



Sara Sulis
CTO & CO-FOUNDER











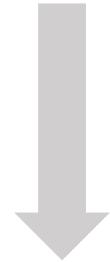




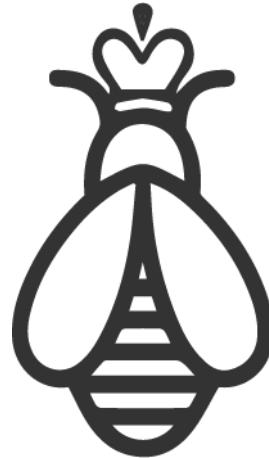
beekeepers' problem



February



July

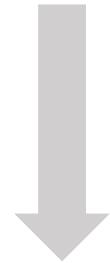




beekeepers' problem



February



July

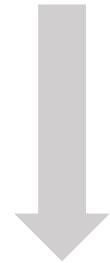




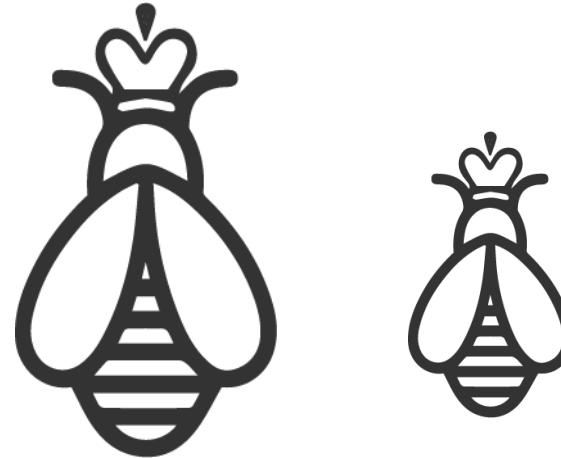
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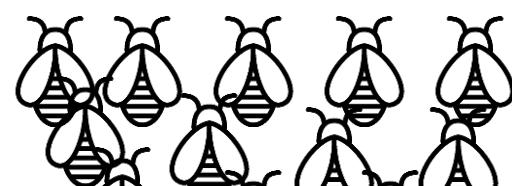
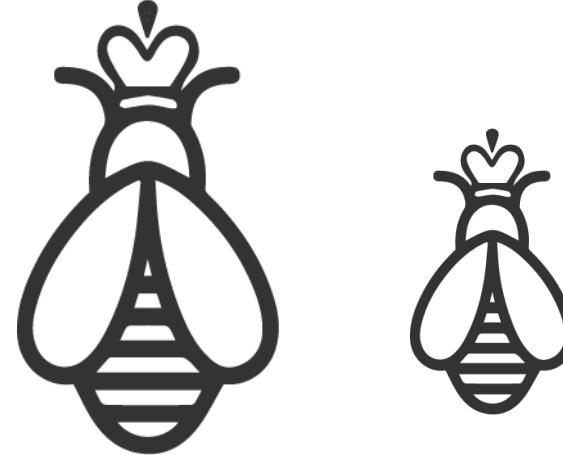
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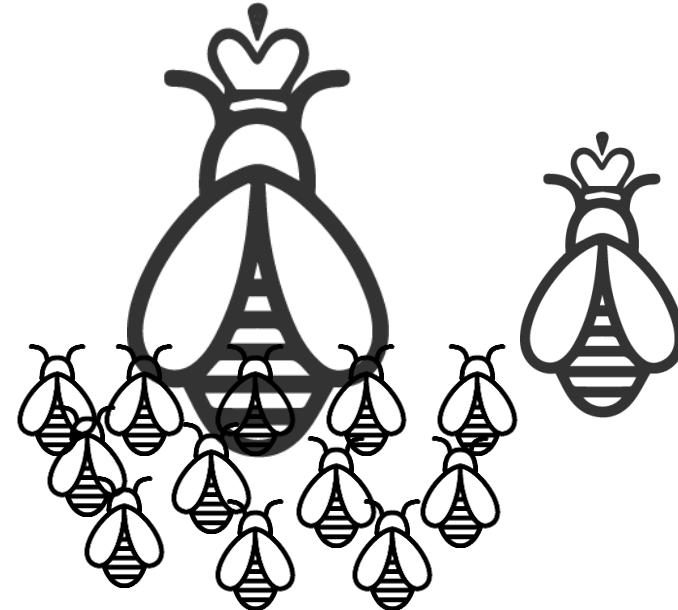
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February



July



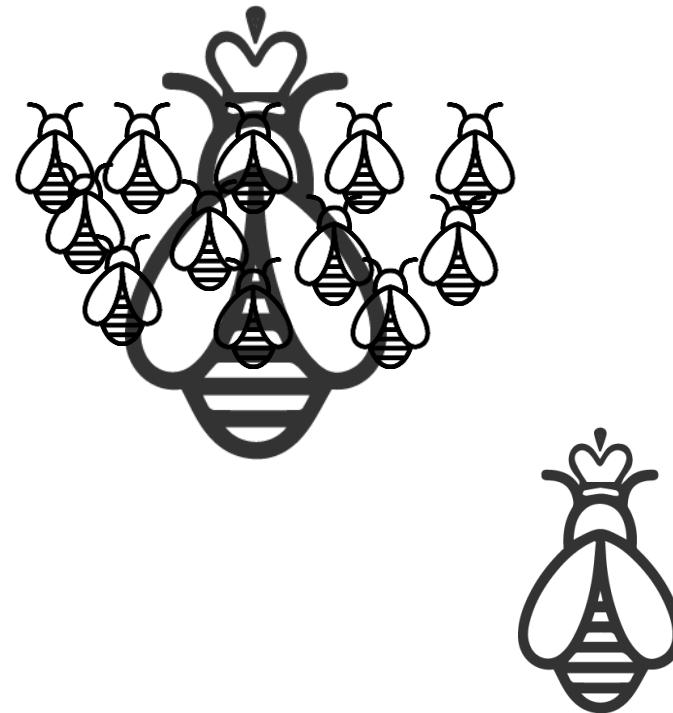


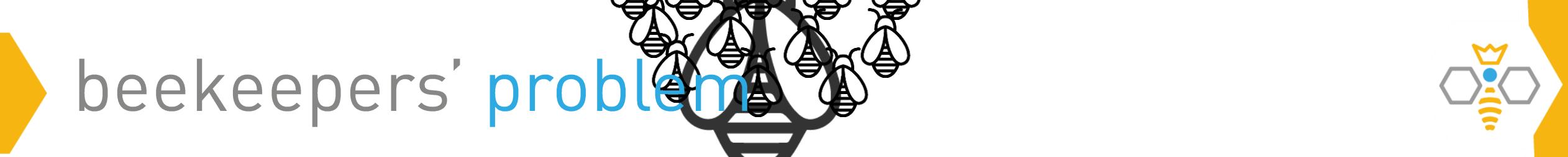
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February



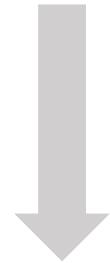
July



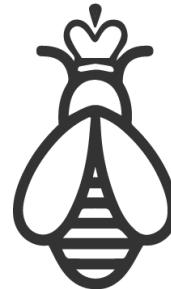


beekeepers' problem

February



July





beekeepers' problem





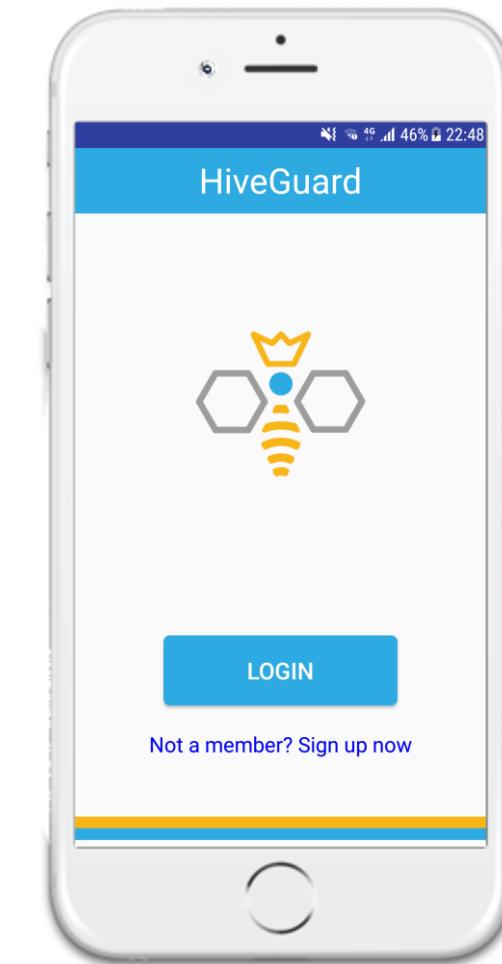
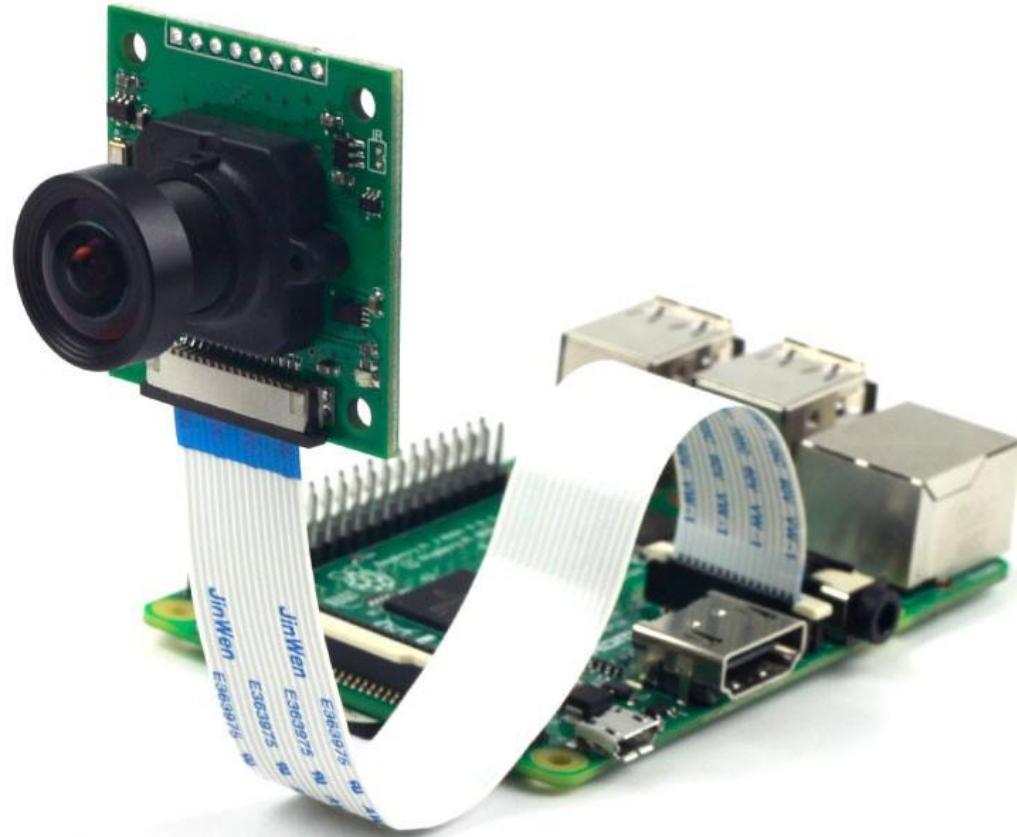


A photograph of a large number of blue beehives scattered across a grassy field. The hives are stacked in various configurations, some upright and some on their sides. The background shows more hives and some tall grass.

€100 K
per year

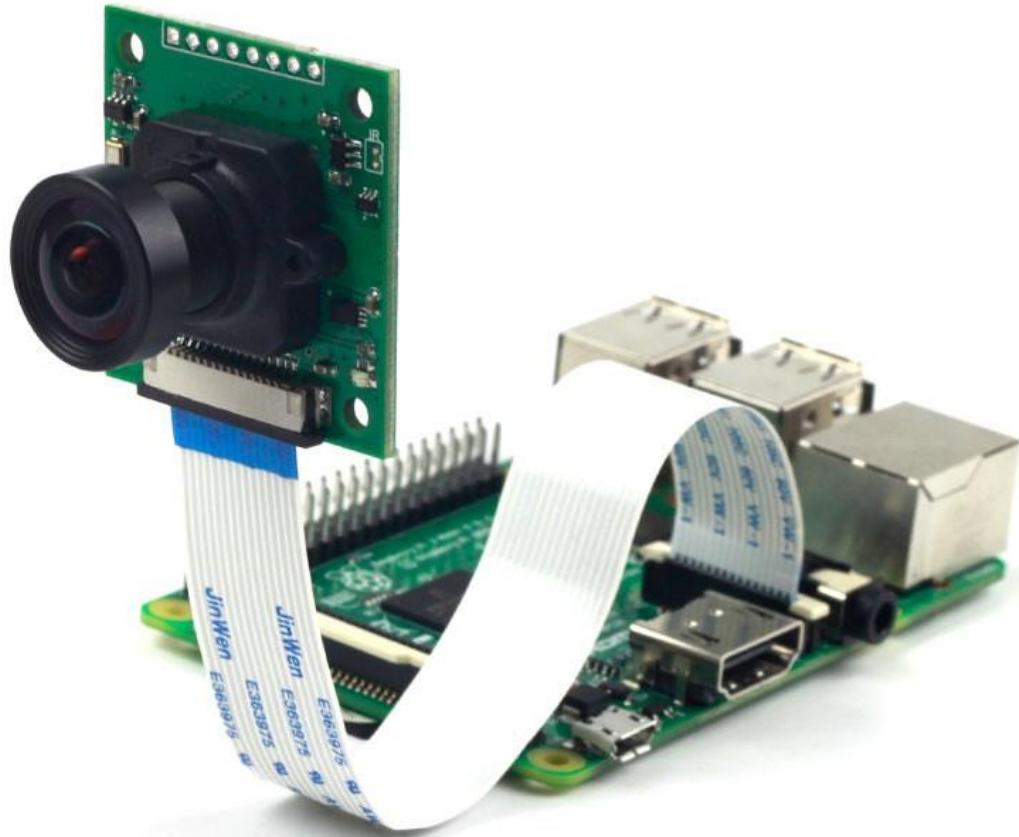


solution technology



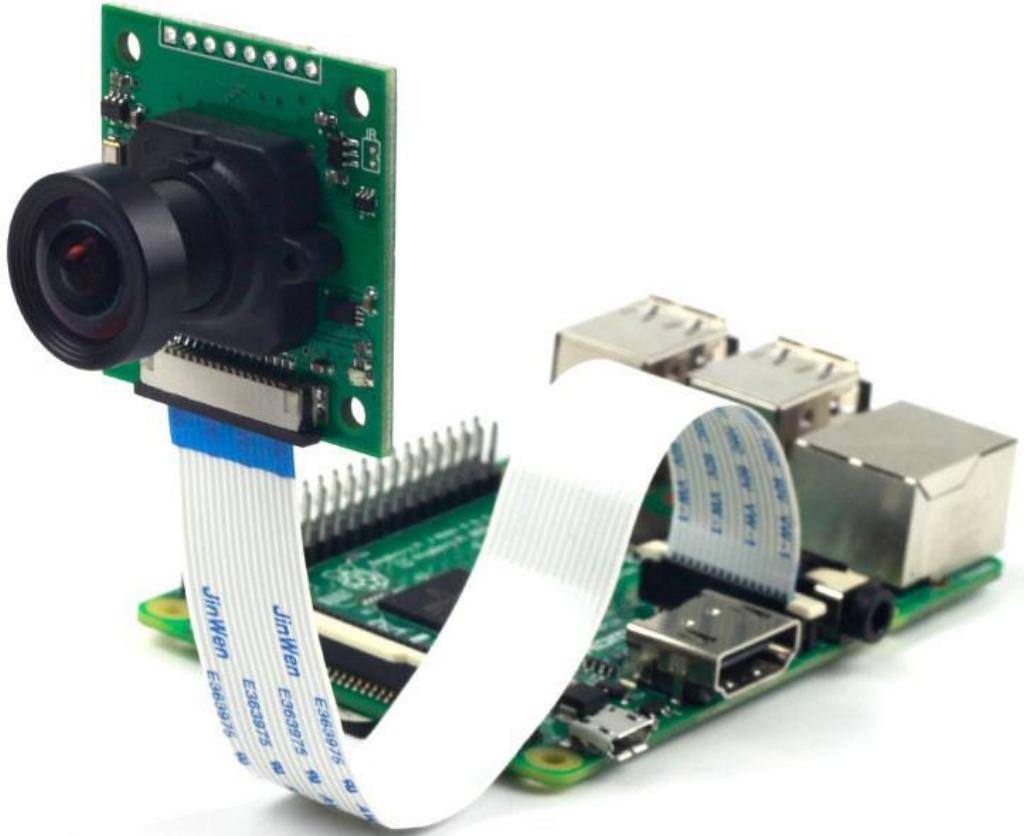


solution technology



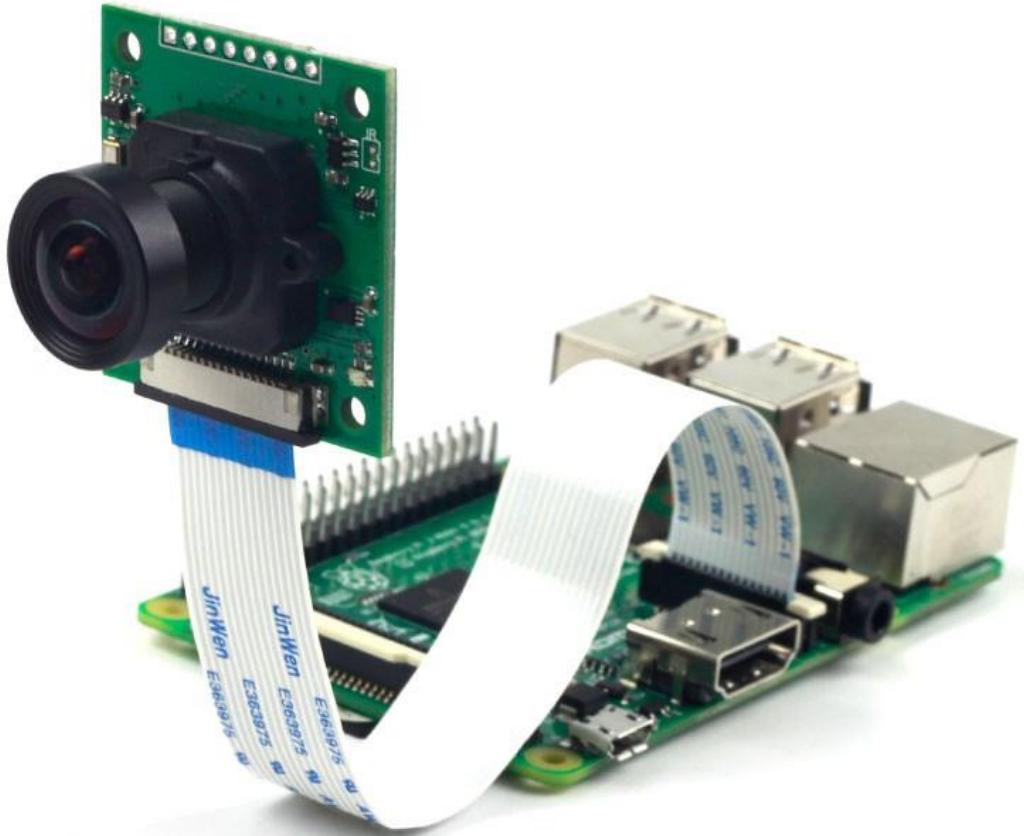
O Visual recognition algorithm

solution technology



- Visual recognition algorithm
- Queen cups

solution technology



- Visual recognition algorithm
- Queen cups
- Infected cells





cells features



- Shape



cells features



- Shape
- Size



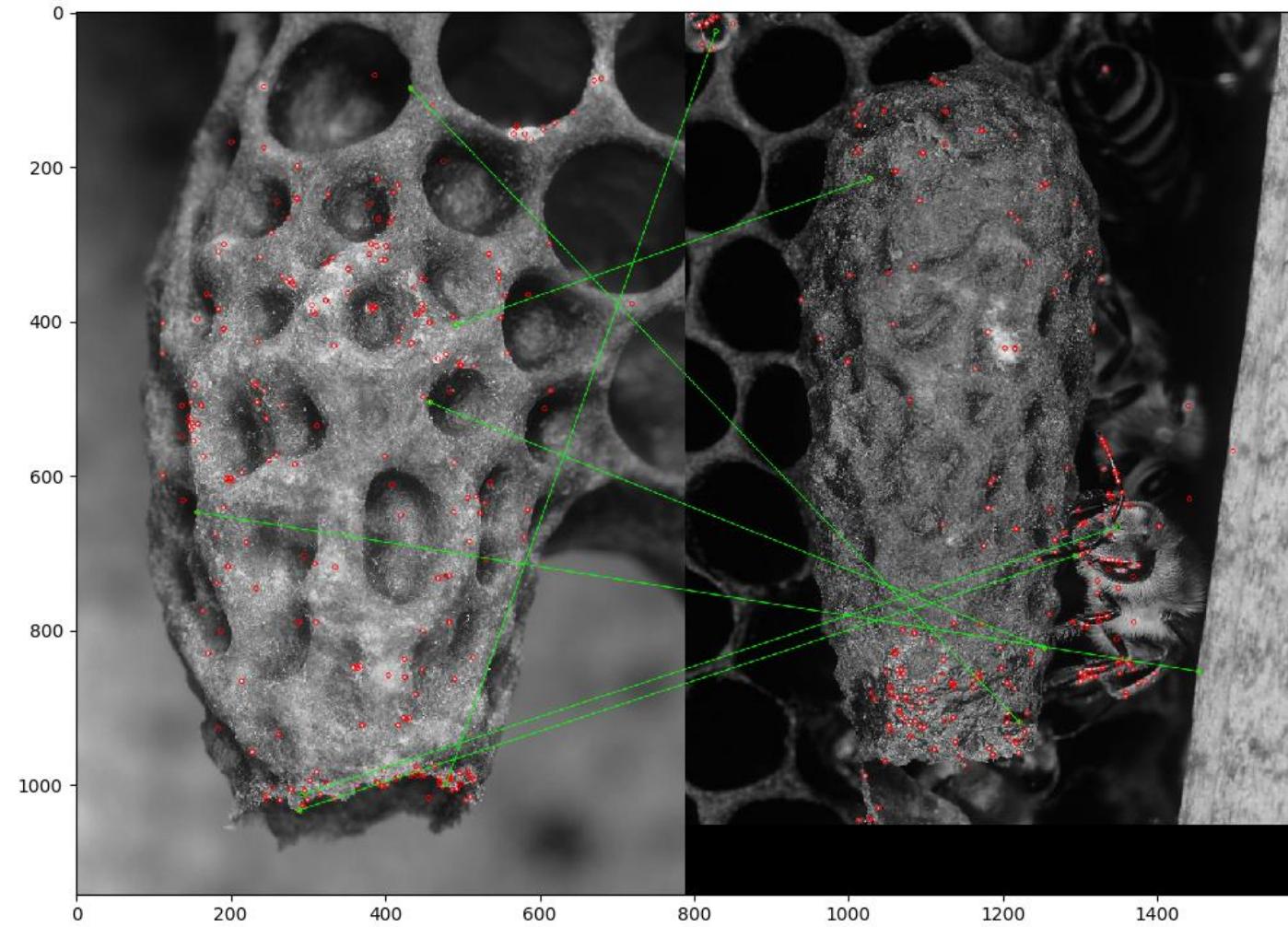
cells features



- Shape
- Size
- Colour

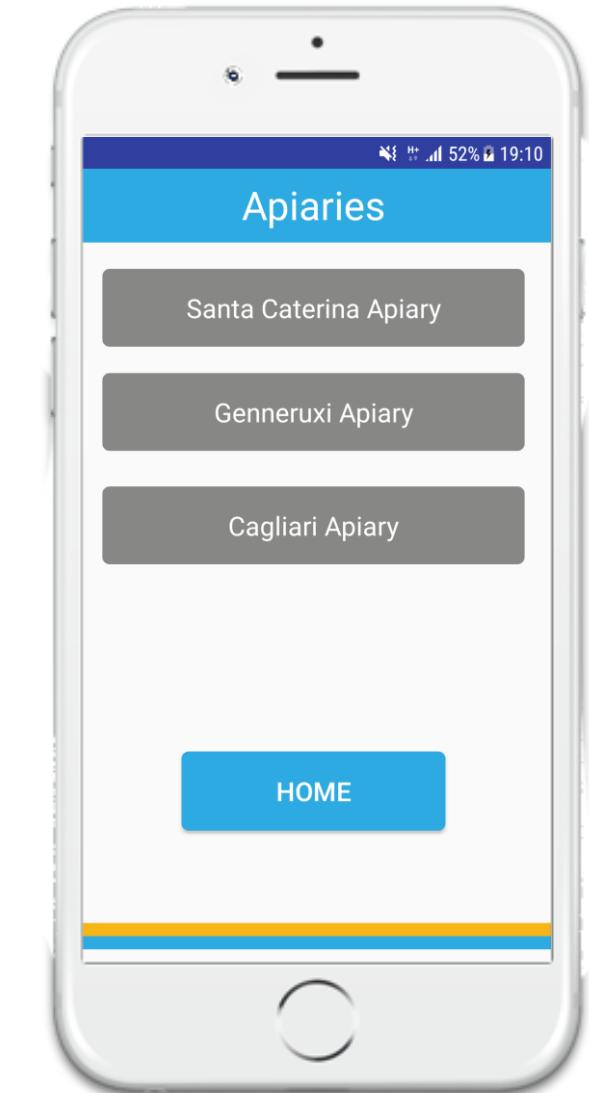
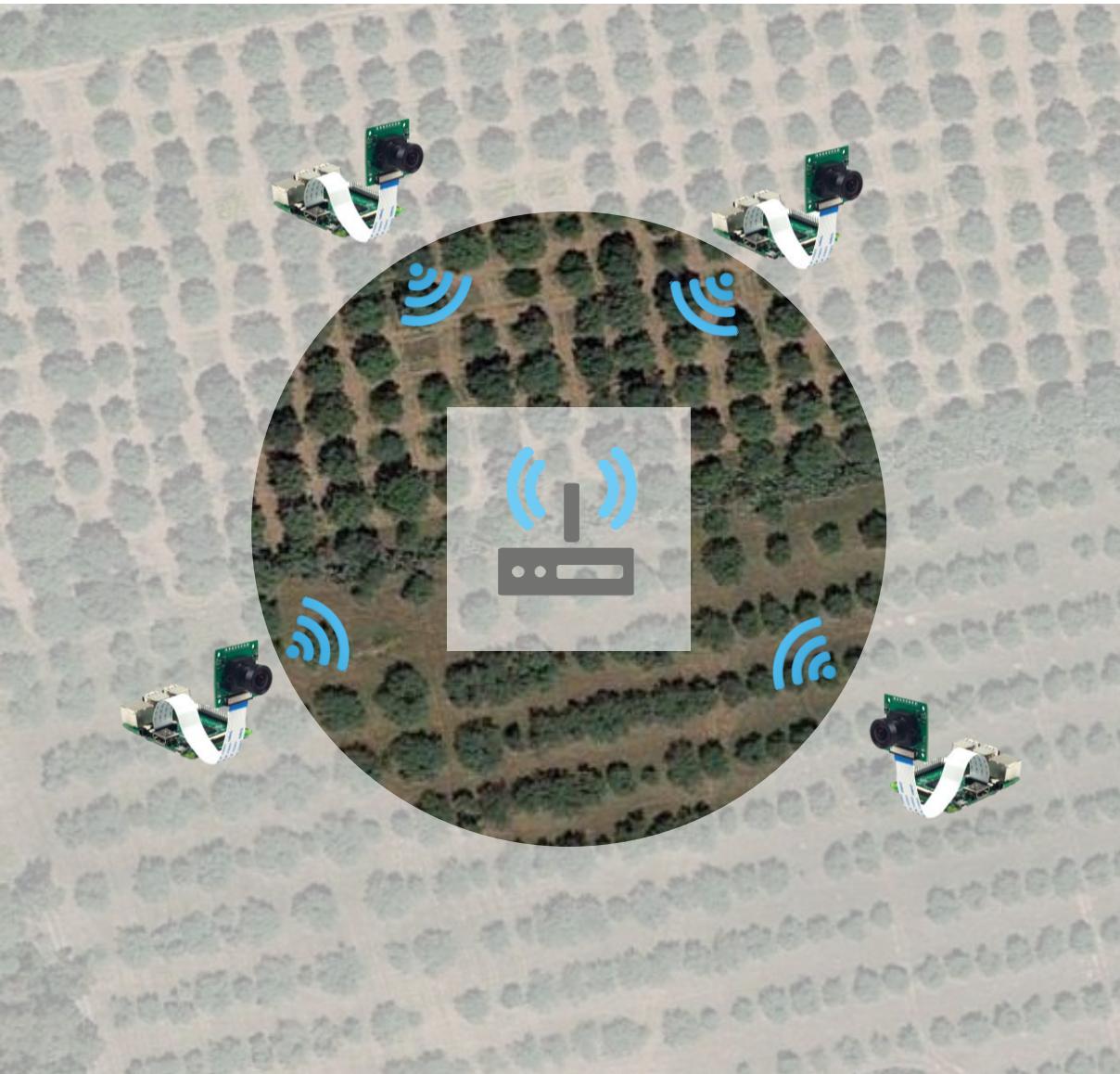


algorithm features





HiveGuard solution





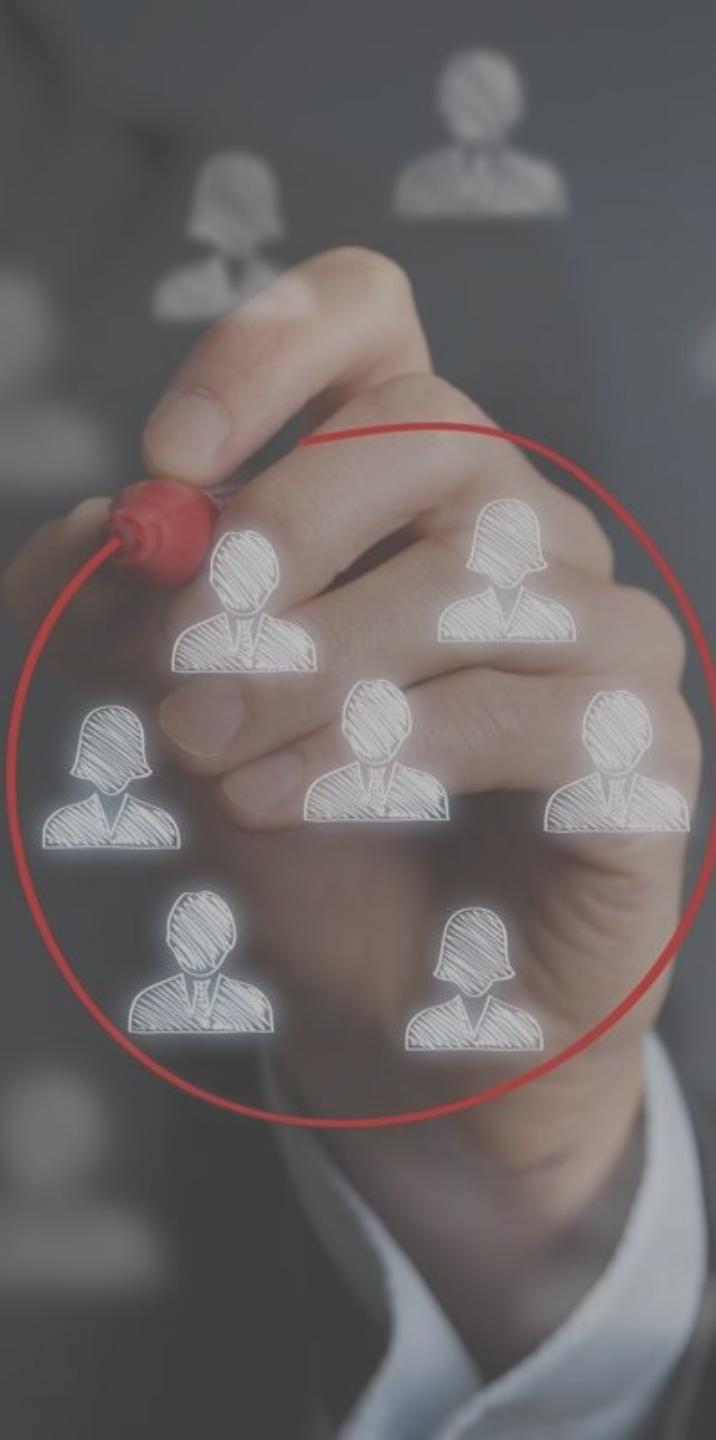
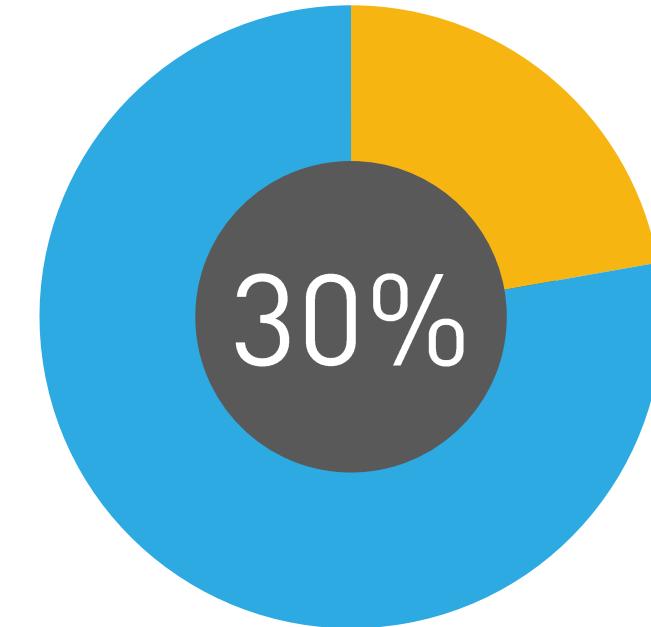
HiveGuard solution





target market

- 100+ hives
- 15k beekeepers
- 45k beekeepers



Source: National Honey Observatory



market drivers

The background is a world map where all continents are colored yellow except for North America, which is highlighted with a light beige color and enclosed in a grey circle. The circle covers most of North America, from the Arctic down to South America.

€ 48

For
monitoring

market drivers



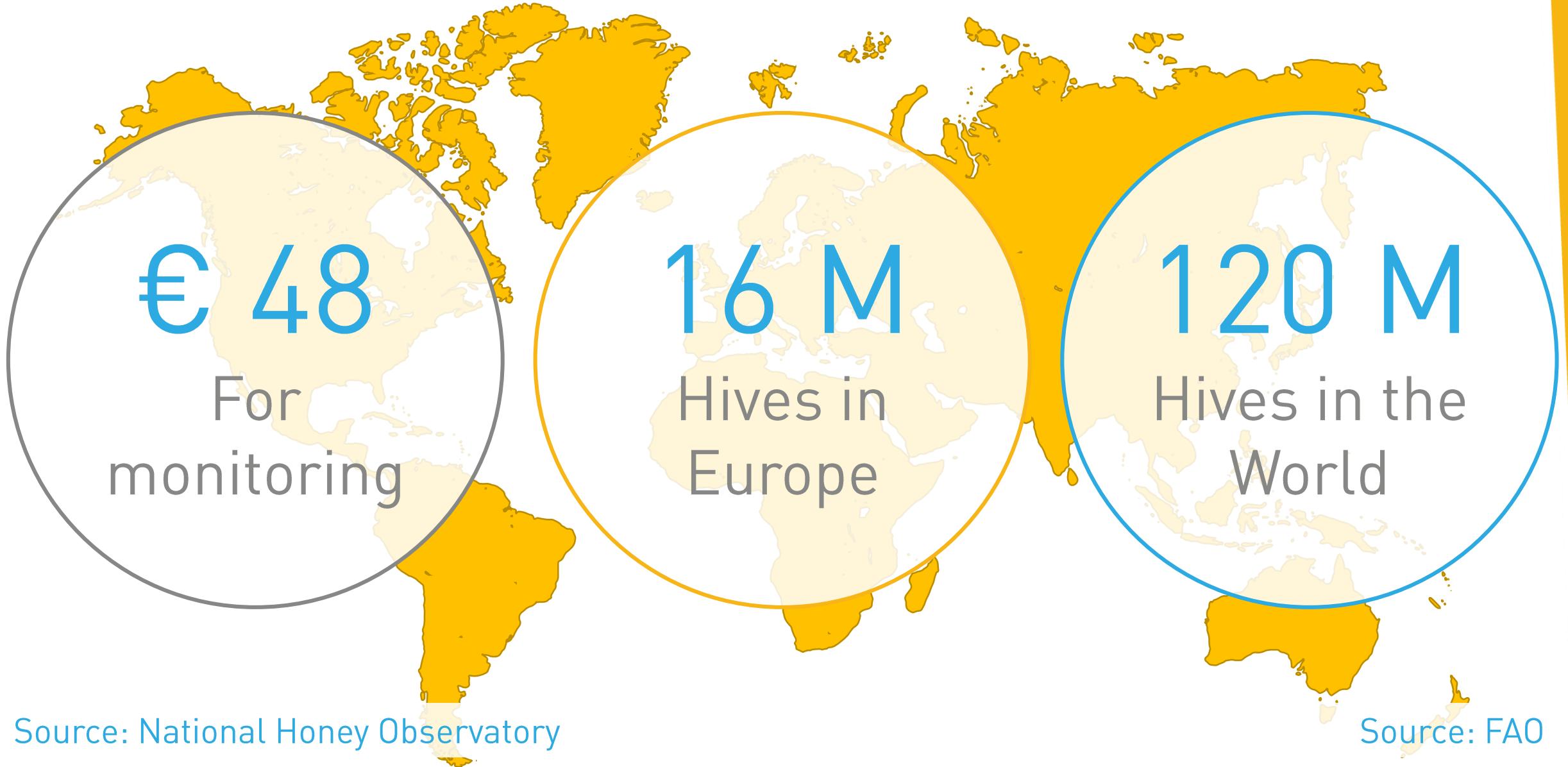
€ 48

For
monitoring

16 M

Hives in
Europe

market drivers



Source: National Honey Observatory

Source: FAO



market size



Italy

€52 M



market size



Italy

€52 M



Europe

€750 M

market size



Italy

€52 M



Europe

€750 M



World

€5.8 B



competitors

Detection speed

melixa



BEE SMART
TECHNOLOGIES



Detection reliability



competitors

Detection speed



HIVEGUARD

BEE SMART BEE INNOVATION

melixa



Detection reliability



business model revenue streams

300+
hives

For every hive

€ 2.50/month

500+
hives

For every hive

€ 2/month

1000+
hives

For every hive

€ 1.80/month



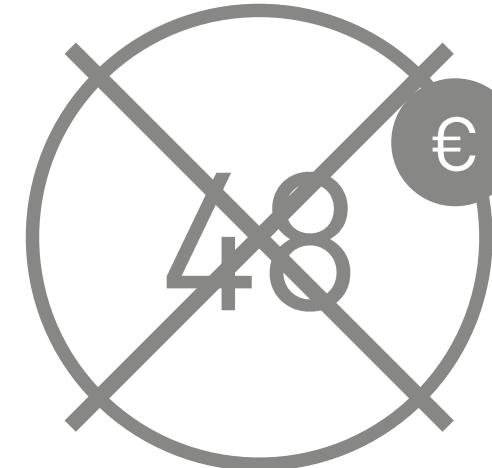
yearly reduction cost



48 €



yearly reduction cost

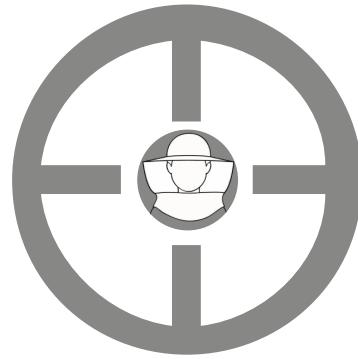




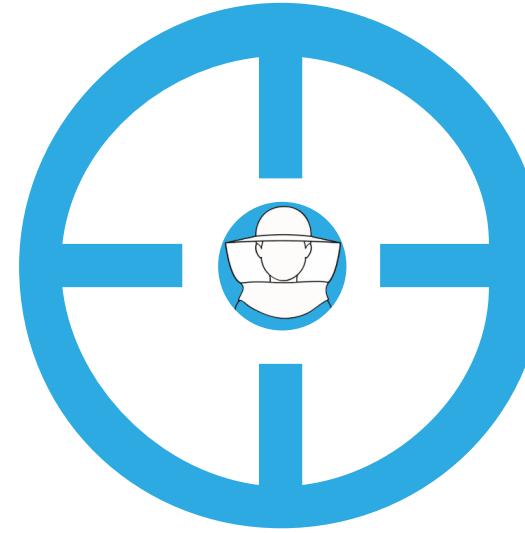
yearly reduction cost



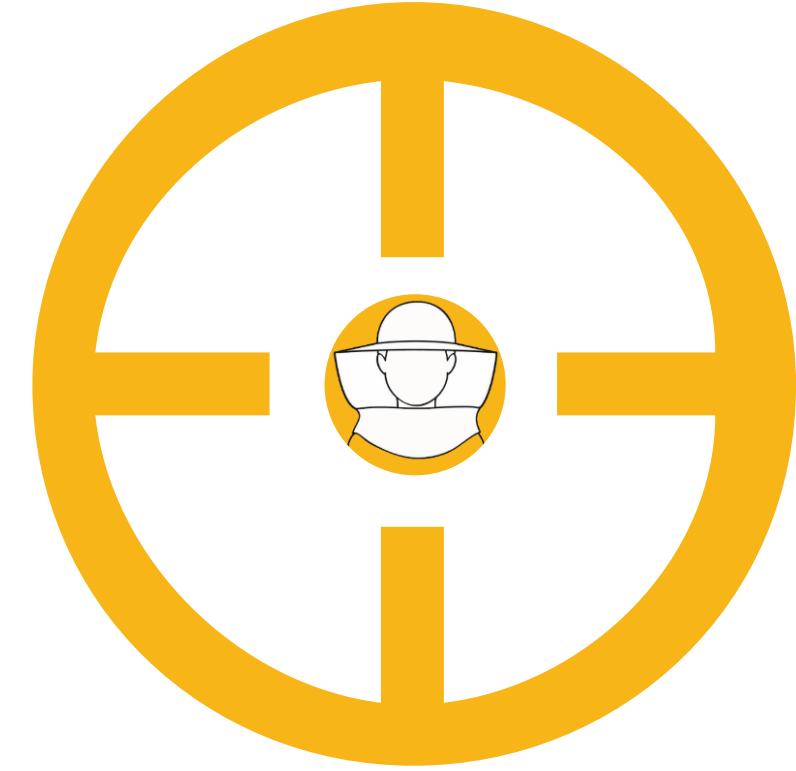
customer acquisition



SEO/SEM
&
SOCIAL MEDIA MKTG



TRADE FAIRS



DIRECT SALES
in collaboration with
“Laore”



partnership agreement



Laore

Regional agency for
agricultural development



REGIONE AUTONOMA DELLA SARDEGNA





technical advisor



Massimo Licini

Apiary technician at “[Laore Sardinia](#)”
Professional beekeeper



expressions of interest

HIVEGUARD

OGGETTO: Manifestazione di interesse all'eventuale acquisto del sensore prototipale "QGuard"

Il/La sottoscritto/a ANGELO (nome e cognome) rappresentante dell'azienda CHEMIEVERNAZI S.p.A. indirizzo VIA FOLGORE QUINZE 13 Quartiere prototipale in oggetto annesso alla presente prodotto

ATTESTA

✓ di aver ottenuto dai referenti HiveGuard prototipo di prodotto che hanno permesso di conoscere il proprio interesse all'utilizzo del funzionamento del prodotto.

✓ di confermare il proprio interesse all'utilizzo del prodotto "pilota" per la prima sperimentazione "pilota" per la prima sperimentazione.

✓ di impegnarsi a garantire che il prodotto sia accompagnato da documenti tecnici e termini logistici presso le date disponibili.

✓ di esprimere un interesse al primo punto e successivamente all'acquisto del sensore.

L'allegato 1, "Descrizione di massima del prototipo di prodotto" è parte integrante della presente manifestazione di interesse.

Il presente documento non costituisce in nessun modo un impegno vincolante all'acquisto di alcun prodotto HiveGuard.

Luogo e data: TIMBRO
06/03/2018

FIRMA

MUSCAS SILVIA
Via E. Toti, 123 09039 Villacidro (VS)
P.IVA: 03608930925
Silvia Muscas

[www.hiveguard.it - seguici su FE](http://www.hiveguard.it)

HIVEGUARD

OGGETTO: Manifestazione di interesse all'eventuale acquisto del sensore prototipale "QGuard"

Il/La sottoscritto/a Silvia Muscas, legale rappresentante dell'azienda Ditta Individuale Muscas Silvia, indirizzo Via E. Toti, 123, presa visione del prodotto prototipale in oggetto annesso alla presente P.IVA 03608930925, e-mail

ATTESTA

✓ di aver ottenuto dal referente HiveGuard idonee e sufficienti informazioni relative al prototipo di prodotto che hanno permesso un'adeguata conoscenza dell'usabilità nonché del funzionamento del prodotto.

✓ di confermare il proprio interesse ad approfondire ulteriormente le modalità d'uso e il funzionamento dello strumento.

✓ di impegnarsi a garantire che le fasi di sperimentazione prototipale di cui sopra siano accompagnate da idonea funzione di tutorship nonché da un'idonea sistemazione in "pilota" per la prima sperimentazione del prodotto prototipale;

✓ di impegnarsi a garantire che le fasi di sperimentazione prototipale di cui sopra siano accompagnate da idonea funzione di tutorship nonché da un'idonea sistemazione in termini logistici presso le strutture della propria azienda;

✓ di esprimere un interesse di massima, sulla base della conoscenza acquisita di cui al primo punto e sulla base delle sperimentazioni realizzate di cui al precedente punto, all'acquisto del sensore "QGuard" sottoforma di prototipo avanzato che sarà presto reso disponibile.

L'allegato 1, "Descrizione di massima del prototipo di prodotto" è parte integrante della presente manifestazione di interesse.

Il presente documento NON costituisce in nessun modo un impegno vincolante all'acquisto di alcun prodotto HiveGuard.

Luogo e data: Villacidro 06/03/2018

TIMBRO

12



year-round roadmap

- 100k pre-seed
- Prototype β

Step 1



year-round roadmap

- 100k pre-seed
- Prototype β
- Industrial revision
- Production plan
- Seed Round

Step 1

Step 2



year-round roadmap

- 100k pre-seed
- Prototype β
- Industrial revision
- Production plan
- Seed Round
- Production

Step 1

Step 2

Step 3



year-round roadmap

- 100k pre-seed
- Prototype β

- Industrial revision
- Production plan
- Seed Round

- Production

- 10 customers acquired

Step 1

Step 2

Step 3

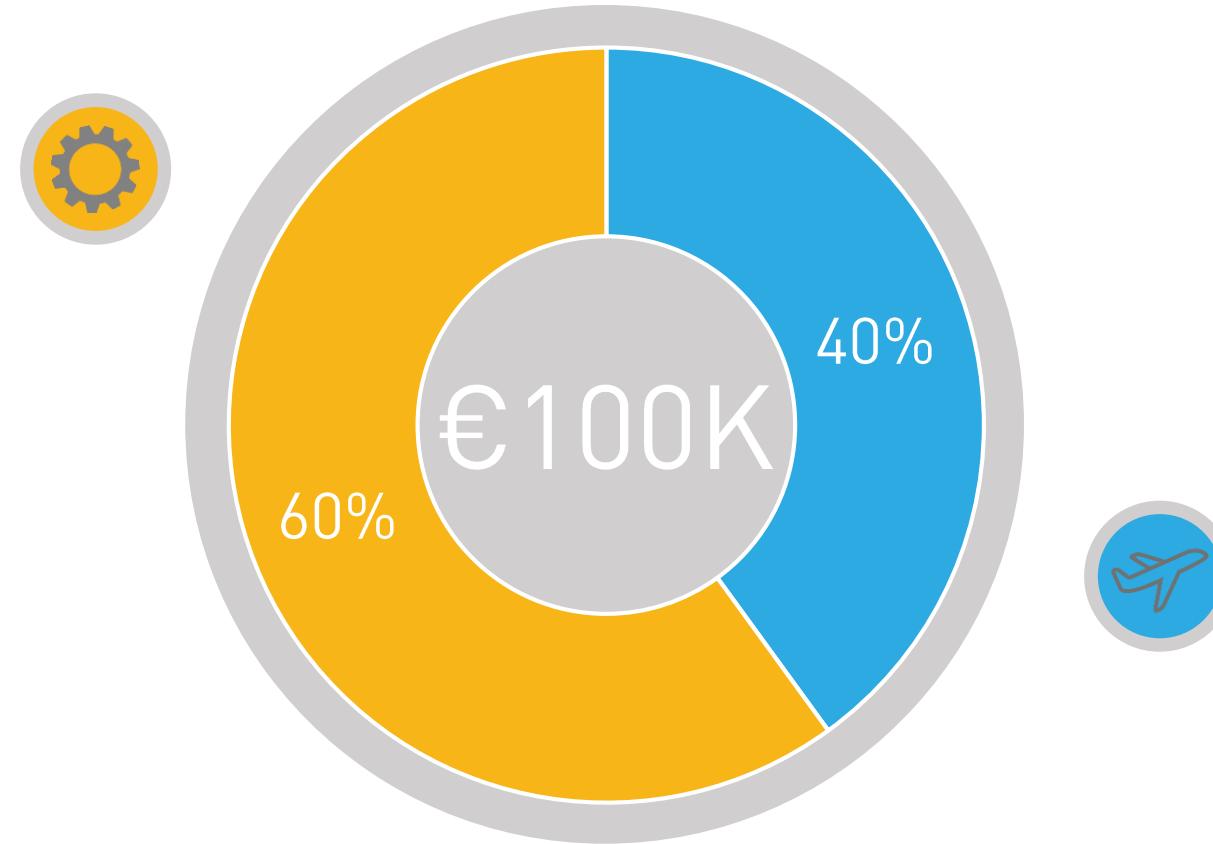
Step 4



cash need

- 100k pre-seed
- Prototype β

Step 1





co-founder team



Daniele Melis

CEO

industrial design
engineer





co-founder team



Daniele Melis

CEO

industrial design
engineer



Sara Sulis

CTO

software
developer



co-founder team



Daniele Melis

CEO

industrial design
engineer



Sara Sulis

CTO

software
developer



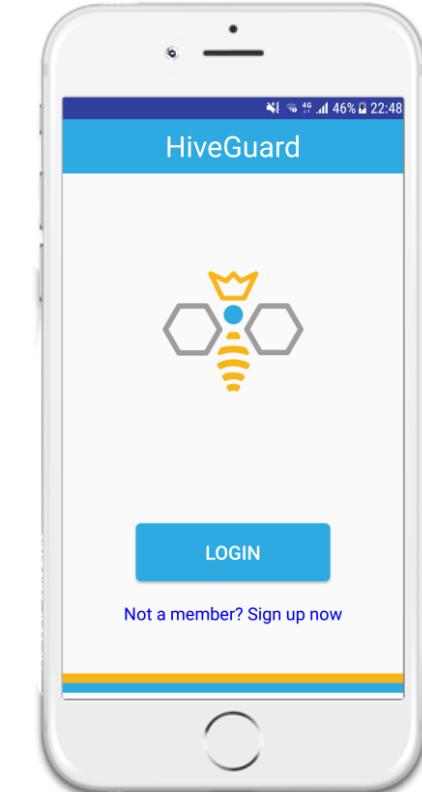
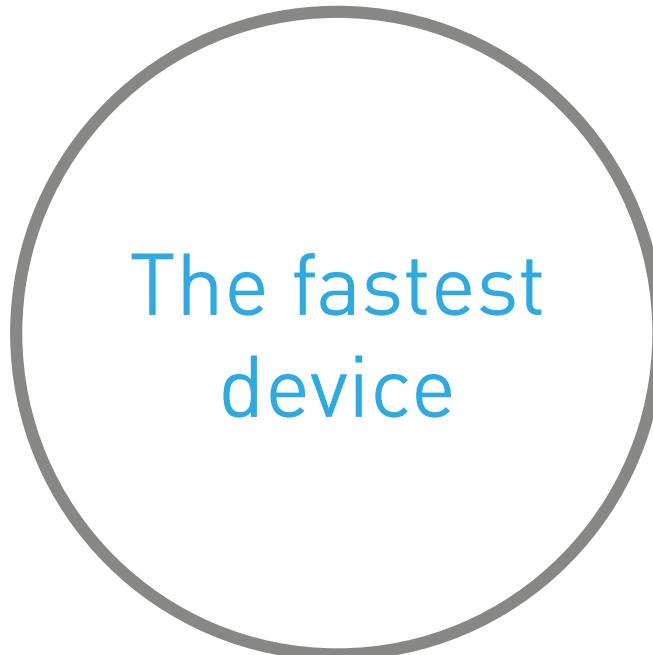
Lorenzo Atzeri

Developer

software
developer



call to action





call to action

The right
team





HIVEGUARD

BEe SMART BEe INNOVATION

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