

The Success Story of Tridon & Arable

Tridon believes in digital agriculture solutions to change the industry.

This is how we helped them find Arable.

The Innovation Partnership Success Stories is a series that focuses on key projects that emerged through our Food/Agtech platform.

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tridon



Corporate Partner

tridon

Tridon is a Brazilian investment firm from the Nishimura family, working on critical economic sectors in cooperation with local communities from all over the world. Historically positioned as a leading agricultural equipment manufacturer through a sister company, Grupo Jacto, Tridon is now moving into sustainable agriculture in the digital world.

Partnership Background

Tridon did not feel ready to start investing in new technologies by itself, so they were looking for an experienced partner in the field to help them create a solid portfolio. As they wanted to have a global vision of what is happening in different industries, they decided to join Plug and Play's main innovation hub in Silicon Valley.

Our Task

We were tasked with searching in our ecosystem for Agroindustry startups that catered to Tridon's goals. Tridon took every opportunity to find a good match—including talking to startups that might not have been an obvious fit or direct benefit to their core business—and it paid off well.

Startup



Arable is an agricultural data and analytics company that offers the world's first IoT-enabled irrigation management tool, weather station, and crop monitor in one, the Arable Mark. Reliable data-driven decision-making saves customers time and money, reducing risk while preserving natural resources and expanding ecosystem services.

Connection

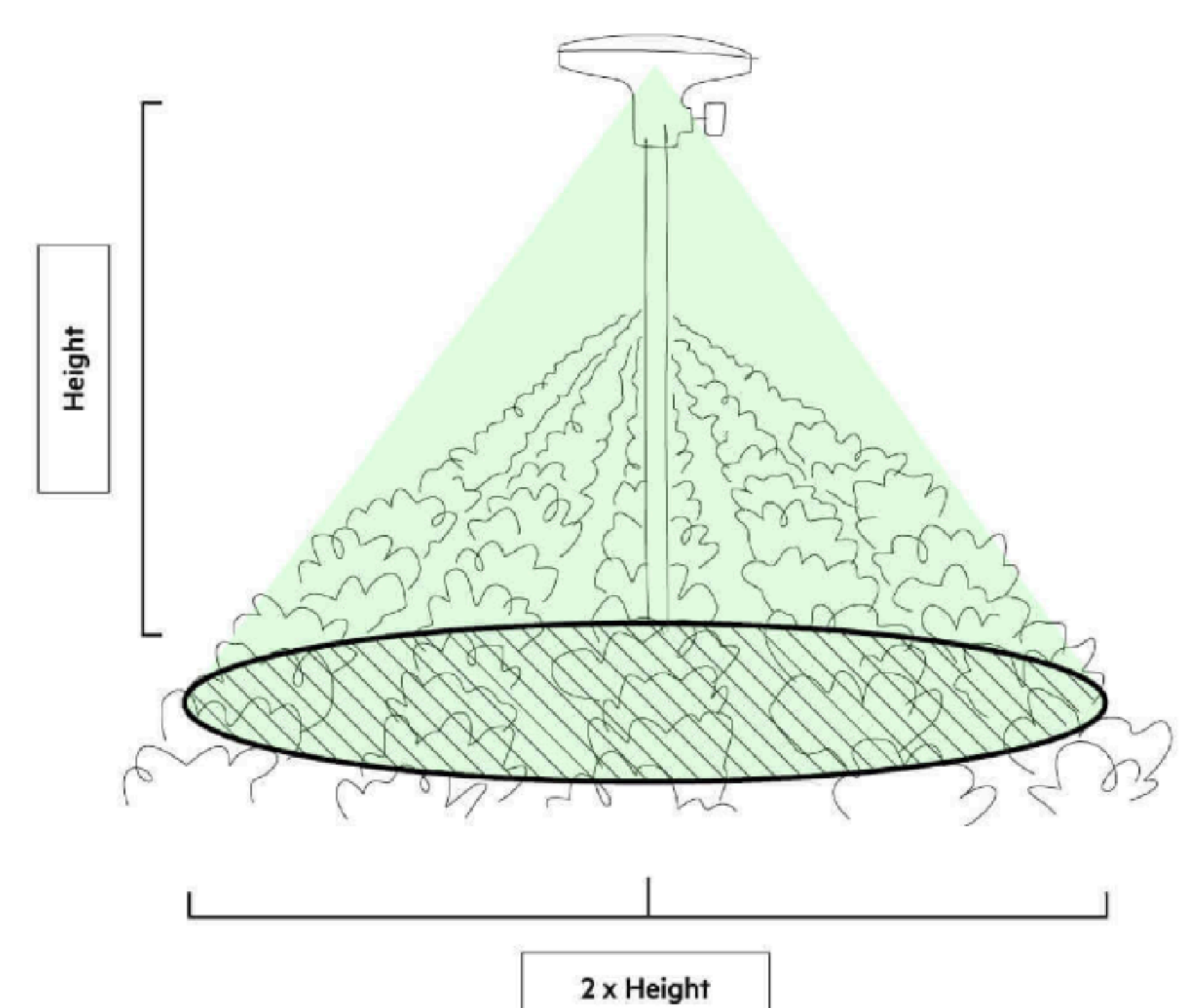
Tridon's vision to engage with Arable went way further than only contributing with their industrial and market knowledge to help them grow.

As one of Tridon's first round of startup investments, they saw in Arable an opportunity to learn more of this Corporate Venture Capital journey with a startup that shared similar values.

Our Task

At first sight, Arable's technology for the agroindustry didn't seem to add much value to the Nishimura Family companies.

But they soon defined their vision. They wanted to help foreign companies to penetrate new markets where Tridon had experience, such as Brazil.



Arable's technology demonstration

The Journey

Everything started during a private deal flow session with startups. Tridon was looking for solutions in crop health. So, during this session, they develop a special interest in Arable, since they fitted that tech interest.

After a couple of weeks of consideration, Tridon's team flew back to Silicon Valley to meet with Arable's CEO and to formally discuss a collaboration.

Next month, they reunited in Brazil to carry out Tridon's process to get insights from the startup, by exposing it to their different business units' directors.

A couple of weeks later, after confirming this was a great opportunity, Tridon's board decided to invest.

October 2019:

Introduction of Arable to Tridon during Dealflow

December 2019:

First meeting in Silicon Valley to discuss potential opportunities between parties

January 2020:

Second meeting in Brazil to discuss potential investment

February 2020:

Investment approved by the board.



Take Aways

WHEN COLLABORATING, ALWAYS KEEP IN MIND TO HAVE SHARED VALUES

This investment ran really smooth because Tridon and Arable have a shared same vision and similar values, such as trust, loyalty and transparency.

THE MAIN OBJECTIVE IS TO GROW TOGETHER

When Tridon decided to invest in Arable, they didn't focus that much into the numbers, but into the potential that both sides have to create synergies.

KEEP IT AS SIMPLE AS POSSIBLE

Tridon understood how fast-paced is the startup environment. That's why they didn't complicate the process with long NDA's or internal compliance. Instead, they were a great facilitator to make things happen.

How We Can Help

We are the ultimate innovation platform, bringing together the best startups and the world's largest corporations. Collaborating with startups is a great source of inspiration and innovation... but it can also be a challenge. Let us show you how to adopt the concept of open innovation to help your business succeed.



Plug and Play is a global corporate innovation platform which helps to connect corporate partners to startups in order to help solve their greatest challenges. We also operate as a venture fund and startup ecosystem. To date, we have helped over 3,000 early-to-growth stage startups raise over \$3.5 billion. Plug and Play is consistently ranked among the most active VCs in Silicon Valley.

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