

Mission Model Canvas

Project title:

Digit Soil
- Swiss regenerative
agriculture in your
hands!

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Partners & Support

Swiss farmer's associations (e.g. Landor, AgroImpact), with fields and interested farmers for testing of our workflows.

Agroscope, the Swiss Confederation's center of excellence for agricultural research is providing data and the scientific validation for the models.

We seek:
-farmers and advisors motivated to protect the climate, their soils and wallets.

– food producers supporting technology adaptation in their networks

Activities

Demonstrate our product on real farms!
Onboard and train the advisors and farmers.
Set up demonstration "lighthouse farms" showcasing the solutions.
Provide users with an App and measurement devices.
Deploy advisory systems and monitor improved soil management.

Ressources

Digit Soil has expertise in deployment hardware-software systems, as done in the Innosuisse project OptiFert with Agroscope.

We have the right hardware.
We have the right software and team skills to adapt it fast.
We have a network to deploy to, but we need you to help us make it bigger!

Project

Digit Soil makes data-driven soil management effortless. Using a portable testing device right at the kitchen table or in the barn, anyone can measure soil biological activity. Within one hour, the app translates this data into a tailored fertilization plan for any field, factoring in the local climate and available on-farm fertilizers. By matching crop needs with the nutrients provided by the soil over time, the system calculates exactly how much fertilizer is missing and when to apply it. This enables true precision management: targeted inputs, less driving, and continuous tracking toward your target yield—all accessible on your phone whenever you need to make a decision.

Relationship, Community

We will host in-person training sessions and provide recordings for later viewing. Our goal is to grow our customer community through products that work so well that word-of-mouth recommendations naturally expand both our farmer and advisor networks.
To make our product more accessible we will build advisory hubs with devices to try.

Channels

The best way to talk to farmer is to call. We call, and talk.
We go to FeldTage in Kirchberg and other fairs, and join lectures at agricultural schools to showcase what could be done.
We post our findings and activities on LinkedIn and our website.
We have videos on the Digit Soil YouTube channel explaining soil biology and our products.

Target Groups

Our main target groups are farmer's associations, advisors and food producers that help us bring our project to the farms in Switzerland and promote regenerative approaches to soil management.

We also target research groups (ETH; ZHAW, Agroscope, HAFL, FIBL, EPFL, HEPIA, ect.) interested in soil health, soil biology, soil monitoring and sustainable farming to grow our knowledge about how to best grow our food in the years to come.

We should not forget the fertilizer and bio stimulant producers that seek improvements in soil health and need validation tools such as ours.

Budget

8000 CHF – project management and reporting
10 000 CHF - onboarding and training sessions with advisors and users
50 000 CHF - 10 devices (Soil enzymatic activity reader; SEAR)
3000 CHF - consumables for the SEAR measurements
12 000 CHF – App adaptations and support for the first users
12 000 CHF – Follow up sessions with users and monitoring of the user utilization of the system

Total estimate: 95 000 CHF
Project duration: approx. 1 year

Impact

1. **Impact:** we will measure the impact by the excess nutrients that were not applied, did not pollute the water, did not escape to the air and did not decrease the yield. 40–70% of applied nitrogen fertilizer is wasted – we want to end that!
2. **Scaling/Expansion/Unfolding:** will grow hectare by hectare via farming associations and advisors.