



Digitalisation the future of agriculture

The future belongs to those who are willing to
grow!

John van Helden

About myself

- GROWING UP IN AN AGRICULTURAL FAMILY BUSINESS
- ENTREPRENEUR FOR 25 YEARS
- CO-FOUNDER OF YOOKR B.V.
- WORKED FOR DELOITTE



Who we are?

- ESTABLISHED 2016
- BASED IN HORST
- 5 EMPLOYEES
- SENSORS AND SOFTWARE FOR AGRICULTURE



Our Business

OUR MISSION IS TO HELP GROWERS THAT WANT TO INNOVATE AND DEVELOP A SUSTAINABLE BUSINESS MODEL!

WITH WIRELESS SENSORS AND OUR SMART SOFTWARE PLATFORM, WE MEASURE AND VISUALIZE THE CLIMATE AND GROWTH FACTORS OF YOUR GREENHOUSES OR FIELDS.

**YOUR
BENEFITS** 



COMPARE GROWTH PERFORMANCE OF DIFFERENT CULTIVATIONS, DEPARTMENTS, ROWS, PLANTS AND PERIODS.



DEVELOPED FOR AND WITH GROWERS. FOR THE SMART CULTIVATION OF VEGETABLE, FRUIT AND ORNAMENTAL CULTIVATION.



ALL YOUR DATA IN ONE PLACE. YOOKR IS OPEN SOURCE AND INDEPENDENT OF BRANDS.



RECEIVE SMART ALERTS, SO THAT YOU ARE ALWAYS UP TO DATE OF CHANGES

SENSOR TO MEASURE:

- AIR HUMIDITY
- TEMPERATURE
- CO2
- PAR
- SOIL MOISTURE
- DEW POINT
- WEIGHT DEVELOPMENT



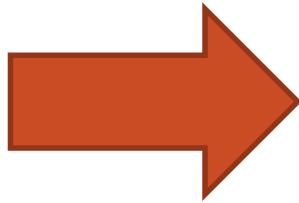
Our Employees

*DIFFERENT BACKGROUNDS AND EXPERTISES, BUT WITH ONE COMMON GOAL: **EMPOWERING GROWERS**. WE ARE YOOKR. OUR ROOTS ARE IN HORTICULTURE. WE HAVE GREEN THUMBS AND SPEAK THE SAME LANGUAGE*

DO YOU WANT TO KNOW MORE ABOUT OUR EMPLOYEES AND THEIR BACKGROUND



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OUR WEBSITE: www.yookr.org

OUR **LinkedIn**

PAGE:

www.nl.linkedin.com/company/yookr

THANK YOU