

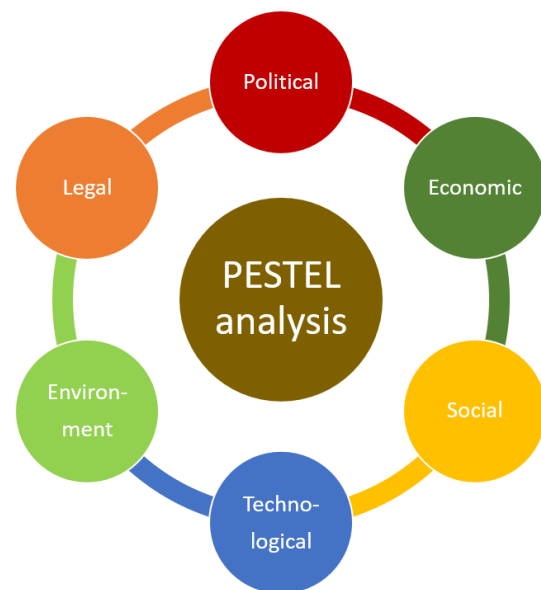
PESTEL analysis of the WeLASER solution

What is PESTEL analysis?

PESTEL analysis takes into consideration six categories of external environmental factors corresponding to its acronym: Political (P), Economic (E), Social (S), Technological (T), Environmental (E), and Legal (L). By assessing these six factors, this tool provides an overview of the macro-environmental factors that a focal organisation can use to make informed decisions for tailoring its strategic plans.

PESTEL analysis of the WeLASER solution:

The PESTEL analysis indicates that the WeLASER project has a great potential for future exploitation due to the favourable political and economic landscape for organic farming and sustainable weed control. The current legislation regarding AI and autonomous agribots still need to be discussed and elaborated to deal with the unprecedented scenarios in this field. The most important issues for the future of WeLASER would be to ensure the cost-effectiveness of the application and tailor efficient business plans for the exploitation phase. As the initial stage of the technology development, the WeLASER does not focus on the cost reduction of the technology but rather emphasises the full development of an effective solution to weed control using autonomous vehicles which can precisely kill weeds by laser beams.



Recommendations for marketing

Therefore, the economic analysis in the WeLASER project will be served as preliminary input for later consideration of adapting the WeLASER system to market demand. Also, the economic analysis can provide solid proof of the potential of the WeLASER application, which is crucial to obtain the funding for the following stage of the project.

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