



Smart Rural

Empowering the rural
community to use mobile
technology



Productivity Apps





App Profile: Weather Apps




App profile: FarmHedge

Weather app with alerts specific to the farm location

relate short-term forecasts to the ten-year normal for that location

provide information on grass growth, animal health risks and other farm activities

Deals for farmers based on location - group deals

A man with short hair, wearing a grey polo shirt and blue jeans, is sitting on a brown leather sofa in a living room. He is looking slightly to his right and appears to be speaking. The room has light-colored walls, a fireplace in the background, and a white side table with a lamp to the right. A window is visible on the far right, and another window is in the background on the left.

...and I think there's huge capacity within the young Irish population to develop new ideas.

App Profile: Evernote

Capture, organise, and share notes from anywhere. A cross platform notetaking app that records your location and allows for tagging and categorising of notes



Group Design Session

Looking at possible AgriTech solutions

Group Design Thinking Session

What are the **main pain factors** for you on the farm?

Are there things that could be **enhanced by technology** to reduce your workload and increase efficiency?

Themes

Land

Machinery

Herd

People

Buildings

Safety