

25 years of ITEA
roadshow - Germany

Aura Bilişim

12 May 2023 | Online
Onur Gürsoy



ITEA is the Eureka Cluster on software innovation



Aura Software



Company data

- Creation date: 2004
- Number of employees: 10
- Country: Turkey,Izmir

Expertise / main products

- Agriculture
 - **OneLeaf:** End2end Agricultural Software Solution (Contract, Seed, Pesticide, Survey, Finance e-invoice,Receiving, Production,Quality, Inventory,Shipment,Mobile,Yield)
- Advanced Smart Factory
 - **MQX:**Material Quality Excellence , **Q-Flow:** RCA-Fishbone Incident Management & IWS
- International Logistics
 - **4PL4ALL:**International Logistic System(VGM, Consignment Note, Shipping Instruction, Auto Notify, Shipment Planning, EDI with Carrier, Supplier Integration)

Looking for

We are looking to improve the projects with collaboration in EU Market

These products were selected as the best practice among 44 factories in the British American Tobacco global audit



This product will run in European Countries in 2024 for Haier Europe



Milestones

- 2004 - Software Agricultural Projects in Balkan Countries System Analysis with a Switzerland-based company
- 2006 - The Agricultural Software System was applied for Thailand Market
- 2007 - The first in Turkey Mobile RfId Cattle System was developed by supporting World Bank
- 2008 - The PI&T software solution was exported to the Sub-Saharan Africa market (Kenya, DRC, Nigeria, etc.)
- 2013 - The OneLeaf solution was developed and run on the market
- 2018 - Q/One & Blue-XQ solutions was applied for North African Countries
- 2022 - MQX & Q-Flow solutions were chosen as best practices in the world
- 2023/Q4 - Aura HQ is going to Europe.(Antwerpen, Belgie)  
- 2024 - 4pl4All is going the EU Countries

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Agriculture Financial Technology Ecosystem

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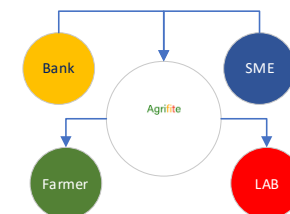


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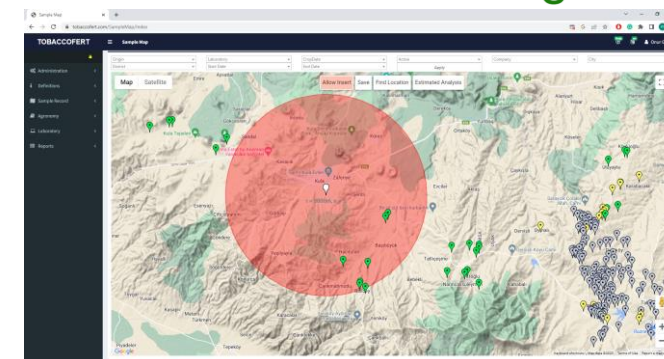
The system facilitates access to the fund for SMEs & farmers.

- Access to safe agricultural products is everyone's right
Facilitate access to funds for SMEs and farmers who focus on safe agricultural products
- The Agrifite provides easier access to funds for those who produce and trade healthy products
 - The stakeholder list is below in the ecosystem:
 - Funders(Bank, Fund Agencies, Company), SMEs, Farmers, Laboratories, Agrifite
 - **Key Features: Financial loan, Contracts, Crop, Yield, e-invoice, soil analysis, lab. measurements**
 - Aura Software is a company that has been developing agricultural software for 20 years and has "OneLeaf" product end2end solutions on the EEMEA market



One Leaf Key Features: farm survey , grading, buying, product quality,

- e-invoice, agronomy operations, water resource, soil analysis & recommendation,
- climate change and effects on product , child and immigrant workers tracing,
- sustainability for farmers, green production, yield calculation,
- lab measurements (In house-International labs.) ,shipment & documentation



AgriFitte

- **Farmers:** The contracts, cost and crop quality is entered into the system freely
- **Laboratories:** The stamped measurement of analysis crop results is entered the system for farmers. (**Proof of Document**)
- Including crop (safety) & financial risk, the **Q-Index** is calculated in the system for each farmer

Agrifite

- **SMEs:** The farmer contracts, crop quality, receiving e-invoice (**Proof of Document**) is entered the system. The Q-Index of SMEs is calculated automatically in the system when they receive the safety farmers.
- **Funders** (Bank, SMEs, Fund Agencies etc.):The funders focus on the **Q-Index** to understand the risk from farmers or SMEs (Trader) need the fund (loan) for sustainability or expanding their jobs. The financial loan request creates on the system digitally
- Benefits:

Society	Bank	SMEs	Farmers	Governments
Access the safety product.	Financial loan.	Access the funds easily.	Access the funds easily.	Informal Economy
	Min.Risk (Crop Risk & Sustainability)	Crop & Farmer management	Using digital tech.	Sustainable agricultural system

What are you looking for?

- **Missing partners / expertise**

We are looking for:

- Funders (Bank, Fund Agencies)
- Agricultural Laboratories (Universities)

to expand the system in the UK, and Europe Region...

Contact details

- **Onur Gürsoy**
Aura Bilişim Tic.Ltd.
onur@aurabilisim.com.tr
M: +90 555 708 75 07

