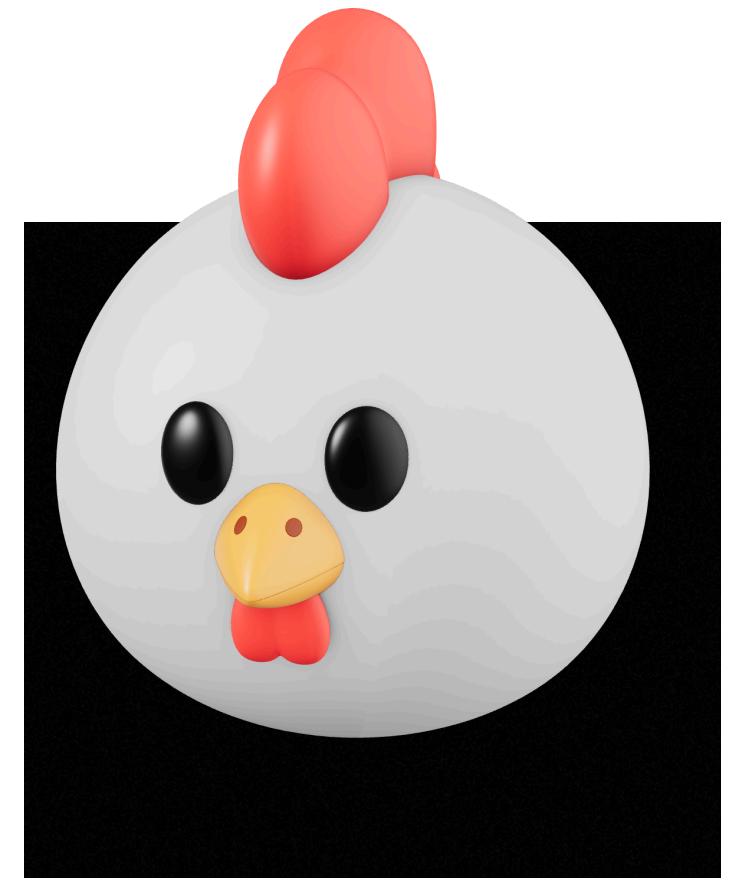


# <SMART> CHICKEN\_COOP MONITORING\_SYSTEM





# PROJECT PITCH PRESENTATION

Team Name: Coopers

Team Members:

- Dhruva Reddy A-51
- Dhruv Kumar A-50
- Dhoni Venkatesh A-49
- Chiranth MD A-44
- Amjad Khan A-14
- Advaith Kolarath A-09

Mentor: Anaswara Venunadh



# BACKGROUND

"Here's a number for you: 30%"

That's how many chickens die every year in small farms from completely preventable causes not predators, not disease, just poor air quality and heat stress.

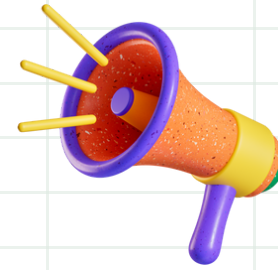
Farmers have NO WARNING until they walk into the coop and find dead chickens. No alert. No notification. Nothing.

Imagine your savings dropping 30% overnight and nobody telling you. That's the reality for poultry farmers every single day.

Our Solution: Smart Coop Monitoring System, real-time alerts that warn farmers before disaster strikes, so they never wake up to that nightmare again.



# THE PROBLEM



What's the Problem? Poultry farmers struggle with manual monitoring of coop conditions, leading to poor bird health and economic losses.

Who's Affected?

- Small to medium poultry farmers (500-5,000 birds)
- Families dependent on poultry farming income
- Rural agricultural communities
- 



Why Does It Matter?

- Health issues from poor ventilation cause 10-15% mortality rates
- Lost income impacts farmer livelihoods
- Manual monitoring is time-consuming and unreliable
- Early detection could save thousands in losses per farmer



# USER INSIGHTS

## Key Pain Points:

- "I can't be in the coop 24/7"
  - Farmers sleep through critical temperature changes
  - Weekend trips mean leaving coops unmonitored
- "By the time I notice, it's too late"
  - Ammonia buildup isn't visible until birds show distress
  - Disease spreads rapidly in poor conditions
  -
- "I'm losing money but don't know why"
  - No data to identify patterns or optimize conditions
  - Guesswork leads to wasted resources
  -

User Quote: "I lost 50 chickens last summer during a heatwave. If I had known the temperature was rising at night, I could have turned on the fans." — Small-scale poultry farmer

