TERRA IO · Food & Agriculture

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Country: ?? Colombia · cartagena **Category:** Food & Agriculture **CT Taxonomy:** CT-IC-005 — Precision Agriculture Data & IoT **Impact Areas:** Adaptation **Stage:** Private Beta **Team Size:** 12.0 **Website:** https://terra-io.com/ **Funded:** True (8588.0) **Founder:** DAVID MASTRASCUSA

Elevator Pitch

TerraIO gives smallholders in the Global South the soil intelligence they have never had. Built through co-creation, it turns offline field readings, climate signals and AI into decisions that cut waste, build resilience and restore the land that feeds us

Climate Problem

95% of food depends on soil, yet up to 90% of soils could be degraded by 2050 (FAO). Smallholders (who represent 84% of all farmers) still farm without reliable soil data, wasting water and inputs as climate risks and food insecurity continue to rise.

Solution

Terra.io brings soil intelligence where none exists: an offline-first system that measures soil in seconds, combines it with climate and satellite data, and gives smallholders practical guidance to save water, cut inputs, and build resilience.

Revenue Model

Terra.io earns revenue from farmer and cooperative subscriptions ($35–$340/month), and from governments, NGOs, and agribusiness that pay for soil intelligence through dashboards, reports, API access, and annual data licenses ($1,000–$20,000/year).

Target Market

Smallholders are our end users; cooperatives, extension programs, governments, and NGOs are our key buyers. We start in Colombia and Mexico, then scale across low-connectivity farming regions in Latin America where soil data is scarce.

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, People Living in Extreme Poverty

Demand Evidence

Demand is clear because Terra.io was co-created with smallholders, not invented in a lab. In one year, we validated it with 490+ producers across Mexico, Colombia, El Salvador, and Honduras, and secured 8 LOIs worth $25K.

Competitors

traditional soil labs, imported probes, and dashboard-only tools. Most are available in English, costly, fragmented, or connectivity-dependent; Terra.io combines low-cost sensing, AI, and offline guidance in one system available in indigenous languages.

Founder Expertise

I’m Terra.io’s Founder & CEO, a mechatronics engineer and PhD candidate building climate tech from the ground up. I lead product, partnerships, and delivery, turning smallholder realities into rigorous, scalable solutions.

External Support

We have support from Universidad Tecnológica de Bolivar & Tecnológico de Monterrey (lab and equipment infrastructure), Káapeh México’s network of 7,900 smallholders, and a $10,000 seed grant from Social Shifters in collaboration with Allianz.

Team

I lead strategy, product, and delivery; Nora leads sales, alliances, fundraising and impact; Natalia leads finance, investor readiness and controls; our engineering team builds the hardware, sensing, software and AI behind Terra.io.

Founder

DAVID MASTRASCUSA

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