

### Problems



#### World:

Negative effect of chemicals on ecology



#### **Government:**

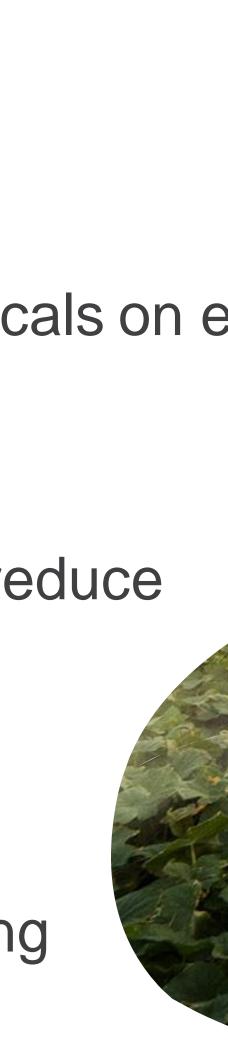
No legal mechanism to reduce

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:

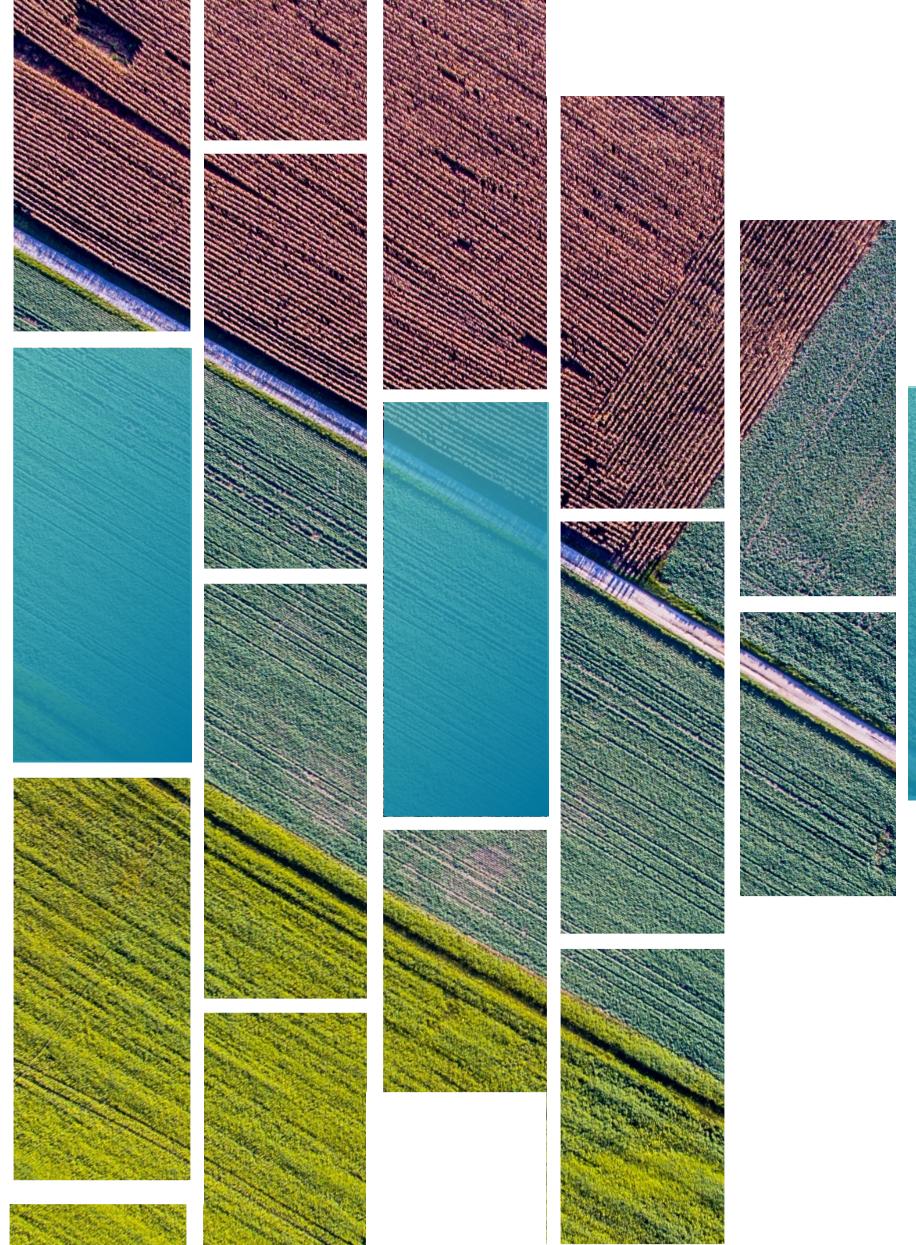
- 2 seasons of production testing
- 5 testing partners
- 10 test fields
- 3 crop types

Product demo: <a href="https://www.youtube.com/shorts/BJ47jrpBjSl">https://www.youtube.com/shorts/BJ47jrpBjSl</a>





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



### Competitors

#### Corporate projects:







### Startups:







## 

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

#### Core team:

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

#### Advisors:

- Al
- 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



## Contact

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