



## Illustrated Value of The MADTECH System®

### Existing Conditions before the Implementing The MADTECH System®

- ✓ 900 Acres of Productive Farm Land
- ✓ \$600 Cost Per Acre to Produce Crops
- ✓ \$1100 Per Acre Revenue from Crops Sold
- ✓ \$500 Gross Profit Per Acre
- ✓ **\$450,000 Gross Profit for Farm Last Year**

### New Conditions after Implementing The MADTECH System (5% More Farm Efficiency)

- ✓ 900 Acres of Productive Farm Land
- ✓ \$570 Cost Per Acre to Produce Crops (5% Less)
- ✓ \$1155 Per Acre Revenue from Crops Sold (5% More)
- ✓ \$585 Gross Profit Per Acre
- ✓ **\$526,500 Gross Profit for Farm**
- ✓ **\$76,500 Increase in Profits over Last Year's Results**
- ✓ **\$11,700 Cost for a 20 Flight Subscription for The MADTECH System®**
- ✓ **\$64,800 Net Increase in Profits Increased Profits from**
- ✓ **6.5 to 1 Return on Investment if 5% Increased Efficiency is Achieved**

### Example of Results from Various Increases in Efficiency from Using The MADTECH System®

Farm Efficiency Increase	Gross Profit Increase	20 Flight Subscription	Return on Investment
1% Increased Efficiency	\$15,300.00	\$11,700.00	1.3 to 1
2% Increased Efficiency	\$30,600.00	\$11,700.00	2.61 to 1
3% Increased Efficiency	\$45,900.00	\$11,700.00	3.92 to 1
4% Increased Efficiency	\$61,200.00	\$11,700.00	5.23 to 1
5% Increased Efficiency	\$76,500.00	\$11,700.00	6.54 to 1
10% Increased Efficiency	\$153,000.00	\$11,700.00	13 to 1
20% Increased Efficiency	\$306,000.00	\$11,700.00	26.15 to 1
30% Increased Efficiency	\$459,000.00	\$11,700.00	39.2 to 1

Based on Science/Case Studies, existing farm efficiencies, and gathering data using The MADTECH System® from all the productive acreage 20 times during the growing season; the following minimum farm efficiency gains are expected:

Year 1: 1-10% (Not hard to imagine given the data being gathered and timely actions it allows)

Year 2: 10% - 20% (Ability to apply data after 1<sup>st</sup> year experience improves significantly)

Year 3: 20% - 30% (Strategic Decisions about crops to plant, developing land, etc... can be made)

Year 4: The MADTECH System® is used to hold onto gains and relationship brings new opportunities

Data drives good decision in any business and farming is a big business that always does better with great knowledge!