GROWING UP AMONG PESTICIDES, BUILDING A SAFER FUTURE WITH ROBOTICS

AgriCan Entrepreneurial Farmer

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TOO MANY LIVES WERE CHANGED BY UNSAFE PESTICIDE EXPOSURE. I DECIDED TO CHANGE THE FUTURE INSTEAD



FOUNDER & CEO, AGRICAN
FORBES 30 UNDER 30

WHERE IT ALL BEGAN

I was born and raised in the rural countryside of Dakahlia Governorate in Egypt's Nile Delta, where agriculture was our way of life. Yet behind the fertile fields, I witnessed another reality: excessive and often unsafe pesticide use, indiscriminate chemical spraying, and contaminated irrigation canals that affected people, crops, and the environment. Many members of my community struggled with chronic respiratory illnesses and other serious health challenges. These scenes shaped my mindset from an early age and inspired me to search for a safer future through robotics and precision agriculture.





THE TURNING POINT

in 2006, I lost my father after years of suffering from bilharzia contracted through contaminated irrigation canals. That moment changed the way I saw healthcare and agriculture. Instead of asking, "How can we treat diseases?" I began asking, "How can we prevent them from happening in the first place?"

FROM PAIN TO IMPACT

I earned a place in Mechatronics Engineering with one goal: use robotics to make farming safer. I built a multidisciplinary team, and after years of research, failures, and field trials, we developed a precision spraying robot that can be remotely operated from up to 5 km away, keeping farmers away from direct pesticide exposure while providing accurate and affordable spraying.
However, the biggest challenge was not building the robot .it was convincing farmers to trust it. Instead of forcing technology on them, we listened and adapted.
This led us to develop a simpler AI-powered solution that detects crop diseases early and performs targeted spraying only where needed, reducing unnecessary chemical use, lowering costs, and making adoption easier for farmers.
That journey taught me that the best innovations are not the most advanced.
they are the ones people are willing to use.







FROM IMPACT TO BUSINESS

After years of testing, validation, and field demonstrations, I founded AgriCan in 2023 to turn a personal mission into a scalable solution. We developed one of Egypt's first precision pesticide spraying robots, capable of remote operation from up to 5 km away, helping keep farmers away from direct chemical exposure while reducing pesticide use by 30–50% through targeted application.
Our greatest marketing tool was not advertising .it was farmers talking to farmers. As trust grew, adoption spread through word of mouth, allowing us to serve more than 5,730 feddans and demonstrate that safer, smarter agriculture is both practical and affordable.













IMPACT

30-50% PESTICIDE REDUCTION	90% PRECISION TARGETING	4x FASTER THAN MANUAL	40% LABOR COST SAVINGS	20-33% CROP LOSS REDUCTION	24/7 OPERATION CAPABILITY	5,730+ FEDDANS SERVED	83% LOWER CHEMICAL RESIDUES SUPPORTING EXPORT	HEALTHIER FARMERS REDUCED DIRECT CHEMICAL EXPOSURE	FARMER TRUST TECHNOLOGY ADOPTED THROUGH WORD OF MOUTH

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