Agrobotz

Pitch Deck

Agrobotz

Unleashing Productivity

in Horticulture

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Horticultural production is inefficient & prone to significant losses

US$ 150Bi

Global Market Size for Production of Fruits & Vegetables

34%

Labor's share of the cost of production

30%

Production yield losses due to pest infestations

Suboptimal pesticide application has adverse economic, environmental, and societal impacts

US$ 36Bi

Global Value of Pesticides Application Overdose

30

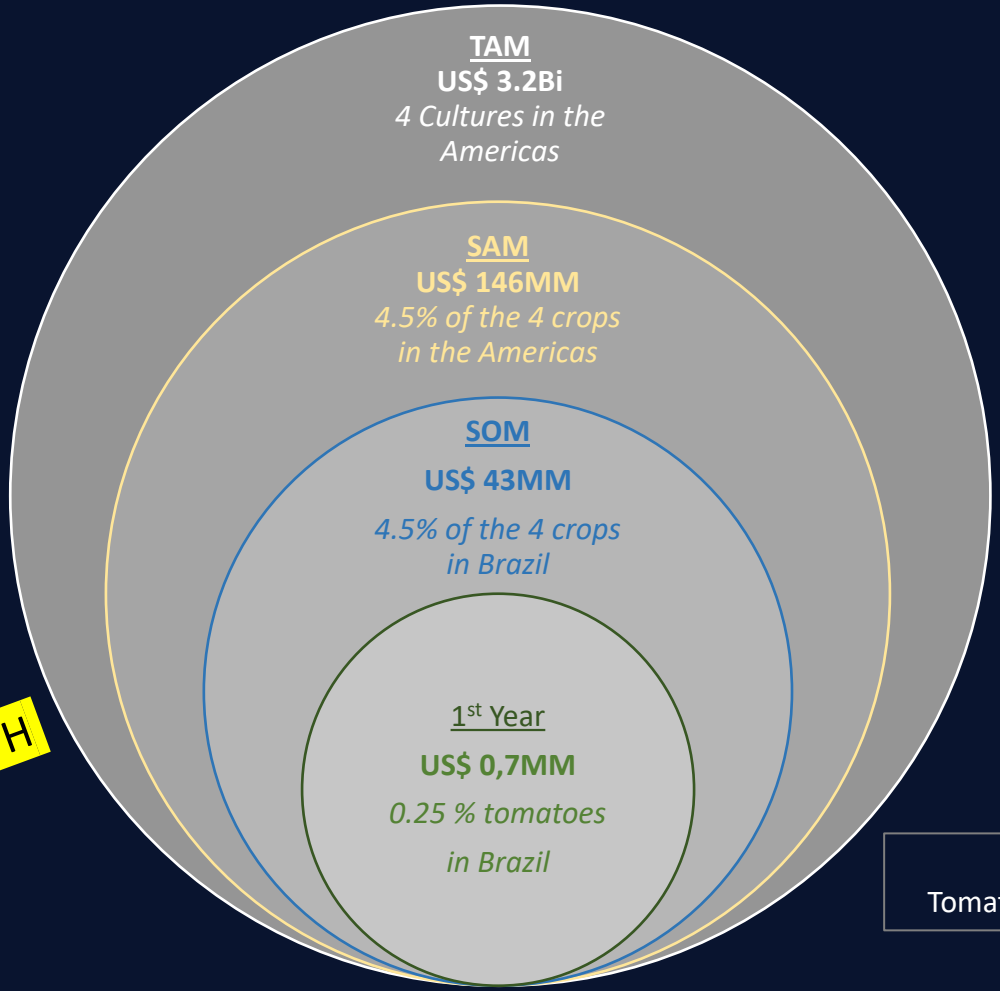
Years for some pesticides' environmental footprint to be effaced

44%

of producers suffer from diseases associated with pesticides exposure

Boedeker et al. BMC Public Health (2020) 20:1875 https://doi.org/10.1186/s12889-020-09939-0

Market Size



TO BE REVISED TO ALIGN BETTER WITH TAM/SAM/SOM CONCEPTS

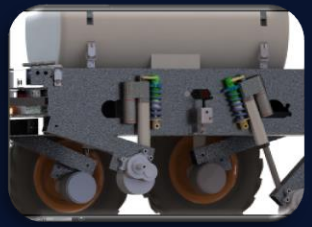
4 cultures
Tomatoes, Coffee, Oranges, Grapes

A system of autonomous robots to take on pesticide application
to deliver
cost savings and crop yield increases for the horticultor,
improved health and life quality for the workers,
and reduced footprint on the environment.

Underlying magic / Special Sauce
Sauce

An meticulous integration of industrial design, robotics and AI to deliver a true lifesaver for the horticultor

- **Compactness, Superior Mechanics & Electrical Drivetrain**
  Efficient operation through the tightest and roughest pathways
- **Computer Vision & AI**
  Automatic regulation of spraying parameters for optimal coverage
- **Hybrid Navigation System**
  Vision-dominated, collision-free navigation in the absence of a reliable GPS signal
- **Automatic Recharge & Refill**
  100% automatic operation with no human intervention
- **Swarm Operation Management**
  Scaling up of operations with increasing farm size
- **Plug-And-Play Modules**
  Allow to take on an increasing number of labor-intensive tasks beyond spraying

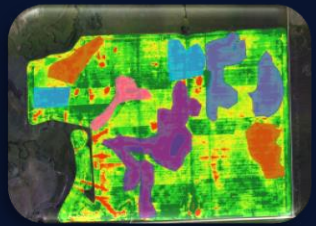






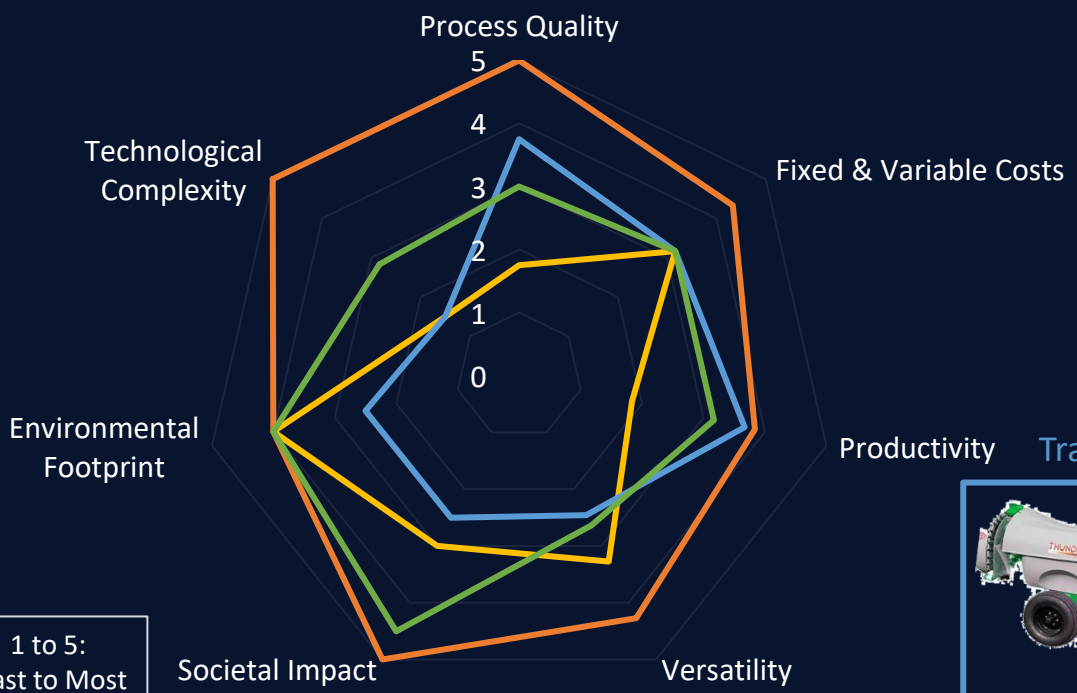




Competitive Landscape

(incumbent alternatives)



1 to 5:
Least to Most Attractive

AGR 125/700

Manual Applicator

Productivity

Tractor Towed Atomizer

Sprayer Drone

Competitive Landscape

(emerging alternatives)

AGR 125 / 700:

The best in-class spraying:

Computer Vision and AI interpret leaf position and concentration to regulate the sprayer in real time.

Enhanced operability:

Compactness and advanced suspension mechanics, and vision-based navigation uniquely allow operation in greenhouses and through tight trails of hilly plantations.

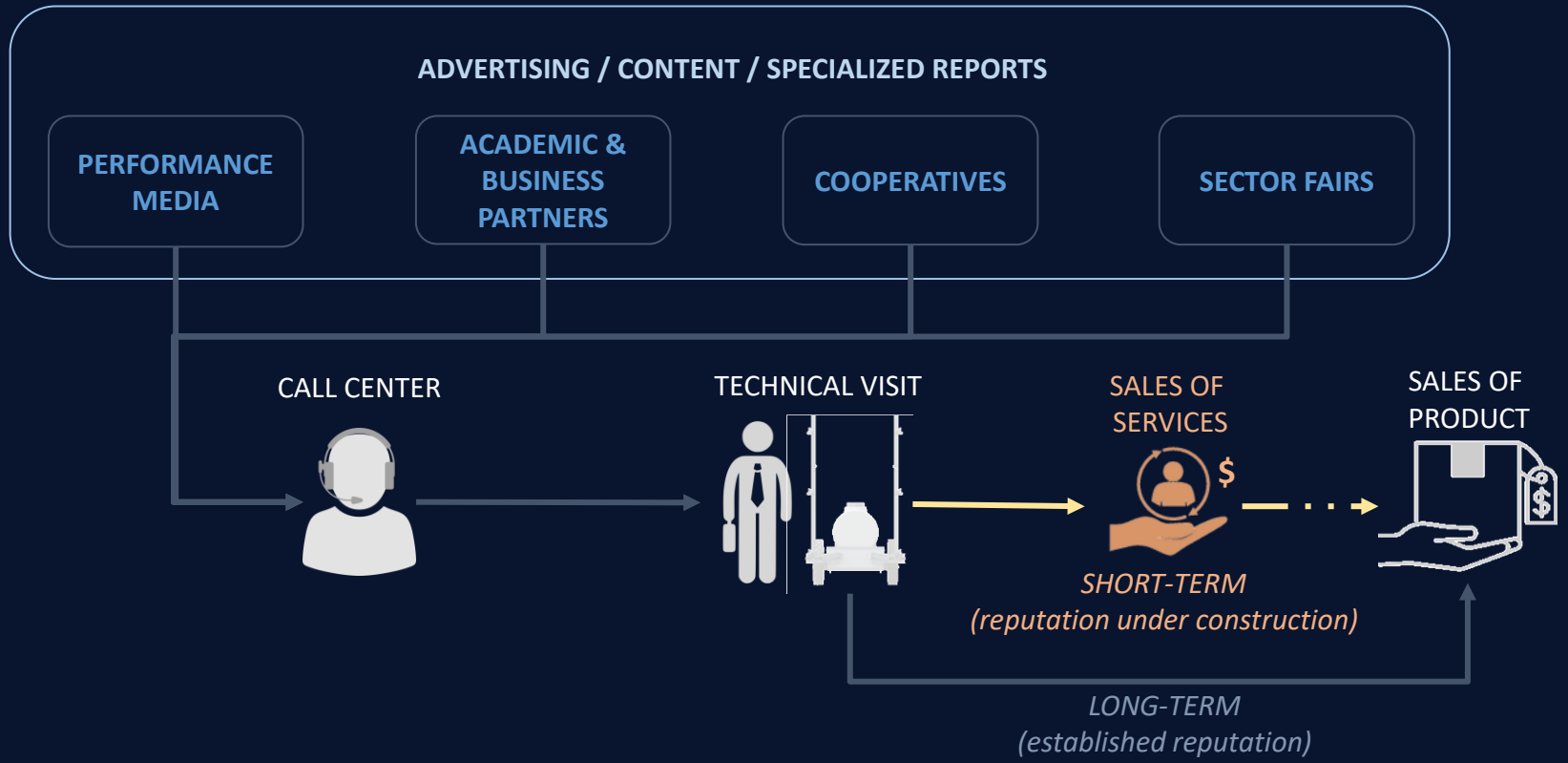
Maximizing User Value & Experience:

Onboard sensors, computer vision and AI features collect plant, environment, and process data for use in process improvement decisions.

CATEGORY	FEATURE	AGROBOTZ AGR 125/700	XAG R150 UGV	GUSS MINI GUSS
Intelligent Spraying	Active Flow Rate Adjustment	√	X	X
	Active Sprayer Bar Positioning	√	X	X
	Active Nozzle Control	√	X	X
Autonomous Navigation	GPS-RTK	√	√	√
	Computer Vision & AI	√	X	X
	Obstacle Avoidance	√	X	√
Operational Flexibility	Multi-Wheel Traction	√	√	√
	Active Suspension	√	X	X
	Greenhouse Use	√	X	X
Added Utility	AI Plant Monitoring	√	X	X
	IOT Sensors	√	X	X
	Realtime Telemetry on Screen	√	X	X
	Plug-And-Play Addons	√	X	X
User Experience	Trailer-free Transport	√	X	X
	Auto Recharge / Refill	√	X	X
	Fleet Management Software	√	X	√
Customizable Features	Battery Size & Type	√	X	X
	Sprayer System	√	X	X
	Sprayer Tank	√	X	X
	Electrical Drivetrain	√	X	X
	Cellular App / Radio Controller	√	X	X

Business Model

Promotion & Sales



Business Model
Monetization

Revenue Channels

Value

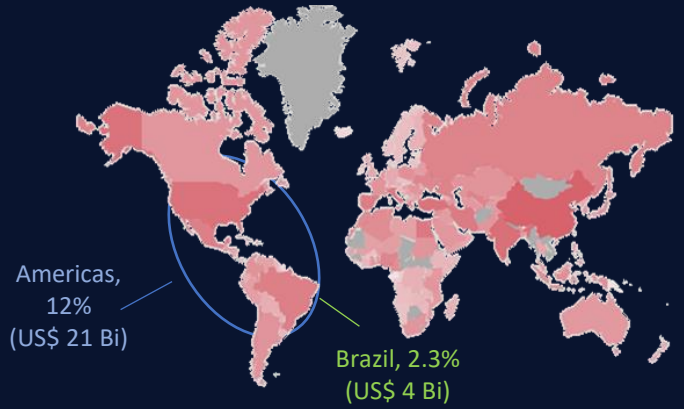
Service Provision I	**Agricultural operations* with robots**		**Fee** **40 US$/Ha**
Service Provision II	**Monitoring**		**Fee** **60 US$/Ha . month**
Product Sales I	**Robot Unit** **Shipping and setup** **Technical support**	**90%** **5%** **5%**	**Average Ticket** **32,000 US$/unit**
Product Sales II	**Plug-n-play Addons**		**Average Ticket** **5,000 US$/unit**

** Agricultural Operations include Spraying, Pollination and Harvesting (long run)*

Target Segments

PRODUCERS OF

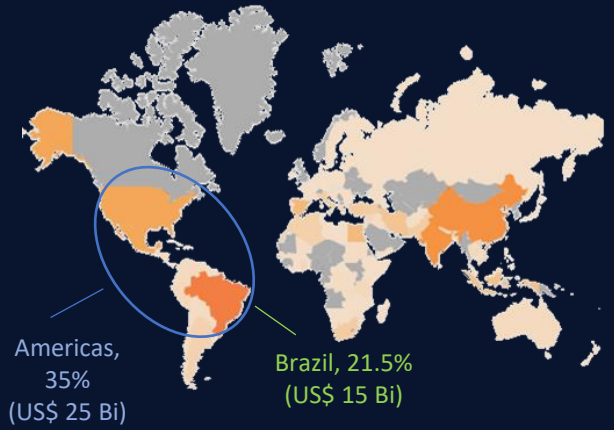
TOMATOES ~ *US$ 178 Bi, CAGR 4,8%*



COFFEE~ US$ 24 Bi, CAGR 4,0%

GRAPES ~ US$ 200 Bi, CAGR 7,8%

ORANGES ~ US$ 70 Bi, CAGR 0%



Go-to-Market Plan

FOUNDATION: 2022-2023

Minimum viable product / Advanced prototype
E-marketing, Telemarketing, Short demos

STAGE 1: 2024-2025

Scope: SP, MG States in Brazil
Extended pilots with beta batch
Roadshow & Demos at Cooperatives
Sales through Commissioned Sales Agents

STAGE 2: 2026-2027

Scope: Brazil
Promotion & Demos at Local Industry Fairs
Sales through Farm Equipment Dealership Networks

STAGE 3: 2028-2034

Scope: Americas
Promotion & Demos at International Fairs
Sales through Exclusive Product & Service Units

Customer Targets

Our initial targets are producers of tomatoes and coffee in the Brazilian states of SP and MG, who need to spray their fields up to 4 times a week and have it done manually for lack of adequate machinery. They face labor shortages, the resultant elevated costs, and a relatively low quality output in exchange.

Acquisition Channels

1. Direct sales promoted by E-marketing, Demos at customer sites;
2. Promotion & sales by Equipment Dealerships and Sales Agents;
3. Promotion & sales through Proprietary Product Sales and Service Units

Production Scale Up

1. Lean Batch Production with Retail Purchased Components
2. Intermittent Production with Negotiated Wholesale Components;
3. Mass Production with Negotiated Wholesale Components

Financial Projections

First 5 Years (100% focus on Brazil)

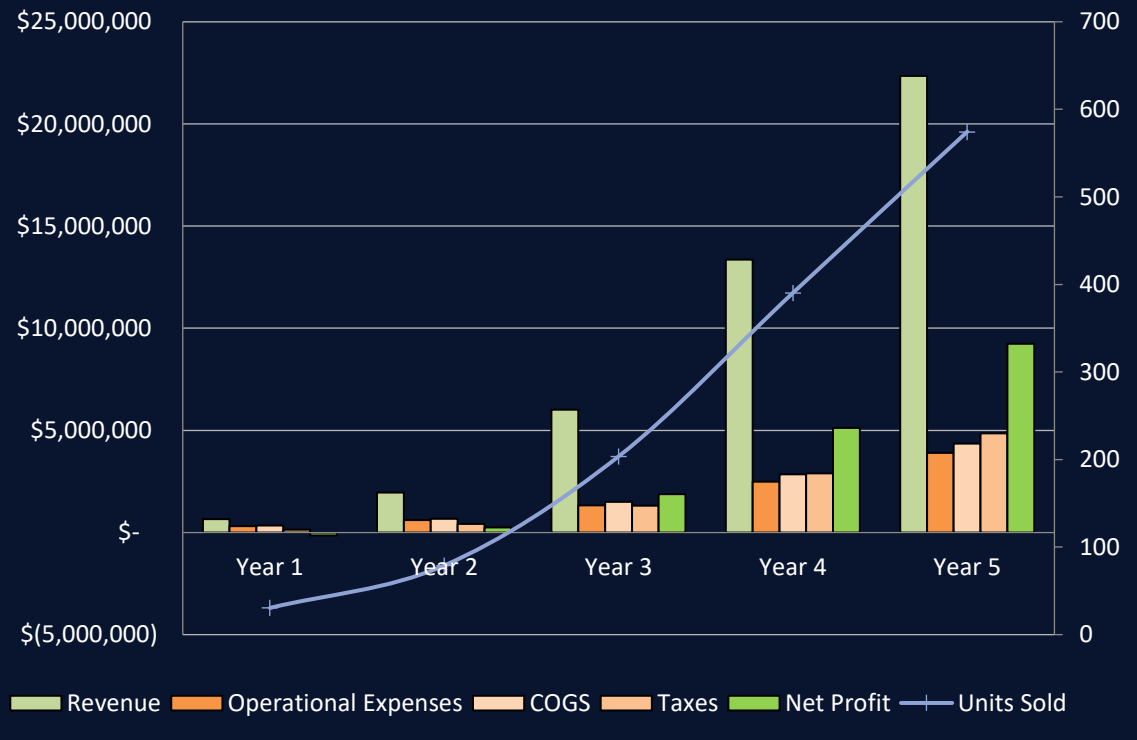
Culture	Share	Units
Tomatoes	3,0 %	260
Coffee	4,5 %	420
Grapes	5,0 %	150
Oranges	4,5 %	440
		1280

Total Sales: US$ 41MM

Years 6-10 (focus on Americas)

Culture	Share	Units
Tomatoes	4,5 %	+1100
Coffee	4,5 %	+350
Grapes	5,0 %	+1750
Oranges	4,5 %	+300
		+3510

Total Sales: +US$ 112MM

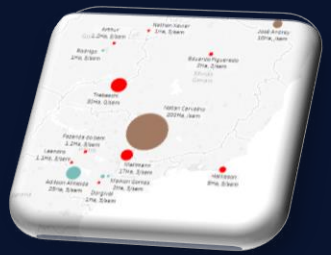


Progress So Far

External Funds

FAPESP

Demos & Validations with 50+ producers



Short Pilots

Fazenda Santa Luiza

MALLMANN
Sua escolha mais saudável

CTT
Centro de Treinamento em Tomaticultura

Industry Engagements

BAYER
Bayer CropScience

CORTEVA agriscience

BOSCH

AGROtec

Academic Partnerships

UNIVERSIDADE DE SÃO PAULO
ESCOLA POLITÉCNICA

THE OHIO STATE UNIVERSITY
1870

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

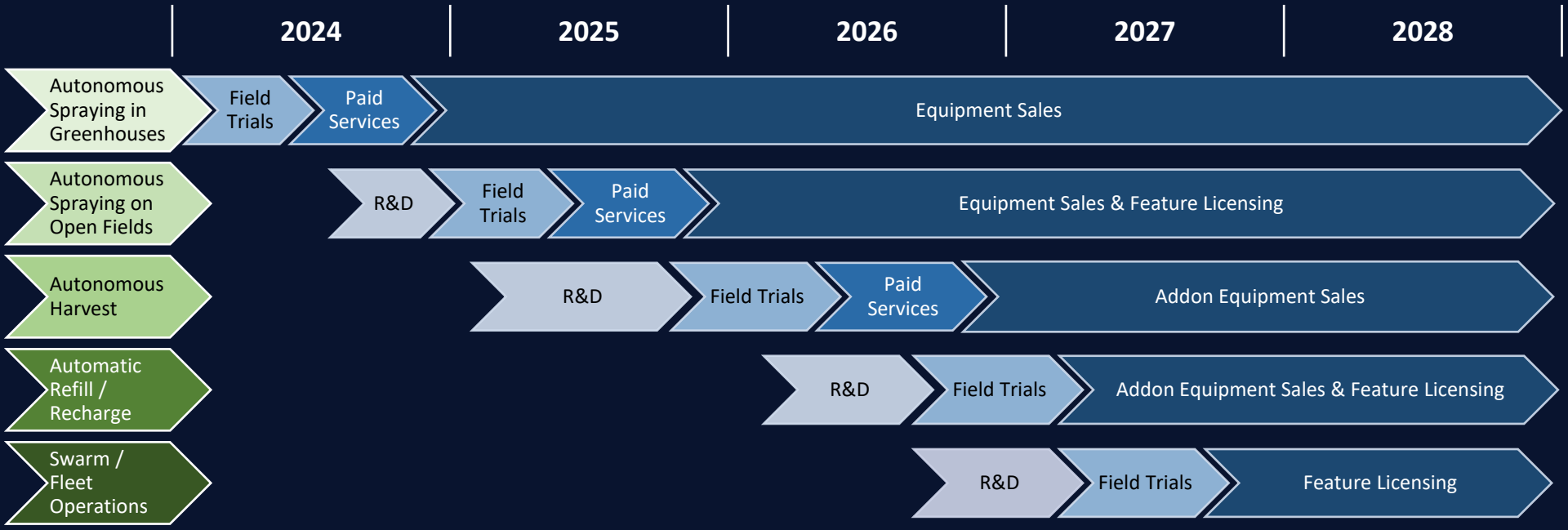
Parallel Market Engagements

COOPADAP
Cooperativa Agropecuária do Alto Paranaíba

hatko AQUACULTURE

Capgemini

5-Year Technology Development Plan

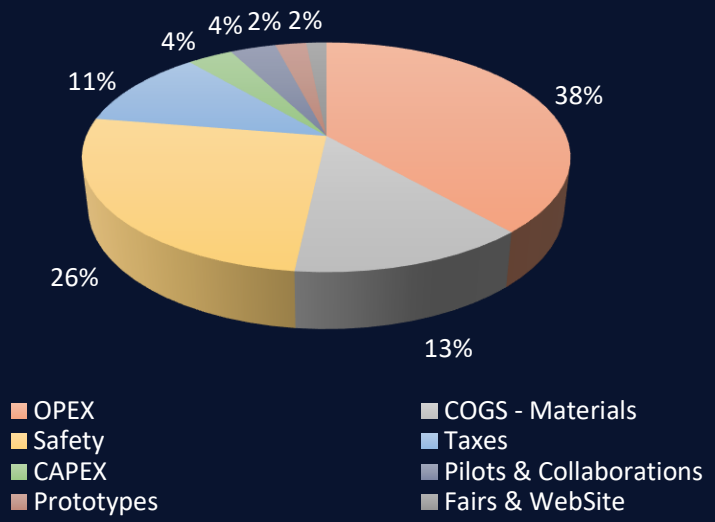


Next Steps

- Structuring production and commercial teams
- Setting up the batch manufacturing space
- Manufacturing of 10 commercial-grade robots
- Accelerating the extended pilots
- Professionalizing promotion & sales initiatives

Investment Requirement

US$ 0.75MM



Management Team

Cem M. Albukrek

Founder & CEO |CTO

Director of Strategy & Marketing @ DuPont

Applications & Sales Engineer @ Exa

Computational Scientist @ Delta Search Labs

MBA - MIT Sloan |PhD/MS/BS - Cornell Univ.

Jane Doe

CMO

Posit @ Comp 1

Posit @ Comp 2

Posit @ Comp 3

Degree – Program - School

John Doe

COO

Posit @ Comp 1

Posit @ Comp 2

Posit @ Comp 3

Degree – Program - School

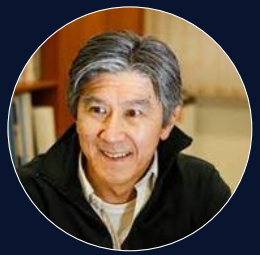
Samir Zabani

Field Operations Lead

Coffee Producer @ Grassamary Agronegocios

BS in Agricultural Engineering - FAZU

Technical Advisors



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Professor Oswaldo Horikawa

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School of Economics, Business and Accounting,

the University of São Paulo

Become Our Partner!

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