

# INNOVA

WORTH THE WAIT:  
THE INNOVA ORIGIN STORY



**INTENT**<sup>TM</sup>  
INNOVATION. REALIZED.

# HARNESS THE POWER OF TOMORROW, TODAY



**RANDY BARKER**  
CEO OF INTENT

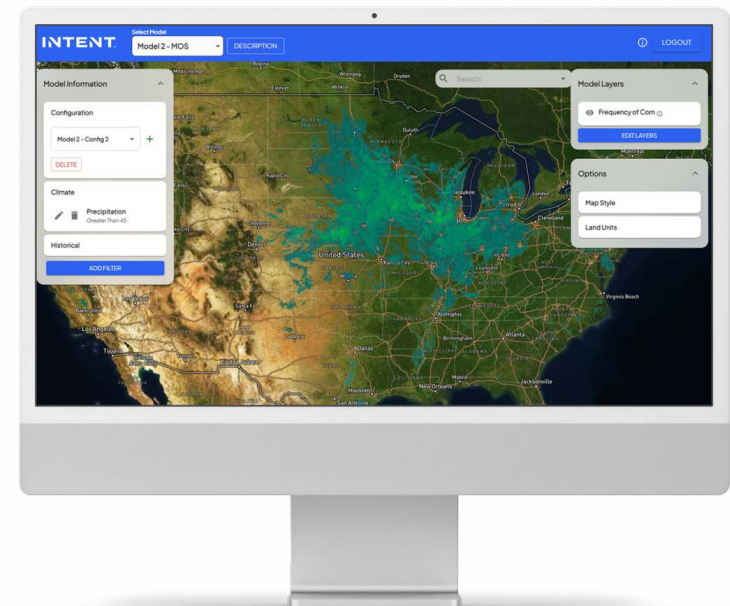
Back in 2016 we founded INTENT to give innovations in agriculture a clear pathway to commercial success. Our industry has always been a series of trial-and-error, but farmers will only swing and miss so many times on sub-par products. We saw an opportunity to equip businesses with better tools and data to show how, when and where a new product performs best.

The vision for INTENT was never to swoop in and “fix” agriculture — ag isn’t broken! In fact, it’s an awesome industry that is exceptionally productive and efficient. If there’s one thing I’ve learned in my 25+ years in this space...there’s not a group of people on this planet who work harder or are more open to change. Our goal with INTENT is simply to keep the innovation and delivery engine firing on all cylinders!

The trick is finding more ways to connect innovators and the end-users: farmers. It stands to reason that farmers, whose livelihoods depend on finding solutions that work, should have a say in how new products come to market. INTENT has staked everything on this belief and we’ve spent the past eight years growing a network of 1,500+ farmers across North and South America who are eager to test drive new products on their own acres. Everyone learns something.

Still, people are basing big decisions off faulty or incomplete information. Timely analysis of data is a struggle for any sector, but ag is a different entirely: environment, land, biology, pricing, sentiment, and supply chain, all in constant flux in relation to each other. The lag in gathering and analyzing data can easily put a company onto a strategy that’s outdated, or worse, incorrect.

**At the end of the day, farmers really just want to know: what it is, will it work on that field, how do I use it, and what’s the over-under on profitability. So, can companies realistically answer these questions with any level of confidence? With the advent of our INNOVA platform, yes.**



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# GETTING STARTED

To fully appreciate where we are today and what we're now capable of, we must acknowledge the journey it took to get here. There were plenty of bumps and bruises along the way, and looking back almost a decade later I wouldn't change a thing. You're able to learn an awful lot from overcoming adversity.

In the early days of INTENT, everything was manual. And I mean everything. This included collecting yield files, building databases, running statistics in Python and creating PowerPoint reports. While these were insightful and considered cutting-edge at the time, they were labor-intensive, complex and often not fast enough for us or our customers to take full advantage of the insights.

The need to automate was obvious, but it wasn't that simple. Every farm data management software on the market was geared toward farmers – nothing existed to serve the B2B space. We'd either have to abandon ship or build what we needed from scratch. Flash forward to early 2020 when we developed the prototype for INVISION, which has since become our flagship SaaS offering that's utilized by every INTENT client today. INVISION features modern functionality like multi-user hierarchy, in-app GIS and mobile.

It's funny how what you end up creating is different than what you first envisioned. We thought the industry would be well-served having a more dependable way to pull comparative yield models. That's where we started, and then someone would say, "We need satellite imagery!" And then it was adding Earth observations, water and soil sensor data, drone capture, and tapping into public data across the globe. All the sudden, you had 10 or 11 different variables with historical perspective, and we knew then that we were onto something bigger. If we could teach our systems to combine and project these individual measures, we could provide businesses with a custom roadmap that shows market size, pricing, site/mode of action, and more. It'd be a game-changer.

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# A GLIMPSE INTO THE FUTURE

Built on the shoulders of INVISION, INNOVA takes data modeling to another level: augmented intelligence. Essentially using predictive analytics to increase our capacity for things that are humanly impossible. An agronomist, for example, can only be in one place at any one time. Through machine learning and AI, we can analyze a hundred years' worth of data in the time it takes them to step out of their pickup. That said, it can never replace the core principles of agronomy, biology or environmental sciences. It's not an either-or proposition. INNOVA's power lies solely in its ability to make us all better and more efficient.

One of the biggest benefits to businesses is being able to fully understand their true approachable market size and how their product can maximize value in that space. You might have a great idea, but only a certain percentage of farmers will meet the criteria for adoption. And an even smaller subset of that group is ready to act now. INNOVA shows you how to best allocate your resources. Frankly, there are a lot of products out there that aren't destined for commercial success. And if you're the company footing that bill, you'd want to know that as soon as possible. The projects you don't pursue are just as important as the ones you do. A quick "no" is far more valuable than a long, drawn out "maybe".

Another limiting factor is that companies seldom have the resources to effectively manage field trials at scale. Results from a lab or a controlled, small-plot setting may yield a 95% confidence rating over a given period, but that doesn't begin to tell the full story. How do I know what's going to work on my farm outside of Fargo, North Dakota on the North 40? That's the specificity that farmers are looking for and that's precisely what INNOVA is designed to do.



**Simplified  
Visualization**



**Cutting Edge  
Modeling**



**Integrated  
Expertise**



**Tailored  
Results**

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# REINVENTING OURSELVES

In creating INNOVA, we had to learn multiple disciplines and solve several problems through trial and error. There's a John Wooden quote to the effect of "It takes time to create excellence. If it could be done quickly, more people would do it." The geospatial, or visual aspect, of INNOVA was one of the most complex to master. Ensuring multiple data layers can "cooperate" with accuracy is extremely difficult.

We also needed to become a full-stack technology company from Cloud architecture to UI/UX and Agile operations, plus much more. This is how technology enables humans through accessibility, convenience and impact which has become a core principle of INTENT.

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# THE FUTURE OF INNOVA

Because of its thoughtful design, dynamic nature and ability to be scaled, INNOVA will continue to evolve over time to account for the changing marketplace. Specifically, as we add new data models and identify new relationships between various data elements, the insights from INNOVA become more and more powerful.

INNOVA is continually ingesting new data to inform and update its models. Taking a supervised learning approach with time series models will allow INNOVA to benefit and scale from advances in machine learning, modeling and AI while ensuring we become even more accurate in our insights and projections.

Nothing can ever be 100% right, but we've helped to move off of being 100% wrong!

Last, our software will continue to be rooted in reality, partnering with real farmers, on real farms, to capture results that are indicative of real-life. Every day our customers and farmers demand better, and it is the confluence of their needs and our creativity to solve those problems that has always worked to address their needs.

LET'S HAVE A CONVERSATION ABOUT  
CHANGING THE TRAJECTORY OF YOUR  
BUSINESS WITH INTENT.

To learn more about INNOVA, visit

**[INTENT.AG/INNOVA](https://intent.ag/innova)**



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