

A Victorian-built rural intelligence platform for India's smallholder farmers — co-designed with the Austrade × ThinkAg facilitation stack.

Combining AI, satellite analytics, and verified carbon MRV to lift farmer incomes — and Australian AgTech exports — across Maharashtra and Karnataka, sequenced through the report's Knowing → Planning → Doing arc.

DUAL-ANCHOR STRATEGIC ALIGNMENT

ANCHOR 1 · VICTORIA'S INDIA STRATEGY 2025–30

Sectors to strengthen + grow

- Food & Agribusiness — climate-smart farming, agri-bio research (p.20)
- Digital Technology & Innovation — measurement & monitoring, Victoria's named complementary strength (p.25)
- Environment, Sustainability & Energy — carbon MRV, water-efficient irrigation
- Gender equity — Women Farmer Leaders programme (p.41)
- Roadmap cadence — Y1 / Y3 / Y5 review windows (p.43)

ANCHOR 2 · AUSTRADE × THINKAG AGTECH REPORT 2026

Five pillars + facilitation arc

- P1 Precision AgTech — MO1 Advisory, MO2 Satellite, MO5 Weather
- P2 ClimateAgTech — MO3 Climate-Smart, MO4 Carbon MRV
- P3 AgTech Supply Chain — FPO logistics, traceability (Y2–3)
- P4 AgBiotechnology — Bengaluru hub, La Trobe × UQ joint research (Y4–5)
- P5 Ag-Allied — livestock, dairy, poultry, aquaculture (Y4–5)
- Knowing → Planning → Doing arc (Section III, pp.68–72)

146M

INDIAN SMALLHOLDERS — TARGET MARKET

3.67B

AUD TWO-WAY VIC-INDIA TRADE FY23–24

12–18 mo

FACILITATION GESTATION WINDOW PER PHASE

5 PILLARS

AUSTRADE × THINKAG COVERAGE BY Y5

FACILITATION MILESTONES · KNOWING → PLANNING → DOING

PHASE 1 · KNOWING (Y1)

Contextual market entry

evokeAG · growAG · Austrade South Asia · ThinkAg regional partners · FPO networks.

Pilot MoU signed

PHASE 2 · PLANNING (Y2–3)

Co-creation & soft-landing

GRAFT / PropaGATE (Beanstalk + T-Hub + ThinkAg) · RISE (AIM + CSIRO) · Series A blended capital.

District-scale launch

PHASE 3 · DOING (Y4–5)

Institutional alignment at scale

La Trobe Launchpad × BBC · UQ QAAFI · Cicada · Intellectap SSAGA.

National platform live

PLATFORM · BUSINESS MODEL · ASK

The platform

- MO1 AI Advisory (multilingual, WhatsApp)
- MO2 Satellite Crop Intelligence
- MO3 Climate-Smart Practices
- MO4 Carbon MRV & Monetisation
- MO5 Weather Intelligence
- MO6 Impact & ESG Dashboards

Business model

Farmer tier

Freemium via WhatsApp · premium insights

Institutional tier

SaaS dashboards for FPOs, NGOs, state ag depts

Carbon revenue

MRV → aggregation → markets (revenue split)

Supply chain (Y2–3)

Traceability & logistics fees via MO6 layer

The ask

Co-investment / grant, VGTI Bengaluru + Mumbai introductions, Austrade South Asia desk engagement, La Trobe Launchpad and UQ QAAFI research access, and trade-mission inclusion to accelerate pilot deployment across Maharashtra and Karnataka in 2026.