

Applying AI and Machine Learning In the Nursery & Greenhouse industry

By: Two bald men as cartoon characters in the desert



Agenda



From ideas to “landing a plane”



Examples



Opportunities



Deeper dive into ai in nursery operations

- *Sharing philosophy of prioritizing innovation as a company-wide, integrated effort*
- *Linear and non-linear innovation*
- *Why?*



Where do innovative ideas come from?

- Think outside of the box
- Collaborate with others to bring new perspectives
- Experimentation is key to discovering new ideas



Idea- Opportunity Filtration



Organizational importance-Ties to key initiatives



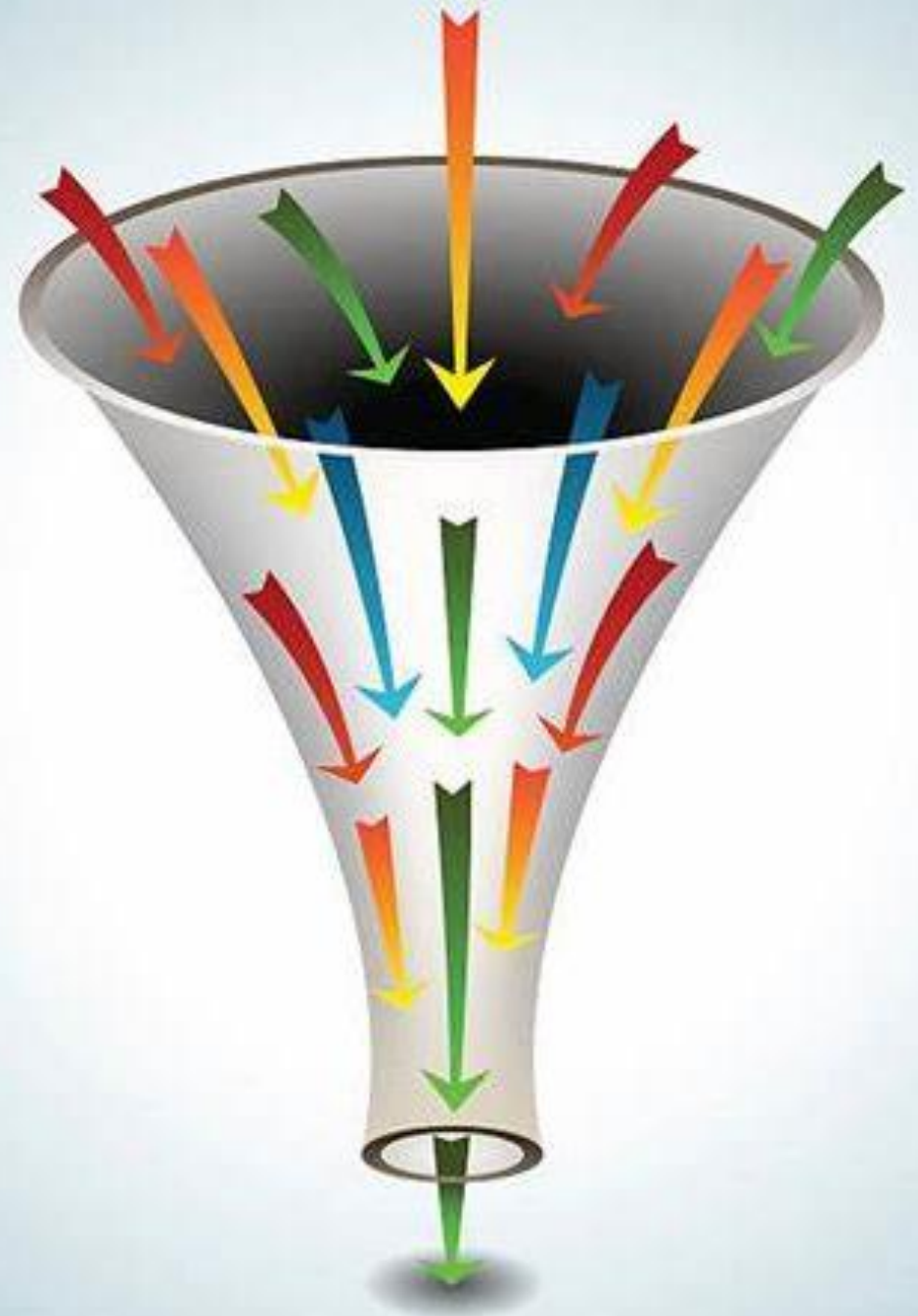
Feasibility of execution



Organizational buy-in

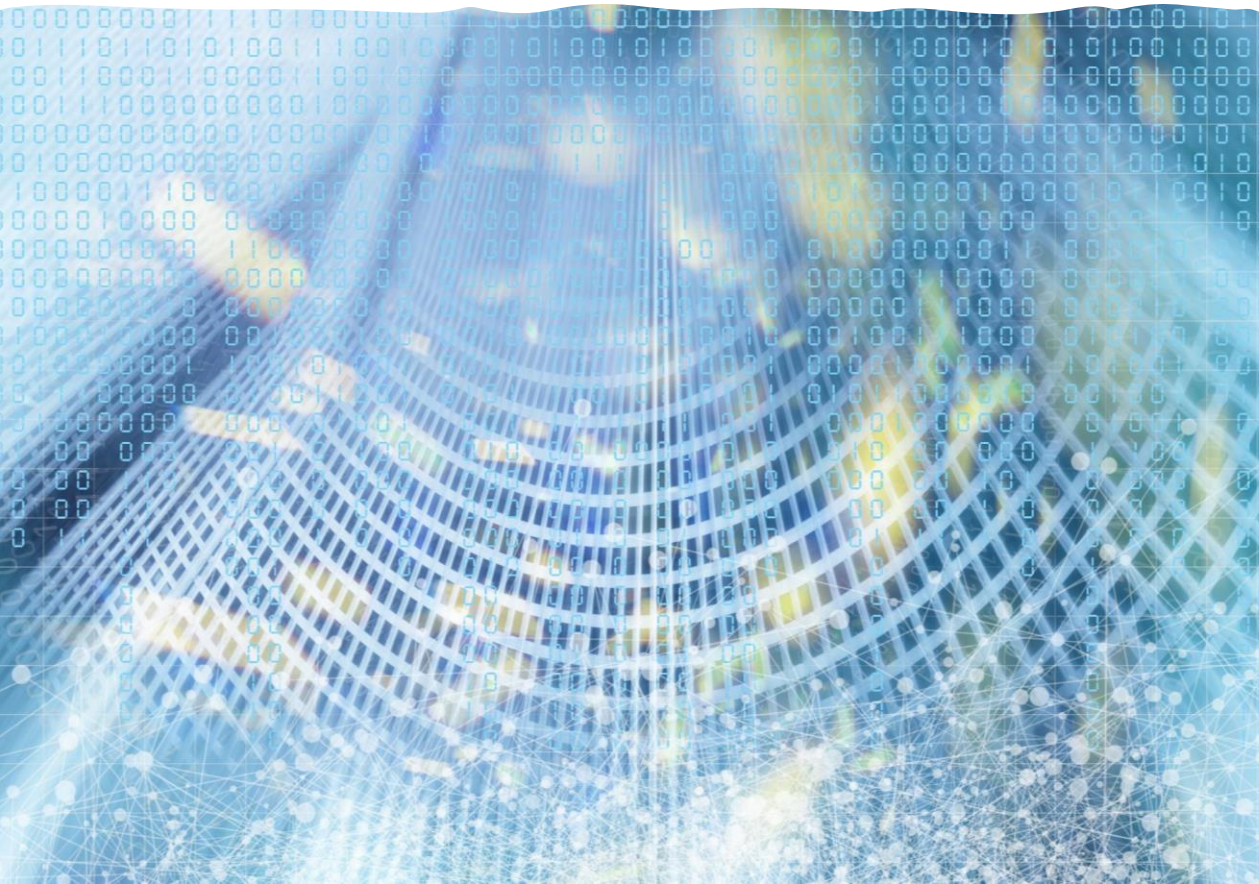


Organizational benefit



The Technology Adoption Lifecycle

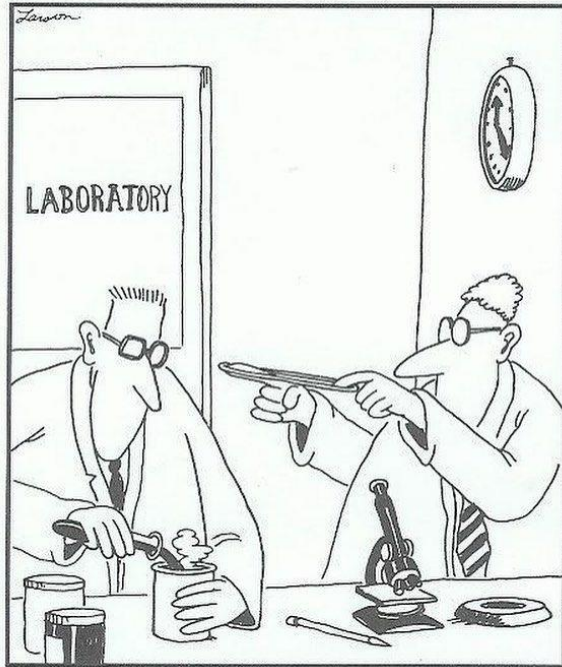
- The S-curve represents the typical adoption of a new technology
- Adoption is slow at first, then accelerates, and then levels off
- Understanding where your organization or project is on the S-curve is important for strategic planning



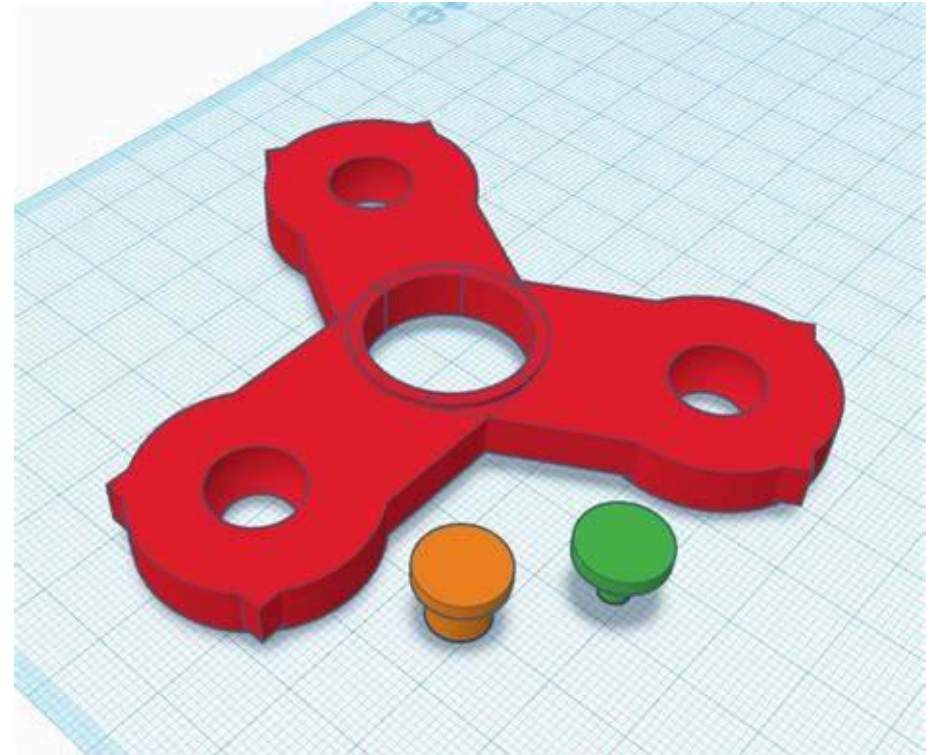
Certainty and Impact(Risk)

Degree of Certainty	None			
	1 month (\$)			
	12 Months (\$\$\$)			
		Minor Irritation	Inconvenience	Game Over
Impact/Risk				

How to measure success?



On Oct. 23, 1927, three days after its invention, the first rubber band is tested.



Landing the Plane

Communication

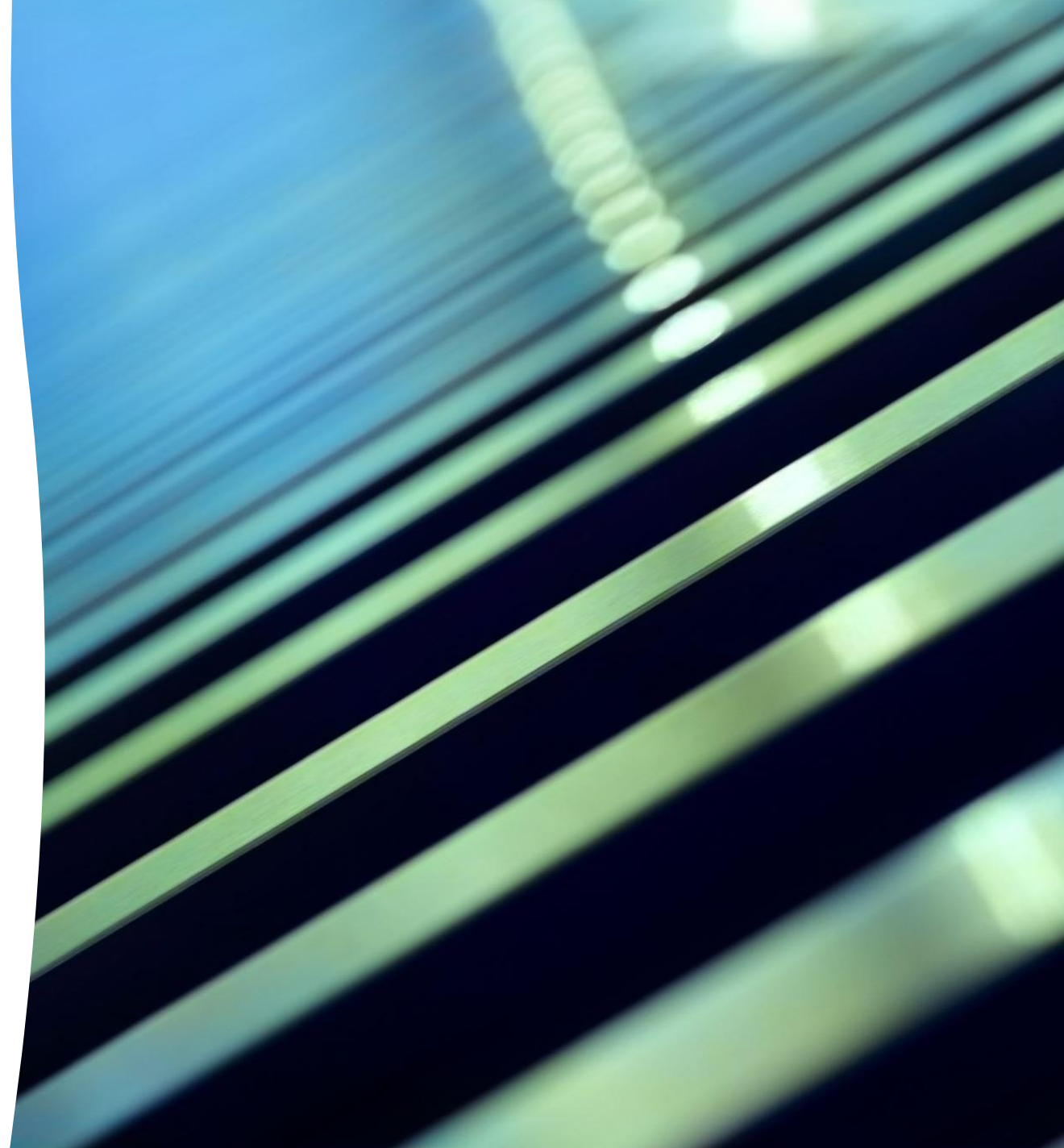
Cadence

Consistency

Milestones/Tracking

Challenge

*“Your only fighting
chance is too stubborn
to quit”*



Tracking and Managing

- Resources match the scale
- Business case tracking vs. Managing
- Reasonable Metrics



Uses of AI in Business (according to ai)

1

AUTOMATE
REPETITIVE TASKS

2

ENHANCE
DECISION MAKING

3

IMPROVE
CUSTOMER
SERVICE

Opportunities



JOB
DESCRIPTIONS



PRESENTATIONS



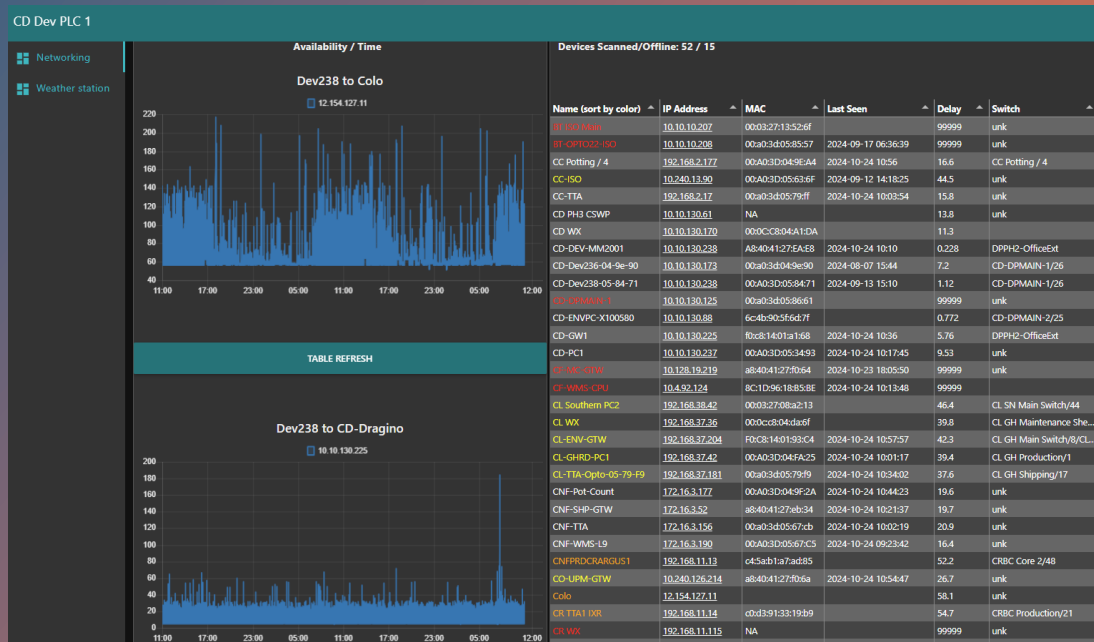
SUMMARIES



CODING

Programming

- Team delivered device “health check” in a fraction of the time using ChatGPT



Sure! Here’s a job description for a **VP of Innovations** in a horticulture company:

Job Title: Vice President of Innovations

Location: [Company Location]

Company: [Company Name]

About Us: [Company Name] is a leading horticulture company dedicated to advancing sustainable practices and innovative solutions in the industry. We are committed to enhancing plant health, productivity, and environmental stewardship.

Position Overview: The Vice President of Innovations will lead the development and implementation of cutting-edge technologies and strategies to drive the company’s growth and competitive edge in the horticulture sector. This role requires a visionary leader with a strong background in horticulture, technology, and business management.

Key Responsibilities:

- **Strategic Leadership:** Develop and execute the company’s innovation strategy, aligning with overall business goals and market trends.
- **Research and Development:** Oversee R&D initiatives to create new products, improve existing ones, and enhance horticultural practices.
- **Technology Integration:** Identify and integrate advanced technologies (e.g., AI, IoT, automation) to optimize operations and product offerings.
- **Collaboration:** Foster partnerships with academic institutions, industry experts, and technology providers to stay at the forefront of horticultural innovation.
- **Team Management:** Lead and mentor a team of scientists, engineers, and project managers to achieve innovation objectives.
- **Market Analysis:** Conduct market research to identify emerging trends, customer needs, and competitive landscape.
- **Sustainability:** Promote sustainable practices and solutions that reduce environmental impact and enhance resource efficiency.
- **Budget Management:** Manage the innovation budget, ensuring efficient allocation of resources and ROI on innovation projects.

Qualifications:

- **Education:** Advanced degree in Horticulture, Plant Science, Agricultural Engineering, or related field.
- **Experience:** Minimum of 10 years of experience in innovation, R&D, or technology leadership roles within the horticulture or agriculture industry.
- **Skills:** Strong leadership, strategic thinking, and project management skills. Proficiency in emerging technologies and their applications in horticulture.

Job Description

- Prompt: “*Please* create a job description for a VP of Innovations in a horticulture company”
- ~ 3 minutes to complete

Presentations

please make an 6 slide
presnetation on the uses of ai
in the horticulture industry

Uses of AI in Horticulture

Revolutionizing Agriculture
through Artificial
Intelligence



Benefits of AI in Horticulture

Increased Efficiency

AI can help horticulturists improve their overall efficiency by automating tasks such as watering, fertilizing, and pest control. This reduces the need for manual labor and saves time and money.

Reduced Environmental Impact

AI can help reduce the environmental impact of horticulture by optimizing the use of resources such as water and fertilizer. This reduces waste and improves sustainability.

Improved Profitability

AI can help horticulturists improve their profitability by reducing costs and increasing yields. This is achieved through better resource management and more efficient production methods.

Increased Efficiency

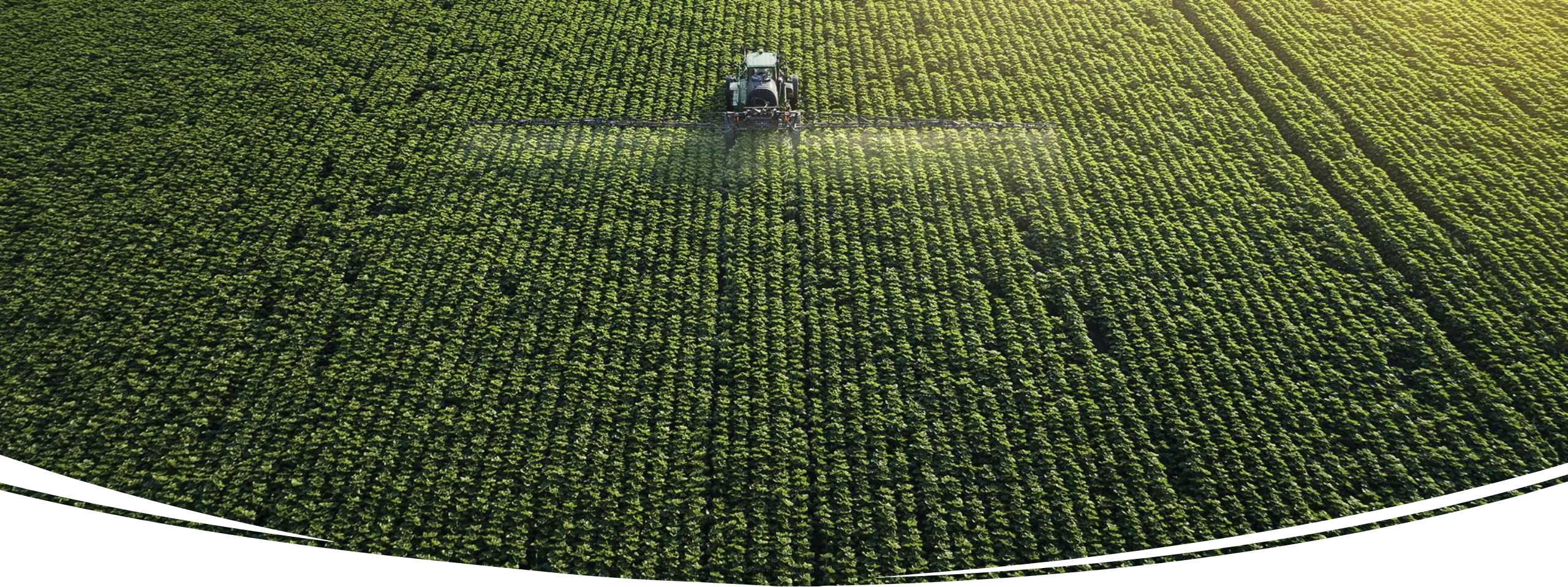
AI-powered farming can help farmers make more informed decisions, leading to increased efficiency and productivity. This can result in higher yields and greater profitability for farmers.



Reduced Environmental Impact

AI can optimize crop management strategies to help reduce environmental impact, such as reducing the use of pesticides, conserving water, and minimizing waste.





Conclusion

AI has the potential to transform the horticulture industry by improving efficiency, productivity, and sustainability. With real-time insights into crop health and targeted interventions, farmers can optimize their crop management strategies and achieve better outcomes.

Remember
these guys?



The Art of Wearing Socks

- Matching socks is overrated
- Mix and match patterns for a unique look
- Show off your personality through your sock choice



Other opportunities



VISION



MAAS-MODEL AS A
SERVICE

Thank You!

- I hope you enjoyed this presentation
- Please let me know if you have any feedback or questions

