



bluetentacles

USE LESS, GROW MORE

DROP4CROP

Transforming outdated irrigation technologies into intelligent, sustainable and future-proof systems for crop farmers

Company Purpose

bluetentacles

enables farmers to increase
crop yields and reduce
waste of precious energy
and water resources.



Farmers First

Farmers want full control over their crops
Farmers want simple and reliable Irrigation
Systems



Problem



Low
margins



Water
scarcity



Shrinking
farm land

Farmers



Increasing food
demand



Increasing water
demand

Society



Soil degradation



Water pollution

Environment



WATER WASTAGE IN FACE OF GLOBAL WATER SHORTAGE

- Deficit gap of 25% by 2050
- 38.5 B litres of wasted water per year by overwatering of crops
- Agriculture is largest consumer of fresh water (90% of global supply)

Solution



Farmer at the center: easy interpretation of data, decision making and remote activation from any device (smartphone, tablet, PC)

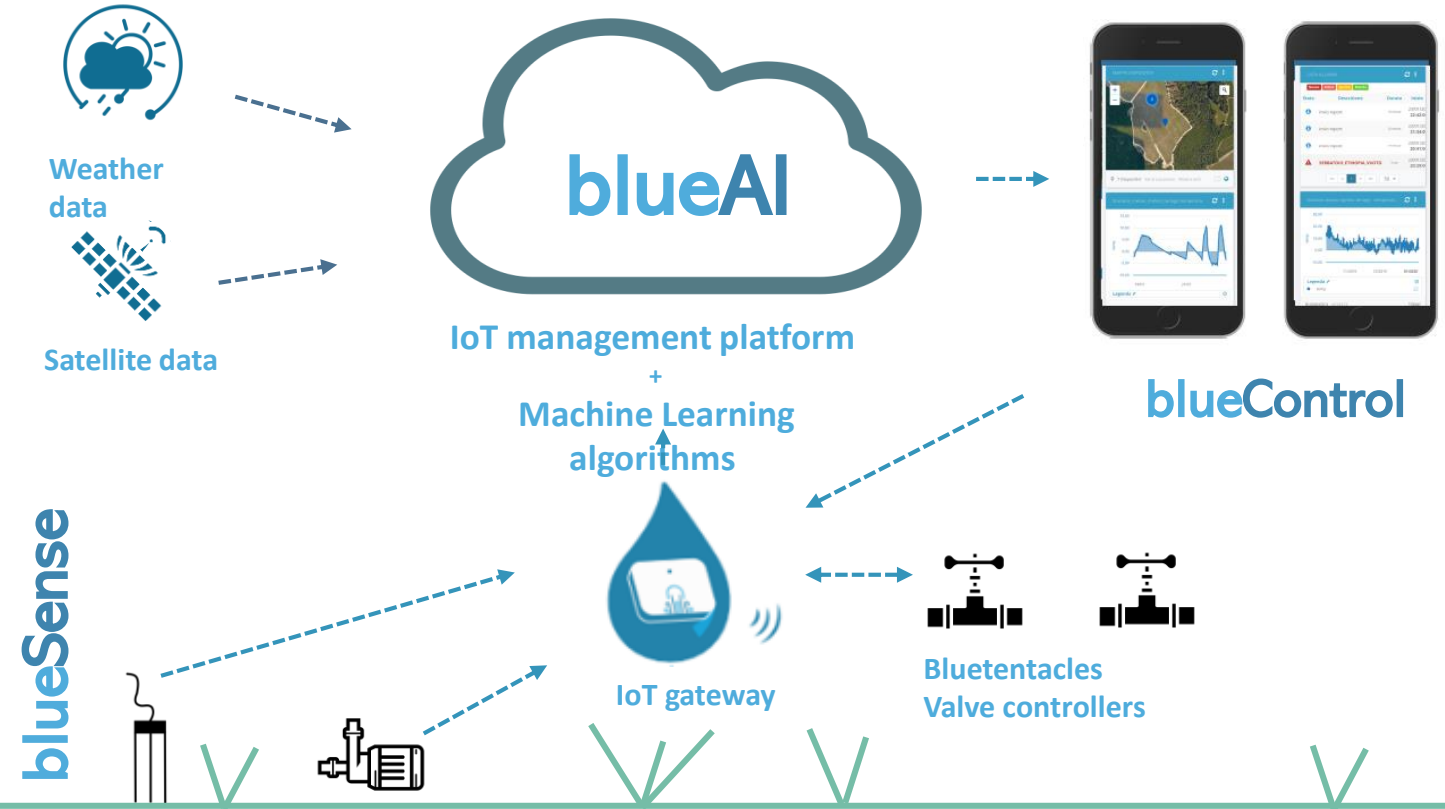


One-fits-all: retrofitted to existing irrigation systems and infrastructure for sustainable practices with **low cost barrier**



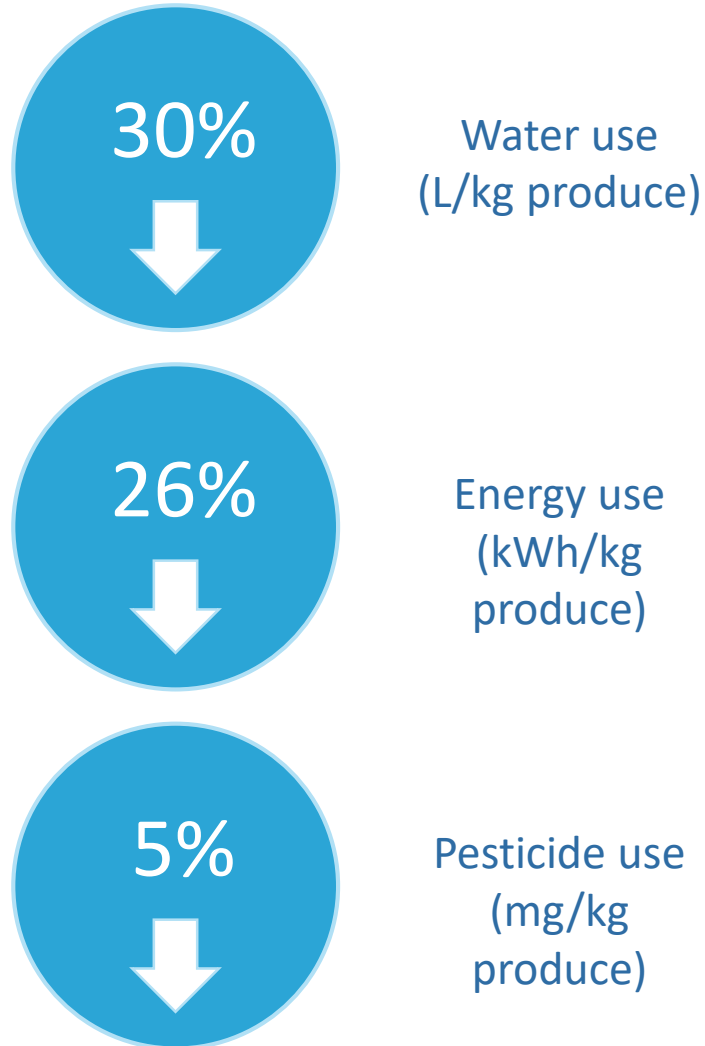
Complete solution: from soil and climate monitoring to informed irrigation advice, on top of full remote control of irrigation systems

A one-fits-all smart precision irrigation system



Value proposition

Test results



Improving resource efficiency



Low cost: Reduced upfront costs through retrofitting capacity



Increases profits: Improve yield, reduce unmarketable products, improved resource efficiency (decrease usage of water, energy and pesticides)



Easy-to-use: Providing understandable and actionable irrigation management insights, remote control from any device (smartphone, tablet, PC)



Scalable: The solution is modular which enables easy scaling, can control irrigation of individuals sectors for multiple crops on one farm.

GREEN
DEAL

TRANSITION TO A FAIR, HEALTHY AND ENVIRONMENTALLY FRIENDLY FOOD SYSTEM

Market Opportunity

- **Smart irrigation technologies:** Irrigation solutions to improve resource-efficiency, increase yields and help overcome challenges caused by climate change
- €10B market by 2025 (CAGR 18,75%)
- **High-income farms over 10 ha in size.**
- **TAM: €274M per year**
- **SOM (2027): €45M**

Risks

MITIGATION

Slow development allows a competitor to overtake us in a highly competitive AI landscape for smart irrigation

Proof of performance studies to gain more data to optimize our system whilst expanding our customer network. Expansion of IoT platform functionalities.

Long sales cycles of direct sales model prevent fast growth of sales.

Development of our indirect sales model enables shorter sales cycles and exponential growth of sales.

Commercial negotiations with distributors and resellers fail

Several candidate partners have expressed interest, so in case negotiations do not lead to the desired result, work can continue with another partner.

Global food demand is growing rapidly and most cropland has yields well below potential: leveraging technology innovation is the answer.

Competition

Company	Retrofit	Multi-crops	Auto-installation	Monitoring	Advice Irrigation	Automated	LORA	Price/ha
bluetentacles								
WATERBIT								
NETAFIM								
EVJA								
NETSENS								
REVOTREE								
IDROPLAN								
JAINUSA								
CropX								
SOLEM								
TEVATRONIC								
VINDUINO								
AQUASPY								

BTS is highly competitive as it revamps existing irrigation systems, provides remote control and precise advice based on ML algorithms that adapt to the specific situations of the field, self-learning the water needs of the crop.

Business model

REVENUE MODEL:

IaaS (Irrigation as a Service)

- Installation fee upfront (free DIY as alternative)
- Monthly subscription
- Minimum 3 year contract

DISTRIBUTION & UPSCALING

- Initial Direct sales (farmers, wineries)
- Increase sales by Distributors (agritech companies, irrigation dealers and technicians)
- Expand market outreach by contact with Industries Representatives (NGOs)

FUTURE STRATEGY

- Service upselling (Alert, soil fertility advice)
- Irrigation technology expansion (drip to pivot)

MODEL PRICE SCHEMES

BASED ON AVERAGED FARM SIZE CLASSES

One-time
Installation Fee

€1210

€2350

€3485

Ongoing
Monthly Fee

€190

€375

€550

Farmer's
Annual Cost Benefit

€1230

€2500

€7765

~ 10 ha

10 – 30 ha

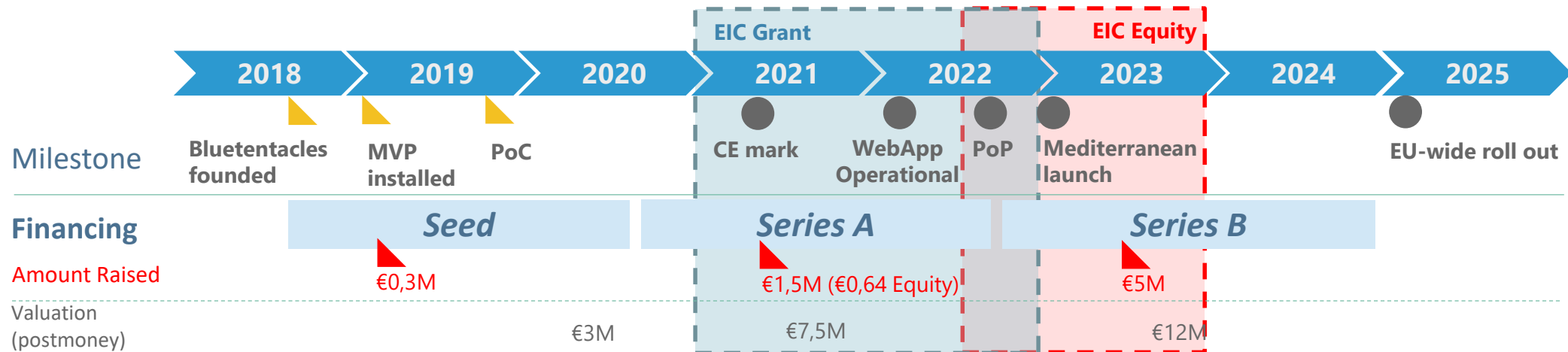
30 – 50 ha

Commercialisation Strategy

		EIC Accelerator DROP4CROP Project			EIC Accelerator boosts direct and indirect sales				
		2020	2021	2022	2023	2024	2025	2026	2027
FARM SIZE SALES	Country Introduced	Pilot	Mediterranean Validation		Mediterranean Expansion		EU-wide roll out		Nth Africa
		Italy	Italy, Spain, France		Turkey, Greece		Belarus, Estonia, Latvia, Luthuania, etc.		Morocco Algeria
	~ 10 ha								
	10 – 30 ha								
	30 – 50 ha								



Financials



Financing to date:

- €117K grants
- €100K angel investment
- €100K matched
- €70K pilot revenues

Seed financing closure aimed for Q3 2020 €500K.

Financing needs and request from the EIC:

- **€2,0M – grant:** to finalize BTS development and to reach market readiness
- **€1,5M – co-financing and Series A:** for upscaling and international market launches

Team

Founders



CTO
Silvano Pisoni

Env. Eng.



CEO
Marco Bezzi

PhD Env. Eng.



COO
Carlo Pellegrini

Irrigation Tech.

Collaborators



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Irrigation
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Filippo Stabile

Agronomist



ICT
Marco Bacci

SW Developer



Administration
Branka Simic

Accountant



ICT
Simone Bignottii

Data Analyst



COMMUNICATION
Gabriele Catania

Communication

Advisory Board



Andrew
Sentence

Financial



Federico
Giudiceandrea

IT



Paola
Mariani

Int. Coop.



Giuseppe
Valerio

Legal