Xsupra

PRESS KIT

The AI-native Farm Management System

Alora, the AI agent at the heart of an operating system for arable farming.

As of June 2026

Made in Germany · Used by 100+ farms across the EU

POSITIONING

Software that turns field data into decisions

Xsupra is a farm management system built and operated in Germany for professional arable farms. At its centre is Alora, a multilingual AI agent that reads and writes across the entire operation.

Instead of managing satellite data, weather, soil analyses, field histories and documentation in separate systems or spreadsheets, farmers get a single workspace for monitoring, analysis, documentation and AI-supported judgement. On mobile, on the web and through an API.

The focus is not the largest possible volume of data, but its translation into priorities: which field needs attention today? Where are anomalies appearing? What action makes sense now? Which information is needed for the CAP application or other obligations?

KEY FACTS

Headquarters	Halle (Saale), Germany
Founded	Idea 2022, XSUPRA GmbH since Q1 2024
Positioning	AI-native farm management system
Platforms	Mobile app, web platform, API
Languages	19 interface languages
Adoption	100+ farms across the EU
Contact	hello@xsupra.io

THREE MEDIA MESSAGES

1 **Less data noise, more confident decisions**

Xsupra brings soil information, satellite monitoring, weather data, field histories and documentation into one platform and condenses them into concrete guidance for individual fields.

2 **AI that works in daily farm life**

With Alora, AI works inside agricultural workflows: by text, by voice, by photo analysis and as a daily audio briefing based on the farm's own data.

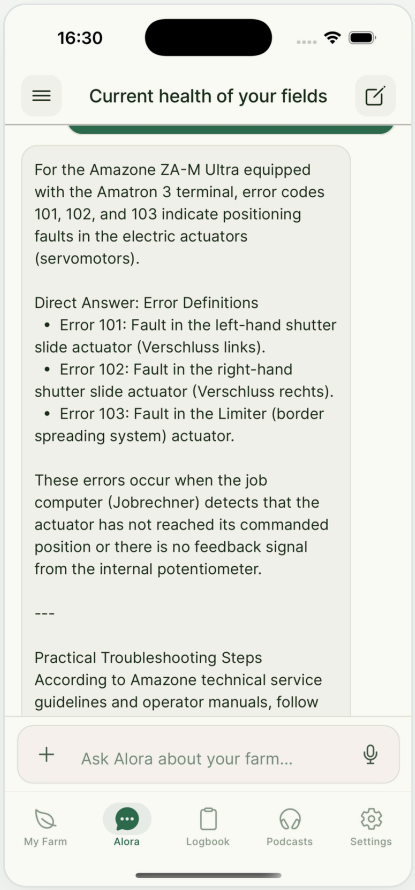
3 **From field monitoring to the CAP application**

Xsupra connects what runs separately on many farms: field decisions, documentation and the requirements around obligations and applications.

THE AGENT

Alora is more than a chatbot

Alora is the AI agent of Xsupra. Unlike general AI systems, Alora works in the context of the farm's own fields, soil data, field histories and activities. AI becomes not another layer of technology, but direct help for daily work.



Alora in chat: context-aware answers drawn from the farm's own data.

Let it do the work

Read and write access: Alora creates records, schedules tasks and updates fields, not just answers.

Photo in, answer out

Photograph a pest, weed or symptom. Cause, severity and next step, with the image saved to the field record.

Maps right in the chat

NDVI, soil, sampling and application maps appear in the chat. Pan, zoom, open full screen.

Speak instead of type

Talk to Alora hands-free from the cab. It answers and acts in your language.

Answers while you work

Ask, lock the phone, come back to a finished answer. Alora keeps working in the background.

Reports on demand

CSV and JSON exports or a finished DüV compliance PDF, straight from the chat.

UNDER THE HOOD

LangGraph orchestration

A stateful agent graph with 90+ tools and specialised sub-agents.

Model-flexible

Runs on Google Gemini today, with adapters for OpenAI and Anthropic.

Memory and audit

Long-term user memory and conversation summaries, plus full tool and model logs.

> According to customers, the daily audio briefing saves up to six hours of field-scouting drives per week in season, because checks are planned more deliberately and anomalous fields are prioritised.

PLATFORM

Four layers, one intelligent core

Around Alora, four layers turn raw field signals into decisions and action: sense, decide, act, converse.

01

Soil sampling and soil maps

Instead of rigid grid logic, Xsupra uses zone-based sampling and modelled soil-property maps that reveal real variation within a field.

02

Application maps (VRA)

From the soil data come zone-based application maps with exportable rate recommendations for variable-rate application, down to ISOXML export for the terminal.

03

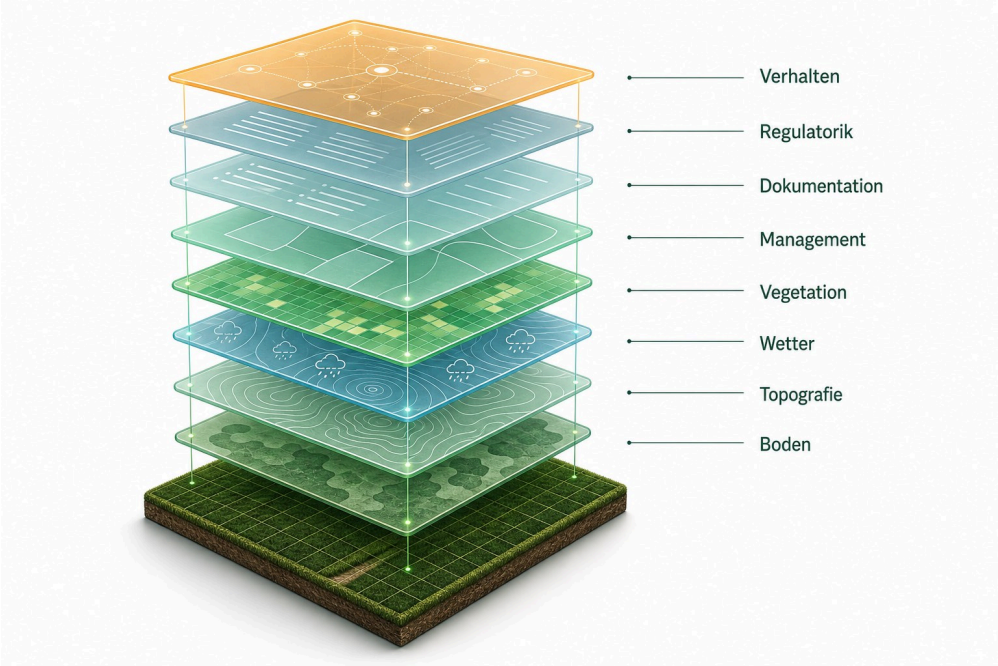
Satellite monitoring and alerts

Sentinel-2 and Sentinel-1 assess fields daily and flag vegetation anomalies, water stress, nutrient issues and other risks early.

04

Digital field records and compliance

Field activities are documented in a structured way and made available for queries or exports, including DüV and GLÖZ evidence and BVL crop-protection lookups.

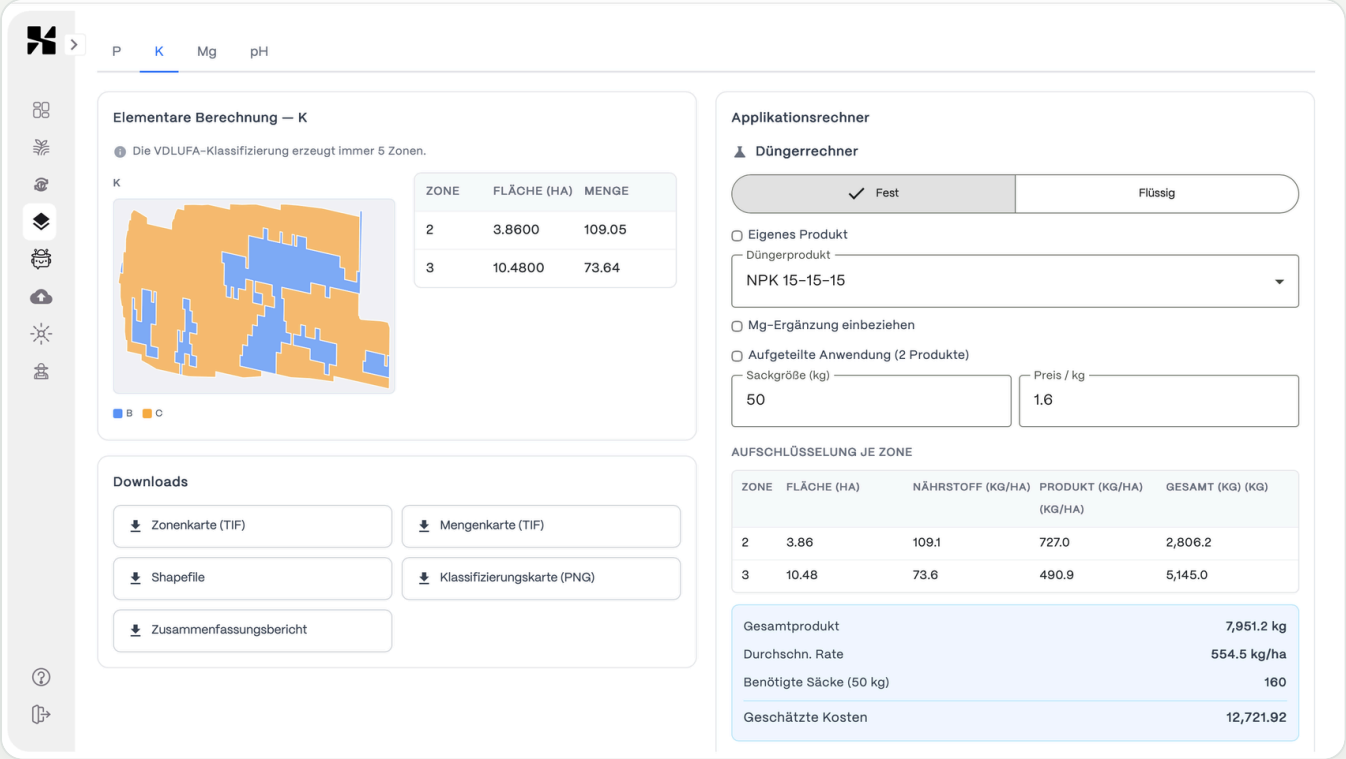


Eight data layers, from soil and terrain to documentation and behaviour, merged into one model per field.

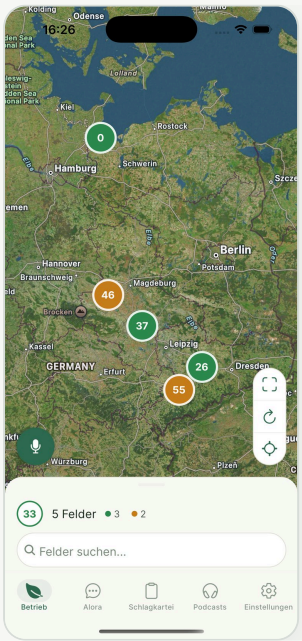
PRODUCT VIEWS

On mobile and on the web

The same intelligence on every channel: the farm overview in the app, soil and vegetation maps on the field, the application calculator on the web.



Web platform
Soil data becomes zone-based application maps and immediately usable rate recommendations.



Farm overview
Every field with its status and direct access to Alora.

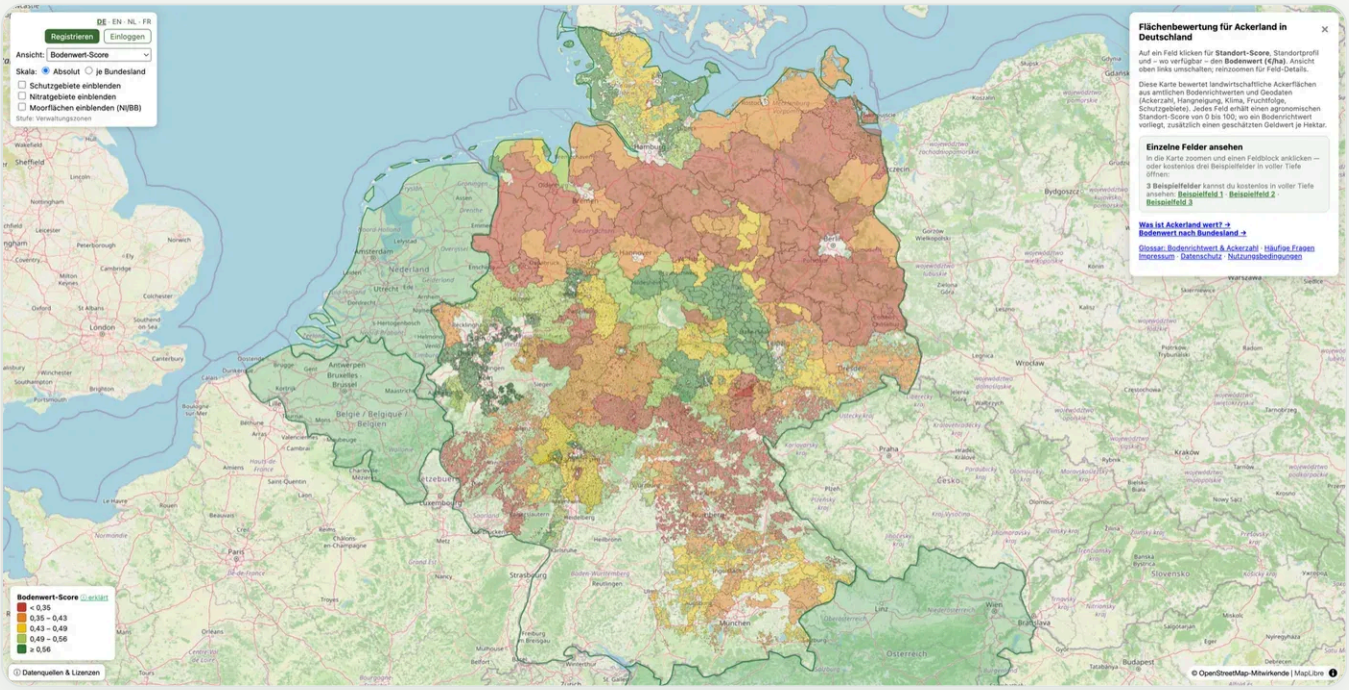
Soil map
A modelled pH map at zone level, right on the field.

Daily briefing
The Alora podcast condenses the relevant fields into a short audio.

ARABLE LAND VALUATION

Know what your land is really worth

Arable Land Valuation turns official soil data and current satellite productivity into a value in euros per hectare and an agronomic location score for any German arable field.



Live product screenshot: German arable fields coloured by soil-value score, with a field-level methodology panel.

Soil value in euros per hectare

A monetary value from official land reference values and soil appraisals, corrected for current conditions.

Location score from 0 to 100

An agronomic score that shows how productive and trafficable the location really is.

A full location profile

Climate, water, slope, crop rotation and protected-area context behind every value.

OFFICIAL DATA, CORRECTED BY REALITY

Official baseline

Land reference values, the soil rating (Ackerzahl) and the official soil appraisal.

Satellite productivity

Copernicus HR-VPP measures how the land actually performed year after year.

Climate and water

DWD climate and water-balance data adapt the valuation to local conditions.

Honest deductions

Trafficability and protected, nitrate, peat and flood areas are deducted where they apply.

The methodology draws on FAO Land Evaluation, BGR, the Müncheberg SQR and the KA6. Tool at flaechenbewertung.xsupra.io, available in German, English, Dutch and French.

365FARMNET ALTERNATIVE

The independent alternative for switching farms

365FarmNet shuts down on 30 November 2026 and folds into CLAAS connect. Xsupra is a vendor-neutral, AI-native alternative: farms keep their field records, documentation, fields and maps, and gain Alora from day one. Stated factually, without judgement of other providers.

What farms keep

Digital field records and documentation
Fields, boundaries and maps
Evidence and exports for obligations
Crop rotations and application history

What is new with Xsupra

Alora, the AI farm agent, in your own language
Daily, sub-field risk analysis
Photo scouting and maps in the chat
Model-based soil maps and application rates

1

Export the data

Back up field records, maps and as-applied files from 365FarmNet before 30 November 2026.

2

We help with the import

Bring fields and records into Xsupra. We help map everything across.

3

Start for free

Open the app, ask Alora and continue where the farm left off.

COMPANY

The team behind Xsupra

The idea for Xsupra emerged in 2022, from the ambition to turn satellite data, soil science and AI into software for everyday agricultural use. XSUPRA GmbH was founded in the first quarter of 2024 and is based in Halle (Saale).

Dr. Sebastian Lindner

CEO & Co-founder

IT and AI expert who leads the strategic development and product vision of Xsupra.

Marwin Gaube

CFO & Co-founder

Responsible for finance and sales, bringing a deep understanding of farming operations from his family background.

Kai Raschke

CTO & Co-founder

Software architect and the technical mind behind the Xsupra platform.

Dr. Yaron Ogen

CRO & Co-founder

Expert in remote sensing and soil analysis who translates environmental data into concrete decision bases.

ADVISORY BOARD

Dr. Christian Ebmeyer
Advisor, agribusiness & finance

Dr. Guy Golan
Advisor, plant science

COMPANY DATA

Company	XSUPRA GmbH
Headquarters	Mansfelder Strasse 1, 06108 Halle (Saale), Germany
Contact	hello@xsupra.io · +49 (0) 176 98591170 · +49 (0) 160 6400600
Website	xsupra.io
Core offering	Alora AI agent, soil maps, satellite monitoring, application maps (VRA), digital field records, land valuation

BOILERPLATE

About Xsupra

XSUPRA GmbH builds an AI-native farm management system for professional agricultural operations. Based in Halle (Saale), the company combines Alora, a multilingual AI agent, with satellite and soil intelligence, application maps, digital field documentation, compliance workflows and land-valuation tools, on mobile and on the web. Alora answers questions by voice, text or photo, detects diseases in images and produces a daily, farm-specific podcast. Xsupra was founded in 2022 and, by its own account, is already used by 100+ farms across the EU.

PRESS CONTACT

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LINKS

xsupra.io

xsupra.io/platform

xsupra.io/land-valuation

xsupra.io/switch-from-365farmnet

hello@xsupra.io

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