



Having built successful operating businesses in the UK and India, Armstrong now looks to find investment opportunities that take advantage of the opportunities presented by both countries, whether it be using India's low cost manufacturing base to deliver projects in the UK more cheaply, or applying new UK technologies in India.

**Neta Analytics is a new company established to provide a UK technology solution to emerging market agriculture, starting in India.**

It is common practice in many developed economies for farmers to use technology to optimise their yields, and a number of technology providers have emerged to provide these services. However, very few of these technology providers focus on emerging economies, where farms can be very small, and farmers poor. Business models need to be flexed to operate successfully in those markets.

Neta Analytics has identified a large, but currently unexploited market for the application of agriculture technology: the provision of farming data to sugar factories, starting in India. Unlike competing technology providers, Neta Analytics will combine data provided by satellites and radar with on-the-ground data.

This data has the potential to reduce the operating costs of sugar factories significantly, whilst improving their incomes by harvesting crops at the optimal time. The company estimates that it could improve the profitability of a medium sized sugar factory by circa £1 million per year.

Over time, Neta Analytics is looking to accumulate enough data from sugar factories across India that it will be able to provide third parties (traders, regulators, financiers etc) much improved yield forecasts from the Indian sugar industry. The Company will then look to roll-out the technology to other countries and other agricultural sectors, where similar unserved niches can be identified.



## Key Facts

EIS Status	In progress
Capital Raise	£800,000
Target Return	£1.40 for each £1.00 invested
Business Status	Pre-revenue
Region	Operations: UK, Market: India, then global
Sector	Agriculture Technology
Liquidity	Non-quoted
Patent Status	No patents currently filed



### Important Notice