

2.5 billion people are engaged full- or part-time in smallholder agriculture, managing an estimated 500 million small farms worldwide.

- UN Food & Agriculture Program



Today, weather insurance firms rely either on ground-based weather stations or satellite data to measure rainfall in farming regions around the world. Smallholder farmers are compensated for weather-related losses if their cumulative seasonal rainfall lies below historical averages. The problem is weather stations are often located too far apart and satellite imagery is too noisy to make accurate estimates of total rainfall. All around the world, this lack of good data on crop conditions results in low insurance participation, economic instability, and limitations on management of key resources like water.

**We are building a future in which datastreams from satellites, ground sensors, and communities combine to yield accurate agricultural measurements & forecasts**

Groundtruth is an early-stage company based in Washington, DC with expertise in economic development, hardware, software and data science. Our technology includes:

- Field sensors to measure temperature, humidity, irrigation, water usage, & rainfall
- Microsurveys to collect data on weather & crop conditions from the crowd via mobile phones
- Cloud-based analytics platform to integrate datastreams into more accurate data on growing conditions for the past, present, & future.

Our product enables better indexing tools for weather insurance companies & planning tools for municipalities

As we prepare for our second pilot in Fall 2016, we are looking for partner farming communities. Please contact us or visit our website for more details.