AgroLens · Food & Agriculture

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Country: Peru · Lima **Category:** Food & Agriculture **Impact Areas:** Adaptation, Circular Economy **Stage:** Private Beta **Team Size:** 5 **Website:** https://agrolens.pages.dev/

Elevator Pitch

AgroLens uses drone imagery and AI to help farms detect crop stress and pest-risk signals earlier. We turn field images into actionable alerts so growers can reduce losses and avoid unnecessary pesticide use.

Climate Problem

Climate change is increasing pest pressure and crop stress, causing farmers to react late with more pesticide use and higher losses. This threatens yields, incomes, and food security in vulnerable farming regions.

Solution

AgroLens uses drone imagery and AI to detect early crop stress and pest-risk signals. In practice, we generate field insights and hotspot alerts so farmers can inspect targeted areas and act before losses spread.

Revenue Model

We will start with paid pilots for agroexporters, vineyards, and commercial farms, charged per hectare or scouting cycle. As we scale, AgroLens will offer recurring monitoring subscriptions.

Target Market

Our B2B TAM is LatAm’s export-oriented farms. Our SAM starts with Peru’s 2,742 agroexporters, prioritizing 641 medium/large firms in avocado, grape, blueberry, citrus and mango. We will enter through pilots and scale into

recurring services.

Social Impact

Indigenous Peoples

Demand Evidence

Agroexporters already pay for manual scouting, satellite tools, or ERPs, but these often miss early pest signals. Feedback from growers and experts, plus the data from our pilot access, shows demand for faster, crop-specific insights.

Competitors

Alternatives include SpaceAG, Agricolus, AgroScout, EOSDA and Fermata, but LatAm’s export-farm market remains large and underpenetrated. AgroLens enters with affordable, crop-specific pest-risk insights for growers.

Founder Expertise

Our team combines business development, finance, sales, machine learning, software, and mechatronics/hardware. We bring experience in AI model development, drone-based field testing, farm validation, and go-to-market planning.

External Support

We won the START Hackathon in Lima, received formal mentoring from START and external advisors, secured pilot farm access, and obtained a Aspire Leaders grant to buy our first testing drone.

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