CropIn is an AI and Data-led agri-tech organization that provides SaaS solutions to agribusinesses’ eco-systems globally through the use of deep learning.

**Commercial Parameters**

**Target customers**
- FI
- AG Producer
- GOVT/NGO
- AG Buyer/Processor

**Readiness to implement**
High

**Pricing/Revenue model**
Varies by offering: 1. Reporting: price per report; 2. Platform: price per loan assessed

**Customization options**
Hyper configurable, including integration of bank data

**Data Protection**
GDPR compliant

**Geographic reach**
All regions excluding China

**Crops covered**
388 crops, field crops and vegetables

**Languages available**
All languages excluding Cantonese

### Climate Risk Tools and Services

**Relevance to thesis**
- Climate Risk Analytics
- Lending Risk Offering
- Agriculture Focus
- Working in emerging markets

**Business model overview**
Software solution focused primarily on farm to fork supply chain digitization while also using data to offer agroclimatic risk scoring and predictive analytics for clients.

**Climate risk analytics**
Integrated climate risk assessments in the short term (analysis of individual plots in lending processes up to a year) using satellite and field data integrated into a credit scoring mechanism. Historical data at pilot and pin code levels, weather-based real time advisory, and disease and pest alerts.

Offers broader regional/sub-regional climate risk assessments, customizable to specific crops (usually 2 times a year), approximately 20% of use cases.

**Data Sources**
Three year historical satellite data, supplemented with remote monitoring, weather station, and field data.
Satellite data updated weekly.

### Supporting Services

**Farm management**
Solution for digitizing on farm activities

**Traceability**
Application of geo-tagging products with authenticity verification across supply chain stages

**Market Linkages**
Customers can integrate CropIn platform with Marketplace via APIs

### Financial Institutions
Track record of working with FIs across loan cycle:
- Loan underwriting
- Loan monitoring
- Loan collection/recovery
- Portfolio management

FIs are 10% of clients; primarily works with commercial banks, including many in India and Indonesia, and insurance companies.
Streamlines lending process, loan and claim disbursals, and monitors risk in real-time.

### Agribusiness
Digitization, traceability, farmer engagement, risk assessment for agribusinesses (about 90% of clients).

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**Year founded:**
2010

**Headquarters:**
Bengaluru, India

**Regional Scope:**
Operational in 56 countries across SSA, SE Asia, and Latin America

**Provider Type:**
Supply Chain Management Solution