


# Chapter 1

# Challenges and Opportunities for Tech Entrepreneurs in Agriculture

**Satya Subrahmanyam**

 <https://orcid.org/0000-0003-0441-2742>

*Holy Spirit University of Kaslik, Lebanon*

**Gnana Satya Sri**

*Sri Sri University, India*

## **ABSTRACT**

*The intersection of technology and agriculture is transforming food production, addressing critical challenges like feeding a growing population amid climate change and resource scarcity. This chapter, “Challenges and Opportunities for Tech Entrepreneurs in Agriculture,” examines the evolving agri-tech landscape and the pivotal role of tech entrepreneurs in revolutionizing farming practices. It highlights innovations such as precision agriculture, automation, data analytics, and blockchain, which enhance efficiency, sustainability, and resilience. The chapter explores emerging trends, including agri-tech accelerators, regenerative agriculture, and partnerships between startups and traditional agribusinesses. It also discusses challenges like regulatory barriers, funding constraints, and market adoption. Through case studies and strategies, this chapter provides a comprehensive guide for navigating and scaling in the dynamic agri-tech ecosystem.*

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# 1. INTRODUCTION

The intersection of technology and agriculture presents a transformative frontier for modern entrepreneurship. As global demand for food security, sustainability, and efficiency intensifies, tech entrepreneurs are increasingly drawn to agritech innovations. From precision farming and drone surveillance to AI-powered analytics and IoT-based smart irrigation systems, technology is revolutionizing traditional agricultural practices. Despite immense potential, tech entrepreneurs face notable challenges, including limited access to rural markets, resistance to technological adoption among farmers, regulatory constraints, and funding limitations. On the other hand, opportunities abound in addressing critical issues such as climate change adaptation, resource optimization, and supply chain transparency. Governments and private investors are also progressively recognizing the sector's significance, offering support through policies, subsidies, and venture capital. This chapter explores the dual landscape of challenges and opportunities for tech entrepreneurs in agriculture, emphasizing the critical role of innovation in shaping a resilient and productive agricultural future.

## 1.1 Global Agricultural Transformation Needs

The global agricultural sector stands at a critical inflection point, challenged by rising population pressures, environmental degradation, and the increasing volatility of climate conditions. By 2050, the global population is expected to reach nearly 10 billion, necessitating a 70% increase in food production to meet rising demand (FAO, 2017). Traditional farming methods, constrained by limited arable land, water scarcity, and inefficient supply chains, are increasingly inadequate in meeting these challenges. Agriculture today must not only produce more but do so sustainably, efficiently, and with greater resilience to shocks.

As food security becomes an urgent global priority, especially in the face of climate change and geopolitical instability, there is a pressing need to transform agricultural systems. This transformation must include not only changes in production techniques but also the reimagining of entire agricultural value chains—from seed to shelf. In this context, innovation, driven by emerging technologies and entrepreneurial thinking, emerges as a cornerstone for the future of food systems.

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