

Plant Vitality Accelerator Program

2025 PARTICIPANT PROFILE

PHYTOFORTIFAI



PhytoFortifAI

Crop Vitality Early Warning System:
Harnessing AI and remote sensing for early
detection of disorders and protection of crops



The Industry Problem

- Late detection of abiotic and biotic disorders causes devastating yield losses
- Increase in biosecurity threats
- Yield losses and input efficiencies cost billions globally
- Overuse of nutrients, chemicals and water causing environmental damage, reduced ROI and regulatory pressures



Solution

- Detect the problem before symptoms emerge – a smarter lens on crop health
- AI Powered Platform
- Early Warning System
- Scalable – from paddock to national systems
- Powered by ArborCarbon (trusted by Governments)

The PhytoFortifAI approach





Benefits

High Market Demand

Rising need for smarter, sustainable crop management solutions

Scalable monitoring

Covers large farming areas quickly and accurately

Early problem detection

Identifies biotic and abiotic stress before yield loss occurs

Efficient Input Use

Enables reduced fertiliser and chemical usage through precise, data-driven responses to crop conditions.

Smarter Decision Support

Delivers timely insights to guide farm and agency strategies

Improved Profitability & Sustainability

Enhances return on investment while supporting long-term environmental goals



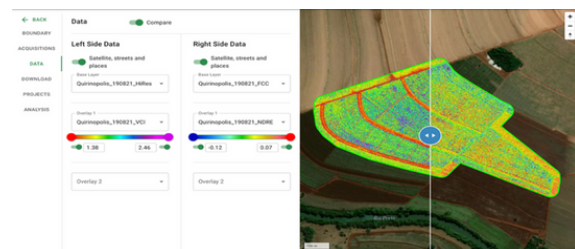
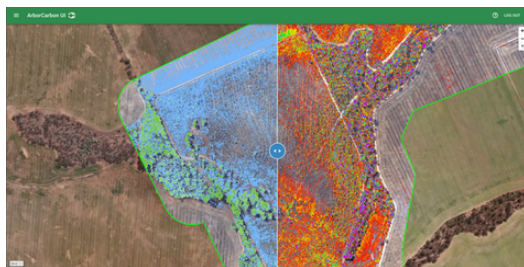
Markets

- Broadacre grain producers
- Agribusiness and farming advisors
- Biosecurity and trade agencies
- Financial and insurance providers
- Precision ag platforms and associated advisors



Validation

- Proven in other primary industries, now expanding into broadacre cropping
- Leveraged experience in forestry and plantations, over 3M hectares with international clients
- Aligns with national biosecurity frameworks
- Built by specialists in AI, remote sensing and plant health



About the Founder, Paul Barber

Paul Barber, co-founder of ArborCarbon, is a specialist in remote sensing, vegetation health, and environmental monitoring. With a background in plant pathology and spectral analytics, Paul has delivered high-resolution monitoring and management solutions for natural ecosystems, urban forestry, and agriculture.

Leveraging decades of combined experience with airborne and satellite hyper- and multi-spectral technologies at ArborCarbon, Paul and his team are now founding PhytoFortifAI. This new company applies their expertise to crop health and biosecurity, bridging the gap between early detection and actionable insights to help protect Australia's crops, markets, and agricultural economy.



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Connect for partnerships, pilots or investment opportunities



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