

Executive Summary



The Company

Dr. Johnny Park founded Spensa Technologies, Inc in January 2009 in recognition of the need in agriculture for increased efficiency in crop production and management practices. Spensa's mission is to design, develop and deliver innovative and practical technologies for the agricultural industry that will reduce reliance on manual labor, foster eco-friendly farming, and enhance crop production efficiency.



Spensa is located in the Purdue Research Park in West Lafayette, Indiana. The company currently has 5 full time employees and 8 part-time employees. Spensa is capitalized through private funding and grants from USDA, National Science Foundation, Washington Tree Fruit Research Commission, State Horticultural Association of Pennsylvania, and Purdue Research Foundation.

Spensa currently has both software and hardware products to serve agricultural producers, advisers and consultants. Our software product, MyTraps, is a web/mobile application for recording, managing and sharing insect trapping data and management activities. Our hardware product, Z-Trap, is a fully automated, insect trapping system that can trap and record insect data and report wirelessly to our MyTraps software. Our products have been purchased by fruit growers, state extension educators, crop consultants, large consulting organizations and pesticide manufacturers.

Spensa is currently seeking Series A fund to prepare for large-scale production, expand sales and marketing efforts and continue development of insect management tools for additional insect species. We will initially target the high-value specialty crops, and plan to expand to other industries in both U.S. and other parts of the world.



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