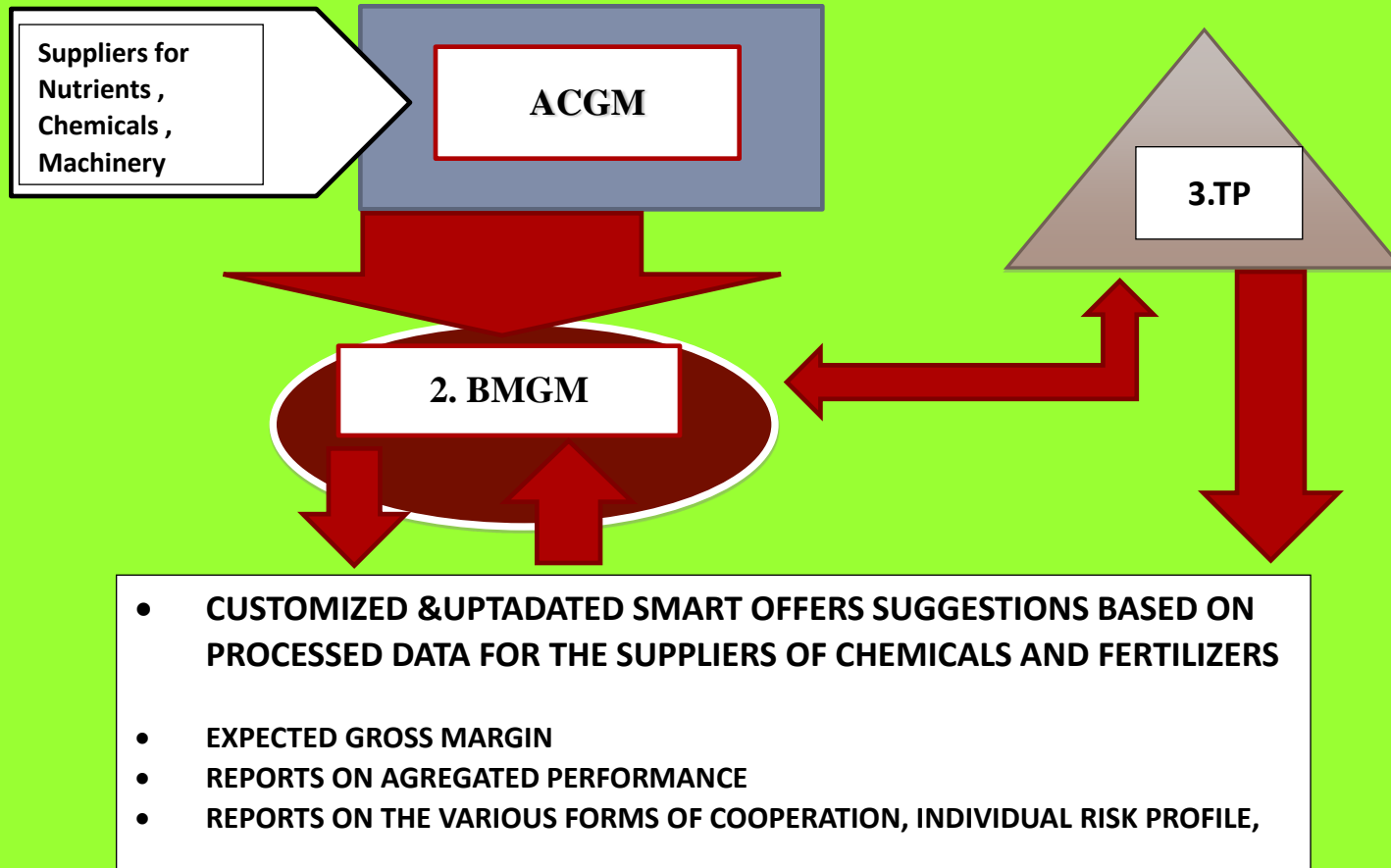


GoMo- Digital Operational Management in Agriculture

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- GoMo is a software product for facilitate farm operational management based on variable costs and gross margin at farm level. Proposed product is based on the traditional model of gross margin and analytic network process. With the introduction of multi criteria analysis in the operational management of the farm is achieved opportunity to conduct sensitivity analysis. Thus allows each farmer to make their own gross margin based on experience and evaluation of the various alternatives that he could already taken.
- Our purpose is to provide a software application to help users create their own small automation projects in a simple and intuitive way. Our application will provide a fully customizable, brand-independent control platform in the palm of their hands.

- Risks and expectations mutually reinforce in the attempt to improve the farm operational management. In predicting and planning production, price and income for agricultural farms, both a-priori and a-posteriori Gross Margin's (GM) computation operates as proxy for the profit's dynamics. Based on the formulation of the expected yield and expected average gross price, the calculus of the expected gross margin is delivered through an ANP model allowing for the inclusion of tacit local knowledge of farmers.
- This model constitutes an example of how basic rigid calculations can be enriched with additional information about the particular risks, without the need of extensions and connections of other data bases, like weather or soil conditions, or the state of the machinery. Using this model every farmer can perform a sensitivity analysis in order to identify the magnitude of variation in the present GM calculations depending on the specific risks considered.



THE FLOW OF THE BLOCKS CONNECTIONS

- Except of individual users, GoMo could be used from corporate users such as credit cooperatives, banks, insuring companies etc. as an additional instrument to evaluate the risk of the applicants (for example the loan applicants). The application could be adapted to the specific requirements and needs of the corporate user. In this way using GoMo credit cooperatives can estimate loan's applicants also of their honesty and creditability.

BOND**BUILD****BUDGE**

Input factors in agriculture Producers of fertilizers, chemicals, nutrients, seeds, machinery	SMART COOPERATION IN AGRICULTURE	A platform for commercialization of various nutrients, chemicals, machinery -to be used as a starting point in future diversification and refinement in the production process	SMART COOPERATION IN AGRICULTURE	Behavioral database about expectation formation in the production and distribution for small and medium farm producers-- Reliability & Trends -
Financing instruments Banks, insurance companies, credit cooperatives		GROSS MARGIN FOR SMALL AND MEDIUM FARMS -as a proxy for profits, break even point, cash flow, solvability, trends in development and investment		A bold database about assets , input factors demand and nominal production-leading to a more accurate assesment of financial reliability of individual farmers
Consumers individuals, processing and/or storage		A platform for trading production surplus -to be used as a starting point in future for smart cooperation and other trading businesses		Reports on aggregated performances for a correct distinction in between cathegories of farmers, crops, regions and so on.

Bond - Build - Budge


ANALYTICAL NETWORK PROCESSES (ANP)

- a multicriterial decision making tool introduced by Thomas Saaty in USA with tremendous applications in various political, business, corporatist organizations

ORIGINAL RESEARCH IN THE FIELD OF ANP




-to extract the reliable information provided by one individual among several/succesive model estimations/scenarious

A BIG-DATA MINDSET

- expressed through various experts evaluations of different parts of big-data value chain and how they are likely to change over time

(data holder, data specialist and big-data mindset)

Core methodology

Plumen Dragnev		M Sc. of Financial Management and Marketing, the Director of Association of Agroecological Farmers
Dimitre Nikolov		Prof. Univ. Dr. National Institute of Agricultural Economics, Agricultural Academy, Sofia
Adriana Mihnea		Prof. Univ. Dr.Habil., UNESCO Department of Business Administration Bucharest University of Economic Studies

Main developer

SMALL & MEDIUM FARMERS IN AGRICULTURE	VARIOUS CROPS eg: wineryard, honey and other bees' related products, livestock (eg. Sheeps-milk, meat), apples, so on.
MAIN PRODUCERS of chemicals, nutrients, machinery, seeds	Various categories of chemicals, fertilizers, machinery , seeds
CONSUMERS (individuals or business-restaurants, supermarkets, etc) willing to trade for traditional/organic products	

**Targeted Users & The Product Coverage
in whose 's hands GoMo will be**

In the hands of every individual farmer, this is
a tool for

- computing the gross margin for each and every crop
- simulate the expected gross margin depending on the tacit input factors substitutions and various scenarios
- growing individual business into Smart Cooperatives (SmCoop)

the place where

- main producers (eg. BASF, SYNGENTA , etc) can advertise and sell various nutrients, chemicals, machinery,seeds
- farmers can trade surplus production, individual or through SmCoop -

The Visible Output

Formulate specific requirements about the information you are interested in:

- Advertise the existent financial instruments to small and medium farmers
- Colaborate with the most important producers in the agriculture for financing the specific consumption
- Create new specific financial instruments based on the newly identified demands, correlations and risk assesments for individual farmers and smart cooperatives

Your place in the early stage of the design for this application

a tool for

-computing the gross margin for each and every crop → A

bold database
with basic
information
about small
farmers and
their assets

Name

- **Region**
- **Age**
- **Sex**
- **Level of education ; formal training in agricultural practices**
- **Cultivated land**
- **Type of soil**
- **Years of experience with the farming**
- **Number of people working**
- **Annual income from the previous financial year :**
- **Crops : main and secondary, rotation (conventional/organic)**
- **live stock**
- **Machines ,Tractors,etc**
- **Buildings**
- **Annual standard value**
- **Debts**
- **Subsidies received**
- **Certificates of production and of type**
- **Member of a certain association or some other farmer organization**

The other Invaluable Output



a tool for
-simulate the
expected gross
margin depending
on the tacit
input factors
substitutions and
various scenarios

- Behavioral micro-data on farmers
- Various correlations; Eg: the connection between years of experience and types of fertilizers
- Risk profile on number of trials and consistency index
- Keep track of how the farmer chooses to change the preferences
- Keep track of the categories considered for „what if „ scenarios

THANK YOU FOR YOUR ATTENTION!