Best practice of georeferenced data collection, management, and sharing
The Plantix Journey

- 2014: The idea was born in Brazil's Amazon
- 2015: Spin-off the University of Hanover & MVP in Germany
- 2016: Angel Round & Translating into English, Portuguese & Telugu
- 2017: Seed Round & Launch in India
- 2018: Became biggest Ag-App worldwide - available in 16 languages
- 2019: Crossed 1M farmers using Plantix every month
Learnings: Data Collection

DIY - Do It Yourself
Learnings: Data Collection

- Geodata for ML | Rob Strey - Plantix | @rob-van-b
Learnings: Data Collection

we offer advisory - we receive data - we handle it with greatest care

- **Gatherix** - data collection app for employees and partner organisation
- **Plantix** - 100% user focused

- share same code base
- write to same databases
- connect to same servers
Learnings: Data Collection
Learnings: Data Collection

- Track your Conversions. Track Everything. Think Funnels.
Learnings: Data Collection

- Understand User Flows.
Learnings: Data Management

Community Own Database
App Data Big Query
Images Own Database

Albatros
Meerkat

Geodata for ML | Rob Strey - Plantix | @rob-van-b
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Phoenix: Community Stats

Overview

Phoenix: Monthly Post Counter

28,703
(5,012)
No. of Posts Current Month (of Which Bed)

Phoenix: Post Counter

19,701
(3,881)
Current Year's Monthly Average No. of Posts (of Which Bed)

Phoenix: Comment Counter

41,880
(34,140)
No. of Comments in Current Month (vs. Yearly Average)

Posts by country (threshold = 10) – Phoenix: Posts by Country

by Language (min threshold = 10) – Phoenix: Posts in last 90 days
Learnings: Data Sharing

- **Trust**: Our user trust us, we need to trust the organisations we share data with.

- **Aggregation**: We don’t share georeferenced data of a single farmer, but meta data for taluks, districts or states.

- **Intentions**: It’s great if someone wants to write a paper, but greater if there is a potential positive impact on the livelihood of farmer.
Thank you!