



BeeLive

A decision making and social networking tool based on GNSS devices, satellite data and the community of beekeepers



92 million beehives globally

In EU 17,5m beehives managed by
650 th. active beekeepers

Plus:

- amateur beekeepers
- bee products businesses
- consumers

Our ecosystem relies on pollinators

EU through Green Deal is aiming at supporting apiculture as a key sector to the planet's survival.

To solve a problem, we must first define the problem. Let's ask the beekeeper's what they worry about.



Where is the best location for my beehives?

Weather?

Plants?
Forage?

Accessibility?
Costs?

Dangers?

A beekeeper constantly seeks the best location for their beehives, solving thus only part of the problem since weather conditions and surrounding dangers may still jeopardize their production.

Location search so far has been based on hear-say and tradition.



What if a beekeeper could monitor several locations and select the best one based on objective criteria and data?



Can I monitor my beehives remotely?

Beekeepers have to visit often their apiaries, especially in high season. What if they could get updates on their apiary status, thus moving only for the essential inspections and feedings?

Transportation cost
reduced

Data
collection

Multiple sites
monitoring

Beekeepers also need to be alerted immediately when their apiary is threatened from dangers such as below.



Pests and
diseases



Swarm leaves
beehive



Bear attack



Physical
disaster



Poison (farmer
sprays etc)



Beehive theft



Wasps



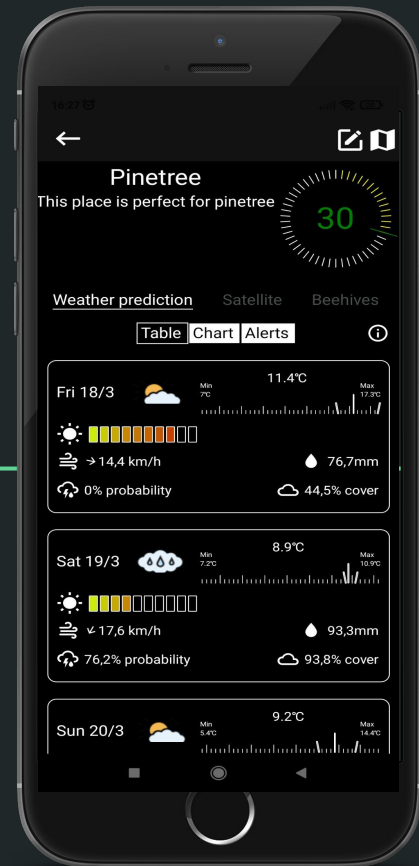
Bad weather
(rain, snow etc)



What does BeeLive offer to beekeepers?

With BeeLive, a beekeeper is able to:

- select, either by clicking on map or through GNSS geolocation, and monitor multiple locations at the same time
- receive updates for each location such as weather status/predictions, danger alerts etc
- view for each location processed satellite data with land cover, vegetation, water, air quality etc
- get recommended locations within selected area based on user's selected criteria and weights

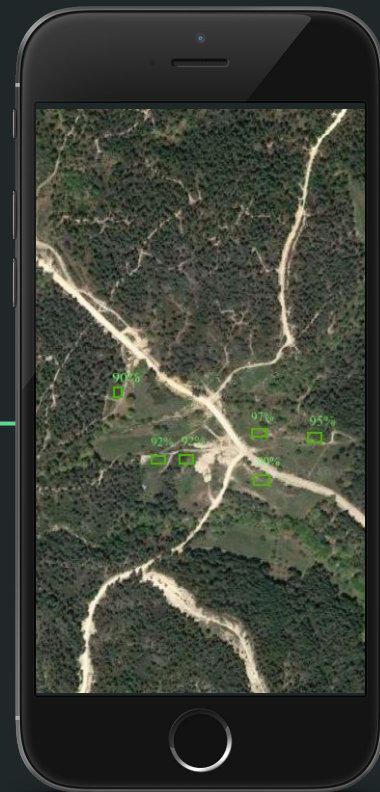




What does BeeLive offer to beekeepers?

With BeeLive, a beekeeper is able to:

- link IoT monitoring systems to the app and receive real time data about micro-climate of apiary or even beehive conditions
 - receive real-time alerts if the apiary is threatened or an event has been logged near to your apiary
-
- full record keeping about each of their beehives, i.e inspections, feedings, treatments etc
 - network with other beekeepers and be a part of a community

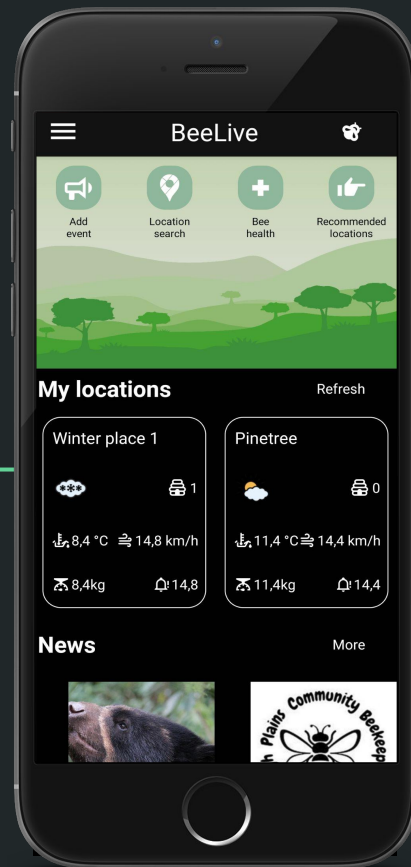




What does BeeLive offer to beekeepers?

With BeeLive, a beekeeper is able to:

- check if other apiaries are installed on location at selected date through satellite image object detection
 - preliminary deductions about bee's health through image analysis
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- explore flora of beekeeping interest, their features and their flowering period
 - stay updated with news and seminars about beekeeping





Business model

Our preferred model is Freemium

Free

All features and functions are available to all registered users but with limitations in number of locations/systems linked/recommendations etc, time periods for weather and satellite data

Premium

All features and functions are available to all registered users with no limitations and usage quotas

The app's earnings will be based on:

- subscriptions of premium users
- ads, in app
- promotion of beekeepers' products and companies
- affiliate marketing

Our expansion strategy is based on:

- Cooperation with beekeepers and associations with early bird users
- Collection of Bee points which earn reputation and unlock premium features for limited time
- Research pilot areas of high beekeeping interest



Current status

- App development
 - Beta version ready
 - Working on improving location recommendation and apiary detection models
 - IoT monitoring system
 - In discussion with electronics engineer to be added in the team and support building our own IoT monitoring system for temperature humidity, air speed etc on site
 - Issues with ordering parts due to global situation
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- Clients
 - In discussions with beekeepers to be pilot users
 - Visiting food expo's and approaching prospective clients
 - Needs
 - In search of a React Native developer
 - Legal support for GDPR and hardware licensing matters
 - Participating in small-size programs for networking and funding opportunities



Our team



Ilias Tsergoulas
Project coordinator, developer and
scientific advisor



Themis Sarrou
Financial and marketing manager



Kostas Toumpas
Technical manager and beekeeping
advisor

Find us

<https://beelive.website>

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