



June 10, 2019

McRock Ups Ownership, Leads Series B Financing in Decisive Farming



Toronto, Ontario--(June 10, 2019) – [McRock Capital](#), a leading venture capital fund manager focused exclusively on the Industrial Internet of Things (IIoT), announced today that McRock iNFund LP has led the Series B financing in Alberta-based [Decisive Farming Corporation](#). McRock previously led the company's Series A financing in 2016. Decisive Farming is dedicated to increasing farmers' profitability, sustainability, and technology ease-of-use by providing precision agriculture and data analytics in a single integrated farm management software platform. Decisive Farming currently has over five million acres representing 1.5 billion in annual production in its platform and is being used on forty different crop types in North America. Existing investor Export Development Canada (EDC) also participated in the financing.

"At Decisive Farming, our focus is on providing farmers with precision agriculture and data analytics that are geared toward increasing farm profitability, environmental sustainability, and ease-of use," says Remi Schmaltz, CEO of Decisive Farming. "The partnership with McRock has assisted in the acceleration of our growth and this new round of financing will enable us to further increase adoption through; strategic acquisitions, expanding the on-farm sales team and deploying advanced technologies including artificial intelligence."

"The agricultural sector continues to be one of the leading adopters of Industrial IoT solutions," says Whitney Rockley, Co-founder and Managing Partner of McRock Capital. "Decisive Farming is an Agtech leader and it's exciting to see farmers adopting a software platform that uses data analytics to improve crop yield, crop traceability and ultimately profitability."

Whitney Rockley, Co-founder and Managing Partner of McRock Capital serves as Chair of the Board of Directors.

About Decisive Farming Corporation – Decisive Farming is a company dedicated to increasing farmers' profitability, sustainability, and technology ease-of-use by providing a single integrated platform that is

the farm's primary operating system. The complete solution covers the three core farm functions; Farm Management to improve performance, Precision Agronomy to increase yield and Crop Marketing to grow farmer revenue. Decisive Farming's platform currently has over five million acres representing 1.5 billion in annual production and is being used on forty different crop types in North America. The company is headquartered near Calgary, Alberta and has strategic partnerships with the leading distributors across the agriculture value chain.

Visit www.decisivefarming.com and follow on Twitter @[DecisiveFarming](https://twitter.com/DecisiveFarming)

About McRock Capital – McRock is the first dedicated Industrial Internet of Things (IIoT) venture capital fund focused on the intersection of sensors and software in large industrial markets. The McRock team has a unique background of building high-growth venture-backed IIoT companies while also having worked in the power, water, oil and gas industries. McRock is backed by several leading institutional investors as well as Cisco Systems and Électricité de France (EDF).

Visit www.mcrockcapital.com and follow on Twitter @[McRockCapital](https://twitter.com/McRockCapital).