



**Company Name:** BovControl  
**Headquarters:** Redwood City, CA, USA  
**Industry Sector(s):** Agriculture; Agtech  
**Approx. Revenues:** \$1M ARR, +30% growth MoM  
**Employees:** 20  
**Website:** <https://www.bovcontrol.com/#>

**Company Contact Information:**  
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**BovControl (based in the US and Brazil) has developed a suite of data processing technologies that digitize the nodes of the livestock value chain, with validations for the meat and dairy supply chains to support both the upstream farmers in making data-driven production choices and the downstream buyers and retailers in optimizing supply chains. Solutions increase productivity and more efficient use of water, feed, land, energy, and other resources while reducing GHG emissions per cow.**

## BUSINESS DESCRIPTION

There are over a billion head of cattle in the world. Global cow milk production totaled 522 million metric tons in 2019 with a global dairy market value of \$440 billion USD. Brazil and the US produce 10.2 and 12.7 million metric tons of beef per year, respectively. The global beef market is expected to reach \$380 billion USD with 3.1% CAGR by 2025.

The cattle industry in LatAm is very fragmented, consisting mostly of small to medium ranchers. These farmers are usually many miles and production steps away from the end consumer.

BovControl is a software company seeking to digitize the nodes of the beef and dairy supply chains by integrating them all onto their platform, providing a suite of management and optimization products for farmers, and a means of documentation and traceability for downstream users. BovControl analyzes all available data, from basic information such as cattle birth date, medication, vaccinations, and weight, to more advanced inputs from Bluetooth collars and pedometers that track activity and biometrics. These are then combined with production data to provide recommendations that optimize operations, reduces resource use, and improves supply chain management for beef and dairy buyers. BovControl also facilitates transactions by making supply volume, quality, and prices readily available and providing supply transparency through vaccinations and sanitation data.

## BUSINESS MODEL

BovControl has two main lines of business:

- Business 2 Farmer (B2F) SaaS: Farmers subscribe to BovControl's Platform, paying for analytics and insights to improve herd and operation management
- Business 2 Business (B2B) SaaS: Downstream users (e.g. dairy and meat processors) adopt BovControl's supply chain management platform and pay a subscription per farmer to integrate their farmers into the system

## COUNTRIES OF OPERATION

47 countries (top 5: USA, Brazil, Mozambique, Colombia and Mexico)

## MARKETS AND CUSTOMERS SERVED

BovControl seeks to serve all stakeholders in the dairy and meat value chains from ranchers to the end user. Currently, their primary customers are B2B clients in Brazil and the USA. Farmers (majority small- to medium-sized farms) are mostly on their freemium model analytics suite with the goal of attracting their downstream partners onto the B2B product. Bigger farms often have internal solutions and so are not typical adopters. The primary markets are Brazil and the USA with interest in expanding into Southeast Asia, Middle East and Africa.

## PARTNERS

Network effects are a key element of their growth strategy. Getting both farmers and downstream processors onto the platform will lead to a virtuous cycle of adoption. Helping farmers to manage their herd with greater capital and emission efficiency also provides insight into supply chains for cattle product buyers. With 60k farmers currently on the BovControl platform, their present focus is on developing partnerships in their B2B service line.

Nestle validated BovControl hypothesis for milk sourcing digitization, a custom solution using mobile resources to interact with the ranchers. The success of the product in Brazil may lead to the product's rollout in 17 other countries that Nestle operates in. Now the Company is focusing on the dairy industry and scaling their open product to other dairy buyers, named BovDairy. Beyond the dairy industry, partnerships with the major meat packers and processors can improve supply chain analytics and operations.

BovControl has been successful in partnering with small and medium farms despite the farmers' fragmented nature and geographic isolation. To continue to develop their network of farmers, BovControl is focusing on partnering with organizations that have access to large numbers of farmers.

Insurance and financial institutions are also potential partners who can use the analytics to inform insurance underwriting and aid financing farmers' revenue.



Adaptation SME Accelerator Program

An initiative led by:

### About the Adaptation SME Accelerator Program:

ASAP is an initiative led by the LightSmith Group, in partnership with the Inter-American Development Bank, the Global Environment Facility, and Conservation International, that seeks to build an ecosystem for early-stage companies in developing countries that have technologies, products, and services that can be used to build resilience to the impacts of climate change ("Adaptation SMEs"). For more information, please reach out to Jay Koh ([jay.koh@lightsmithgp.com](mailto:jay.koh@lightsmithgp.com)) and Serena Shi ([serena.shi@lightsmithgp.com](mailto:serena.shi@lightsmithgp.com)).



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### CLIMATE VULNERABILITIES ADDRESSED

- Drought/Water Scarcity
- Heat Stress

### HOW DOES THE COMPANY'S PRODUCTS AND SERVICES BUILD RESILIENCE TO THE IMPACTS OF CLIMATE CHANGE?

Beef and dairy markets are on the rise. Beef as a source of protein uses among the most land, water, and energy while emitting the most greenhouse gas per 100g of protein. It also has the largest effect on aquatic ecosystems and air pollution, impacting human respiratory health the most among all food types. BovControl addresses these effects by facilitating efficient resource use in production. For example, by tracking cow feeding habits and milk yields, BovControl can identify the most efficient milk cows, minimizing resource use per liter. BovControl can also enable long-term sustained benefits by allowing farmers to track and breed their most efficient cows, eventually leading to an efficient herd.

BovControl also provides GHG emissions estimation and water management capabilities along with tools to mitigate them.

### POTENTIAL IMPACT METRICS

Potential impact metrics include: number of farms using BovControl with sustainable farm certification, reduction in resources used (land, water, energy, feed, etc.) per unit of output, smaller GHG footprint across supply chain, and GHG reduction per cow, among others.

### RELEVANT SUSTAINABLE DEVELOPMENT GOALS (SDGs)



### OPPORTUNITIES TO SCALE

BovControl aims to become the main digital platform for cattle management. They are prioritizing the dairy industries of Latin America and the USA with their BovDairy application. Phase 1 of their strategy has been to reach as many farmers as possible (currently 60,000 on their platform) to gain access to robust data.

The company's mid- to long-term product roadmap includes:

- Build out product offering including BovAds: advertising platform for farmers, GHG emissions tracking, and water use per liter of milk tools
- Enter new geographic markets: Southeast Asia, Middle East and Africa.
- Expand presence in existing markets: U.S. and LatAm
- Develop BovBeef product offerings for meatpackers, processors and farmers
- Leverage data and unique position between suppliers and buyers to develop AI analytic tools to anticipate livestock supply, demand, and price, producing market reports

### OPPORTUNITIES FOR TECHNICAL ASSISTANCE

Pilot programs in other countries and regions would support growth and identify customer needs. Local governments along with agriculture and beef organizations can encourage adoption among farmers and drive processors to better understand their supply chains. Additionally, access to market feasibility studies and market research would help BovControl identify new opportunities and prioritize actions accordingly. Institutional partnerships and introductions to major downstream buyers of dairy and beef would help provide customers and capital to build out products and increase the network effects of their platform.

Partnerships with the UN SG office, regional MDBs in Asia and Africa, and the IDB in LatAm would help expand geographic scope of their product and fund product development. As a supply chain resilience product, investments from governments and Santagro have been proposed to help solve food shortage crises. As a monitoring product, the World Bank has discussed using BovControl to track cattle in Africa and ensure funding was being properly used on cattle.



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