
AITERRA • PUBLIC RECORD

Aiterra Public Record: Questions and Answers

Each answer points to a public source you can check. November 2026.

Q What is Aiterra?

Aiterra builds AI for agronomy, starting with soil. SoilMetrix, Inc. does business as Aiterra, and the company is led by Ben Booth, CEO. Source: <https://aiterra.ag>.

Q Who is on the team?

Ben Booth (CEO), Luke Robinson (AI Engineering) and Scott Gooden (Agronomy and Business Development), with advisors Julie Bielski (co-founder and co-inventor on all three patents) and Michael Ott (strategic advisor). Backgrounds are on the team page. Source: <https://aiterra.ag/company/team>.

Q Is the product live?

Yes. Fieldhand AI has been live since June 2026, and anyone can try it at <https://fieldhand.aiterra.ag>. About 15,600 acres are on the platform. Aiterra is pre-revenue, with paid billing starting in the 2027 season. Product descriptions (Fieldhand AI, Fieldhand EarnedZones, Prescriptions): <https://aiterra.ag>.

Q Does Aiterra hold patents?

Yes, three issued US patents titled "Enhanced management zones for precision agriculture", co-assigned to SoilMetrix, Inc., North Carolina State University and Iowa State University Research Foundation, Inc. Issuance covers the methods; field performance is reported in the research paper.

Patent	Application	Granted	Status	Public record
US 11,744,168 B2	US 16/887,580	Sep 5, 2023	Active	https://patents.google.com/patent/US11744168B2/en
US 12,364,182 B2	US 18/223,620 (continuation of 16/887,580)	Jul 22, 2025	Active	https://patents.google.com/patent/US12364182B2/en
US 12,430,697 B2	US 16/699,292	Sep 30, 2025	Active	https://patents.google.com/patent/US12430697B2/en

Q Has Aiterra been through an accelerator?

Yes. SoilMetrix was selected for the 2024 AgLaunch365 accelerator cohort, announced January 16, 2024, through "a rigorous six-month farmer-focused application and selection process" that "included farmers voting on the impact these technologies could have on their farms." Disclosure: per the same release,

AgLaunch365 startups “exchange equity for farmer-led business development and farm trial assistance services.” Source: <https://aglaunch.com/ten-groundbreaking-ag-startups-chosen-for-2024-aglaunch-365-accelerator-program/>

Q What does independent research say about soil zones?

These are third-party findings on zone management in general, not evaluations of Fieldhand AI.

- University of Georgia Extension (Bulletin 1208): management zones are recommended for setting fertilizer and lime rates; a uniform rate "can leave parts of the field with too little or too much fertilizer and lime." <https://fieldreport.caes.uga.edu/publications/B1208/soil-sampling-for-precision-management-of-crop-production/>
- Oregon State University Extension (PNW 570): a management-unit approach offers many benefits of grid sampling at lower cost. <https://extension.oregonstate.edu/catalog/pnw-570-monitoring-soil-nutrients-using-management-unit-approach>
- University of Maryland Extension (FS-1046): savings from lower nutrient application in low-yielding zones. <https://extension.umd.edu/resource/precision-soil-sampling-helps-farmers-target-nutrient-application-fs-1046>
- Iowa State University (Mallarino, 2019): variable-rate technology reduces unneeded fertilizer or lime on high-testing areas; results depend most on sampling and soil-test interpretation. <https://www.agronext.iastate.edu/soilfertility/info/Mallarino%20Variable-Rate%20Proceed%20NC%20Soil%20Fert%20Conf%202019.pdf>

Q How does Fieldhand AI decide between zones and a single rate?

It serves a zone map for a property only where zones beat a single field-average rate on held-out samples; otherwise it recommends a single rate and says why. Methods and results are in the research paper.

Q What has Aiterra measured, and what comes next?

Measured figures, each with its sample size, are in the research paper and its data appendix. Next proof point: we are working with our growers to bring in yield, fertilizer-use and lime-use records, and we are adding those outcomes to the validation as each season's data arrives.

Q How can we learn more?

We can give a live Fieldhand AI demo on a demo field or hold a technical session with your team, and share deeper material under a mutual NDA. To talk about working together, write to us. Contact Ben Booth at support@aiterra.ag.

Aiterra · Austin, TX · support@aiterra.ag