



WATER, ENERGY &  
TECHNOLOGY  
C E N T E R

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Press Release

## Fresno-based OnFarm is finalist for IBM's Global Entrepreneur of the Year Award.!

Fresno, CA (January 17, 2014) - Agriculture technology company OnFarm, a Water, Energy & Technology Center member is one of eight finalists for the 2013 IBM Global Entrepreneur of the Year Award. VOTE TODAY!

The 2013 IBM Global Entrepreneur of the Year Award Ceremony will be held in San Francisco on February 6, 2014 and will honor the company that is developing the most promising solution using cloud, big data, analytics, mobile, and social technologies.

**OnFarm**, the North America winner and WET Center Member, provides analytics and insights on key agriculture fundamentals that help farmers make better decisions about their crops. With global farming, farmers have access to and use increasing amounts of technology to make decisions. OnFarm's intelligent dashboard provides tools and recommendations that help farmers save water, energy, labor, and fertilizer while producing higher quality crops.

*"I am very excited that one of our WET member companies is one of only two U.S. Finalists in the IBM Global Entrepreneurship competition," says Helle Petersen, Director of the Water, Energy & Technology Center. "Founded and headquartered right here in Fresno, OnFarm has developed & commercialized what will be the gold standard in smart agriculture."*

OnFarm has strong capabilities in data aggregation and analytics. Their project has the potential to deliver highly accurate irrigation forecasting and recommendations, saving farmers' water and lowering crop failure rates.

*"OnFarm's rank as a top finalist of this prestigious international competition is a perfect example of the innovative local companies thriving in Fresno," says Fresno Mayor Ashley Swearengin. "OnFarm is adding to the Fresno area's expertise in water and energy technology, focusing efforts to potentially deliver highly accurate irrigation forecasting & recommendations, saving water and lowering crop failure rates."*

Joining OnFarm are finalists from around the world including Latin America, Eastern Europe, Australia, South East Asia, Western Asia, and North America. These eight finalists are still competing after 17 regional competitions involving thousands of prospective companies.

Part of the judging is a People's Choice Award, which OnFarm won in the North American competition. Voting for the award is in progress (<http://bit.ly/vote-smartcamp-finals>) and OnFarm is hoping for lots of support from the Central Valley.

*"I strongly encourage everyone to vote for OnFarm," says Petersen. "Not only will it be a win for OnFarm, but also for Fresno. It will definitely put our region ("The BlueTechValley) on the map as a unique place for innovation & commercialization of technology in the Ag sector."*

For additional information, please contact Helle Petersen at (559) 278-4541 and/or [helle@cvbi.org](mailto:helle@cvbi.org).

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The Water, Energy & Technology Center (WET Center) is a resource for people who want to start & expand their business through access to capital, work & meeting spaces, access to professional networks, and plan development. The WET Center is an equal opportunity provider and employer. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. The WET Center is funded in part through the Fresno Regional Workforce Investment Board.