Ec2ce, artificial intelligence and big data to combat plagues

LOCATION: Seville
DURATION:1'26"

SUMMARY: Sevilian entrepreneurs Ricardo and Pedro didn't know anything about farming, but they knew a lot about business development. So, after considering it carefully, they decided to create Ec2ce, a company specialised in artificial intelligence and big data that helps agro-industrial and cattle farming companies make the right decisions regarding the management of their businesses. They offer predictive models that are able to predict, for example, the annual harvest, productivity, the evolution of plagues… Clients worldwide have shown interest in this innovative idea.

VTR:

Pedro and Ricardo didn't know anything about farming, but they realised that if they combined mathematical models and artificial intelligence they could obtain recommendations that were beneficial for farmers.

RICARDO ARJONA
CTO Ec2ce

"We work with mathematical models and we use them to obtain software that helps us create a structure. However, what we really have is a product that is based on mathematical knowledge."

These two Sevilian entrepreneurs created Ec2ce from scratch, and they currently have twenty employees and clients worldwide.

PEDRO CARRILLO
CEO Ec2ce

"We obtain data from different sources: public, private, our clients… We analyse all those data, give them a structure and organise them so they can feed a mathematical model, or mathematical models based on artificial intelligence."

These mathematical models generate indicators that are able to predict how a specific variable is going to behave in the future, and that allows clients to be able to make decisions that will producebetter results.

RICARDO ARJONA
CTO Ec2ce

"They can produce more and better within the same extension of land, and make a better use of water and fertilisers. When you have more knowledge, you can do it better. Therefore, we are helping them in an innovative and different way."

This technology has already allowed farmers to combat a fly plague in olive groves in Jaén, for example, thanks to artificial intelligence, which predicts what will happen in the crops up to four weeks in advance.