



atar.ai

ATAR

AGRICULTURE TECHNOLOGY AND RESEARCH

SERBIA

Problems



World:

Negative effect of chemicals on ecology



Government:

No legal mechanism to reduce chemical usage



Farmers:

COST High cost of crop spraying



Solution

70% less herbicides by spraying only crop weed instead of full crop surface



ATAR Smart Sprayer

System that enables any existing sprayer to perform:

- **Crop weed detection** using real-time computer vision system
- **Crop weed only spraying** using single nozzle on/off control



ATAR Smart Sprayer

Product stage:

- 2 seasons of production testing
- 5 testing partners
- 10 test fields
- 3 crop types

Product demo: <https://www.youtube.com/shorts/BJ47jrpBjSI>





Customer benefits

Category	Regular	ATAR
Sprayed surface	100%	26%
Herbicides usage	1.2 l/ha	0.31 l/ha
Herbicides Cost	24 €/ha	6.24 €/ha
Water	150 l/ha	39 l/ha
Spraying surface before refill	16.6 ha	64.1 ha

Market analysis

	# Sprayers (Ideal customers)	Herbicides annual spending
Serbia	500	120 Million €
Europe	35,000	7.6 Billion €
World	140,000	30.32 Billion €

Pricing model

~30,000€ one off + 2€ per sprayed hectare

Example:

Sprayer size	One off price	Sprayed area	Price per hectare sprayed	Total usage price for a season	Spraying cost reduces
21m	30,000 €	2X 1000 ha	2€	4,000 €	-45,000 €



Competitors

Corporate projects:



Startups:



ATAR

- Only solution in the region
- Unique solution that works with most commercial sprayers
- Optimized for local crops
- One year ROI period

Core team:

- AI
- Product management
- Software development
- Hardware development
- Sales and marketing

Advisors:

- AI
- Software development
- Crop protection
- Agriculture machinery



We are looking for partners to help us with:

Finance

- **300,000 €** seed investment

12 months objectives

- Mass testing
- Production ready
- First customers



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