



‘PAIRED COLLABORATORS’

ECOSYSTEM AND BADGE

INFORMAL STRATEGIC ALLIANCE

This Informal Strategy Alliance (ISA) for the Pairtree Intelligence ‘Paired Collaborators’ Ecosystem and Badge is non-binding, but contemplates a set of principles to establish and operate an ecosystem to strengthen the data collection, analysis and sharing of client data, within the agricultural Agtech ecosystem.

Pairtree Intelligence Pty Ltd, wishes to establish an alliance of good faith, through developing an agnostic ecosystem that co-benefits both parties commercial activities. This alliance creates an Australian first collaboration ecosystem, which can then be identified by the display of the ‘Paired Collaborator’ Badge (PCB). For more information see ‘Background’ below

Pairtree Intelligence Pty Ltd, is an agnostic and independent platform, pairing services from providers that from time to time compete within certain delivery spaces. Pairtree Intelligence Pty Ltd is happy to sign a Non-Disclosure Agreement to unperpin the intent of this ISA, but feels that it is important for all providers within the greater Agtech space to build collaboration services across multiple delivery spaces for our combined clients.

The Parties forming this alliance are:-

[Integrator and Middleware]

[Solution Provider]

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Co-benefits are essential to enabling the survival of this informal strategic alliance and ensuring the continual improvement to data services for Australian Farmers. These include, but are not limited to outcomes like:-

- Both entities providing added services to their clients in a complementary approach,
- Both entities, can cross-promote themselves and other known suppliers of hardware and digital services to assist with growth within the 'Paired Collaborators' ecosystem,
- The 'Solution Providers' software or interface is still central to collection, inputs, alerts and interactions. [PAIRTREE centralises data to assist further convergence of data for operational oversight].
- Pairtree Intelligence Pty Ltd will promote to their clients, 'Solution Providers' services and hardware within the ecosystem rather than outside from unknown service providers.
- Pairtree Intelligence will continue to build new integrations to expand the ecosystem throughout the Agricultural and Supplychain space

Issues management:-

- This alliance is not binding or exclusive and so business as usual with external sales is acknowledged, this alliance exists only to assist instigation of added value for prospective clients and alternative approaches to Agricultural data enrichment.
- It is assumed that throughout this alliance that there will be potential for either party not to fulfil the intent of the agreement (Outside of Business as Usual activities). It is expected that the party not fulfilling the intent, will notify the other party at its earliest convenience to discuss alterations or cancelation of this alliance.
- No Licence, this agreement does not create or assume any legal licence or ownership for the other Parties IP and original services.

Use of the 'Paired Collaborators' Badge (PCB)

- Use of the PCB is possible once this agreement has been formalised,
- Use of the PCB must be within the 'Spirit' and 'Intent' of collaboration with Pairtree and other ecosystem 'Solution Providers'
- Use of the PCB can be with Solution Providers websites, social media, marketing collateral and other approaches which promote Australian Agtech and collaboration.

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Hamish J,S Munro
Founder/ Director
Pairtree Intelligence Pty Ltd
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DATE:

Background

BI Intelligence predicts that by 2035 there will be over four million data points per day on the average farm – an eightfold (8X) increase on 2020. <https://www.globalaginvesting.com/contributed-content-iot-agriculture/>

Data and remote sensing have the ability to unlock Australian Agriculture's ability to increase productivity, feed the world and also deliver environmental stewardship services globally. Historically data has been held in a myriad of vertical silos, where interoperability (The inability to connect data and information services) has constrained data sharing and the re-purposing of data for additional on-farm outcomes.

The 'Paired Collaborators' Badge is a concept that is planned to provide farmers and supply-chain stakeholders with a NEW insight into how data can be utilised into the future. This Badge also considers the first steps to a more open data sharing philosophy within the Australian Agtech space.

This Collaboration makes data more usable, through integration normalisation (overcoming the interoperability issue), where 'like for like' Variables (Eg: Rainfall, Soil Moisture, Tank level, etc.) can be viewed by the farmer from a myriad of solution providers.

A **Farmer Owned and Controlled** data principle underpins this Badge and the entire ecosystem. The key and Primary principle of this Badge is to ensure that Farmers can 'Opt-in' to sharing their data to the Pairtree platform to then align their data with other 'Solution Providers' data that they wish to centralise.

The Ecosystem allows for farmers to easily identify progressive 'Solution Providers' that can provide data to a third party platform like Pairtree for data centralisation and enriching services. Pairtree ALSO respects farmers data and will only share that data with the express permission of the farmer.

With the potential of significant data management issues within the near future, this 'Paired Collaborator' ecosystem will display the 'Paired Collaborator' Badge as a sign that they will enable future proofing of the Farmer's data and the opportunities and additional services that this may bring.

Key Principles

- The Solution Providers within the 'Paired Collaborators' Ecosystem can share their data with ease to an agnostic third party like Pairtree.
- Data can only be shared if the Farmer 'Opt's in' to sharing their data to third parties like Pairtree
- The data created On-Farm is Owned and Controlled by the Farmer
- The Data shared to Pairtree is Owned and Controlled by the Farmer
- Pairtree does **NOT** plan to secretly sell or mine the data.
- The Ecosystem aligns with the sentiments of the National Farmers Federation (NFF) Voluntary Farm Data Code https://nff.org.au/wp-content/uploads/2020/02/Farm_Data_Code_Edition_1_WEB_FINAL.pdf

Outcomes

Short-term outcomes :-

- It is hoped that the issue of Interoperability between solution providers will decrease overtime, with the inception of this ecosystem.
- It is hoped that an open discussion surrounding 'open data sharing with permission', will increase transparency of use and TRUST within the Australian Agtech sector,
- It is hoped that greater adoption of Australian Agtech can be enabled through Farmers better understanding the process of data sharing,
- It is hoped that Farmers will see that Australian Agtech is collaborating to provide services to farmers that are within the scope of their service and/ or complements aligning (other providers) scopes of service,

Long-term outcomes :-

- It is hoped that greater collaboration within the Australian Agtech space can eventuate and that providing 'data sharing with permission' will unlock greater productivity and decision making tools for farmers to achieve the demand, goals and ambitions of future generations.

The Paired Collaboration Badge.

PAIRTREE



PAIRED COLLABORATOR

THINK **ONE**, POWERED BY **MANY**

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