Growcast

Agtech   SaaS   B2B

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Growcast is a comprehensive platform for the new agriculture in Latin America. It combines agricultural monitoring and automation (IoT + AI), full traceability, and access to financing and insurance sources. We turn data into decisions, helping producers to grow better and finance themselves more efficiently. Growcast acts as the agricultural operating system that drives efficiency, sustainability, and profitability throughout the entire agri-food chain.

Team

Joaquin Cicetti CTO
Francisco Yuvone COO,
Mariano Malvar Ventas,
Ivan Podoroska Electonics
Leonidas Diez, Desarrollo de Negocios

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Problem

There is a new wave of conscious consumers:
- **80%** of consumers are willing to pay more for products produced or acquired sustainably.

- **85%** of consumers are more environmentally responsible in their purchasing decisions.

- **46%** already buy sustainable products to reduce environmental impact.

Solution

At **Growcast**, we help producers align with the demands of increasingly demanding consumers. We have developed a suite of products for:
- Control of their growing space with IoT and AI technology.
- Certified traceability from seed to shelf.
- Certification of good agricultural practices.
- Direct access to financing.

Equity Story

Previous round: Pre-Seed	$345 K
Current round: Seed	$760 K
Post-Money Valuation	$4,5 M

Business Model

Clients: Primary producers of vegetables, fruits, and greens.

Monetization: SaaS Annual license USD 4000 to 30000.

Geography: Focus on LATAM

Opportunity

Argentina alone has **400** tomato producers, representing **12%** of total LatAm production.

We need **250** producers to reach ARR of **USD 1M**.

This is **0.44%** of the total agricultural operations in LatAm.