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MyEasyFarm raises €1M to accelerate the ecological transition of farming and agrifood sectors with MyEasyCarbon

The AgTech startup announces its **first fundraising of 1 million euros** to boost the commercial development of MyEasyCarbon, its carbon footprint solution for a more sustainable and low-carbon farming.

This fundraising involves Business Angels such as **WeLike, INSEAD, JOI CAPITAL, NETANGELS, ALTENS INNOVATION, INDIA LIMA, and RANDALLI networks**, with the big support of **BPI France, Grand Est Region, EY VENTURI, Scal'Enov, HECTAR, La Ferme Digitale and Angelsquare**.

The funds will help to develop the first low-carbon projects in France and in Western Europe.

Founded in 2017 and as a Precision farming expert, MyEasyFarm has initially developed a high-tech digital platform able to centralize all information and data needed by farmers in order to manage their inputs as closely as possible to the needs of their crops. Nowadays, MyEasyFarm has already more than 1,000 users in Western Europe. The start-up completed its offer with its promising service, last summer: MyEasyCarbon, the digital platform that allows users to generate carbon credits on field crop farms.

MyEasyFarm's objective is to avoid 1 million tons of CO² emissions by 2025, while paying farmers for their changes in cultural practices towards a more sustainable farming.

The carbon issue in the agricultural world

As the second-largest emitter of greenhouse gasses (GHG), Agriculture accounts for approximately 20% of CO² emissions, but it also allows the storage of carbon in the soil. The set of measures proposed to reduce CO² emissions or increase carbon storage in the soil is called "Carbon Farming", which is made possible by the change in more environmentally-friendly farming practices.

In this context, MyEasyFarm has designed a MyEasyCarbon application entirely dedicated to the **management of CO² emissions for field crop farms**. The SaaS platform allows the calculation of GHG emissions and carbon storage in the soil, the simulation of potential gains in Carbon credits and the monitoring of Low-Carbon projects over a minimum of 5 years. The innovation of MyEasyCarbon lies in the use of data from satellites as well as farming equipment to generate reliable Carbon credits that can be clearly checked.

MyEasyFarm is **part of the first HECTAR's promotion**, the largest AgTech and FoodTech innovations accelerator founded by Xavier Niel & Audrey Broulleau. It is also well-integrated in the Agtech ecosystem as a La Ferme Digitale historic member and many others farming networks and is part of B4C and Agri Sud-Ouest Innovation, leading French Bioeconomy Clusters.



In March 2022, MyEasyCarbon was the **1st application certified by Bureau Veritas, compliant with the French “Label Bas Carbone Grandes Cultures”** set up by the Ministry of Ecological Transition in July 2021. The digital platform was also cited during COP26 in Glasgow by the World Economic Forum as one of the 10 applications of the Carbon Challenge. MyEasyCarbon has also been certified by the Solar Impulse Foundation as a cost-effective and environmentally friendly solution and was recently awarded by the EDF PULSE challenge.

Supporting the agro-ecological transition of the entire Agrifood chain

With MyEasyCarbon, MyEasyFarm goes even further in supporting the agro-ecological transition by offering a **global solution that addresses CO² emission issues: from the farmer to the agro-industry concerned with meeting Scope 3 requirements, including Low-Carbon project leaders such as cooperatives**. Thanks to its accurate and reliable analysis of Carbon emissions, MyEasyCarbon is becoming a reference tool for the entire value chain of the agri-food sector:

- It supports farmers in their agro-ecological transition by providing them with **additional incomes** with Carbon crédits sales;
- The digital platform helps cooperatives in the **implementation of their decarbonization projects**: from raising awareness among farmers to monitoring and completing projects by generating reliable Carbon credits;
- MyEasyCarbon supports industrial companies **submitted to Scope 3 constraints to improve their carbon footprint**. Mandatory for companies with more than 500 employees, Scope 3 is one of the three levels of gas emissions established in the GHG Protocol, which is equivalent to indirect emissions linked with raw materials (example: Agriculture for food companies). This is the largest share of emissions in a company.

The simplified version of MyEasyCarbon called “MyEasyCarbon Simplified Diagnostic” has already convinced more than **1,500 farmers** by making their online carbon footprint of their farms in just 20 minutes.

In France, the market represents 100,000 potential farms and all the players in the agri-food sector.

The opinion of the Business Angels Investessor

Marie-Catherine Boinay and Patrick Ferbeck, Business Angels Investessor, who looked at the MyEasyFarm file on behalf of the WeLike Network, made the following observation:

"Its technological advance is significant, its technical platform is solid and it addresses a key matter for farmers: precision farming and carbon footprint management. Well established in its ecosystem, MyEasyFarm has developed partnerships with large cooperatives, farming equipment distributors as well as manufacturers."



To find all the sources and necessary information :

- [MyEasyCarbon Press release](#)
- [MyEasyCarbon, the first application to be certified as a Low Carbon Label for Field Crops by Bureau Veritas - MyEasyFarm](#)
- [Press release MyEasyFarm, partner of Vivescia, for the launch of a Simplified Diagnosis](#)
- [Article Référence Agro on the collaboration with Vivescia](#)
- [MyEasyCarbon website](#)

More informations about [MyEasyFarm](#) :

Publisher of digital platforms since 2017, MyEasyFarm is a French AgTech startup specialized in Precision farming and Low-Carbon Farming. Its mission is to support the agricultural world in its ecological transition through 2 cutting-edge digital solutions: MyEasyFarm and MyEasyCarbon.

As a data exchange with farming equipment expert, MyEasyFarm makes it easy to practice Precision Farming. Designed for farmers and contractors, the platform collects, manages, transfers and analyzes agricultural data from many data sources (fields, satellites, drones, agricultural machinery, weather, IoT sensors) to reduce the use of inputs and improve crop management. The MyEasyFarm platform has prestigious clients such as KUBOTA, MICHELIN, LIMAGRAIN, VIVESCIA, SYNGENTA and equips more than 1 000 farmers in France and Western Europe.

The first application certified by Bureau Veritas with the Low Carbon Label, MyEasyCarbon is an application for the food industry (farmers, cooperatives, agribusinesses) to measure and reduce CO² emissions/soil carbon storage in Agriculture and generate additional revenues with reliable Carbon credits.

Based at VillagebyCA Reims, MyEasyFarm has offices in Italy, Russia and Brazil. The MyEasyFarm team is made up of 21 people from engineering schools in Agriculture/Agronomy and Computer Science. MyEasyFarm is part of many associations in the AgTech field (La Ferme Digitale, Agronov, Agri Sud-Ouest innovations Cluster, AgroTIC Chair, Terrasolis, 4pour1000, ...) MyEasyFarm is strongly supported by BPI, Business France and the Grand-Est region and has been accelerated by Scal'Enov and HECTAR.

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About WeLike :

With its Endowment Fund, its Accelerator, its consulting firm, its investor clubs, its own or associated investment funds and its partners, WeLike structures the innovation financing ecosystem in France.

In 2021, WeLike has supported and financed, with its investors and partners, nearly 30 startups in fundraising. Each year, WeLike responds to more than 2,000 entrepreneurs, examines more than 1,000 files, selects 500 entrepreneurs for presentation to its investors, accompaniment and follow-up (follow-up rounds, series A, B...) until exit.

More than 20 years after the creation of the first entities of the Network, about 300 companies have been supported and financed, including several success stories (Voodoo, Diggers Factory, WeHost, Energy Square, Citygo, Meet in Class, Trinnov Audio, Sevenhugs, Lelivrescolaire.fr, Yogurt Factory?) The best of them, more specifically selected, are invested directly and followed closely by WeLike over time to ensure their success.

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