



BEEKEEPERS' DIGITAL ASSISTANT

AI-based solution for optimal beekeeping

Petar Pejic, CEO
www.beehold.tech



Driving Deep
tech growth



CORE TEAM

Project management

Dr. Petar Pejić

PhD Technical Science



AI development

Jelena Pejić

MSc. Computer science



Hardware dev.

Mihajlo Milovanović

MSc. Electronic Engineering



Finance & admin.

Tihomir Đurković

MSc. Economics



Software developer

Obrad Stajić

BSc. Computer Science



Ecology & Design

Ivan Arsić

MSc. Ecology



BEEES AS POLLINATORS

35%

GLOBAL FOOD SUPPLY
DEPENDS ON BEES



BEEES ARE IN TROUBLE

45%

LOST IN USA
2020-2021

50%

LEES BEES
GLOBALLY
SINCE 1970

BEEKEEPING CHALLENGES

INSPECTION IS THE SAME AS 200 YEARS AGO








GET PRECISE INFORMATION



80%
UNNECESSARY
OPENING

PERFORM OPTIMAL ACTIONS

MAIN COMPETITORS

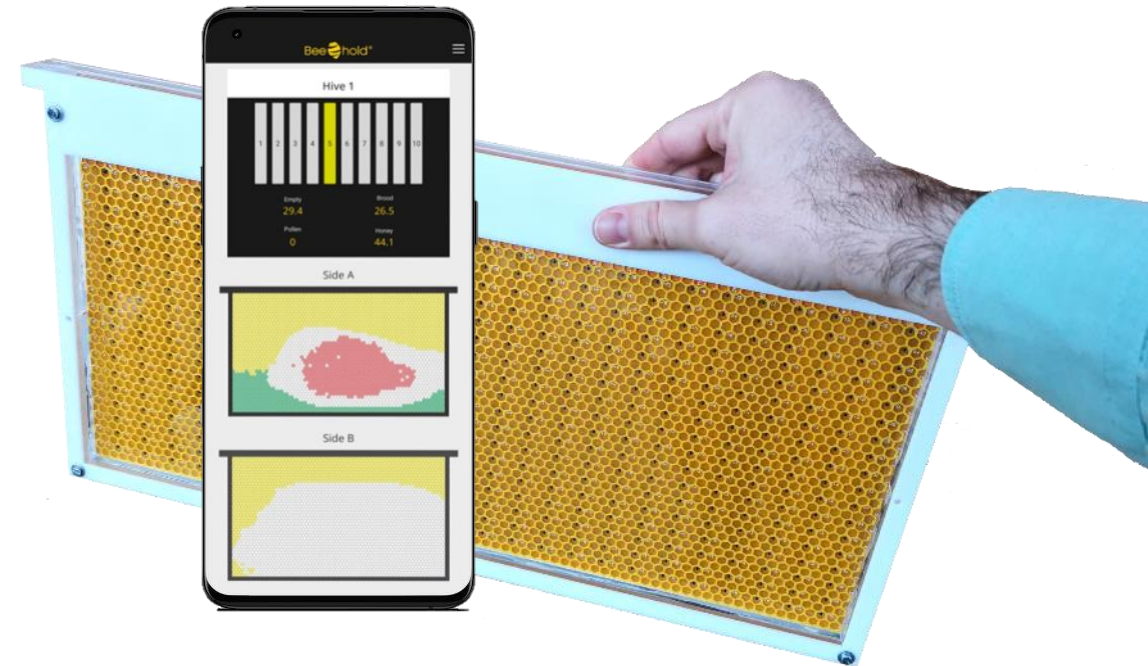
	 Beehold	 BEEWISE	 pollenity	 ApisProtect	 OPEN SOURCE BEEHIVES
No manual colony inspection	✓	✓			
Optimal actions suggestions	✓	✓			
Yield and problems prediction	✓				
Standard hives compatible	✓		✓	✓	✓

UNFAIR ADVANTAGE

UNIQUE PATENT-PROTECTED DEVICE FOR
HIGH-RESOLUTION DATA COLLECTION



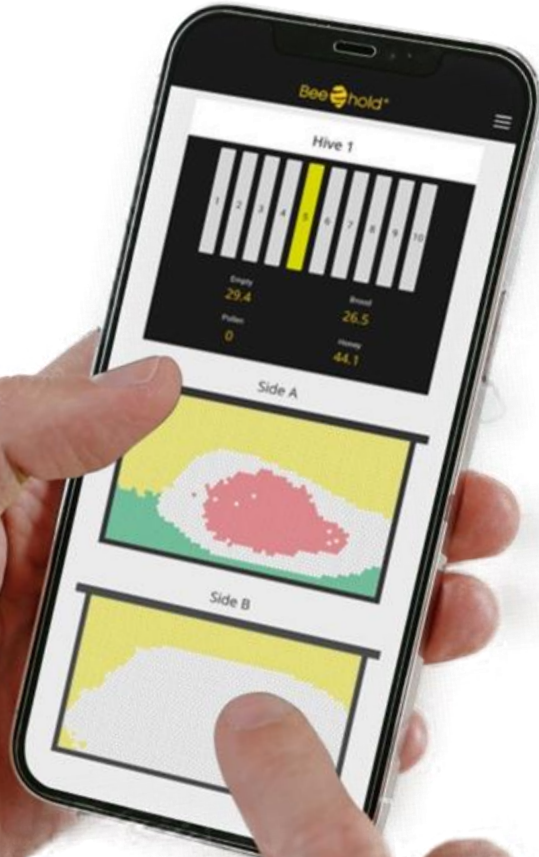
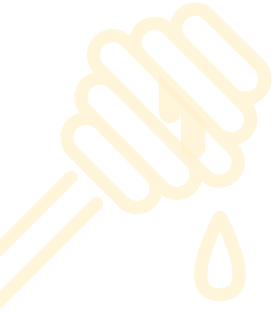
TRADITIONAL - MONTHLY



BEEHOLD - REAL TIME

OUR SOLUTION

AI-BASED BEEKEEPERS ASSISTANT



- Track bees for you
- Suggest optimal actions
- No manual inspections

OUR IMPACT

80% less hive opening

50% productivity increase

20% income increase

20% more bees



Target
2.3



Target
8.2



Target
13.1



Target
15.5

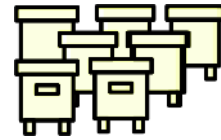


TARGET USERS

BEEKEEPERS

Early Adopters

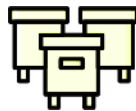
- **Professionals**



- increase revenue

Knowledgeable and experienced, Technology enthusiasts

- **Hobbyists**



- dedicate more time to bees

- **Beginners**



- don't need previous knowledge

BUSINESS MODEL

BASED ON AI ASSISTANT PRECISION

Basic

Free

Help in
inspections

Standard

€10/m

Reduce manual
inspections

Pro

€30/m

Remove manual
inspection

Additional revenue: IoT devices for precision beekeeping

MARKET VALIDATION

SALE OF BEEHOLD SYSTEM

MVP - 2022



10 sold

validated problem-solution fit

MMP - 2023



40 sold

customer validation



GO-TO-MARKET STRATEGY

B2B PARTNERSHIP

Beekeeping equipment

Sellers and
distributors



IoT producers

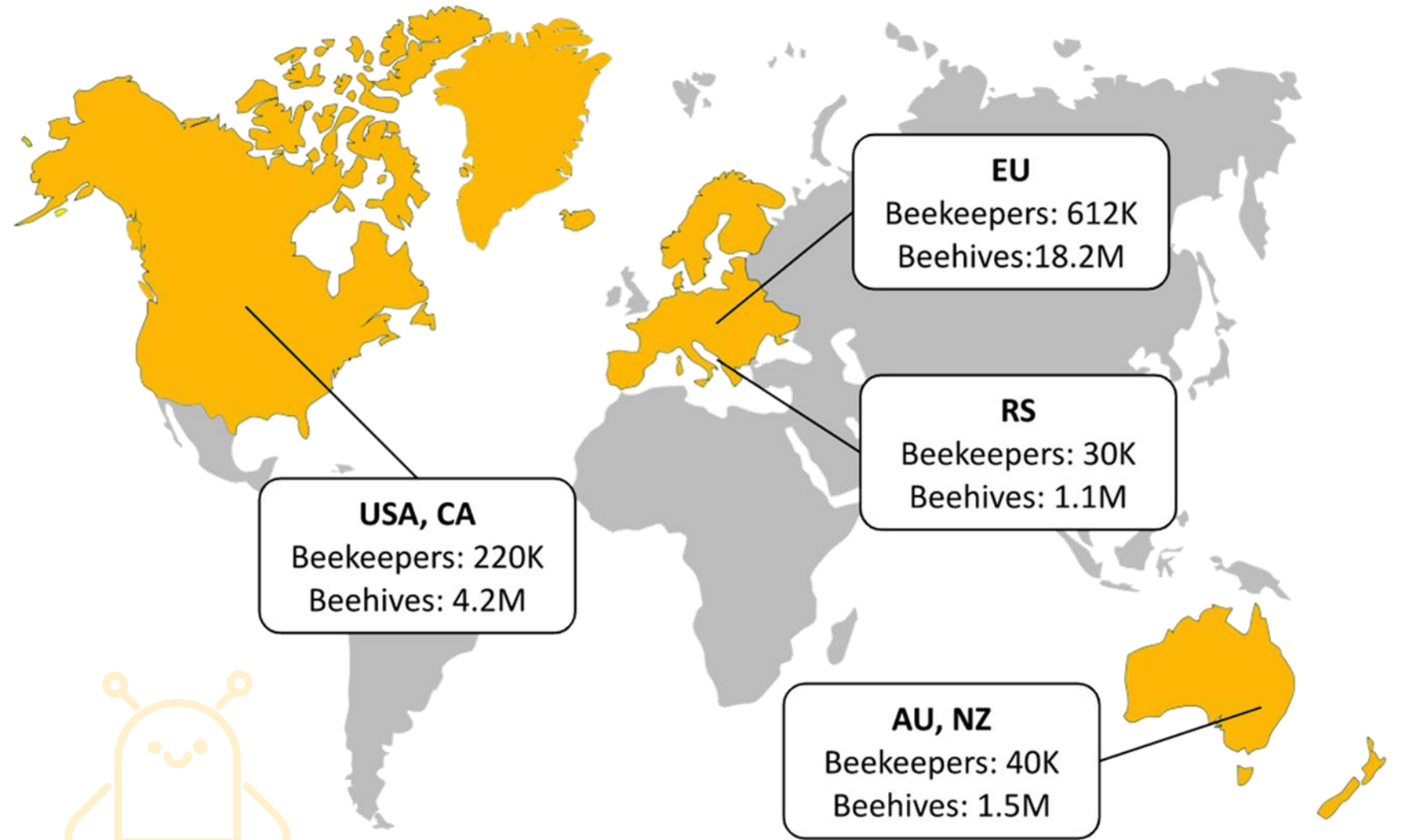
Precision beekeeping
devices



Optical

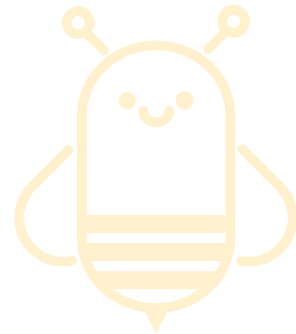


TARGET MARKET

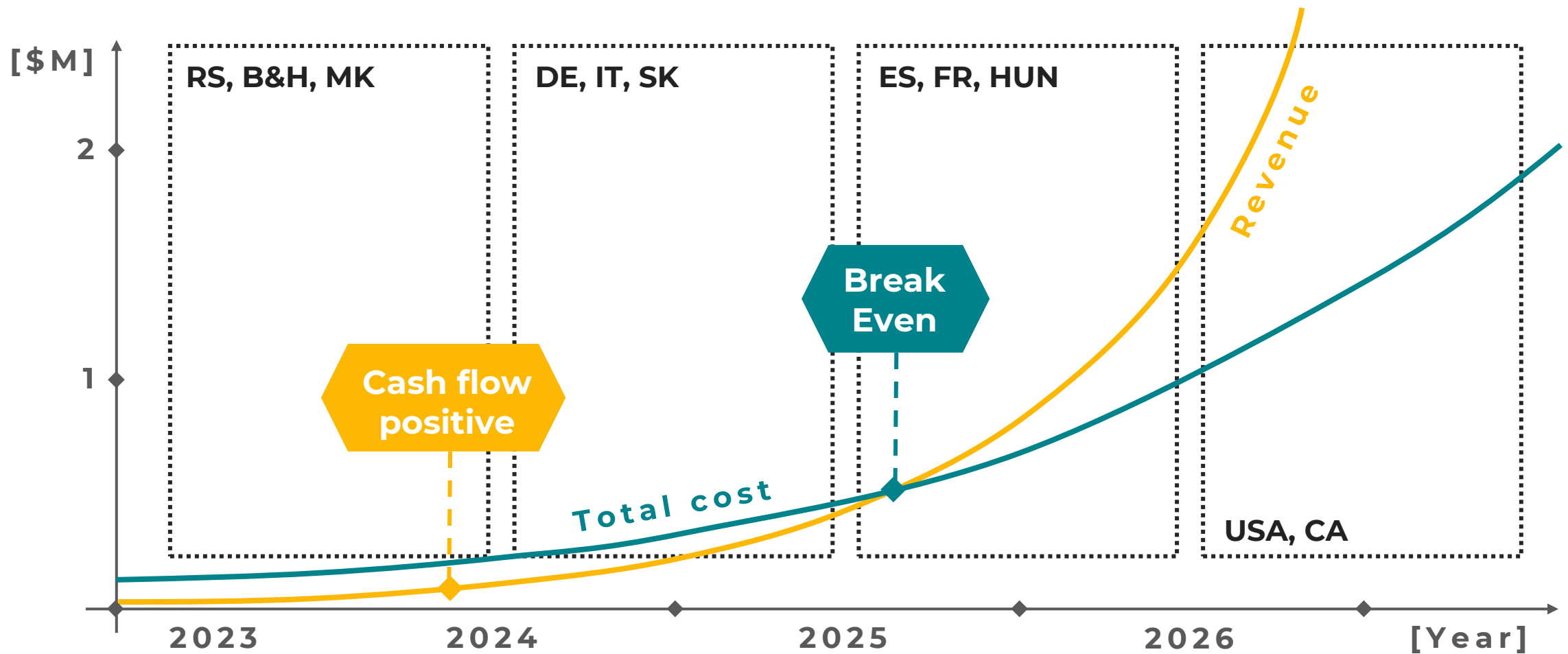


Size

Size: \$3.4B / year
CAGR 7.2%



REVENUE & BREAK EVEN



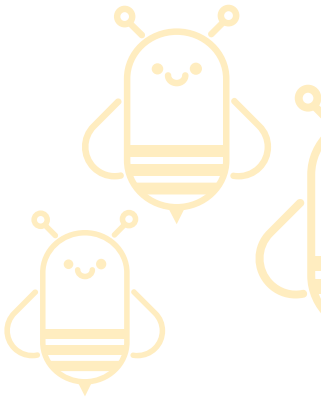
GROWTH SUPPORT



REPUBLIC OF SERBIA
INNOVATION
FUND



WHAT WE NEED



Up to €2M investment

- ✓ Collect sufficient data for AI training.
- ✓ Achieve expert-level Assistant performance
- ✓ Expand to EU markets.

THANK YOU FOR YOUR ATTENTION



Beauty is in the hive of [beehold.tech](https://www.beehold.tech)

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