

VIT Sensors · Food & Agriculture

VIT Sensors

Country: ?? Colombia · Bogotá **Category:** Food & Agriculture **CT Taxonomy:** CT-IC-005 — Precision Agriculture Data & IoT **Impact Areas:** Adaptation, Circular Economy **Stage:** Launched **Team Size:** 6.0 **Website:** <https://www.vitsensors.com> **Funded:** True (15000.0)

Elevator Pitch

VIT Sensors develops smart sensing technology for real-time crop monitoring, helping farmers optimize irrigation, fertilization, and crop management through data-driven decisions.

Climate Problem

VIT Sensors addresses inefficient irrigation and fertilization driven by lack of real-time data and limited technical assistance—90% of farmers lack it. This is critical to meet FAO 2050 food demand, optimize 70% of freshwater used in agriculture, and bui

Solution

VIT Sensors uses in-field sensors and a digital platform to monitor soil and crop conditions in real time, turning data into actionable irrigation and fertilization recommendations that help farmers reduce input waste and improve productivity.

Revenue Model

We generate revenue through the sale of our sensor hardware and a recurring subscription for our data platform. We are already generating revenue, closing 2025 with ~USD 11K and reaching ~USD 5K in Q1 2026, with growth from early customers.

Target Market

Our target market is small and medium-sized agricultural producers in Latin America and Europe, starting with high-value crops such as flowers, berries, coffee, and greenhouse production, where precision irrigation & fertilization have the highest impact.

Social Impact

Indigenous Peoples, Women

Demand Evidence

Our current customers and consistent revenue growth validate that the identified market has a real and urgent need for better data-driven irrigation and fertilization solutions, confirming strong and growing demand for our technology.

Competitors

Competitors include traditional agronomy advisory services, irrigation consultancies, and AgTech companies offering soil sensors and farm management platforms. Most focus on data collection, while fewer provide real-time, actionable decision support for f

Founder Expertise

Our founding team brings over 20 years of combined experience in developing technology solutions. We also share a strong agricultural background from farming families, which deeply connects us to the real challenges faced by farmers and the sector.

External Support

We have received support from startup ecosystem programs and early pilots with farmers and partners in Latin America & Europe, helping us validate our technology in real agricultural conditions and refine our product based on field feedback.

Team

The team is structured around product & hardware development, data/AI platform engineering, and business development & partnerships. Each founder leads one of these core areas, combining technical execution with strong field and market validation.

Founder

Jonathan Diaz

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