

A group of people are working in a field of green plants. In the foreground, a man in a red shirt and a grey cap is crouching and looking at a tablet. Other people are standing or crouching in the background, some also looking at their phones. The field is filled with rows of green plants, and the ground is brown soil.

# LESSONS FROM THE FIELD

(LITERALLY)

**PhotosynQ, sharing, and open source stuff**

# PHOTOSYNQ

data ideas discussion analysis



Understand

Solve

Validate

Use



Precision Ag solution chain

# PHOTOSYNQ

data ideas discussion analysis



Understand



Solve



Validate



Use



**The efficient solution chain**

148,728

measurements

15

countries

150

projects

\$700,000

invested from 2 organizations

678

members

200

devices shipped

[www.photosynq.org](http://www.photosynq.org) for details

# MAKE OPEN SUSTAINABLE

**It's the business model, stupid!**

# PRODUCT QUALITY MATTERS

**Open Source != go fix it yourself**

CUSTOMER IS ALWAYS RIGHT

**apparently they don't teach sharing in school**

# PLAN EARLY + OFTEN

**Make “open” part of your process**



COME TO THE DARK SIDE  
WE HAVE COOKIES

**... and we'll actually share them**