship** with the grower, not the input sale that ends when the cycle does.

03 · ADVISOR WITH DATA

you stop competing on price

Your recommendation is **precise and provable** — you sell the right product at the right moment, and the grower buys from you because you prove the result.

04 · NO IT DEPARTMENT

you advise, we operate

The platform, the recommendation engine, the **homologated sensors** and support — those are on us.

from selling the bag **blind** to advising **with data**.

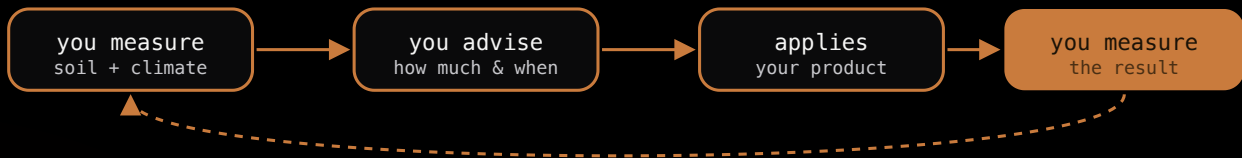
Today you sell volume and compete on price; the grower applies by the calendar and never knows if it worked. With the platform, you measure the soil and the climate, you recommend with numbers, and the measured result turns into trust — and a repeat order.

TODAY · BLIND



you sell volume and compete on price; the grower applies by eye and never measures the result.

WITH ASTREAIOT · WITH DATA



the measured result turns into trust — and the grower reorders cycle after cycle.

YOUR CORE: THE SOIL, THE CLIMATE AND THE IRRIGATION

That's where your products go — and where your edge is. **Soil moisture and conductivity** say how much to fertilize and irrigate; the **climate** says the right window to apply the crop-protection. The recommendation engine puts it in front of you so you sell **the right product at the right moment** and prove it with numbers — the agronomy stays yours.

AND ALONG THE WAY The continuous record is the **evidence the grower's buyer demands** — SENASICA, CONAGUA and the supply-chain audits (USDA · GAP · Driscoll's · Del Monte). We generate the data; we don't certify.

every agri client is a crop, a ranch and a store you can **measure**.

Example: a mixed operation. You start with the soil and the climate —where your products go— and the same client opens up everything else. **You install only what applies.** The color says whether it's your core or an expansion:

● **core** – soil · climate · irrigation (your wedge) ● **expansion** – the same client opens it up



- 1 **crop · soil ★**
moisture + conductivity (salts) — the signal that guides how much to fertilize and when to irrigate
- 2 **greenhouse**
enriched CO₂ + precise climate — up to 20-30% more yield under cover
- 3 **precision irrigation**
irrigation opens on soil data, not the clock — 20-40% less water, dosed fertigation
- 4 **grain silos**
temperature, humidity and CO₂ — early aflatoxin warning (NOM-188)
- 5 **well and reservoir**
water level and pressure — evidence for CONAGUA
- 6 **well pump**
current and wear — the water doesn't cut out mid-season
- 7 **barn and livestock**
heat stress (THI) or milk tank kept cold — quality that's worth more
- 8 **equipment and harvest**
GPS anti-theft on the tractor and the harvest, farm perimeter
- 9 **canal and water**
level and use of irrigation water — what enters the farm, measured

★ YOU START WHERE YOUR PRODUCTS GO

The soil and the climate (1-2-3) are your wedge — where your fertilizer and crop-protection do the work. From there, the same grower opens the silo, the pump, the livestock and the anti-theft. **One relationship, several services you bill** — plus recurring monitoring on top.

we don't guess the dose. we read the soil and the climate.

You know the crop better than anyone — we give you the continuous signal you can't see at a glance. Four ways to read what's happening in the field, live:

A • SOIL

moisture + conductivity

A probe at the root. **Moisture** says when to irrigate; **conductivity (dissolved salts)** guides the fertilizer dose — the signal that makes your recommendation precise, without replacing your analysis.

B • LOCAL CLIMATE

the right window to apply

Ambient temperature and humidity: the alert for **frost and extreme heat**, the humidity pressure that triggers fungus and pests, and the no-heat window to apply. The **full rain-and-wind station** adds on as a kit where the field calls for it.

C • GREENHOUSE

co₂ and climate under cover

Enriched CO₂ (800-1,200 ppm, **+20-30% yield**) and precise T/RH — the fine control an open-field crop doesn't have.

D • PRECISION IRRIGATION

the controller irrigates on data

The controller **opens irrigation by soil moisture, not by the clock**: 20-40% less water and dosed fertigation. The recommendation becomes action.

★ YOU BRING THE AGRONOMY

None of this replaces your judgment: the platform puts **the soil and the climate in front of you, continuous and with history**, and you decide the dose and the timing with your experience. **The recommendation —and the sale— stay yours.**

you bring the agronomy and the relationship. we bring **the technology.**

You know the crop and you already visit the grower; we provide the platform, the homologated sensors and the recommendation engine. No inventory and nothing to build — you just add a new service to what you already sell.

THE MODEL · THE LADDER

ENTRY

authorized

Base margin, standard support.
You start with a pilot grower and a few hectares.

SCALE

certified

Higher margin, priority SLA,
certified crop recipes.

STRATEGIC

premier

Premium margin, dedicated support, possible regional exclusivity.

you're the face (L1), we're L2.

You advise, supply and serve the grower; we provide the platform, the homologated sensors and the recommendation engine.

co-brand: "powered by AstreaIoT".

Your dealership up front; white-label reports as a premium option.

You start with the clients who already buy from you. You pick a grower you trust, install the probes on a few hectares, and the first well-advised season usually pays for the first year of the service.

your roster of growers, **advised with data.**

Let's design the **first pilot** together with one of your clients — the hectares you already supply, now measured. You see the recurrence and the repeat order in your own roster before scaling.

getting started is easy: no inventory or entry fee · we train you · you start with a pilot grower

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