Hyperplan

Field-level crop intelligence for precision nutrient go-to-market

Enabling fertilizer companies to target the right nutrients to the right fields - at field resolution, in real time, at scale.

IFA CULTIVATE CHALLENGE 2026

THE PROBLEM

The Nutrient Application Gap

The fertilizer industry champions the **4R framework** — Right Source, Right Rate, Right Time, Right Place. But a critical data gap undermines this promise at the commercial level.

No Field-Level Visibility

Fertilizer companies cannot see what crops are growing where, how rotations shift season to season, or where commercial coverage falls short.

Outdated Market Intelligence

National-level statistics arrive 12+ months after the season — too late for any meaningful commercial action.

Field Agents Flying Blind

3,000+ agents make 20,000+ daily farmer visits without granular territory intelligence to prioritize high-value opportunities.

The Result

Nutrients are marketed to the wrong geographies — over-applied in some areas, under-served in others.

Without knowing what's planted where, in real time, at field level — precision nutrient application breaks down at the last mile.

THE SOLUTION

Crop Intelligence That Powers Precision Nutrient Go-to-Market

Hyperplan is a SaaS platform combining **satellite imagery** (Sentinel-1 & 2), **AI models**, and **commercial data integration** - deployed across 20+ countries, trusted by 25+ clients including the big 4 global agrochemical companies.

Field-Level Crop Maps

What's growing on every field, updated weekly, across 20+ countries

Crop Rotation History

4+ years of rotation patterns to anticipate demand shifts before the season

In-Season Monitoring

Weekly NDVI to detect crop stress, poor emergence, and re-sowing opportunities

Territory Management

Map and optimize commercial zones based on actual crop potential

Commercial Analytics

CRM/sales integration to track market share, coverage, and penetration by territory

VALUE PROPOSITION

Our Value Proposition for Fertilizer Companies

Hyperplan closes the gap between nutrient innovation and field-level commercial execution. The fertilizer industry's 4R promise **starts with knowing what's planted where.**

1

Size nutrient markets at territory level

Combine crop acreage × soil type × nutrient consumption benchmarks to generate precise, territory-level market potential for each product line (nitrogen, phosphorus, potassium, specialty, biostimulants).

2

Steer commercial teams at scale

Map field agent territories against actual crop potential. Track coverage rates, penetration, and conversion. Identify high-potential farms that are not yet visited. Applicable to organizations with hundreds or thousands of field agents operating across multiple countries.

3

Detect in-season nutrient demand signals

Use vegetation monitoring and crop rotation tracking to identify where crops are underperforming, where re-sowing opens new product windows, and where regulatory constraints (vulnerable zones, nitrogen application limits) create demand for premium, high-efficiency nutrient solutions.

4

Support regulatory compliance mapping

Overlay environmental constraints (Nitrates Directive zones, water protection perimeters, Natura 2000 areas) with crop acreage to help commercial teams position value-added products where regulatory pressure makes precision nutrient management essential.

APPLICATION 1

Size Your Crop Nutrition Market at Territory Level

The Challenge

Fertilizer companies rely on national statistics — often 12+ months old — to plan budgets and allocate commercial resources. Local-level demand signals are missed entirely.

Proven in Practice

Deployed for **Arterris**, a major French agricultural distributor: crop acreage × €/hectare benchmarks for fertilizers, seeds, and crop protection are calculated at sales rep territory level — enabling precise budget allocation and performance monitoring.

How Hyperplan Helps

Field-Level Acreage Detection

Aggregated by any administrative or commercial zone — region, district, or sales rep territory

Nutrient Consumption Benchmarks

Cross-reference acreage with crop-specific benchmarks (€/ha or kg/ha) defined by your teams

Territory Potential Maps

Generate market potential maps for each product line: nitrogen, phosphorus, specialty, biostimulants

Season-over-Season Comparison

Anticipate demand shifts by comparing current vs. historical seasons at field level

APPLICATION 2

Commercial Excellence for Field Agents

How Hyperplan Helps

Real Crop Potential Mapping

Map each agent's territory with actual crop potential, not administrative boundaries

Coverage Gap Detection

Identify farms with high nutrient potential not yet visited or converted

Commercial KPI Tracking

Coverage rate, penetration, and conversion — mapped geographically for management visibility

Why It Resonates

In discussions with **Timac Agro (Groupe Roullier)** - 3,200 field agents across 39 countries, 20,000 farmer visits per day - the value of channeling commercial energy toward the right territories was identified as a fundamental need.

Multiple Timac Agro affiliates validated this use case: **France, Spain, Brazil, Lithuania, Eastern Europe.**

APPLICATION 3

Anticipate Nutrient Demand from Crop Rotation Shifts

Crop rotation patterns directly drive fertilizer demand — a field shifting from cereals to oilseed rape, or from corn to wheat, changes nutrient requirements significantly. Fertilizer companies currently see these shifts months too late.

1

Track Rotation History

4+ years of field-level rotation data across 20+ countries

2

Detect Early Signals

Anticipate next-season crops based on historical patterns and current conditions

3

Model Demand Impact

If 10,000 ha shift from wheat to corn — what does it mean for your N, P, and specialty demand?

4

Feed Your Planning Cycle

Demand forecasts delivered weeks or months before official statistics

Foundation principle: You cannot apply the right product at the right time in the right place if you don't know what's being planted. Hyperplan delivers this visibility at field resolution — before the season starts.

TRACTION

Proven at Scale with Global Agri-Input Leaders

25+

Agri-Input Clients

Across seeds, crop protection, and distribution

4

Big 4 Agrochemical

Corteva, Syngenta, BASF, Bayer - all active clients

20+

Countries Deployed

From France to Turkey, Canada to South Africa

Corteva | 4-Year Client

+14% market coverage. Methodology directly transferable to fertilizer go-to-market.

BASF Canada

Eliminated territory coverage gaps in first deployment. Won competitive selection against 3 alternatives.

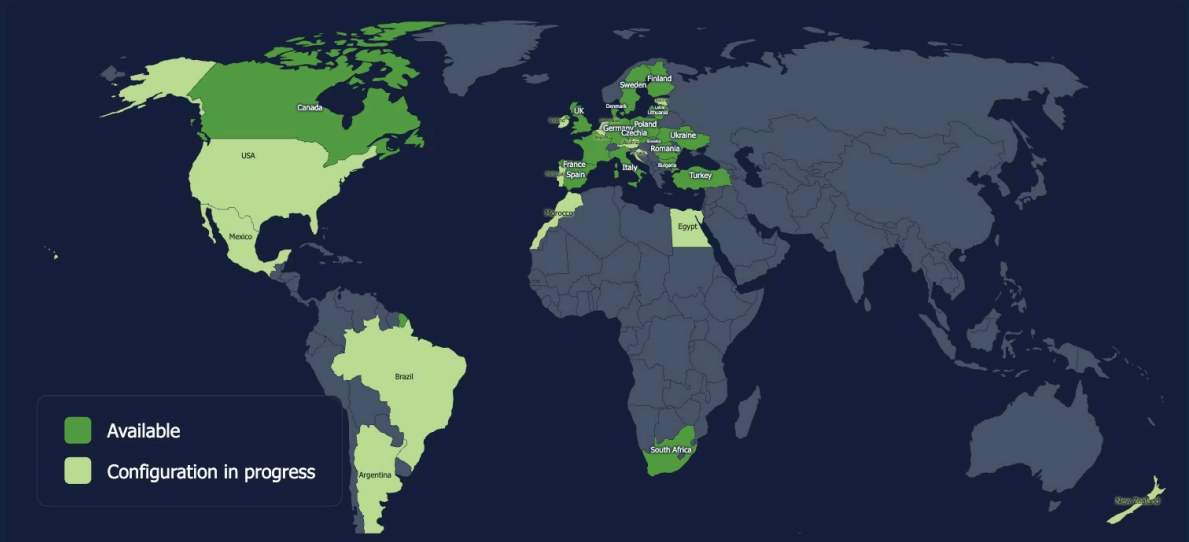
Certis Belchim

Scaled from 1 to 18+ countries in 2 years. Industrialized disease risk models with commercial intelligence.

GLOBAL EXPANSION

Hyperplan service coverage for 2026

Growing to 34 active countries across 5 continents



20 active countries

EMEA: Bulgaria, Czechia, Denmark, Finland, France, Germany, Hungary, Italy, Latvia, Lithuania, Poland, Romania, Slovakia, South Africa, Spain, Sweden, Turkey, UK, Ukraine

North America: Canada

14 new countries for 2026

EMEA: Austria, Belgium, Croatia, Estonia, Ireland, Netherlands, Portugal, Morocco, Egypt

Americas: Argentina, Brazil, Mexico, USA

APAC: New Zealand

IFA CULTIVATE CHALLENGE 2026

Why We're Applying to the Cultivate Challenge

We've proven our model with crop protection and seed companies. **Fertilizer is the natural next frontier** — same field-level data infrastructure, same commercial intelligence needs, different product category.

Design Partners

Co-develop fertilizer-specific use cases: nutrient market sizing, NUE tracking support, 4R-aligned territory intelligence

Ecosystem Access

Connect with the global fertilizer community to validate and scale our approach across geographies

Collaboration

Partner with fertilizer companies ready to embed crop intelligence into commercial operations

> Our commitment: proven technology, a track record of measurable commercial impact, and the willingness to adapt our platform to the specific needs of the plant nutrition industry.

Let's Connect

Ready to explore how field-level crop intelligence can transform your fertilizer go-to-market? We'd love to start a conversation.

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Hyperplan

Secure sustainable growth with timely and reliable insights on agricultural production