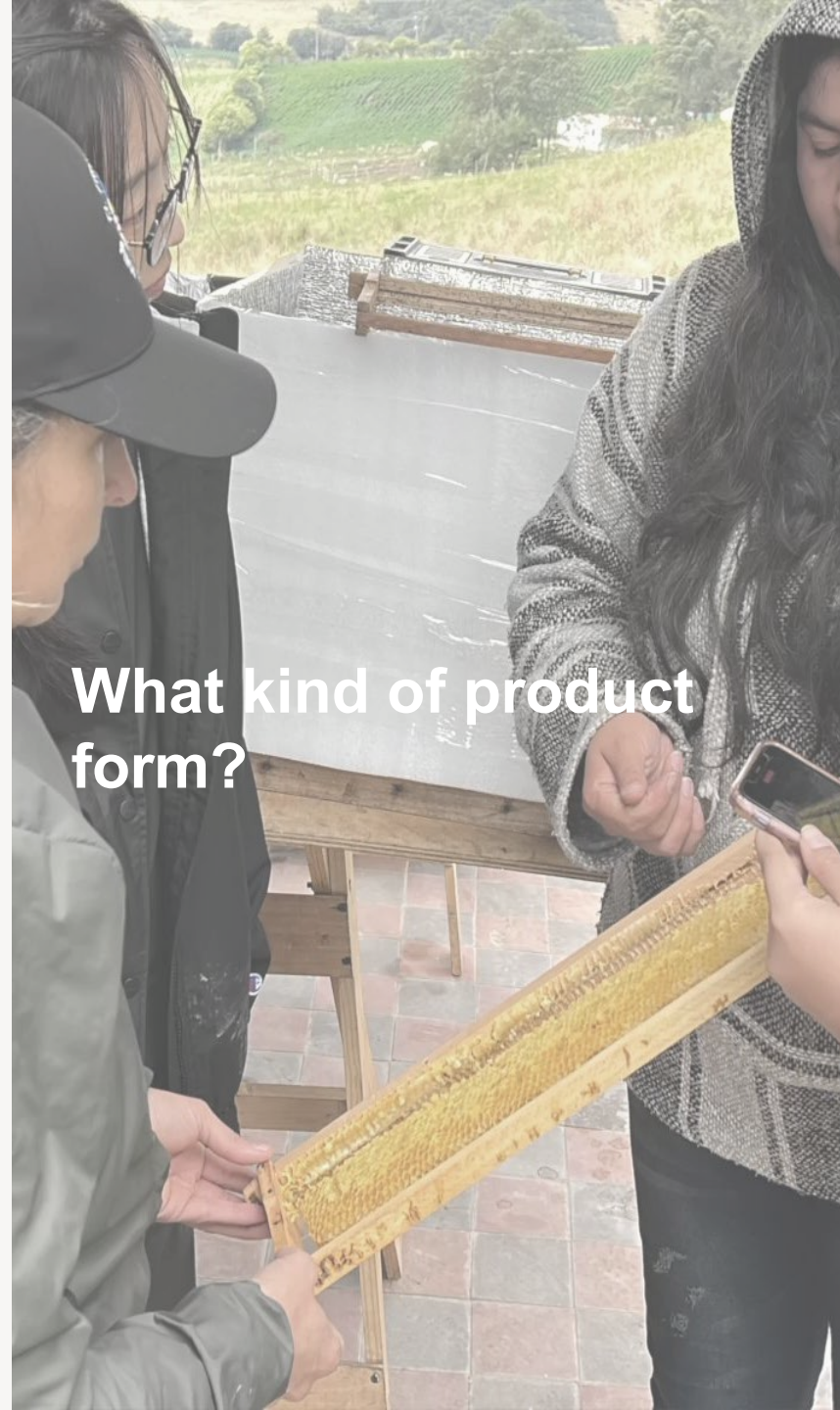




A collaborative beekeeping solution for uncertain climate era





Learn from practitioners – a network of international experts



Xiaojiang

5+ years of beekeeping experience
A new generation of professional
beekeepers
B station Up master
Changzhi, Shanxi

Bee Brother 20+ years
of beekeeping
experience
Internet celebrity blogger at B
station
Beihai, Guangxi



Jiang

Professional fruit grower
Beekeeping helps with
pollination
Taiwan, China



Kaizhen

10+ years of beekeeping
experience family beekeeper
Xiaohongshu, Douyin Internet
celebrity Anshan, Liaoning



Doris

5 years of beekeeping
experience
ecologist
Colombia



Zhao

10+ years of beekeeping
experience
Little Red Book Blogger
Perth, Australia



Pedro Reynolds-Cuellar

MIT Media Lab PhD
Space Enabled Group
USA & Colombia



Professor Alder Saxena

Arizona State University
PhD in Environmental
Anthropology
Arizona, USA



Professor Patrik Pynes

30+ years of beekeeping experience
Bee Industry Documentary Host
Professional beekeeping instructor
Arizona, USA











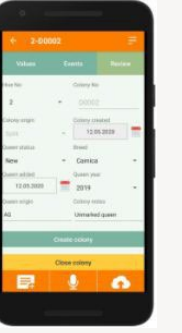









Marcela Cely, PhD

Bee insect professional
researcher
agroecologist
Rachel Carson Center
Colombia & United States



Competitive Product Analysis

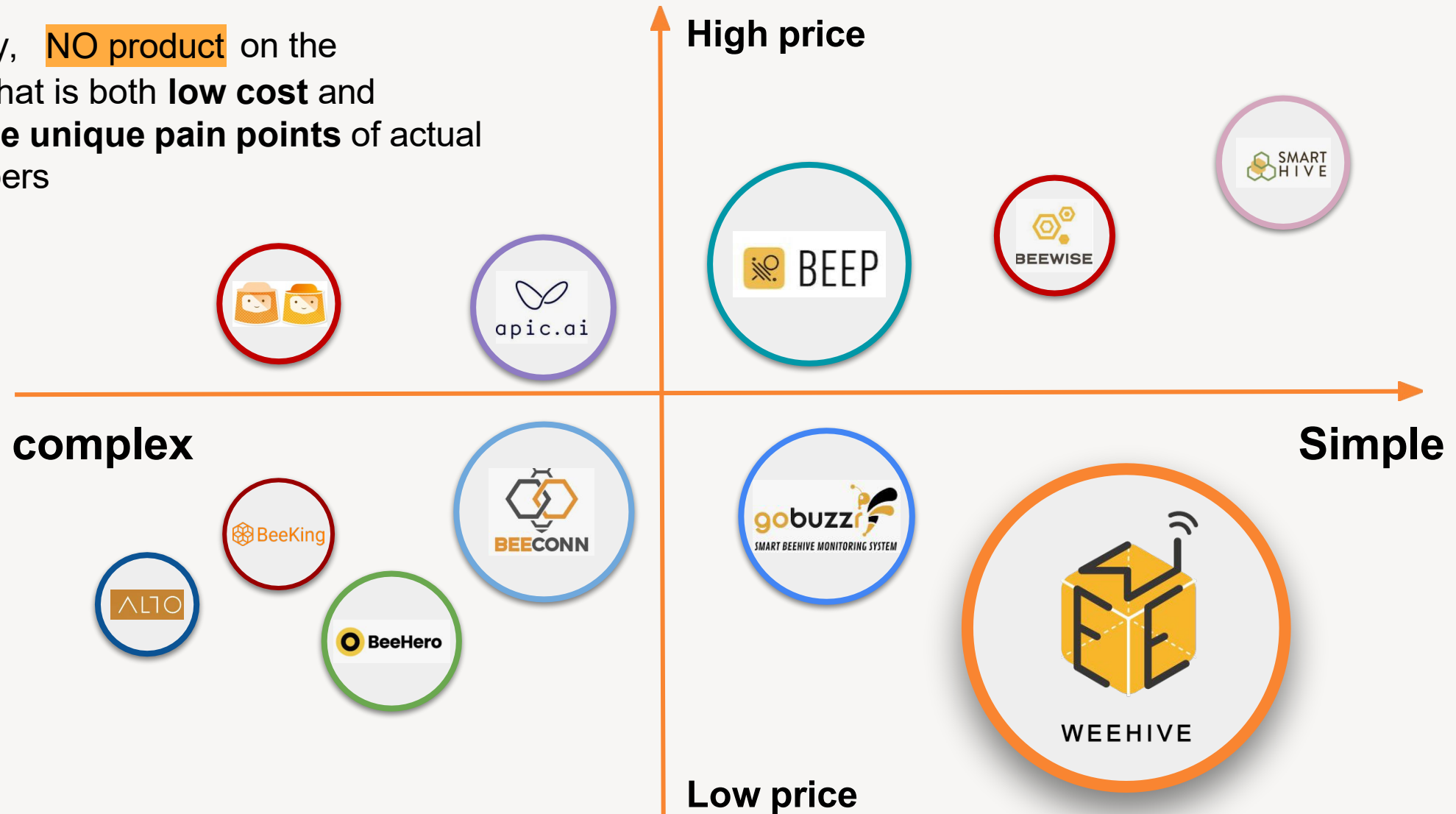
| | | | | | | | | | |
|-----------------------------|--|--|--|---|--|--|--|--|--|
| Price Function Region |  |  |  |  |  |  |  |  |  |
| | Alto | BeeHero | Beeconn | BEEP | Cloud Bee | apic.ai | Beewise | Daesung | GoBuzzer |
| | Concept products | Concept products | 349. 99 € /box | 475 € /box | ¥1220/box | Scientific research | \$400/month | \$3000 | \$160/box |
| | ★★ | ★★ | ★★★ | ★★★ | ★★★★ | ★★★ | ★★★★★ | ★★★ | ★★★ |
| | Canada | US | Slovenia | Nether lands | China | Germany | Israel | South Korea | India |
| |  |  |  |  |  |  |  |  |  |
| Price Function Region | Hivebloom | BeeKing | BeePlus | Beekeepal | Beeconn | Dr.Bee | BigBee | Gobuzzer | HiveTracks |
| | \$17. 99/year | \$34. 99/year | \$9. 99 | \$58/year | 349 € | not available | \$200/box | \$160/box | \$69. 99/year |
| | ★★★★ USA | ★★★★ Europe | ★★ India | ★★ USA | ★★★★ slovenia | ★★★★ China | ★★★★★ China | ★★★★★ India | ★★★ USA |

Why these products failed to grow?



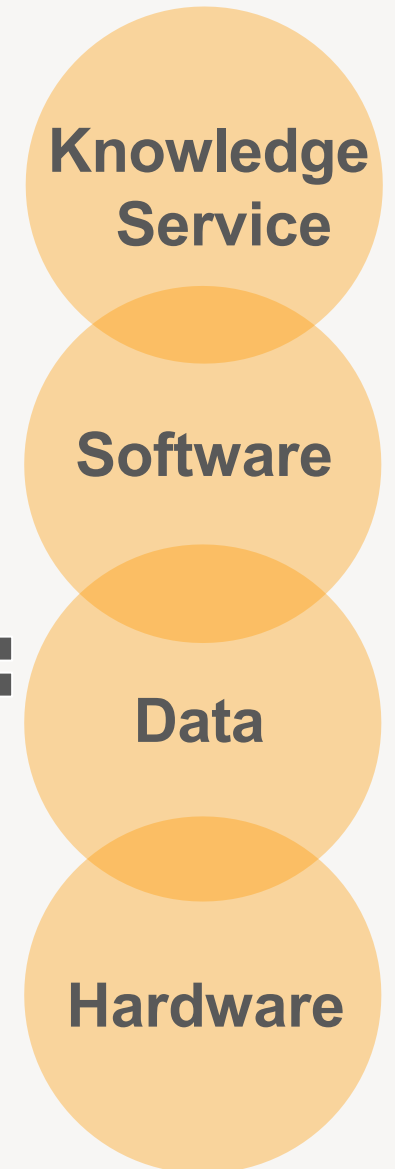
Competitive Product Analysis - Competitive Product Matrix

Currently, **NO product** on the market that is both **low cost** and **solve the unique pain points** of actual beekeepers





= WeeHive =





Global product adaptation

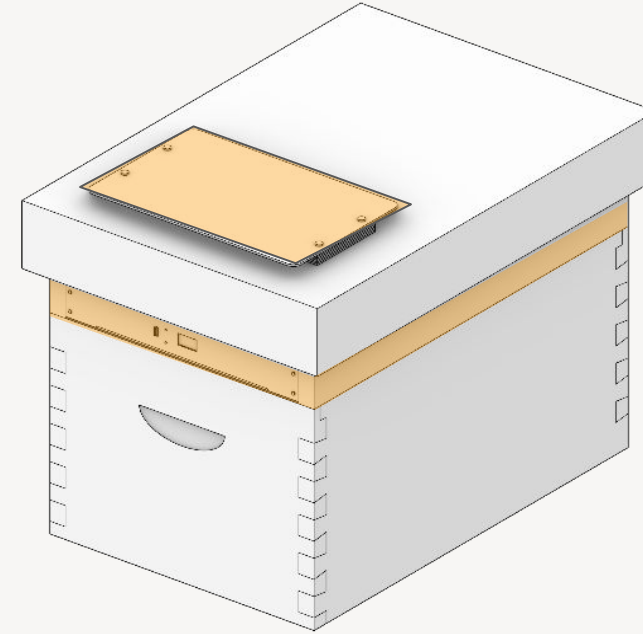
Cross-platform mini-app



**One-click login via WeChat,
barrier-free interface**



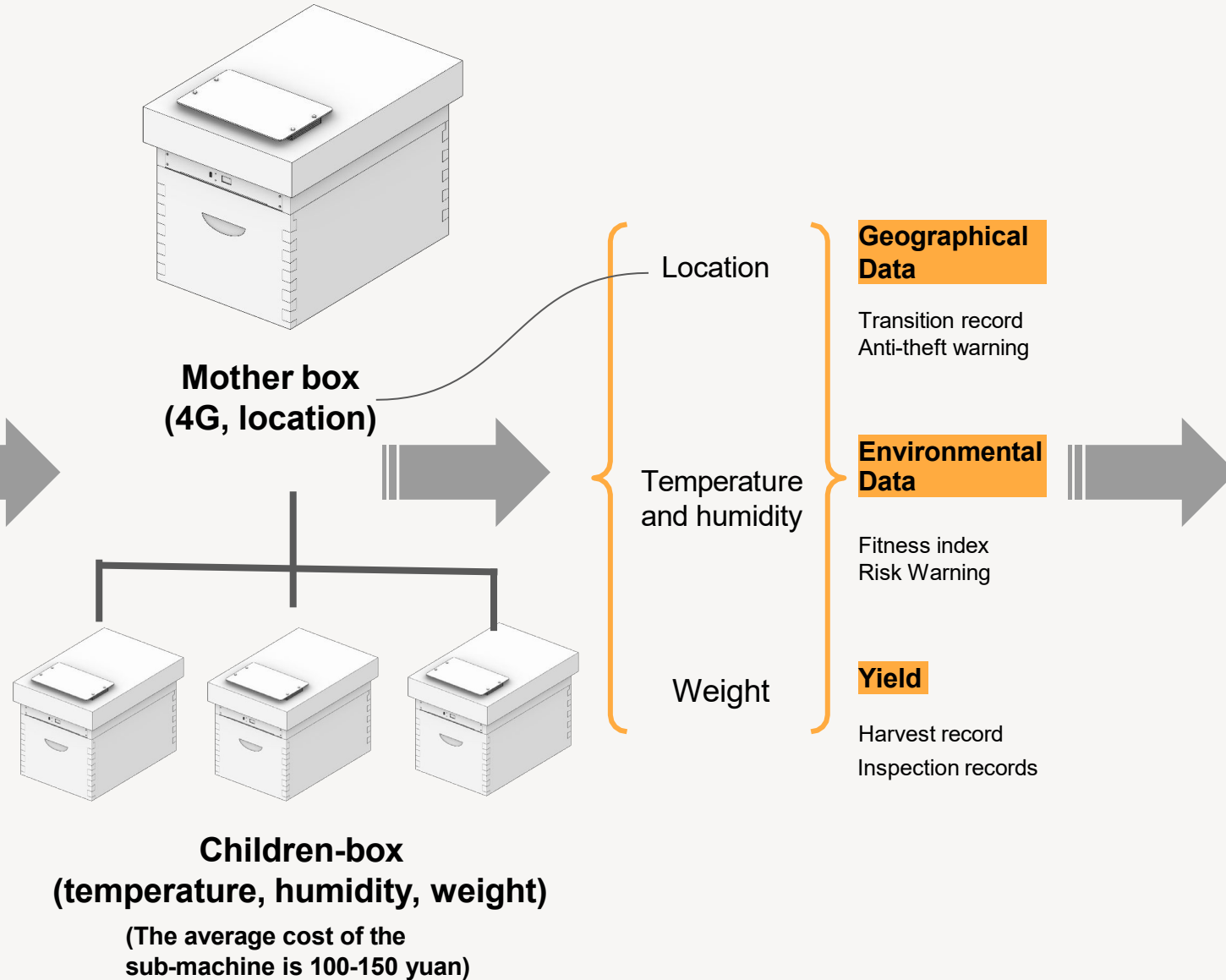
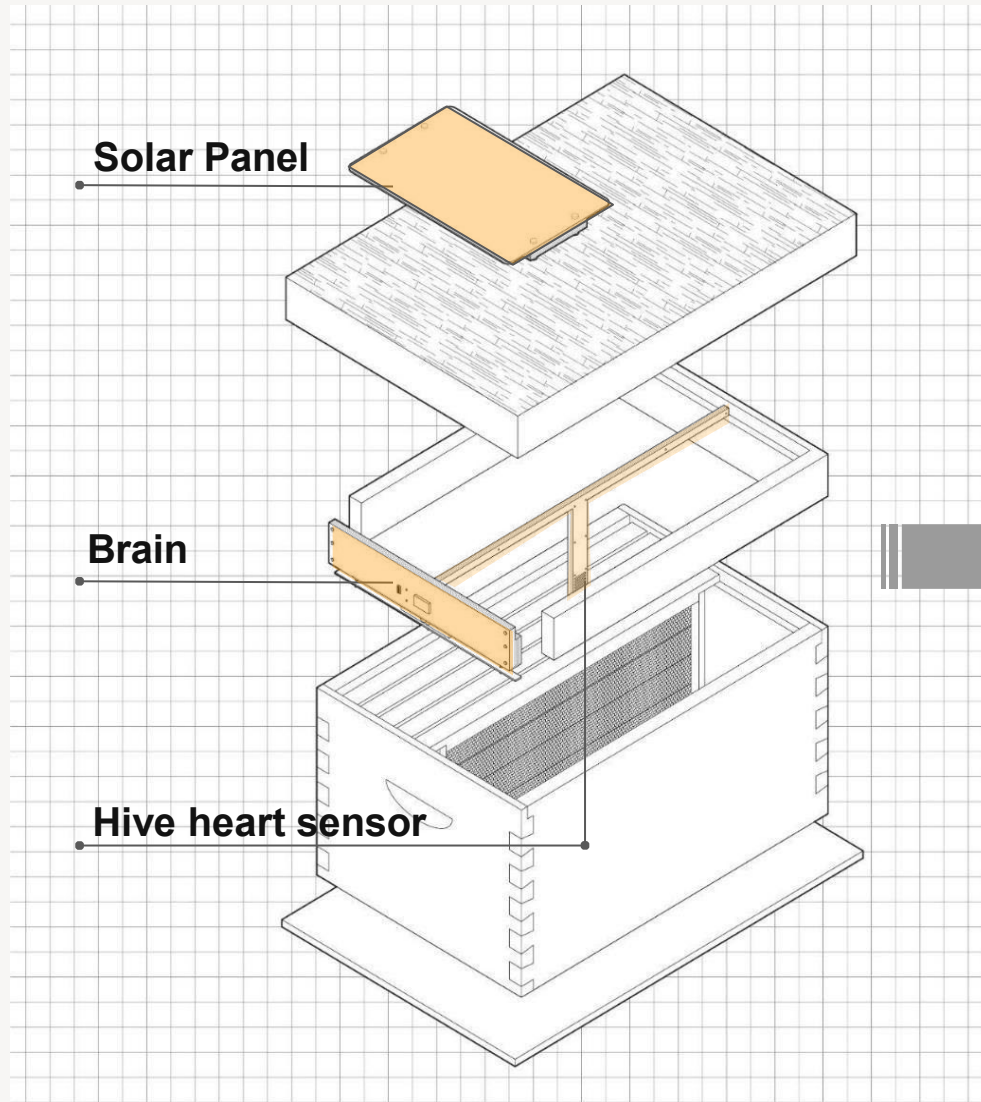
IoT hardware (optional)



**Dramatically reduce hardware costs,
module assembly, ready to use right out
of the box**



Low-cost modular beehive micro-modification





Physical Prototype



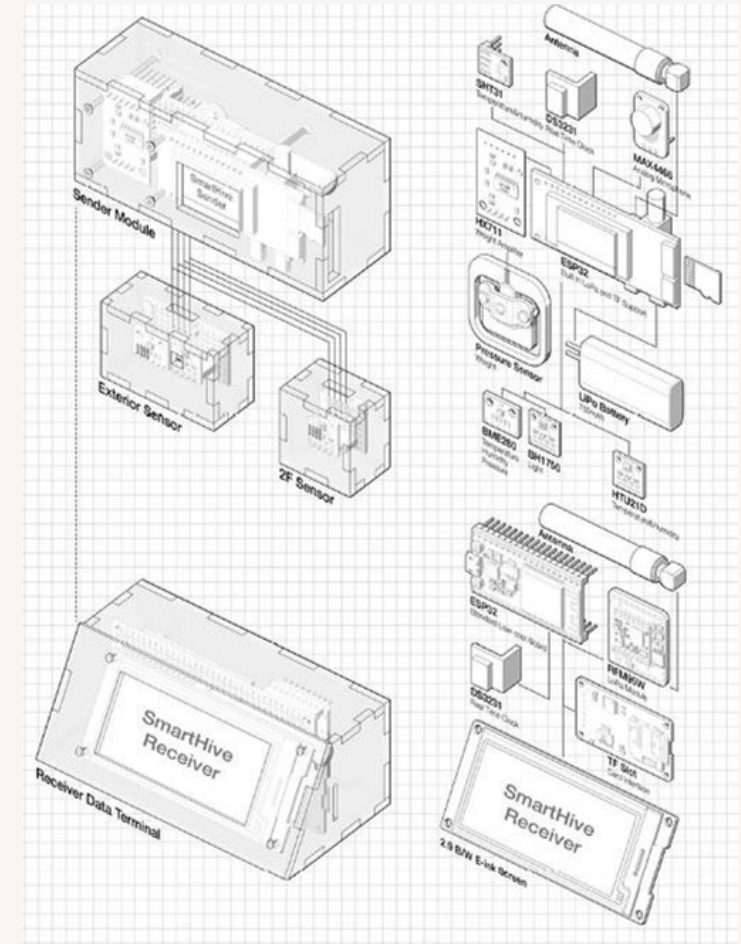
Hive Renovation in Cold Climate

Deployed in one apiary

150% Bee Survival Rate

1/5 Inspection Rate

Supported by MIT Media Lab, Space Enabled Group



Core Function Matrix

Geographical Information

Transition record
Anti-theft warning

Environmental
information
fitness index
Risk Warning

Yield information

Harvest records
Inspection records



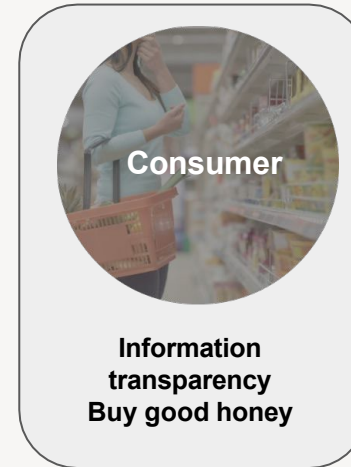
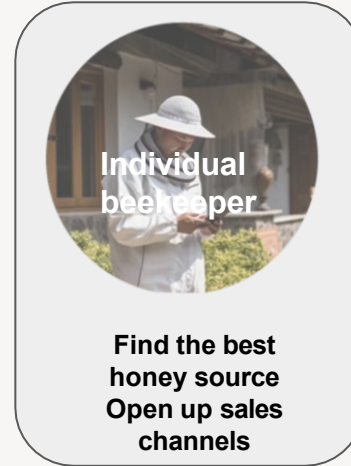
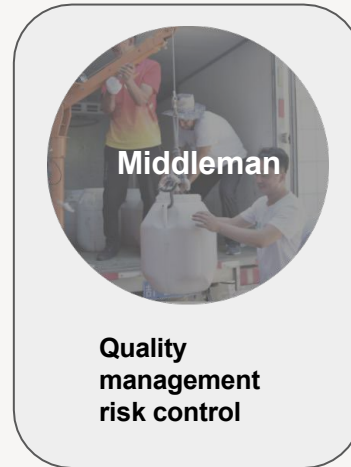
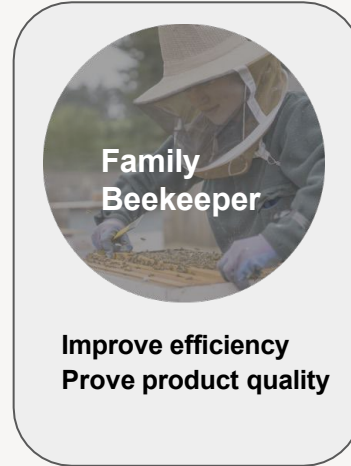
data record

Beekeeper's Notebook

Efficient Management
Smart reminder

Environmental Database

Risk Warning



core needs

Beekeeper Map

Honey source Tracking

Interactive Community

Expert Network



social interaction

Database

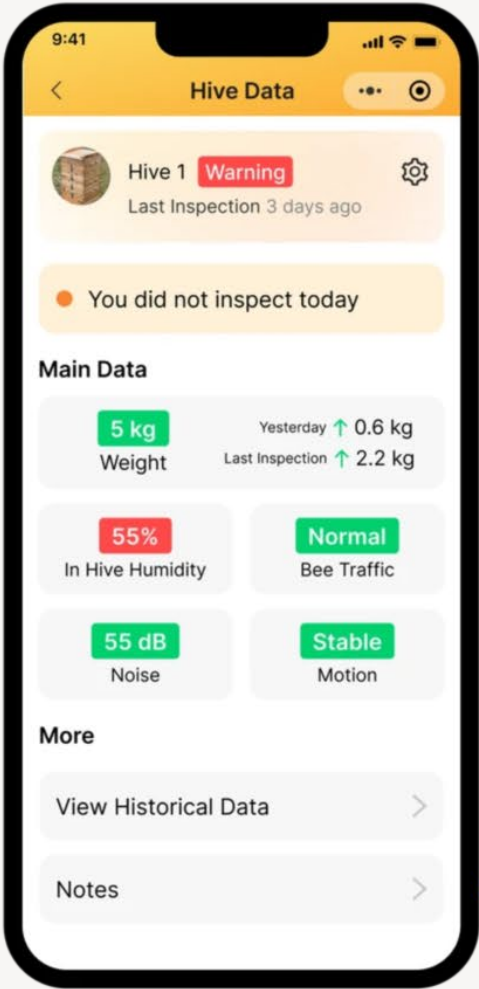
Knowledge Base

Talent pool

4:00 pm At Home

BeeKeeper, Manage Apiary and View Notes

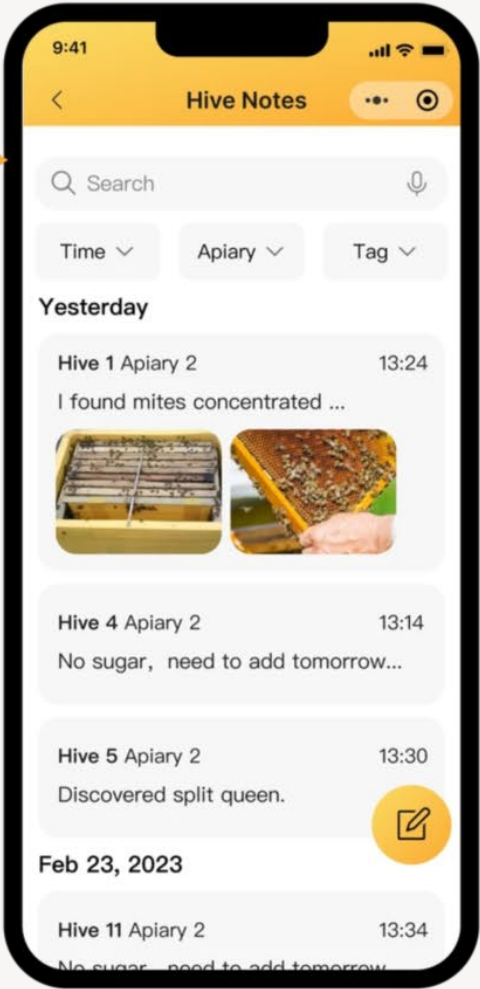
"I remembered the same types of mites came last month. What did I record back then?"



Access Notes through hive data dashboard



Find today's notes

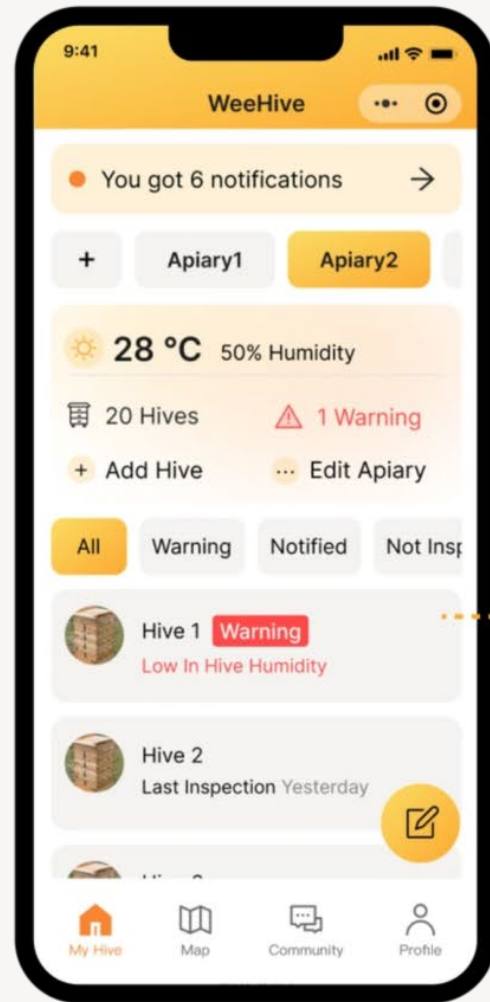


View and search past notes through filter

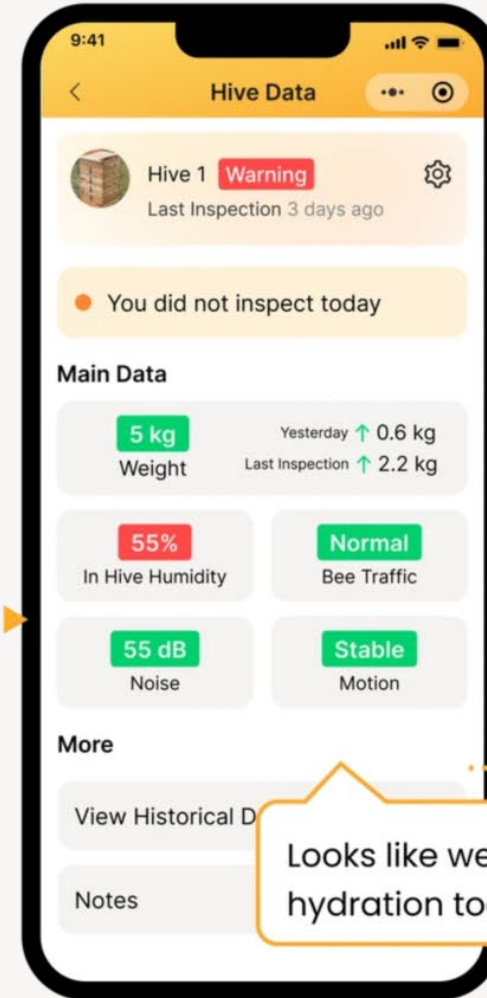
7:00 am At Home

BeeKeeper, BeeHive, Remote monitoring

"Let me check what's going on at the apiary. What equipment should I bring?"

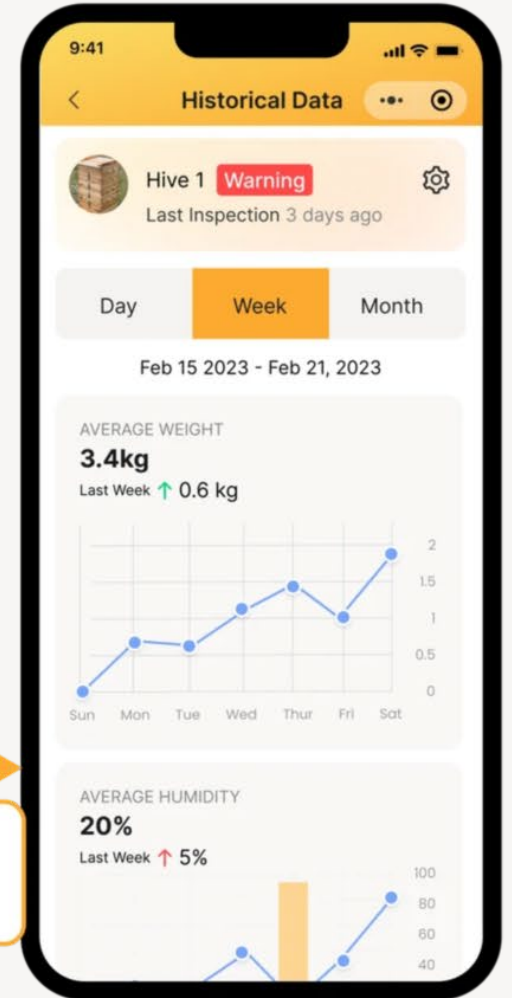


Get an overview of apiary,
alarmed hives and reminders



Looks like we need
hydration today!

View alert details,
get key data changes



View historical hive data to
track long-term changes



Profit model

Profit Margin →

Service Subscription

Subscription charging model



Cost: \$50
Monthly subscription fee: \$ 10 /unit

Cost: \$200 /10 units
Monthly subscription fee: 10\$/10 units

Comprehensive payback period: 2 years
5-year investment return: approximately 250%
Annualized investment return: 21%

Pricing Strategy

Junior beekeeper: 200/year

Professional: 400/year

Enterprise: 2000/year

Hardware free trial

Expert consulting services

International Sales Links

Source of profit

Cascade service ordering software service

Expert technical advice
International Sales Links

Quality Certification

Certification charging model

Identification Cost: 800/time

Certification Cost: 60/time

Annual average: 10 times

Yield: 20%

Pricing Strategy

Ordinary member: \$50/year, appraisal fee \$100

Professional membership: \$200/year, appraisal fee \$100

Source of profit

System Certification Level

Database Service

Database charging model

Cloud data Service
Monthly subscription or API call

Pricing Strategy

Multi-Tier Priced Data API

Source of profit

Database interface call

Capital Gold Flow ↓



Our Vision



Using crowd-sourced data, WeeHive contributes to the overall resilience of ecosystems, inform individuals to take action, mitigating the impact of unpredictable risks from climate change



WeeHive

A collaborative beekeeping solution for uncertain climate era