

NCP Advises Innovative AgTech Companies On Joint Ventures With Industry Leading Partner

DES MOINES — NCP, Inc. (“NCP”), a leading boutique middle-market investment bank, is pleased to announce that it has advised GUSS Automation LLC (“GUSS”) and SurePoint Ag Systems (“SurePoint Ag”) in their respective joint venture partnerships with Deere & Company (“Deere”).

GUSS Automation LLC



JOINT VENTURE PARTNERSHIP WITH

Deere & Company



NCP served as exclusive financial advisor to GUSS, the leading autonomous spraying solution for the permanent crop space, on its joint venture partnership with Deere, the world leader in providing advanced products, technology and services in the agriculture and construction industry. Working closely with the GUSS ownership group, NCP helped secure a strategic investment in the company which will improve its supply chain, streamline distribution, and provide advanced technology capabilities.

Making its debut at the 2018 World Ag Expo, the revolutionary GUSS platform is the world's first and only unmanned orchard sprayer. With roots tracing back to the 1982 founding of Crinklaw Farm Services, now California's largest contract spraying outfit, GUSS is steeped in a history of innovative technology achievements. Through its partnership with Deere, GUSS will continue to drive the leading edge of autonomous agriculture equipment advancements.

The transaction closed in April 2022.

Learn more [here](#).

SurePoint Ag Systems



JOINT VENTURE PARTNERSHIP WITH

Deere & Company



NCP served as exclusive financial advisor to SurePoint Ag on its joint venture partnership with Deere. SurePoint Ag is a leader in plant fertilizer and sprayer mixing systems based in Atwood, Kansas. NCP worked closely with SurePoint Ag ownership to secure a strategic partnership with Deere which will enhance productivity, drive growth, and allow SurePoint Ag to work with more producers to adopt and utilize leading agricultural technology.

SurePoint Ag was founded in 2007 as SureFire Ag Systems Inc. after ownership saw an opportunity to help producers better apply fertilizer, chemicals, and other crop inputs. In 2012, SureFire Electronics was created to provide electrical components to support precision systems. These businesses will now operate under the brand names SurePoint Ag Systems and SurePoint Electronics to better reflect the evolution of the companies' precision application products. The joint venture with Deere will allow SurePoint Ag to continue to lead the market in innovation while serving more producers.

The transaction closed in March 2022.

Learn more [here](#).

About NCP, Inc.

NCP is a boutique investment bank specializing in lower and middle market merger and acquisitions, merchant banking opportunities and corporate financial advisory services for privately held businesses. Since its inception, NCP has provided clients unparalleled service and advisory expertise across multiple industries both domestically and internationally. NCP has specialized in industries that are reflective of the Midwest economy - including agriculture, niche manufacturing, distribution, transportation, and similar tangential business services or technology companies in support of these sectors. Being strategically located in the middle of the Heartland USA has allowed NCP associates to leverage relationships developed over two decades throughout the agribusiness landscape globally. Our firm has advised on transactions specific to the food and ag space totaling over \$1 billion over the last decade alone. Via the trust and successes of our partner clients, NCP has the deepest knowledge and bench strength in the domestic USA as it pertains to our advisory practice.

Our firm has earned the trust of clients across North America through our unwavering dedication to the highest levels of professional standards. To learn more about NCP, visit: <https://www.ncpinonline.com/>.
