



birdi

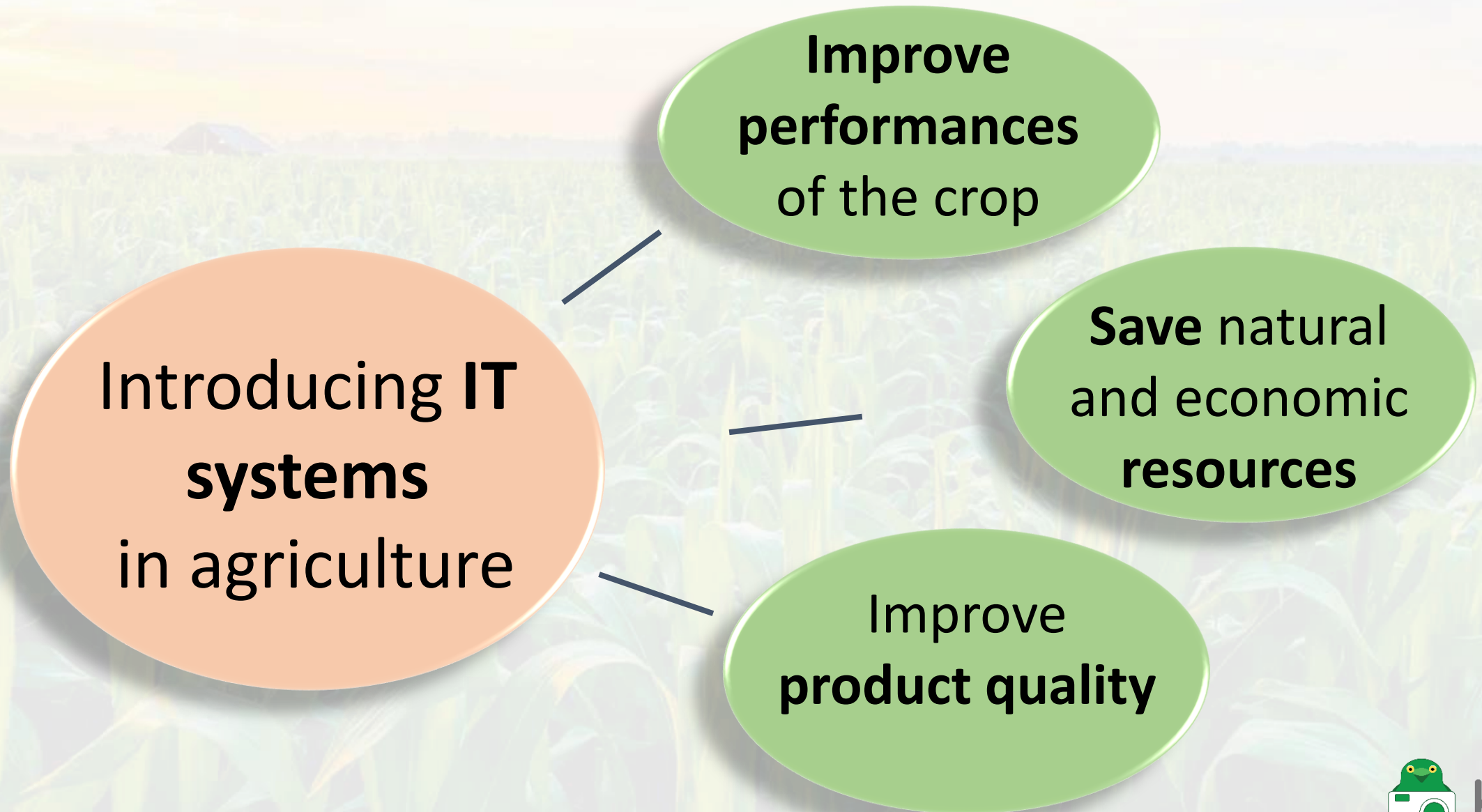


Enrico Usai

usai.enrico85@gmail.com

<https://www.linkedin.com/in/enrico-usai-963b4958/>

COMPANY PURPOSE



AGRICULTURE PROBLEMS



Market requires **high quality** standards



Cost production increase



Strong competitiveness from foreign markets



Selling prices decrease



LESS PROFIT



SOLUTION

Crop management system based on **precision farming technologies.**



Satellite imagery



Ground sensors



Weather data

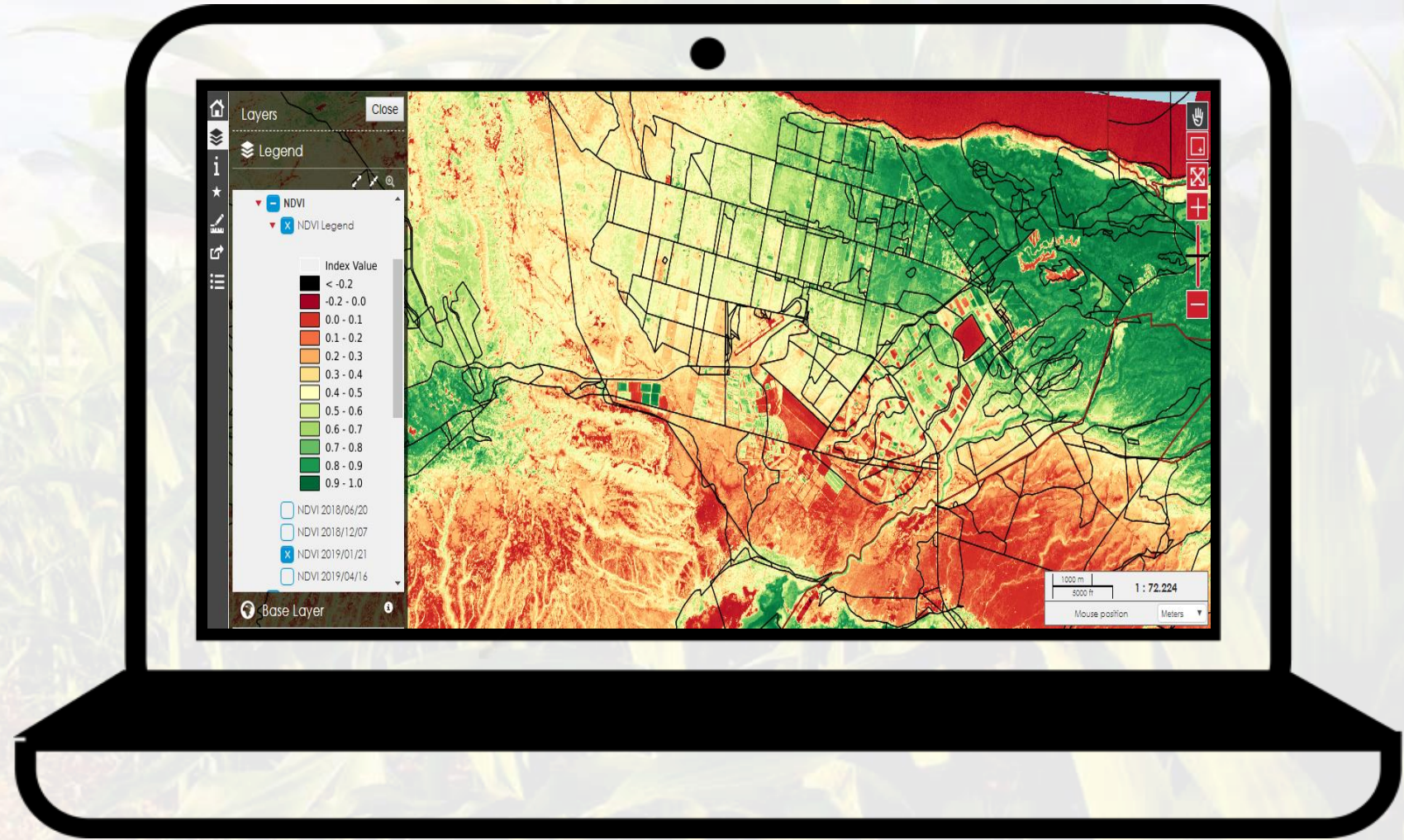


Irrigation
management



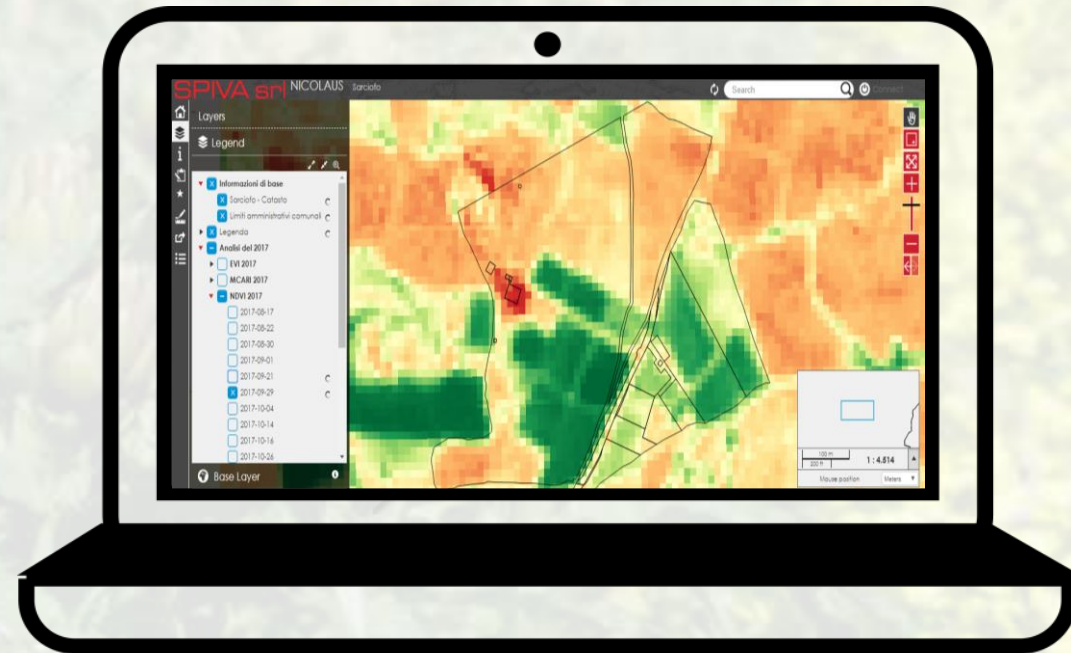
Fertilizers
management

HOW DO WE WORK?



CASE STUDY

Artichoke field



2018



**Product was ready 2 months before
the competitors**

Selling prices increase

OPPORTUNITY



Agricultural segment value: **300 B \$**
2.5% of the world value

1%



Crop managed with
innovative and digital systems

GLOBAL MARKET OPPORTUNITIES

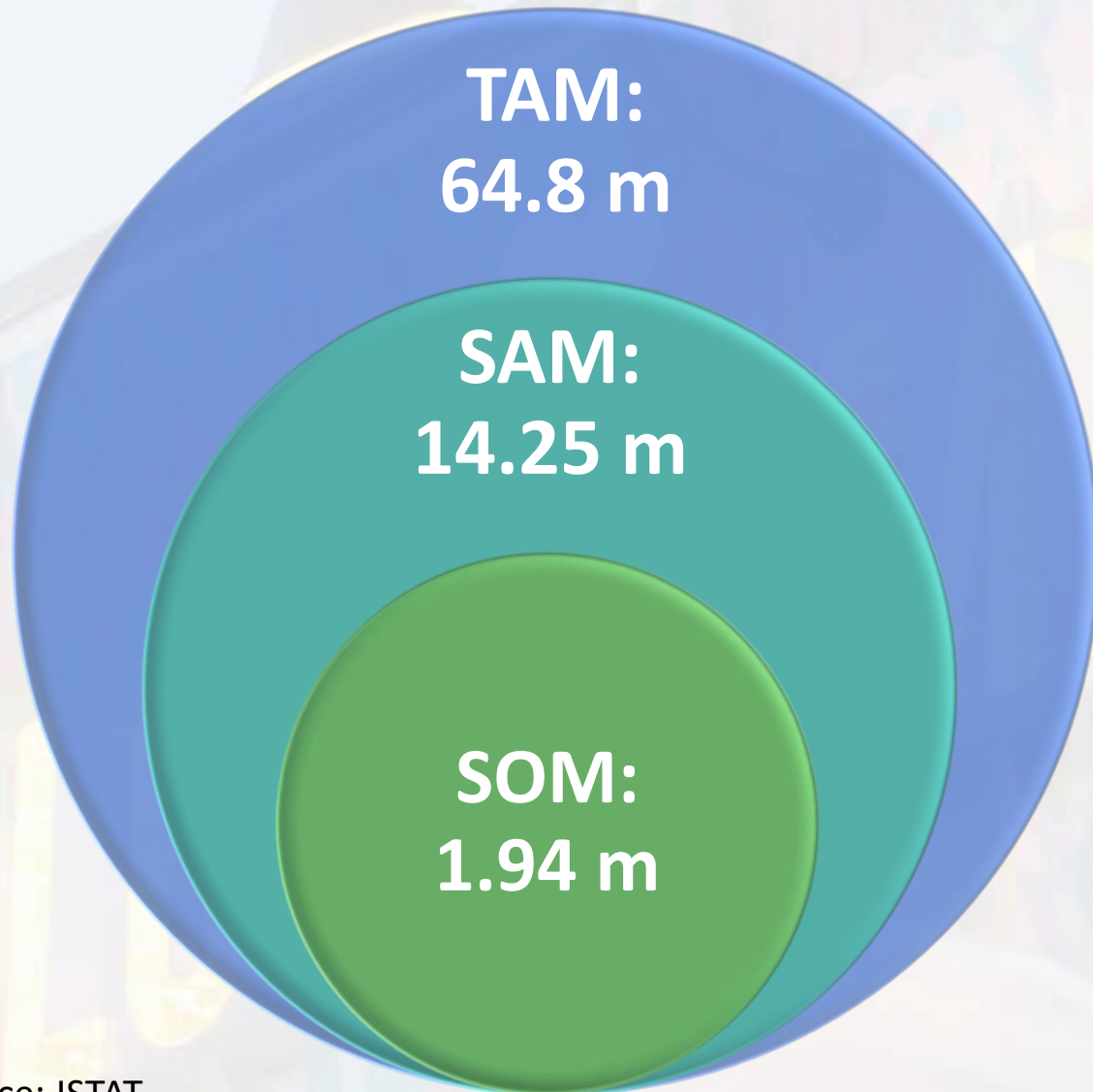
2017
USD 4.42
Billion



2023
USD 9.53
Billion

CAGR: + 14% IN 6
YEARS

BEACHHEAD MARKET



TAM = 60k companies in Sardinia in the agriculture sector

SAM = 22% OF TAM
considering only companies with a medium/high education

SOM = 3% OF SAM
potential customers

VALIDATION FOCUS

2015
COPERNICUS ESA



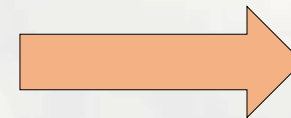
2017
MASLOWATEN



2019
TUP - USA



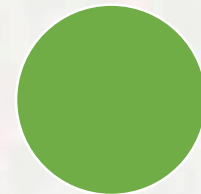
Georgetown
University



2021



birdi

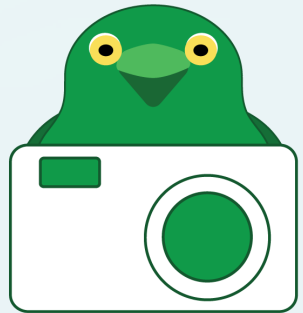


Go to
market



birdi

CUSTOMER ACQUISITION



birdi



Training
courses



Free trial



Service
Subscription
























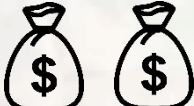








COMPETITIVE ANALYSIS

Indirect competitors:



Direct competitors:

| COMPANY | ACADEMIC VALIDATION | MULTISENSOR | TRIAL VERSION | TRAINING COURSES | PRICE |
|---|---|--|---|---|---|
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

TEAM



Vittorio Addis

Project manager. Strong background in GIS systems and remote sensing.



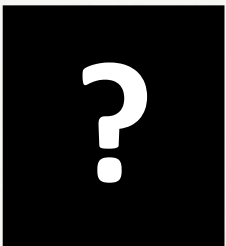
Enrico Usai

GIS and remote sensing technician at SPIVA. R&D. Geology background.



Sara Defraia

Expert in GIS and remote sensing at SPIVA. Agronomy background.



IT expert

WHAT DO WE NEED?



Partners

AGtech companies:

Assistance guidance
Sensors producers



Users

**Explore new
agriculture sectors:**

Olive
Corn



Fundings

300k \$



THANK YOU



birdi

For further information:



Enrico Usai

usai.enrico85@gmail.com

<https://www.linkedin.com/in/enrico-usai-963b4958/>

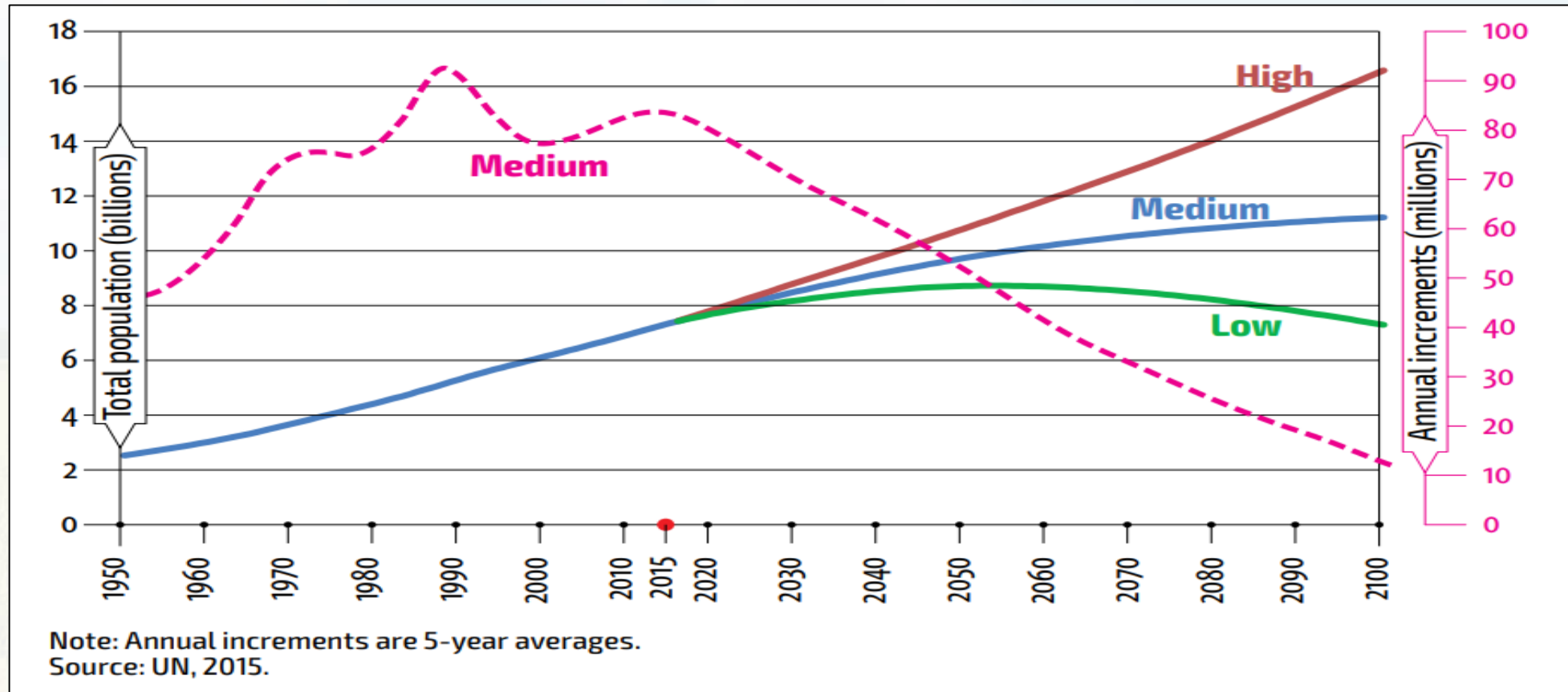


APPENDIX




birdi

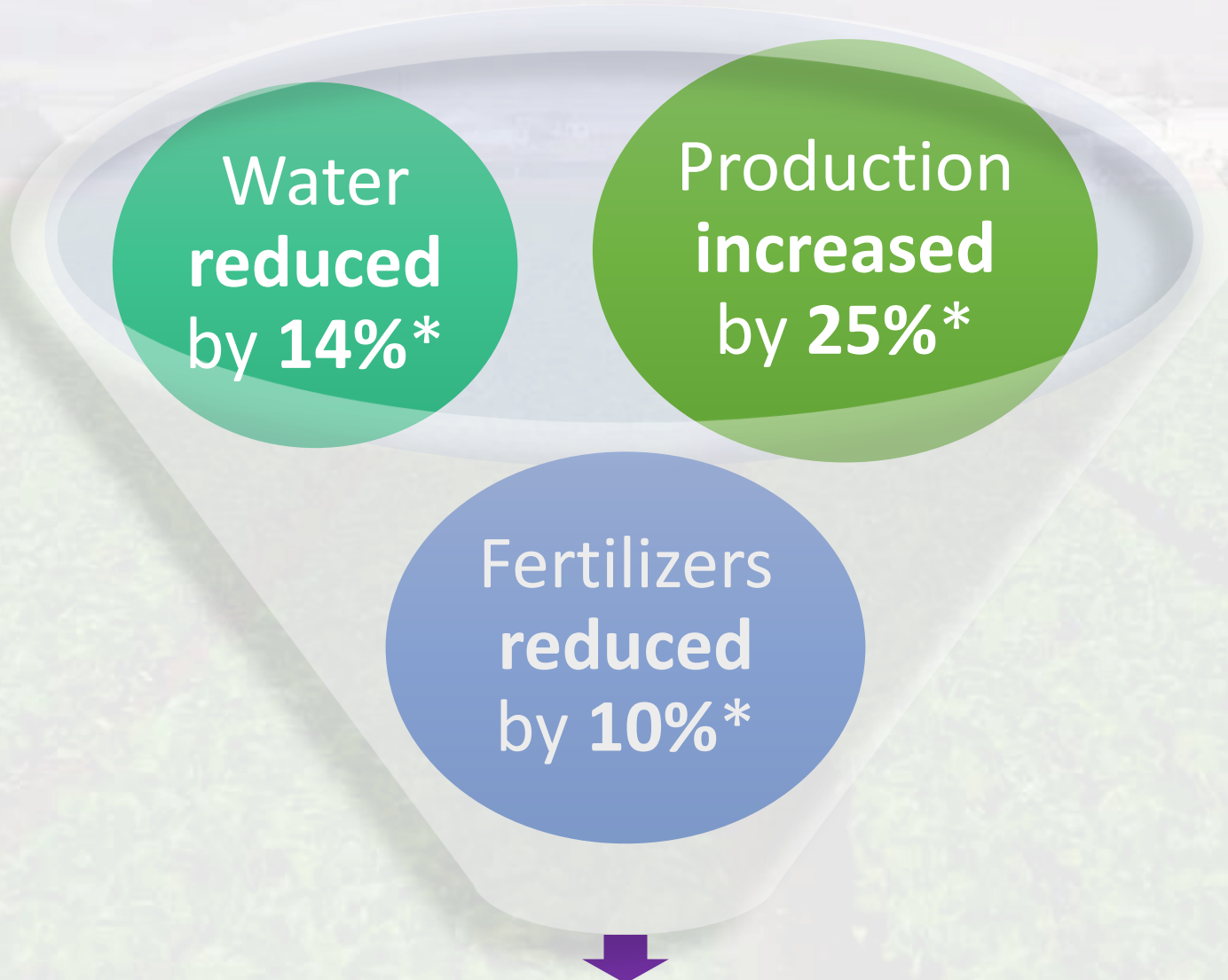
PROBLEM



In 2100 11 billions of people



BENEFITS



*on average data

BUSINESS MODEL

We will enter the market in **2021** with 3 subscriptions:

Freemium

Premium

PROmium

FREE access
No Multisensor

Multisensor
Prices:
1-3 \$/acre

Multisensor +
pro tools
Prices:
2-5 \$/acre

FINANCIALS

| | YEAR 1 | YEAR 2 | YEAR 3 |
|-----------------------|-------------------|------------------|--------------------|
| REVENUES | € 55.000 | € 350.000 | € 1.050.000 |
| TOTAL EXPENSES | € 90.054 | € 184.385 | € 246.839 |
| GROSS PROFITS | € (40.054) | € 130.615 | € 698.161 |
| NET PROFIT | € (40.054) | € 106.164 | € 509.658 |