

Nguyen Do Dung. Photograph: Enfarm.

The Intelligence Beneath the Soil: Nguyen Do Dung's Enfarm Mission

Enfarm co-founder Nguyen Do Dung is building soil sensors and advice for Vietnamese growers facing costly fertiliser decisions.

Nguyen Do Dung · Co-founder and CEO · Enfarm
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The problem beneath every harvest

A farmer may see leaves, weather and market prices, yet the most consequential information is often invisible: what is happening in the soil. Fertilizer decisions can be made from habit, even when inputs are expensive and changing rainfall makes previous experience less reliable. For Nguyen Do Dung, co-founder and chief executive of Vietnam's Enfarm, this gap between observation and evidence is the business problem worth solving. Enfarm is developing sensors and agricultural advice that help growers make a more informed choice before applying resources, rather than discovering a mistake only at harvest.

Making the science practical

Founded in late 2022 by Nguyen Do Dung, Dr Ho Long Phi and Vuong Phan Lien Trang, Enfarm brings together soil sensing, data and AI-assisted recommendations. Its system tracks seven measurements including pH, nitrogen, phosphorus, potassium, temperature, moisture and electrical conductivity. In principle that turns a field into a source of continuous feedback. But the real product challenge is not sensing alone. It is translating technical readings into advice a farmer can understand, afford and use, including where connectivity is unreliable. The company's mobile-linked Enfarm F device is designed around that practical reality.

A young business finding its direction

Enfarm's progress in 2025 and 2026 is visible through participation in Qualcomm's Vietnam Innovation Challenge, its continued development of AI agricultural advice and recognition at an AI startup competition held in Seoul in October 2026. Vietnamese media reported the Seoul award in November. On November 10, 2026, Enfarm announced a collaboration with RMIT University Vietnam's master's students exploring durian-farming challenges. That link between actual farms and academic AI development creates a route to improve advice without confusing a prototype with a finished agricultural service.

The economics matter more than the trophy

Enfarm's own materials describe trials suggesting better yields and lower fertilizer use in particular farming conditions. Such results are promising but cannot be universalised across crops, climates or seasons without independent replication. A viable business also has to answer difficult questions about device cost, maintenance, training, trust and technical support. Small growers will not buy a sensor because an AI model is impressive. They will buy a service if it reduces uncertainty enough to justify its price. Nguyen Do Dung's leadership will be judged by whether Enfarm can make those benefits repeatable for growers with limited time and capital.

Why adoption cannot be assumed

Agricultural software is often sold through demonstrations, but farm-level change occurs over multiple growing seasons. Enfarm will need to establish which crops and soil types are suitable for its monitoring system, how local agronomists validate recommendations and who supports a farmer if a sensor fails. A favourable trial is a reason to investigate, not a promise of identical results everywhere. Transparent comparisons against conventional practice would strengthen both its commercial proposition and its public-interest value. Growers need results they can repeat over several harvests.

GCEIP Analysis

The distinctive feature of this enterprise is its insistence that AI begins with better primary data. Many agricultural technology pitches start with a software dashboard. Enfarm starts with information that has traditionally been difficult to measure at field level. That creates opportunity, but also a demanding service obligation: data quality, agronomic interpretation and customer education must all work together. The 2026 academic collaboration and product work are credible signs of continued experimentation; they do not eliminate adoption risk. A durable enterprise will need evidence of customer retention, representative field results and a sustainable delivery model.

GCEIP View

Nguyen Do Dung’s story is about changing the basis of agricultural decisions. For a farmer, knowing what is beneath the soil can be more valuable than another prediction about what might happen above it. Enfarm’s recent development shows a thoughtful route from engineering towards decision support. The next transformation is commercial: demonstrating that accurate insights translate into better and more reliable choices for a broad population of growers.

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