

AgroAlert System

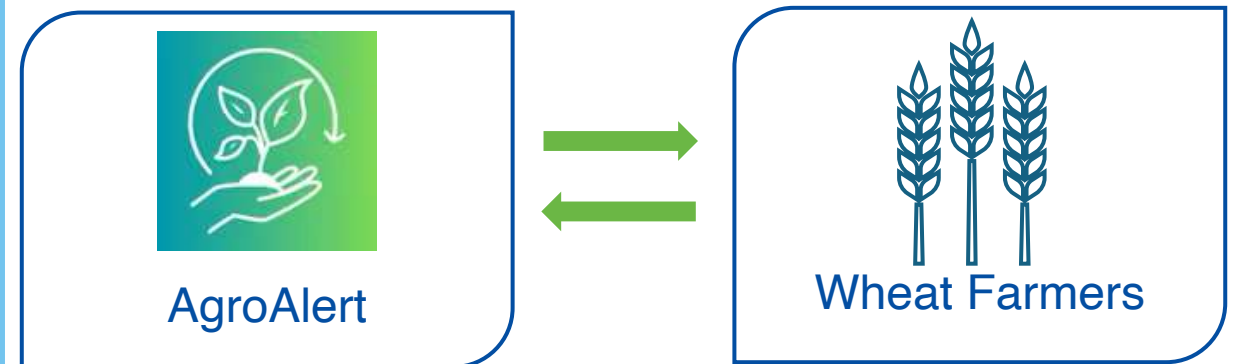


The Deal: Product or Service



Smart Field Device + AI Cloud Platform Subscription

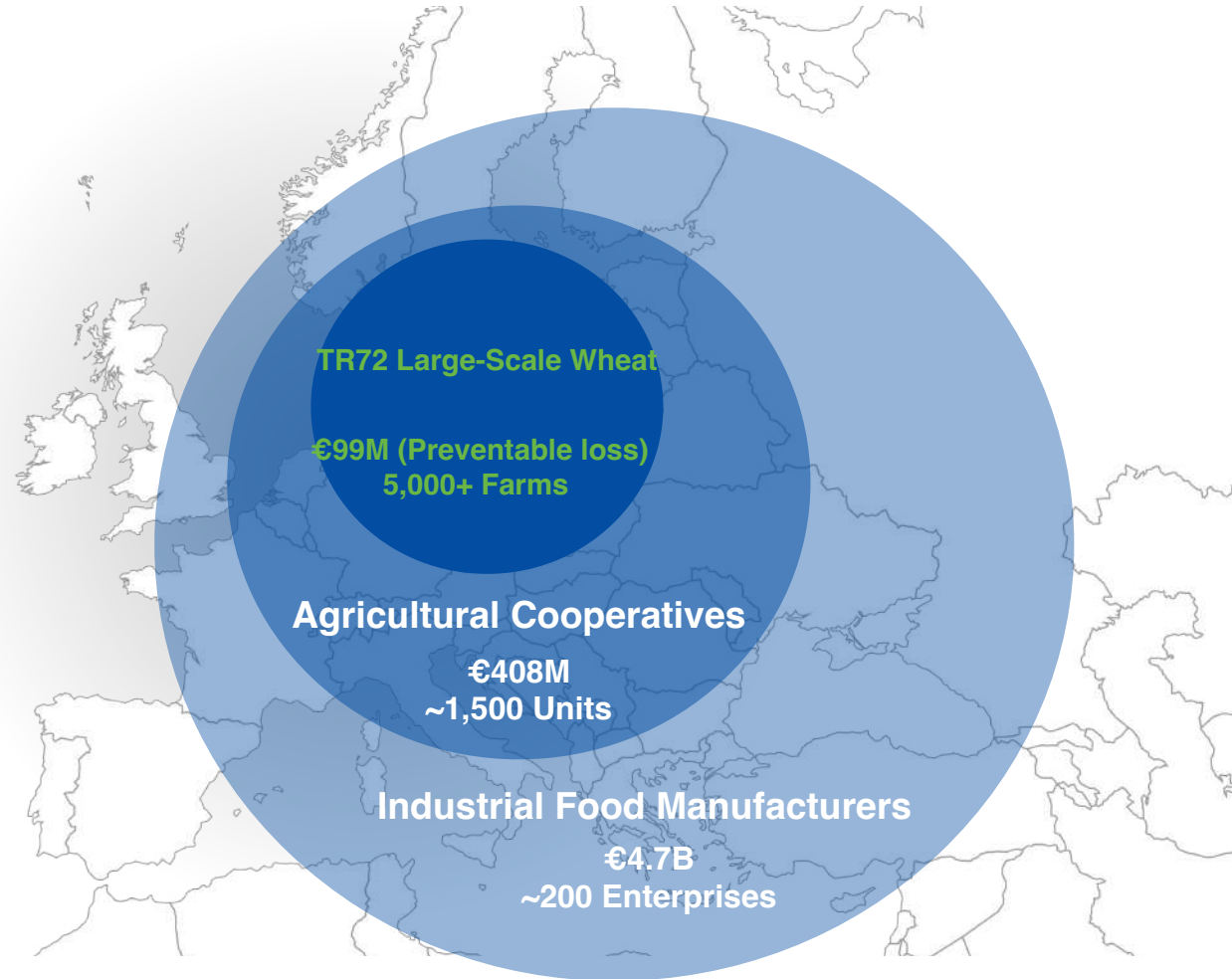
Hardware-as-a-Service (HaaS)



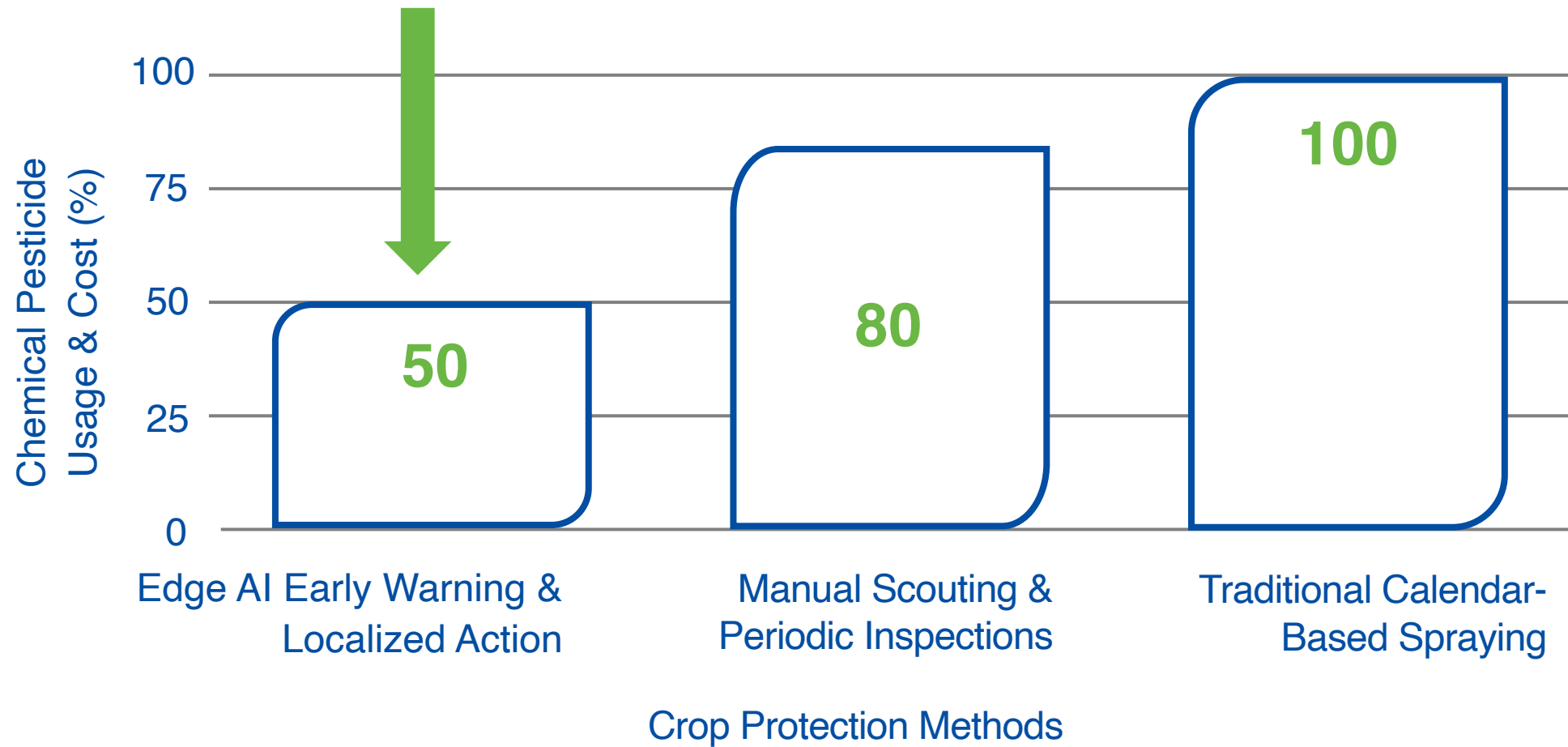
€350 / Device (One-time upfront fee)

€50 / Year per device (Cloud Server & Edge AI Maintenance Subscription)

Beachhead Market

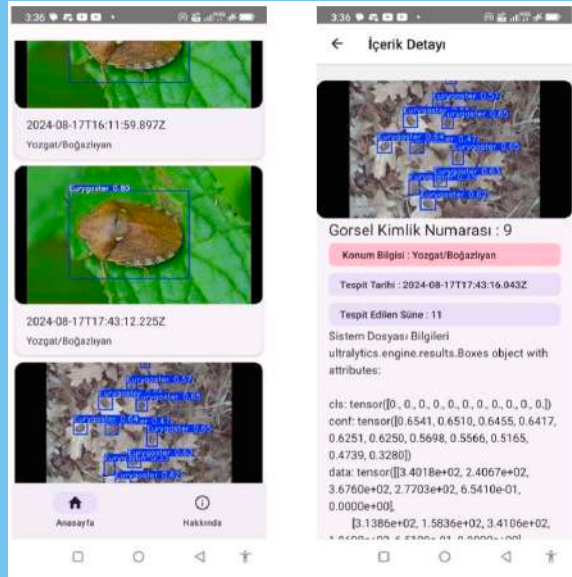


Customer Value Proposition

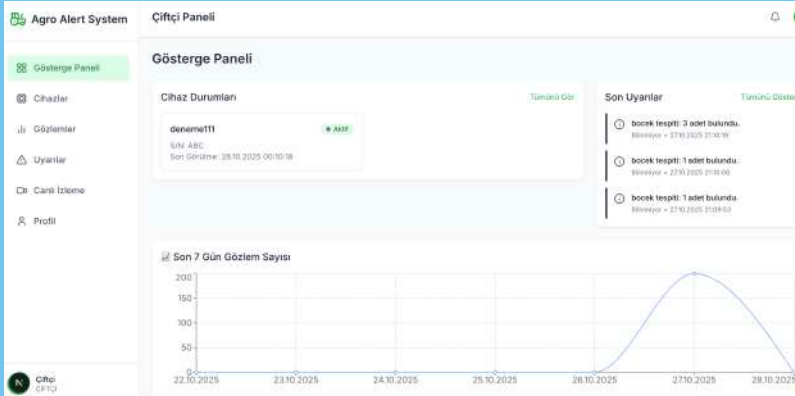


Product

- **Autonomous Hardware:** Weatherproof, solar-powered field station built on Raspberry Pi 5
- **Edge AI Detection:** Local YOLOv8 or YOLOv26 processing for real-time pest and disease identification
- **Smart Decision Support:** Instant GPS-tagged alerts via Expo & NextJS dashboard and mobile app

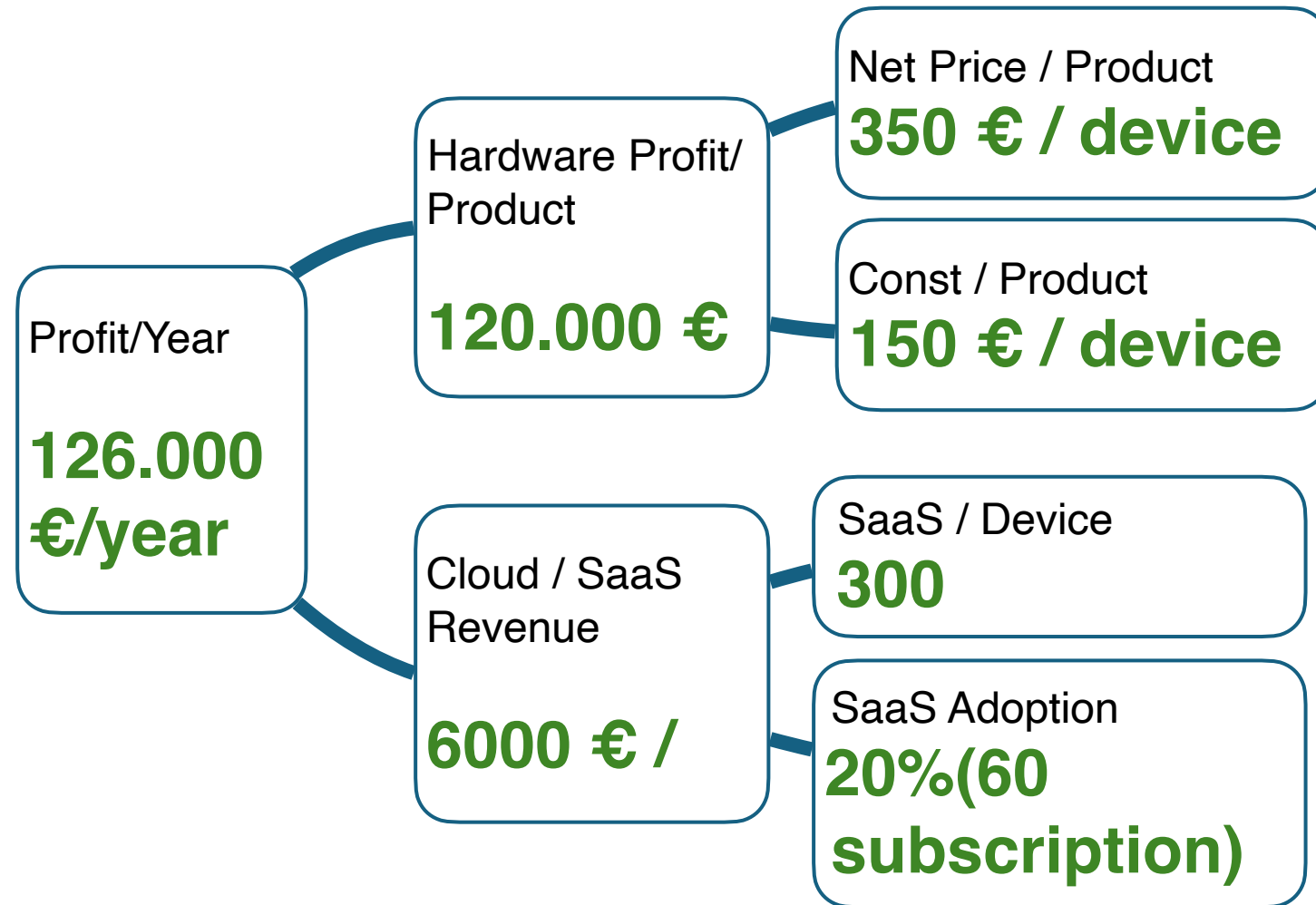


YOLOv8 processing



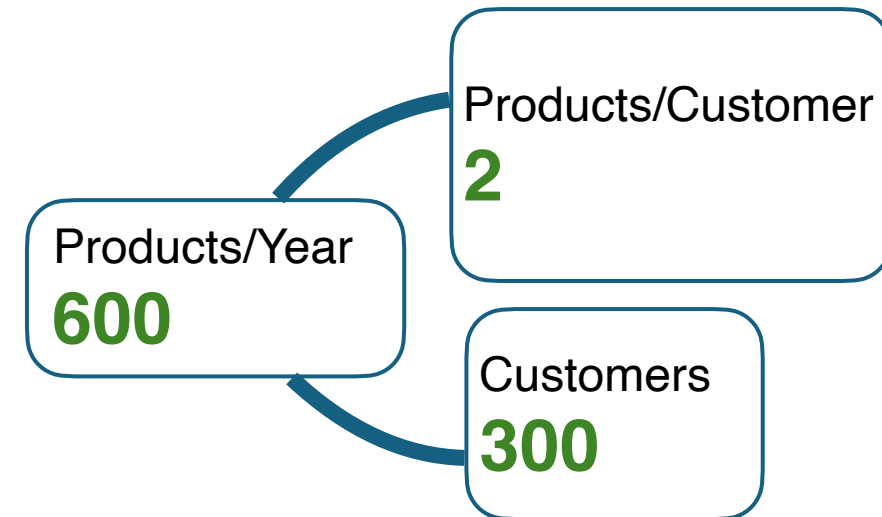
NextJS Dashboard

Financials

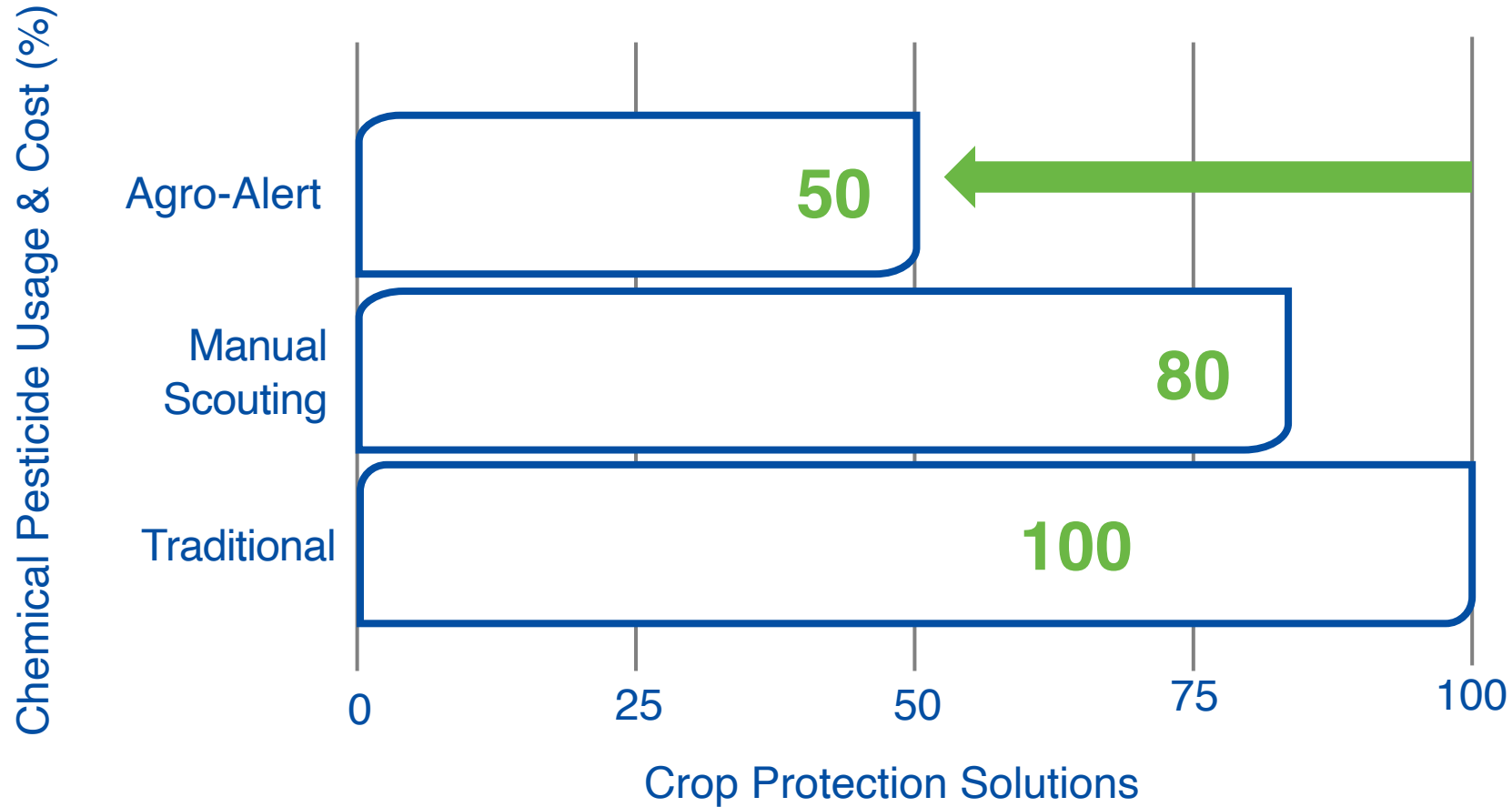


Key drivers:

- Low Hardware Cost (€150 COGS vs €350 Price)
- SaaS Cloud Model (%20 Cloud Adoption at €50/yr)
- Market Penetration (300 Farms / 600 Devices)



Impact Assessment



Total Impact Calculation in your Beachhead market:

By capturing 6% of our Beachhead Market (300 farmers / 600 devices), Agro-Alert will prevent 15,000+ L of chemical pesticide use annually saving local farmers €180,000/year while directly aligning with EU Green Deal 2030 targets.

Competitive Advantage

BARRIERS TO ENTRY

PROPRIETARY EDGE AI SYNERGY

Custom YOLOv8 models optimized for Raspberry Pi 5

ZERO-BANDWIDTH LOCAL PROCESSING

No reliance on cloud streaming, works in offline rural areas

DOMAIN-SPECIFIC DATASET MOAT

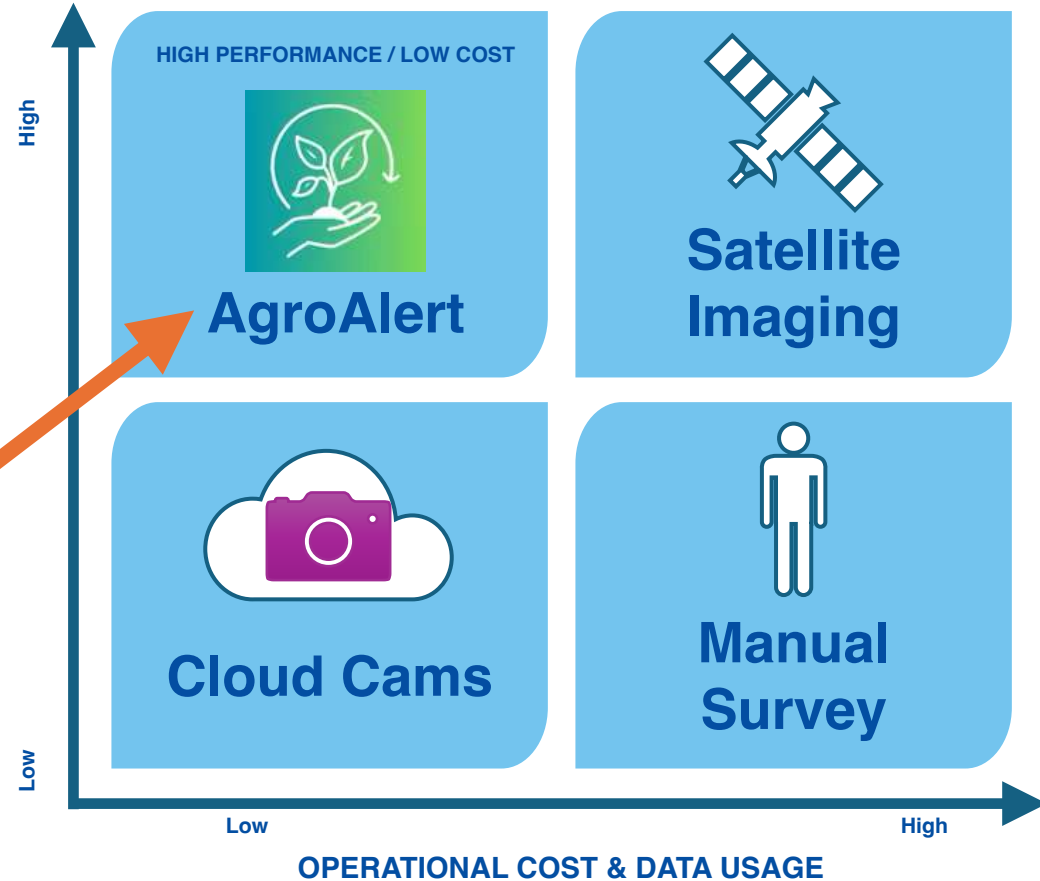
Trained on regional Sunn Pest & Yellow Rust lifecycle data

TEAM & NETWORK ACCESS

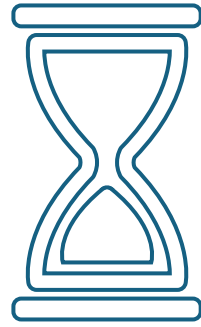
Deep-Tech engineering + Regional Cooperative partnership network

OUR
MOAT

PEST/DISEASE DETECTION PERFORMANCE



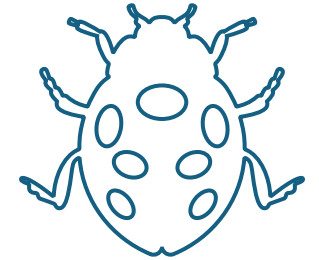
Founder's Dream



Full commercial scaling and targets achieved by **2029**



To reach **€250,000** in annual sales revenue upon dominating our beachhead market.



Secure global food production, Through localized Edge AI detection
-40% crop losses, **-50%** pesticide use (via Edge AI)



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