



# Spensa Technologies

## HELPING GROWERS PRODUCE MORE FOOD

"I think it's a wonderful time to be starting up, especially in Indiana ... We see a lot of support. We see a market that is very, very hungry – literally or figuratively – and we can add to that equation and help a lot of people."

*Tom Puterbaugh  
Vice president of products  
spensatech.com*

Spensa Technologies combines technology and agriculture by allowing farmers to track insect pest populations digitally with the company's Z-Trap and MyTraps application.

### **A marriage of technology and agriculture**

The Z-Trap hangs in orchards and allows farmers to track insect pest populations digitally and in real-time. MyTraps is the software app that works with the Z-Trap.

### **How far is the reach?**

Nationally, the company is involved with almond growers in California and apple growers in Washington, Pennsylvania and Michigan. Beyond the U.S. borders, its reach extends to Australia, South America, New Zealand, South Africa and Central Europe.

### **Broad vision**

"What we're involved with is a larger category of growing and farming called precision agriculture, to increase the amount of food that can be brought to the market, at a lower cost and in an environmentally-stable way for the consumer, grower and for enterprise."

### **Collegial beginnings**

Started in 2009 by Dr. Johnny Park, the company evolved from work between Park, an assistant research professor at Purdue University, and a student in the agriculture department. Spensa was chosen by BioCrossroads as a New Venture Competition winner in 2013; the award brought a cash prize and access to the Indiana Seed Fund II.

### **Team chemistry**

There are 12 employees, mostly involved in high-tech work; the company also utilizes students for part-time work.

"We have a very diverse group of cultures. It's interesting to have that vitality. It is primarily a young team. It has its own life and energy."

