

Irrigation
automation
using sensors
and an app

Problem

Lack of labor and efficiency are biggest challenges in agriculture

70%

Of freshwater is used by agriculture worldwide*

2X

Irrigated land is on average twice as productive as rain-fed land

66%

Of farmers say they have had "some" or "a lot of difficulty" hiring adequate labor**

40%

Of water must be reallocated from lower to higher productivity.

Solution

Irrigation automation using devices in the field and mobile application that



Save time

Irrigate on the go



No guess work

AI and data

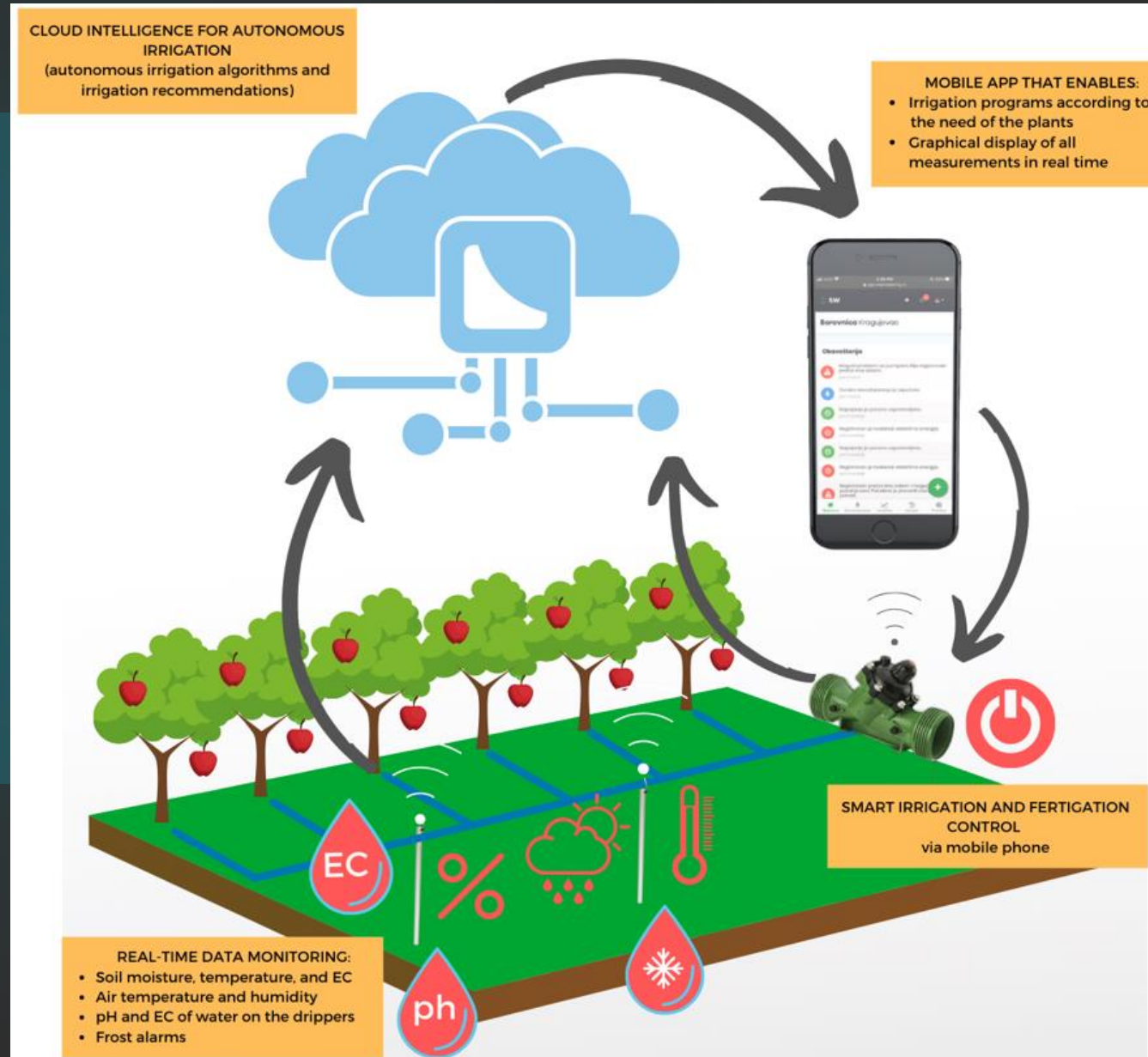


Save water and money

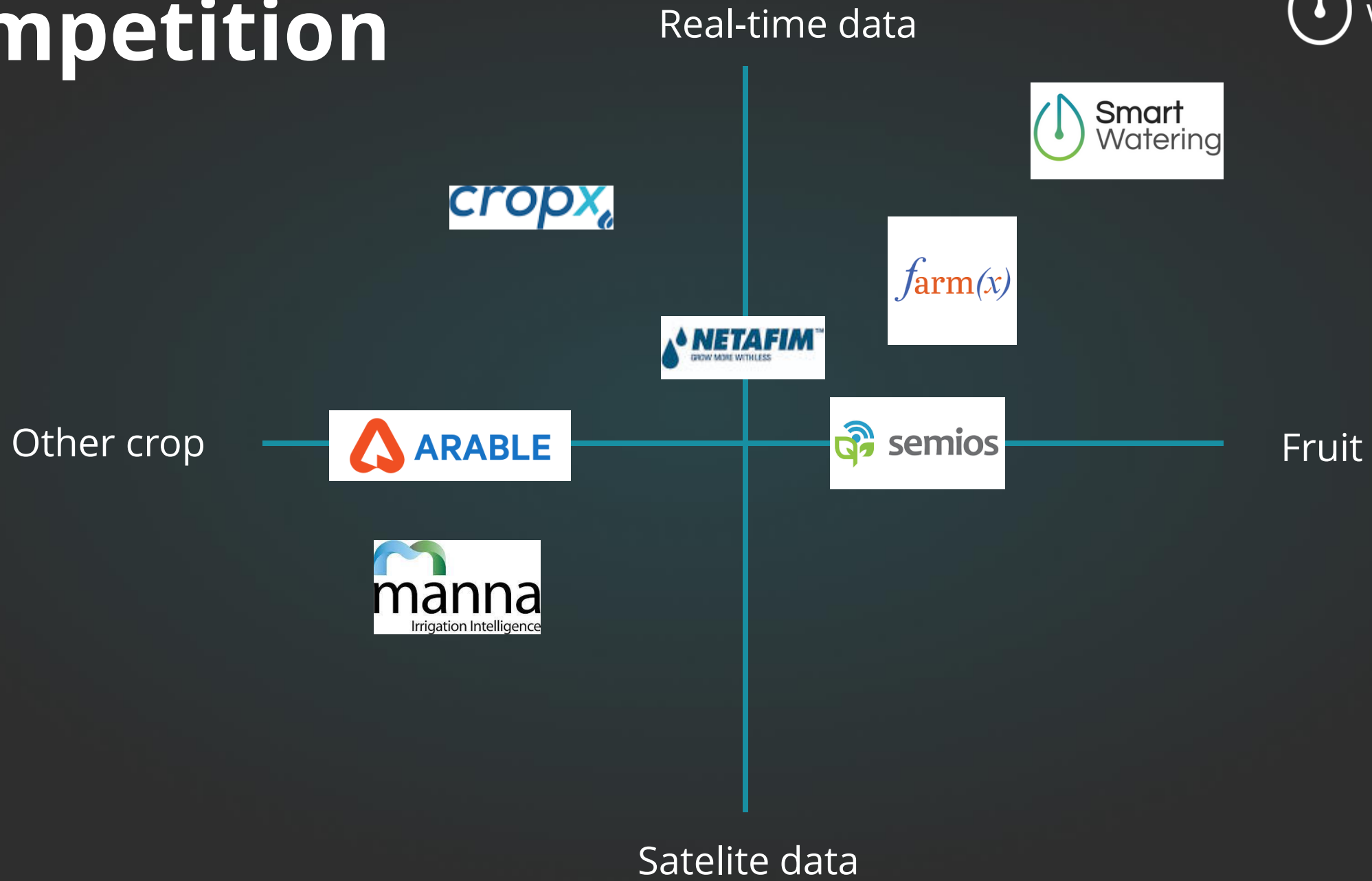
30% lower irrigation cost

Product

- Devices and sensors
- Mobile app
- Recommendations and forecast



Competition



Differentiators



Insights and automation

All crops + fruit growers

Real-time sensor data

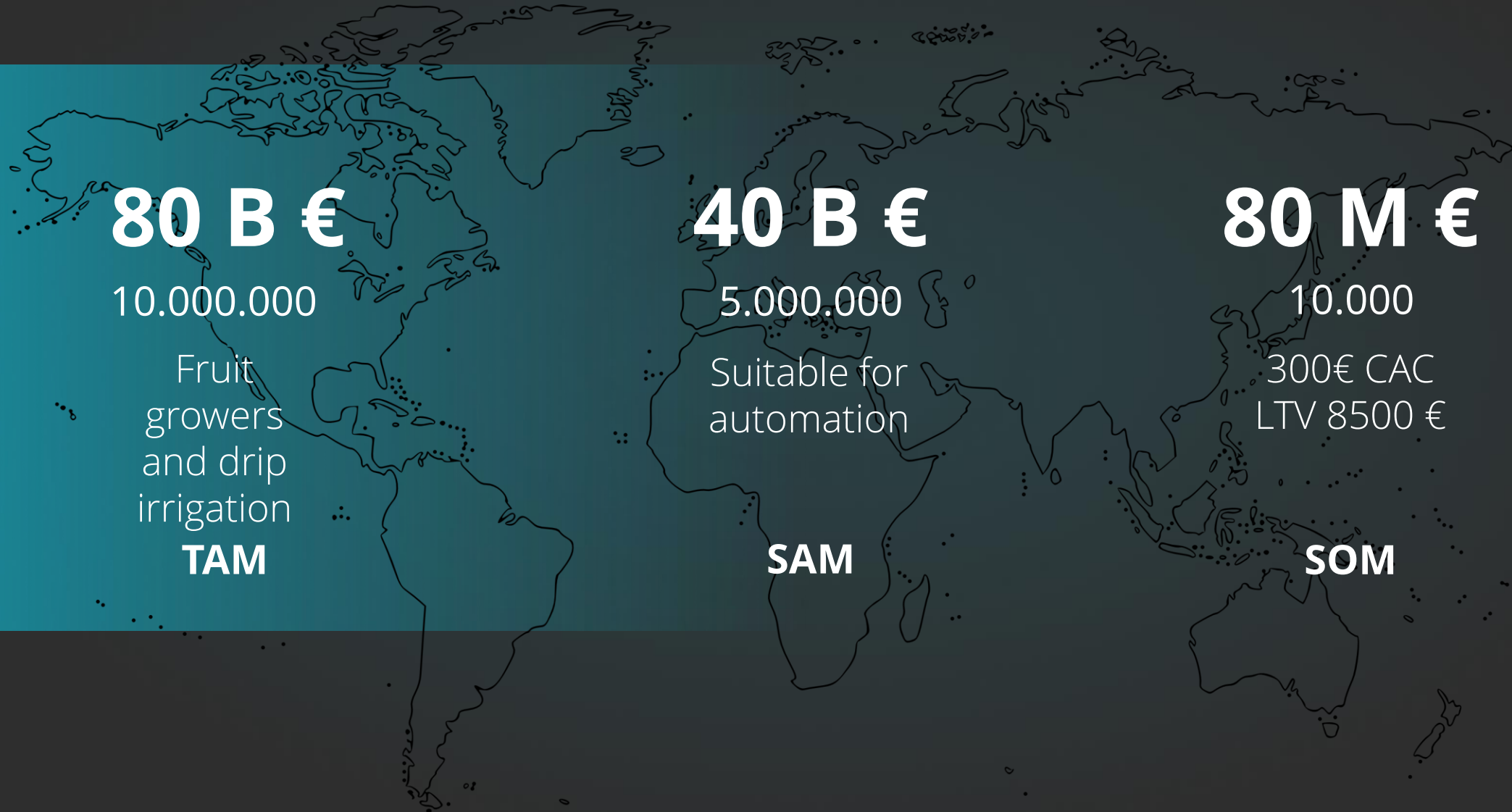
Other competitors

Just insights

Focused on raw crops

Aerial data – not applicable in orchards

Market size



Business model



Setup fee and monthly subscription for the recommendations

2500 €

Setup fee

20 €

Subscription
per month

30%

Distributor fee

Team



Lazar Jovanović

CEO, Sales 8+ years
Schneider Electric



Zoran Đogić

CPO, Agronomist 15+ years
Delta Agrar



Dragan Cuca

CHO, Hardware 15+ years
Continental



Zoran Đukić

CTO, Software 13+ years
Referizzer LLC

Traction



197k € turnover in 2022

100+ customers

200% YoY growth

230k € Raised so far

4 Markets – Balkan + Slovakia

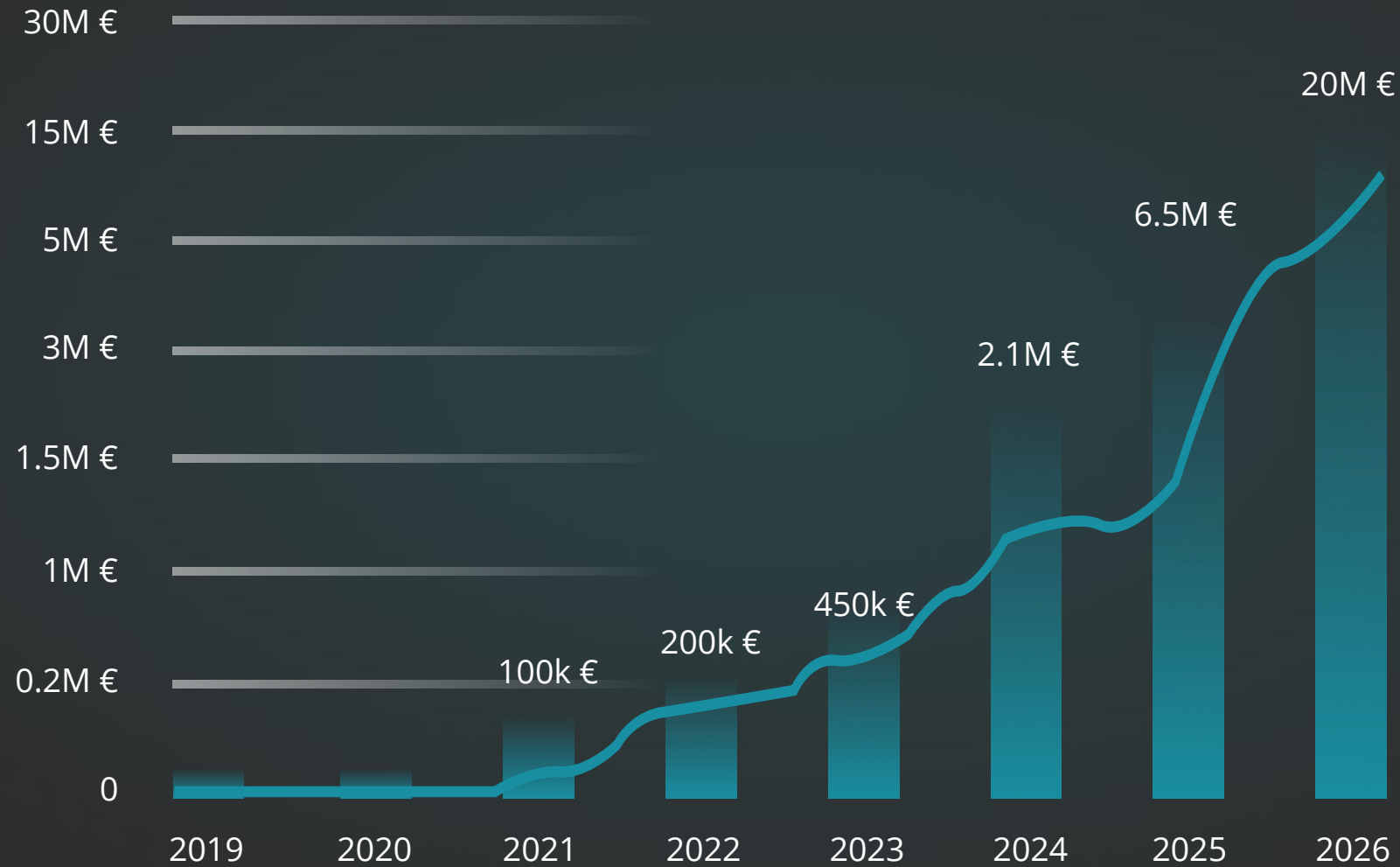
FRUIT LOGISTICA

8|9|10 FEBRUARY 2023, BERLIN

Bloomberg Adria



Projections



Opportunity



2M €

Seed round

Investment opportunity

20000

Customers

20€ avg price

4.5M €

Revenue

Over 24 months

Impact



17 %

Less water usage

4x

Less labor activities

19kg

Lower CO2 emissions
per hectare

30%

Lower irrigation cost



Contact

30 min meeting to dive into the opportunity



Moving Irrigation Management From A Chore To A Strategic Opportunity

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