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**ec2ce: ARTIFICIAL INTELLIGENCE IN THE
AGRIBUSINESS
TEACHING NOTE**

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Teaching note of the Research Division of San Telmo Business School, Spain. Written by Professor Antonio Villafuerte Martín of Instituto Internacional San Telmo. The use of this material is restricted to educational institutions only

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SUMMARY

ec2ce is a start-up founded in 2014 by senior executives of multinational companies to focus on a new goal: reducing uncertainty in agricultural production and streamlining the management of the agri-food supply chain using artificial intelligence algorithms. With a turnover of barely 120,000 EUR in 2017 -the first year there was real marketing activity- at the end of 2018, ec2ce's founders and managers are considering how to drive growth as quickly as possible, while not jeopardizing the future of the company.

LEARNING OBJECTIVES

- Reflect on the role of new technologies, Artificial Intelligence in particular, in agricultural production and the effects of these new technologies on the rest of the links in the food chain.
- Analyze how producers adopt the use of new technologies and the most suitable ways for start-ups to attract customers and grow.
- Evaluate monetization and pricing systems for these new technologies.
- Reflect on how to design and carry out business plans to market these technologies.
- Understand what the so-called Smart Farming involves today, its current and expected use in the coming years, and the interest it raises among the different players in the food chain.
- Determine the stance that agri-food companies should take on these new technologies: be innovative and secure a head start and, in this case, how to develop these initiatives; be early followers; be very late and reluctant followers, etc. What opportunities and what threats does each of these positions bring?

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