agriblock

Building...

- better future
- better business
- better relationships
- better products
- better processes
- better agriculture

AGRIBlock's Vision The future of agriculture in the present.

AGRIBlock's Mission Creating sustainable agriculture through technology by creating additional value from field's real data.

The Problem: Weeding

Weeding is **top expense** in most agricultural farms. It must be done by people and tools. Smaller farmers use mostly labor to get the weed under control.

When weeds are not controlled, crop production is lower **10 to 30%.**

Workforce labor is in decline, and there is less and less people wanting to work on agriculture farms in EU. **Price of labor increase** every year, where every 5 years it goes up by 50%. This spike in price is more emphasized due to COVID-19 outbreak.

›**€200**k
/5 years, 2ha*

30% lower

We are HIRING

*EUROSTAT statistic based on average EU cost of labor

Competition

Too big and too expensive

Average EU farm size
16.6 ha

Large number of competitors and diverse:

- Tractor weeders
- Large scale robotic mechanical weeders
- Herbicide robots
- Large scale, expensive and unreachable for small farmers

Our focus is on:

- Micro and small farmers
- Small robot size
- Focused on professional farmers
- Use of no herbicide, mechanical weed control
- Low entry cost for 1 robot (target is to be lowest on the market)

Perfect timing

- AI and blockchain technology available at fraction of the cost than just 10 years ago

- With global warming weeds are better to adapt than crops and faster to spread

- EU vegetable production 1,2% arable land (90% micro and small farms)

- EU plans **25% of total farmland to be organic** by 2030 (8% currently)

- EU target **50% lower use of pesticides** by 2030

- UN predicted 8,6 billion people by 2030

50%
mandatory reduction

PESTICIDES

ANTIMICROBIALS
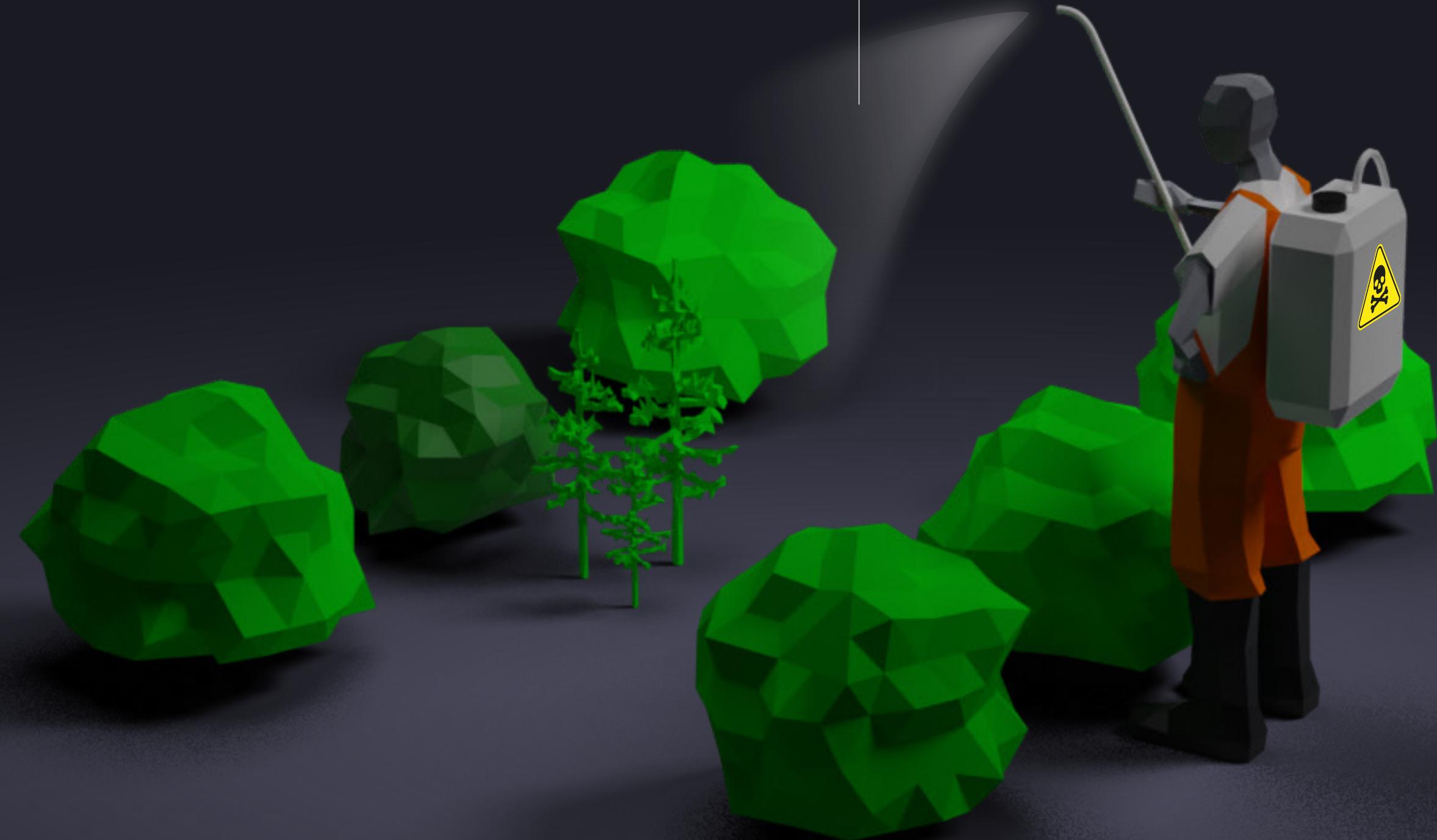
Solution

Lightweight Unmanned Ground Vehicles (UGVs)

Applicable to any crop, with focus on vegetable production and orchards

Modular blocks for weeding, grass cutting, soil testing, irrigation,...

Fully autonomous operation

Technology

4 **BIG DATA** sales

Blockchain tech

CO_2

3 **Cloud software** solutions

Solar panel for energy **self-sufficiency**

Computer vision

Plant recognition

1 **Robot**

Artificial intelligence

41.24.2028
2 10.4418

GPS positioning
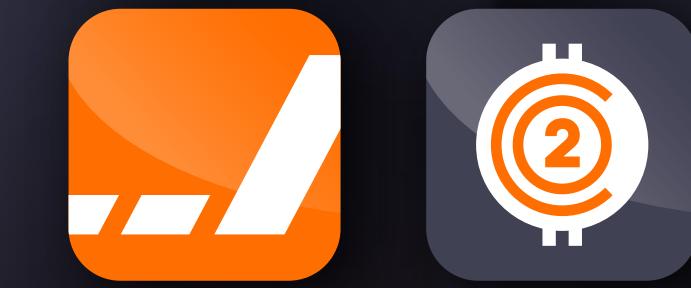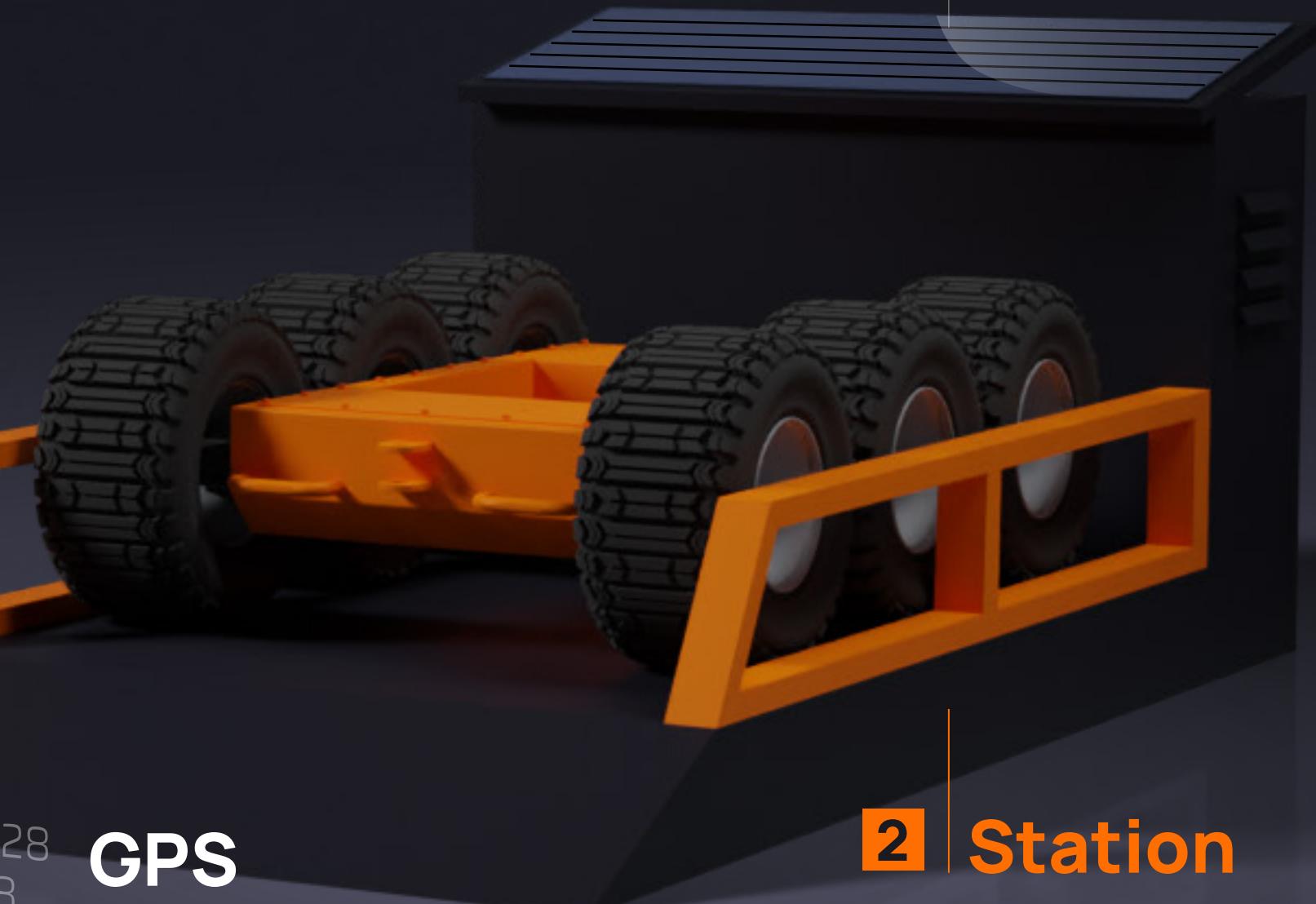
2 **Station**

Business model

Sales
(15% of YoY turn over):

AGRIBlock solution in 1st year €20k

TOTAL in 5 years bellow €30k

## Renting
(85% of YOY turn over):

€780 per month

€9,4k per year

100 farms implementation = €1M YoY turnover

10.000 farms implementation = €100M YoY turnover
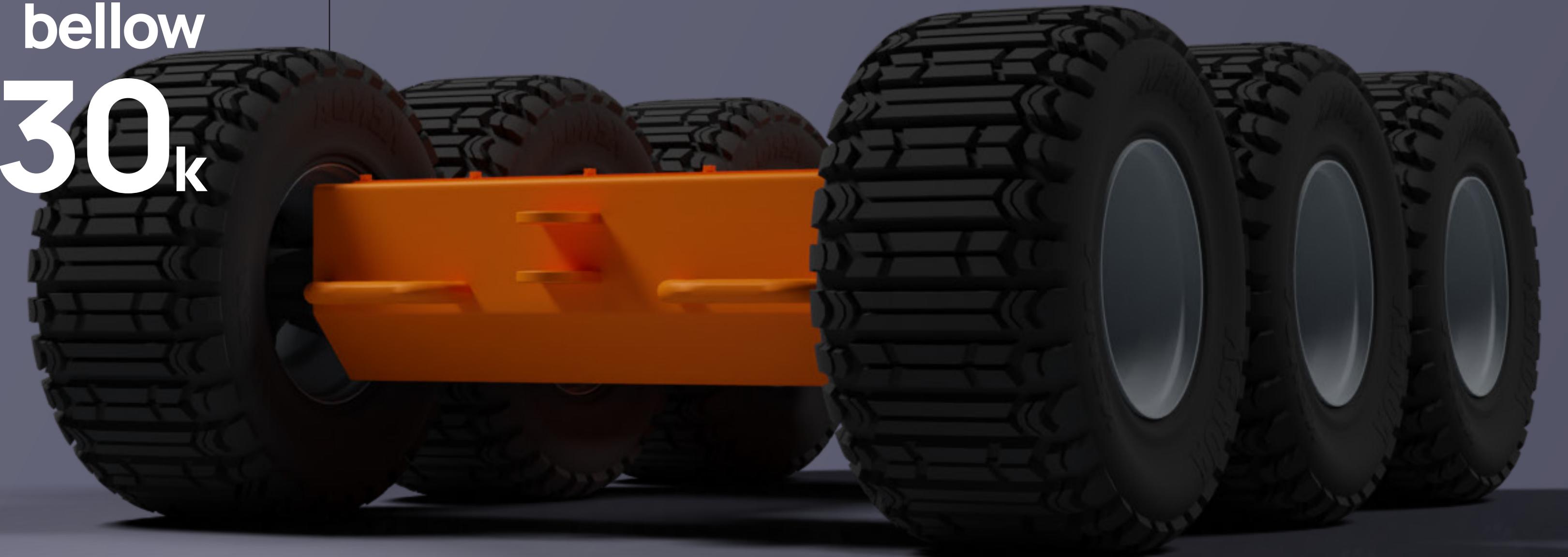
Target market – Current and Future

EU

Market
potential 5% =
116.150
farms

Average size
of farm
16.6 ha

Vegetable production:

- Land area: 2.200.000 ha
(1.2% EU arable land)
- Number of farms: 823.000

Orchard / fruit production:

- Land area: 3.900.000 ha
(1.9% EU arable land)
- Number of farms: 1.500.000

Forecast for global Agri-tech market

Global agriculture technology-as-a-service market is expected to reach

$3b

by 2026, with a cagr of 24.42%

www.globenewswire.com
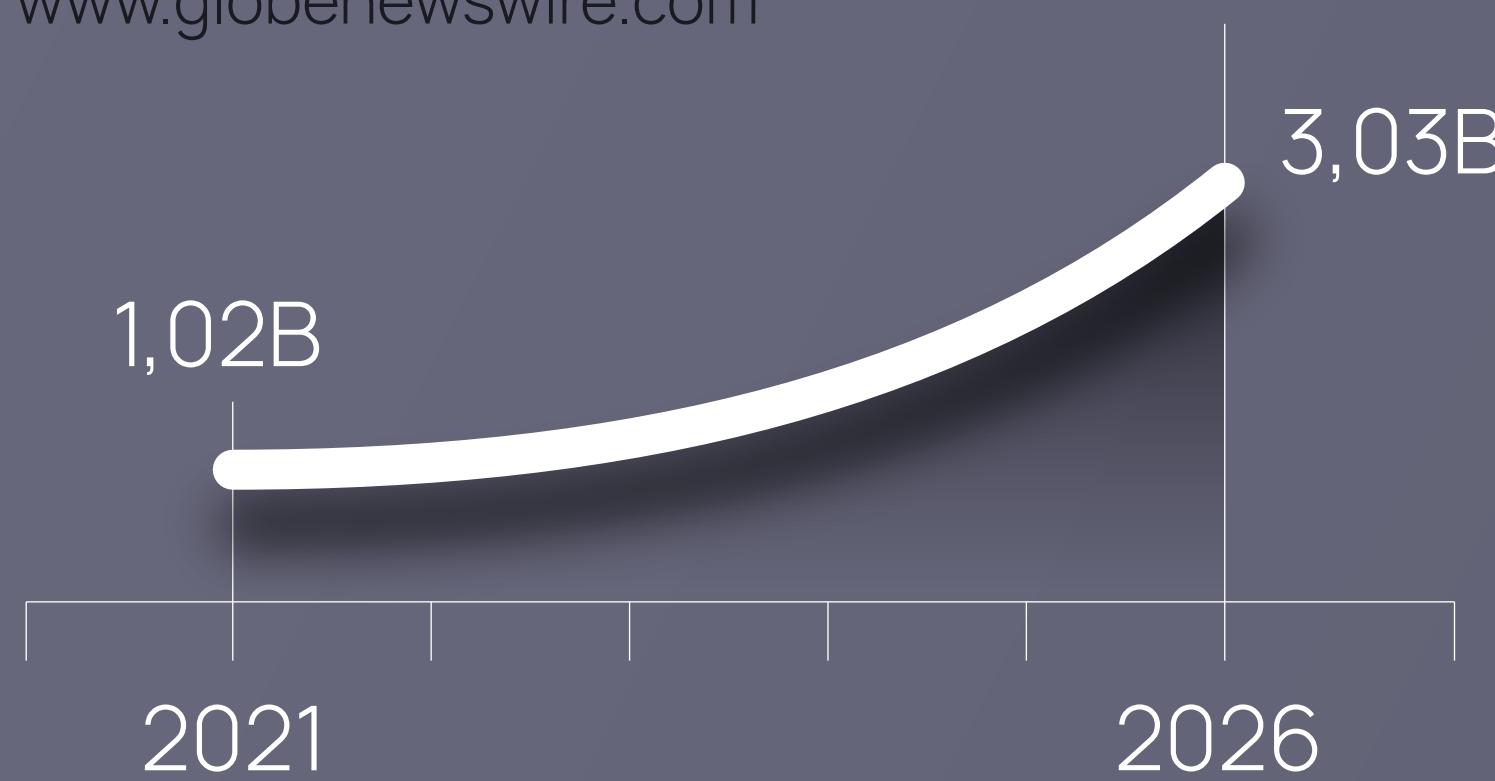
Global agri-tech market is expected to reach

$32,5b

by 2027

www.globalbankingandfinance.com

3,03B

1,02B

2021

2026

32,5B

9,11B

2020

2027

Team

Marko Sever
CEO

Over 10 years experience in IT (Microsoft, Samsung, IN2, Imaves)

Over 20 years experience in agriculture (family farm, largest organic vegetable producers in Croatia)

Predrag Pejić
CTO

More than nine years of embedded and electrical engineering (Rimac Automobili, Greyp Bikes, Arrival)
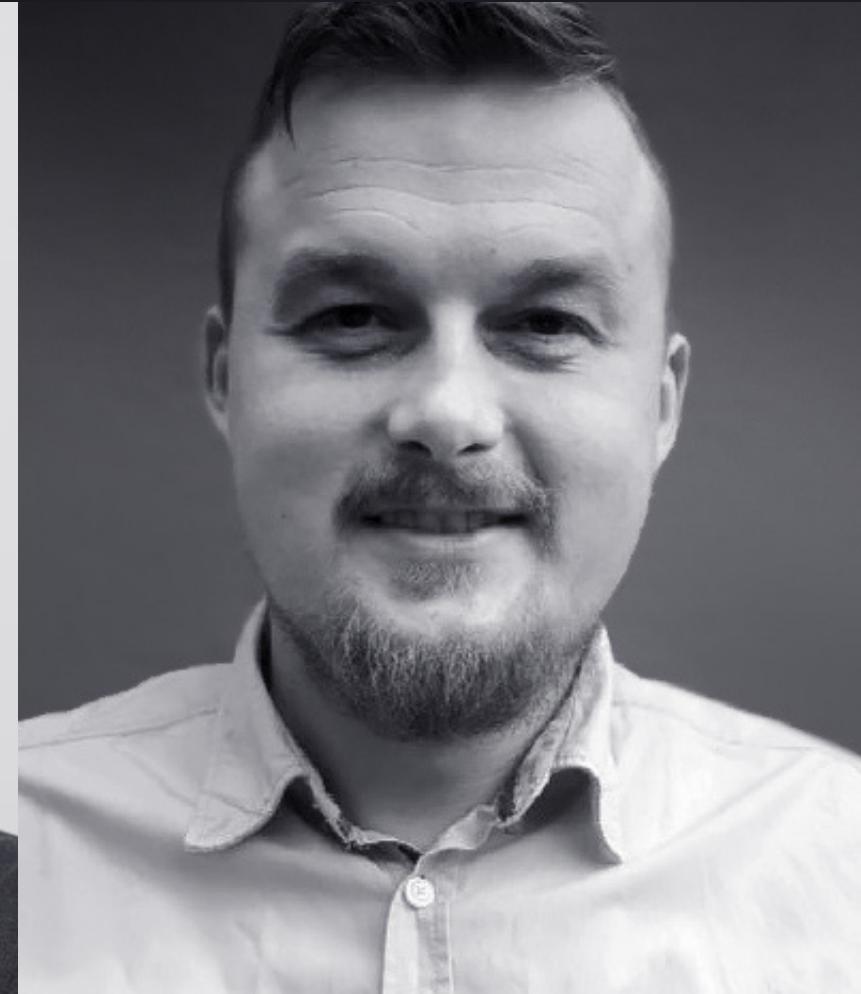
Kristijan Škarica
CBDO

Serial entrepreneur (TheGepek, PlantON, RediGo, Fastness, …)

Different technology projects (hardware, IoT, computer vision, blockchain, …)

Zvonimir Sučić
CPO

30 years experience in R&D and product development (Greyborg, Rimac Automobili, Greyp Bikes, Arrival…)

Advisory Board
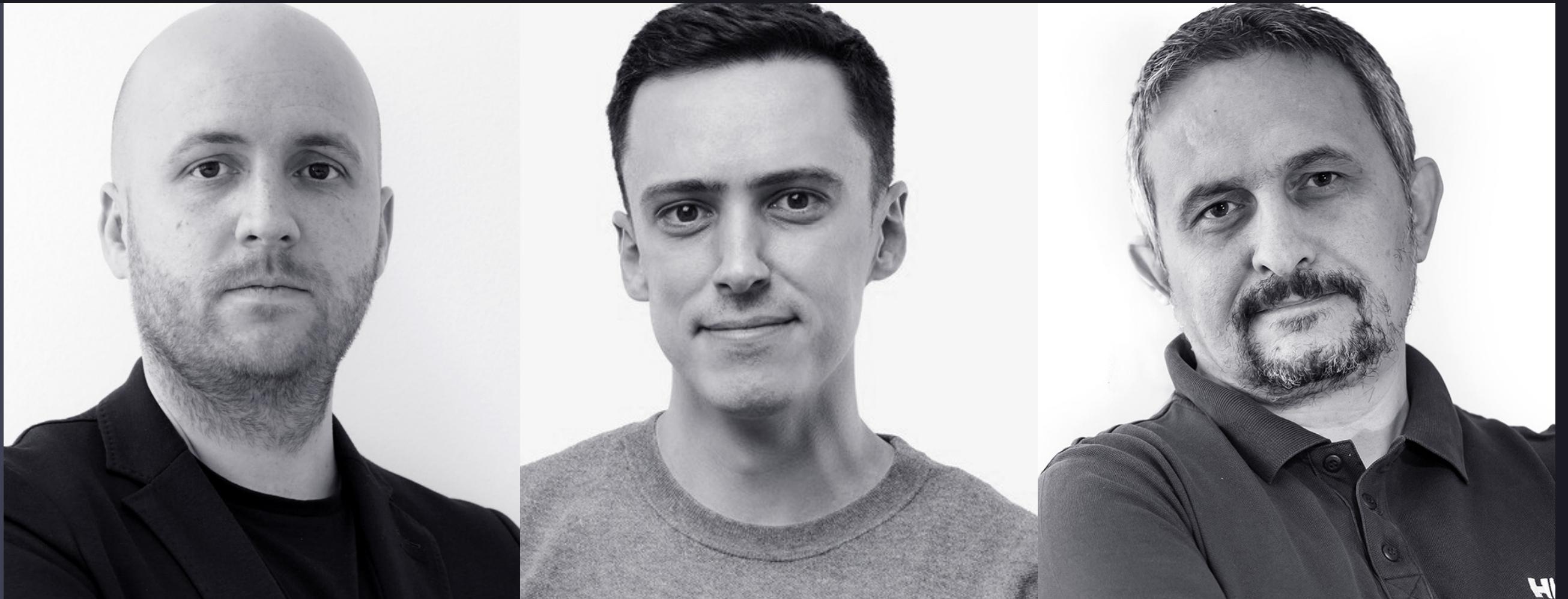
Filip Novoselnik
AI & Computer Vision

An engineer and entrepreneur focused on developing AI and computer vision based solutions for industrial applications. Founder and CEO of Protostar Labs.

Marko Marinović
Blockchain

More then 10 years of professional experience (Blank, dobartek.hr). Demonstrated success in creating and executing strategies to deliver production-grade solutions.

Tomislav Matek
Brand & Marketing

Designer, marketeer and for decades now, creative force behind many brands (Greyp Bikes, Foreo).

PROTOSTAR LABS

blank

greyp

Our traction (enrollment of farms)

Farm Sever

Over 22 years of professional vegetable production

Over 2ha od greenhouse and over 20ha of open field

Over 12ha of orchards

Farm AgroCetin

35ha of apples

Over 100 ha od pastures with beef production

Small farmers

13 small producers in Ivanić-Grad area

Vegetable

Orchards

Future development
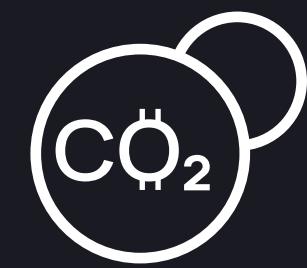
1st
Phase:
AGRIBlock
autonomous
vehicle

2nd
Phase:
AGRIBlock
traceability

Production traceability /
consumer control

Pesticide control

Soil quality

3rd
Phase:
AGRIBlock CO2
blockchain
system

Blockchain value control

CO2 emission

Coin connection with CO2

4th
Phase:
AGRIBlock drop by
drop

Irrigation drop by drop by
autonomous vehicle

Central station water
filament

Traction to Date

Summer 2021	Feb 2022	Jun 2022	Jul 2022	Dec 2022	Feb 2023	Future

Conception

First two team members started the project

MVP

First MVP AGRIBlock autonomous vehicle on first field

3 prototypes in testing

Looking to expand our team and implement additional 13 farms with AGRIBlock solution

**Launch and team establishment**

Team was complete and started working on first PoC

First deal

First farm implementation

Blockchain and automation

Work on blockchain and automation processes started
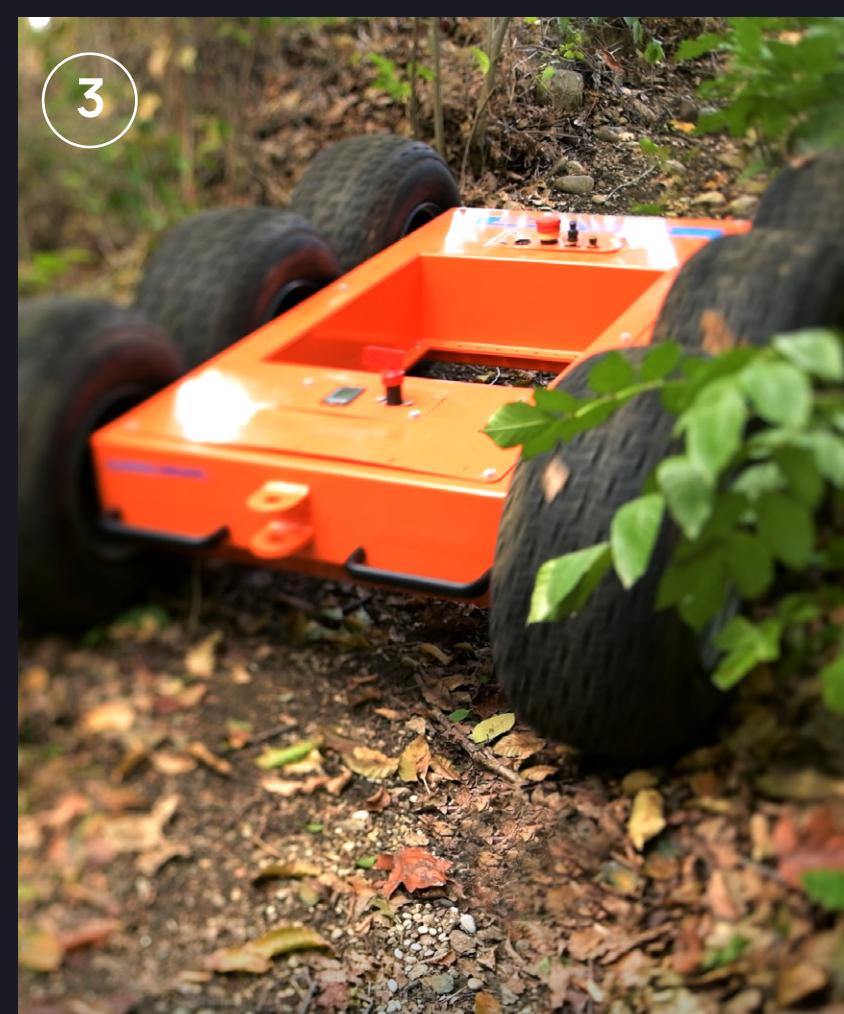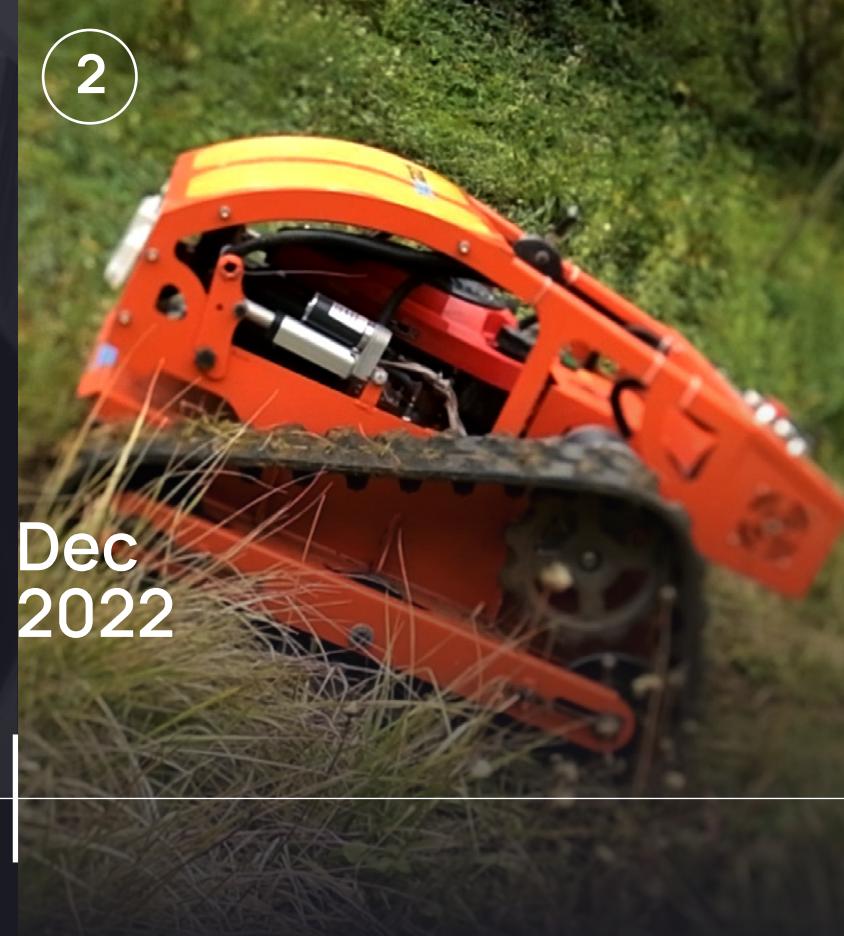
Intellectual Capital - High Level Estimation

	Present Value		Future Value (5 years)	
	Knowledge	$ (M)	Knowledge	$ (M)
Tacit Knowledge (Undocumented)	90%	14,4	75%	144,0
Explicit Knowledge (Documented)	10%	1,6	25%	48,0
Total	100%	**16,0**	100%	**192,0**
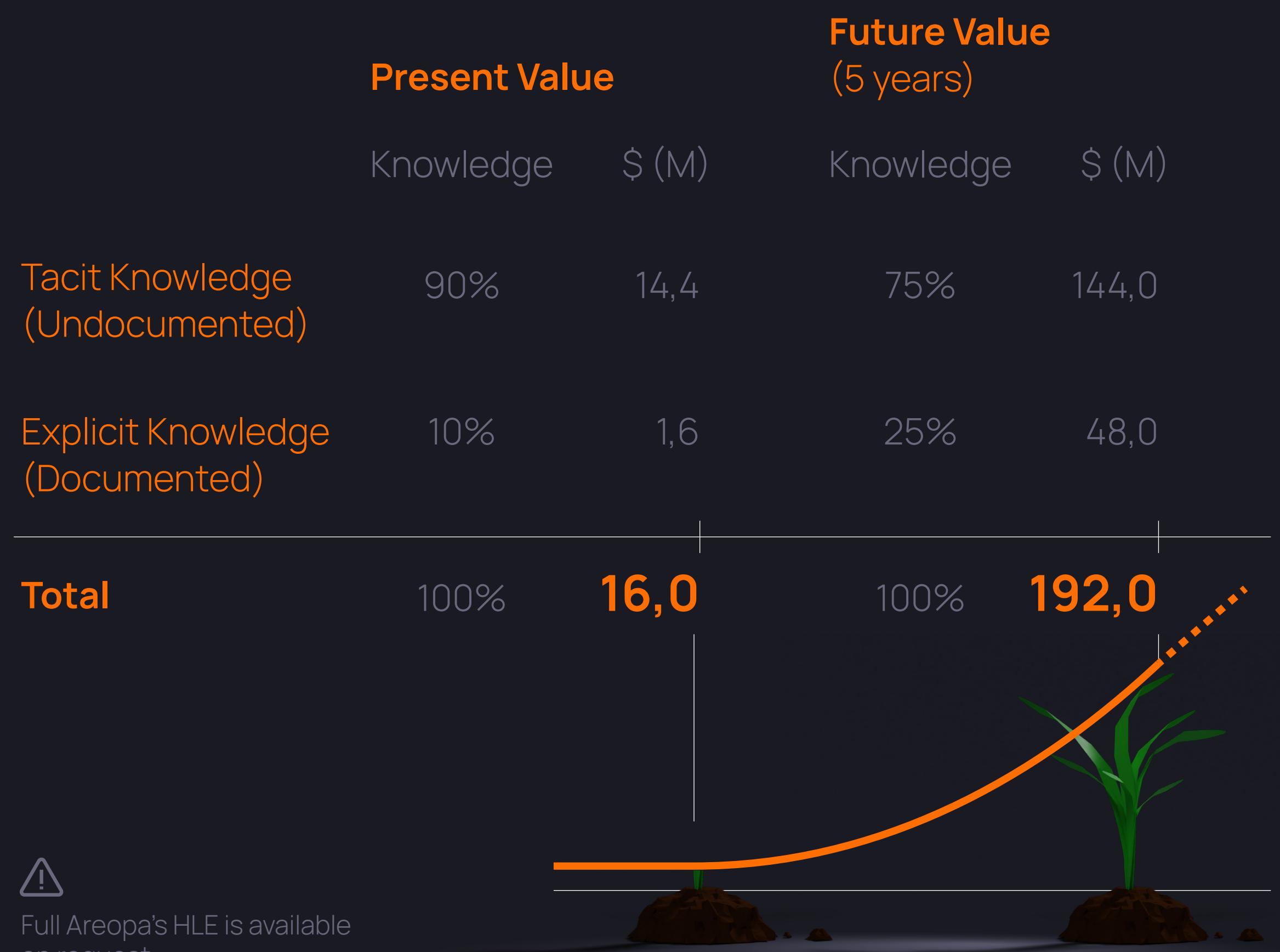
⚠ Full Areopa's HLE is available on request.

The present and future Intellectual Capital value of is generally found in:

Structural Capital
- based on a mixture of business plan, financial projections, trade secret, process, procedures and tools
- key documentation captured

Customer Capital
- key target identified
- customer service established

Human Capital
- employees with a low turnover rate
- up to date documentation
- mentor/coaching system

Strategic Alliance Capital
- considerable amount of strategic alliance capital in existing relationships

Staged investment option

Reducing initial investment is desirable from a cash management standpoint, but also from a risk standpoint. Make a partial investment, and wait for the KPI to be achieved before making follow-up investment.
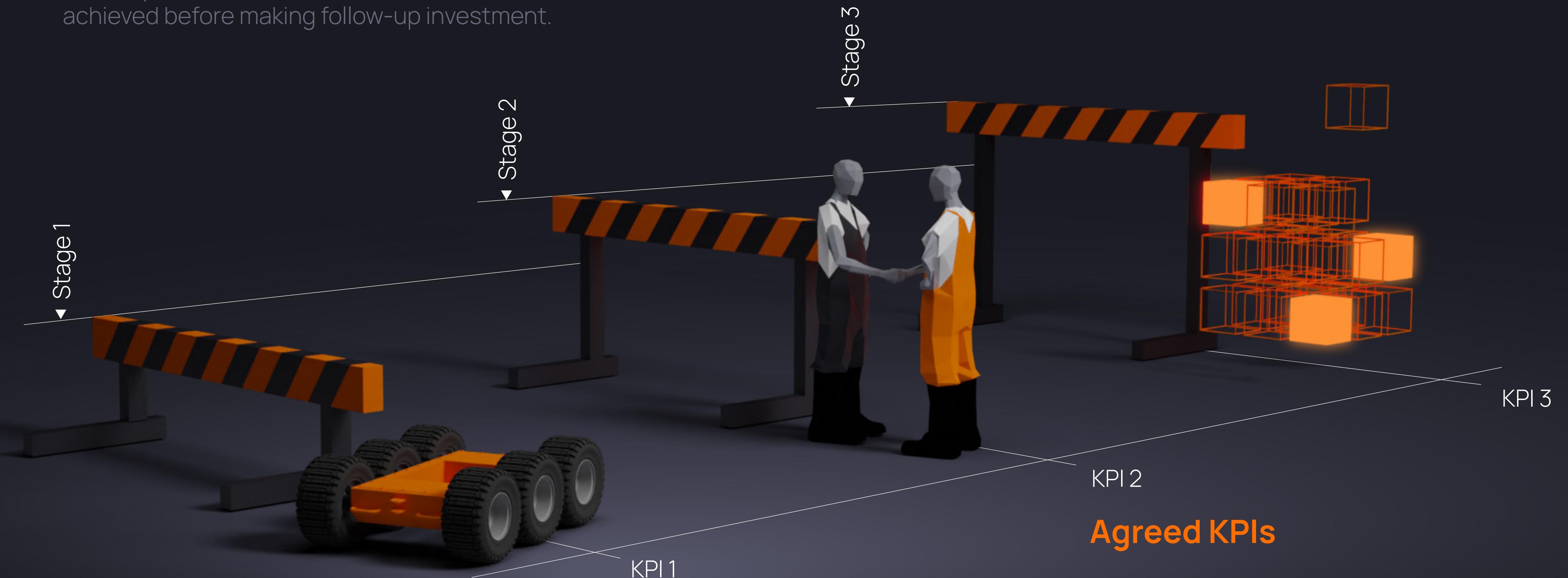
Stage 1

Stage 2

Stage 3

KPI 1

KPI 2

KPI 3

Agreed KPIs

Thank you.

agriblock

Marko Sever
CEO

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