

PHT BOT KNOWLEDGE BASE

Complete Training Document for AI Sales Assistant

PostHarvest Technologies

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1. COMPANY OVERVIEW

PostHarvest Technologies (PHT) is an Australian-founded ag-tech company that develops and manufactures the Atmos ethylene monitoring system. Our mission is to reduce post-harvest food waste by giving produce storage facilities real-time visibility into the ripening hormone that controls fruit quality.

Key Facts

Founded: Australia

Product: Atmos - Real-time ethylene monitoring system

Validation: UNSW (Australia) and UC Davis (USA) against Gas Chromatography

Target Market: Fruit storage facilities, ripening rooms, cold storage warehouses

Business Model: Free pilot (2 months), then \$10/day/unit subscription

Strategic Partners

Zespri - World's largest kiwi marketer

Wonderful Citrus - Major US citrus producer

Stemilt - Washington apple industry leader

Costa Group - Australian produce giant

JBT Corporation - Equipment reseller partnership

USI Insurance - Risk reduction validation

Awards & Recognition

XTC Global Food Innovation Award, AusAgri Innovation Award, Thrive AgTech Accelerator, Edison Innovation Award, PMA Innovation Award, FT500 High-Growth Companies, Good Design Award

2. PRODUCT KNOWLEDGE - ATMOS

Technical Specifications

Ethylene Detection Range: 0.1 ppm to 200 ppm (current model)

Coming Soon: 1 PPB model - 1000x more sensitive, world's most accurate

Temperature Range: 0°C to 35°C

Humidity Range: 0% to 100%

Mounting: Wall mount

Power: 240V standard

Connectivity: WiFi and Ethernet

API: Open API for integrations and automations

Room Types Supported

Cool Rooms: Short-term and long-term storage

Ripening Rooms: Shot ripening (fast) and trickle ripening (slow)

Degreening Rooms: Citrus color development

Cloud Platform Features

Multi-room monitoring dashboard with real-time data visualization

Team management with role-based access

Customizable alerts (email, SMS, push notifications)

Automation triggers via Open API

Historical data analysis and reporting

AI-powered optimal storage recommendations

3. TARGET MARKET & DECISION MAKERS

Priority Segments (Ranked)

1. **Apple/Pear CA Storage USA** - Primary focus, largest addressable market
2. **Banana Ripening Facilities** - High ethylene sensitivity, clear ROI
3. **Citrus Degreening/Storage** - Color development control
4. **Avocado Ripeners** - Premium product, consistency critical
5. **Kiwi Storage** - Zespri partnership validates segment
6. **Stone Fruit Packers** - Short season, high stakes

Target Fruits

Apples, Pears, Peaches, Melons, Bananas, Kiwis, Kakis (Persimmons), Avocados, Mangoes, Stone Fruits, Tomatoes, Citrus

Key Decision Maker Titles

Primary: Operations Manager, Post-Harvest Manager, QA/Food Safety Manager

Secondary: Plant Manager, Facility Director, Cold Storage Manager, CA Technician

Executive: VP Operations, COO, General Manager

4. SALES PROCESS & ROI

Land-and-Expand Model

Step 1 - Free Pilot: 2-month trial with 10 units, zero cost to customer

Step 2 - Installation: 10 units installed in 1 day, 1-hour training

Step 3 - Value Demonstration: AI learns optimal storage, customer sees data

Step 4 - Conversion: Customer typically starts with 10 units after pilot

Step 5 - Expansion: After seeing ROI, companies expand to more rooms

Pricing

Subscription: \$10/day per unit

Annual per unit: ~\$3,650

Pilot: Free for 2 months

ROI Pitch

The Problem: Average fruit storage facility loses 10-45% of product to over-ripening, under-ripening, or quality degradation.

The Solution: Atmos brings losses under 2% by providing real-time visibility into the ripening process.

The Math: A facility with \$10M in annual product, experiencing 15% loss (\$1.5M), could save \$1.3M+ annually.

Key Insight: One partner discovered they were 220% off their target parameters without knowing it.

5. OBJECTION HANDLING PLAYBOOK

"It's too expensive"

Response: "I understand budget is always a consideration. Let me put it in perspective: at \$10/day per unit, you're looking at about \$3,650 per year. If you're storing \$1 million worth of produce in that room, and Atmos prevents even 1% additional loss, that's \$10,000 saved - nearly 3x the investment. And most facilities see much higher improvements than 1%. The pilot is free precisely so you can prove the ROI before committing."

"Our losses are already low"

Response: "That's great to hear - it sounds like you run a tight operation. Here's something interesting: one of our largest accounts told us the exact same thing. When we installed Atmos, the data showed they were actually 220% off their target parameters without knowing it. Not because they were careless, but because conditions drift in ways that periodic checks can't catch. If your losses really are as low as you think, the pilot will prove it and cost you nothing."

"We already have monitoring systems"

Response: "That makes sense - most facilities have some monitoring in place. Here's where Atmos is different: most systems give you temperature and maybe humidity. Atmos adds real-time ethylene monitoring - the ripening hormone - which is the leading indicator of produce health. By the time temperature tells you there's a problem, it's often too late. Plus, our Open API means Atmos integrates with your existing systems, not replaces them."

"We need to think about it"

Response: "Absolutely - this is worth thinking through carefully. Help me understand what you're weighing. Is it more about whether the technology delivers, or about getting internal alignment? [If technology] That's exactly what the pilot solves - two months, real data from your own rooms, zero cost. [If internal] Let me help make that conversation easier with a one-pager and ROI calculator."

"Who else uses this?"

Response: "We partner with some of the biggest names in the industry: Zespri (world's largest kiwi marketer), Wonderful Citrus, Stemilt, Costa Group, JBT, and USI Insurance. We're also validated by UNSW and UC Davis against Gas Chromatography equipment. Would you like me to connect you with a reference customer in your segment?"

6. COMPETITOR INTELLIGENCE

Felix Instruments (F-950)

What they are: Handheld ethylene analyzer, ~\$5,000 purchase

Our advantage: Felix requires manual sampling - someone walks room to room, takes readings, writes them down. Atmos is continuous, automated, 24/7 monitoring with cloud alerts. Felix is a thermometer; Atmos is a smart thermostat.

Gas Chromatography (Lab Equipment)

What they are: Gold standard for accuracy, \$50,000-\$150,000

Our advantage: GC is expensive, requires trained technicians, and gives batch results hours/days later. Atmos is validated against GC, costs 1/20th, and gives real-time data. We're "GC accuracy at sensor prices."

AgroFresh (SmartFresh / Harvista)

What they are: 1-MCP treatment that blocks ethylene receptors

Our advantage: AgroFresh is treatment, not monitoring. They're complementary - Atmos tells you when SmartFresh is wearing off. Many SmartFresh users are ideal Atmos customers.

Strella Biotechnology

What they are: Biosensor startup focused on apple storage

Our advantage: Different technology approach. We have broader fruit coverage, established partnerships, university validation, and proven deployments at scale.

7. ELEVATOR PITCH & KEY MESSAGES

30-Second Elevator Pitch

"We help fruit storage facilities stop losing money to invisible ripening problems. Our Atmos sensor monitors ethylene - the ripening hormone - in real-time, 24/7. Most facilities don't realize they're 10-40% off their optimal conditions until it's too late. Our partners like Zespri and Stemilt have cut their losses by 75% or more. We offer a free 2-month pilot to prove it works for you."

Key Sound Bites

"Temperature tells you there's a problem. Ethylene tells you there's about to be one."

"One facility was 220% off without knowing it."

"Free pilot proves value before you commit."

"Validated by UNSW + UC Davis against gold-standard equipment."

"Partners trust us: Zespri, Wonderful Citrus, Stemilt..."

Goal

Sell to 30 companies. Land-and-expand model means each company typically starts with 10 units, then grows.

8. QUICK REFERENCE CARD

Website: postharvest.com

Enquiries: postharvest.com/order-enquiry

Detection: 0.1-200 ppm (1 PPB model coming)

Price: \$10/day/unit

Pilot: Free, 2 months, 10 units

Installation: 1 day for 10 units, 1 hour training

Validation: UNSW + UC Davis

Key Partners: Zespri, Wonderful Citrus, Stemilt, Costa, JBT, USI

Remember: Our technology saves food that would otherwise be wasted. When you're selling Atmos, you're not just selling a sensor - you're helping reduce the 1.3 billion tonnes of food lost every year.