

# HIDDEN SLIDE

- Talking points are in the notes for each slide

# AlAg Controls



Product & Design

## MFG 291 START- UP PITCH

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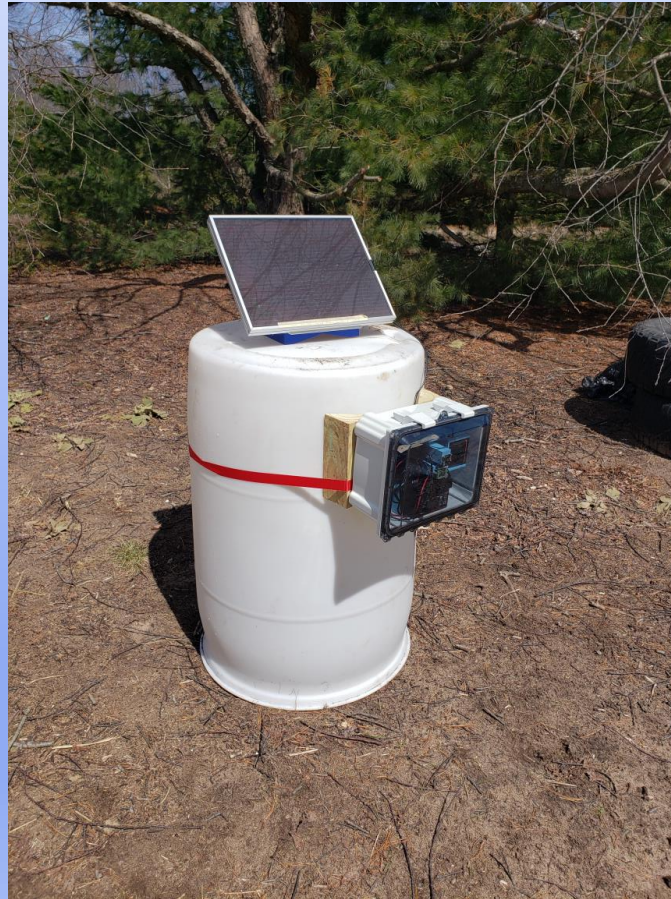
## PROBLEM / OPPORTUNITY

- 4.5 Billion in crop damage every year
- Effects Farmers and Ranchers
- Soybeans relates to 9% caused by deer
- Corn relates to 23% caused by deer



# PROBLEM/OPPORTUNITY

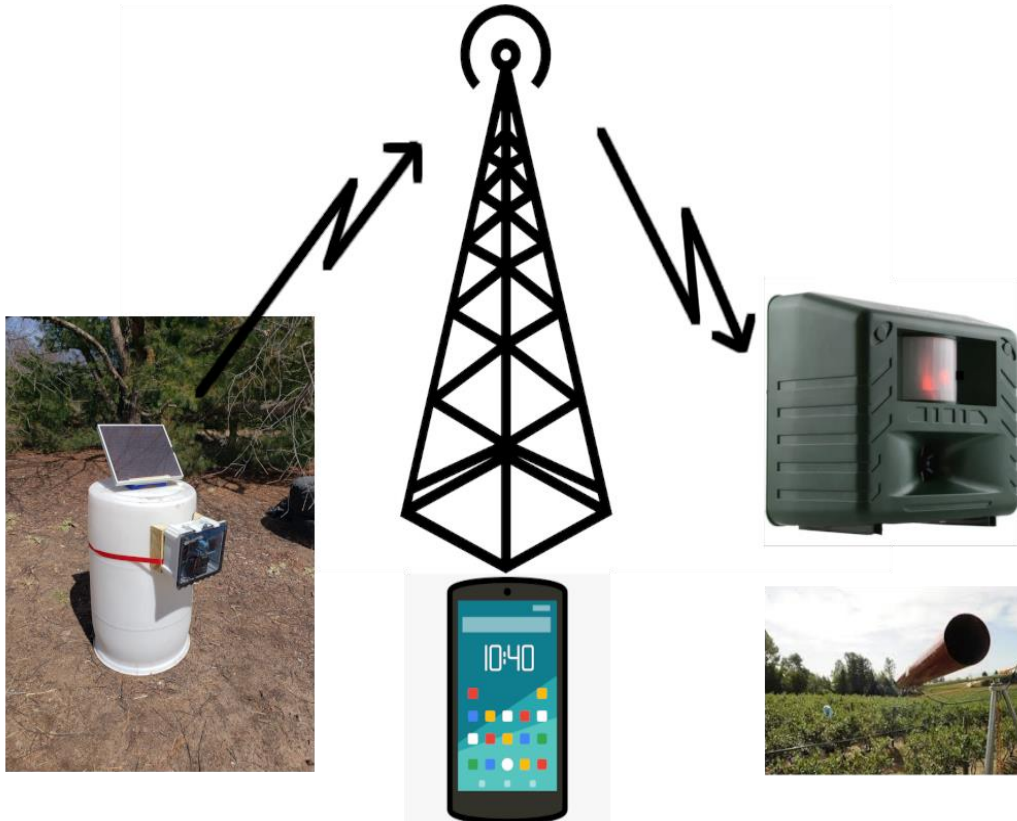
How can  
we solve  
this issue?



How does  
our device  
solve this  
problem?



# VALUE PROPOSITION



- The plan for advancement
  - Propane cannons
  - Repellent delivery systems

# UNDERLYING MAGIC

What is our prototype?

- Sound and visual repellent

- Detects motion to verify pests

- Sends picture to your email

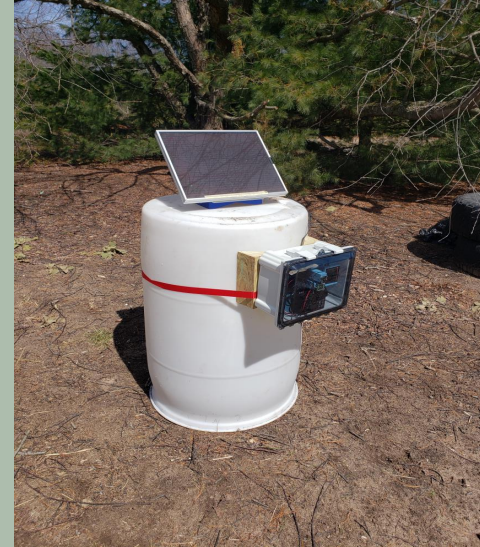
- Can then trigger the repellent



# TRANSFORMATION



Before Customer Feedback



After Customer Feedback

- Customer feedback
- Stages of development
- Incorporating customer feedback



# BUSINESS MODEL

- Who would be interested in our Product?
  - Agricultural Owners
  - Ideal for farmers and vineyards





# GO-TO MARKET PLAN

Start with local clients



Leverage sales to a farming supply retailer

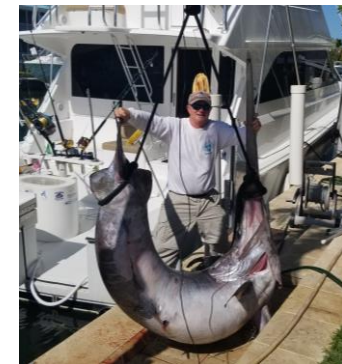


## COMPETITIVE ANALYSIS

- Generic Trail cams
- Lack of automated controls

# MANAGEMENT TEAM

- Software Developer
  - Alex Groening
  - Industrial Controls & Robotics
- Electrical/Housing
  - Alec Rice
  - Marine Technology
- Mentor
  - Kevin Clark
  - Founder of Critter Control Inc. (retired)





FINANCIAL  
PROJECTIONS

Components Without Power Supply	\$388.06
Power Supply Components	\$75.00
Both Components Priced Together	\$478.06

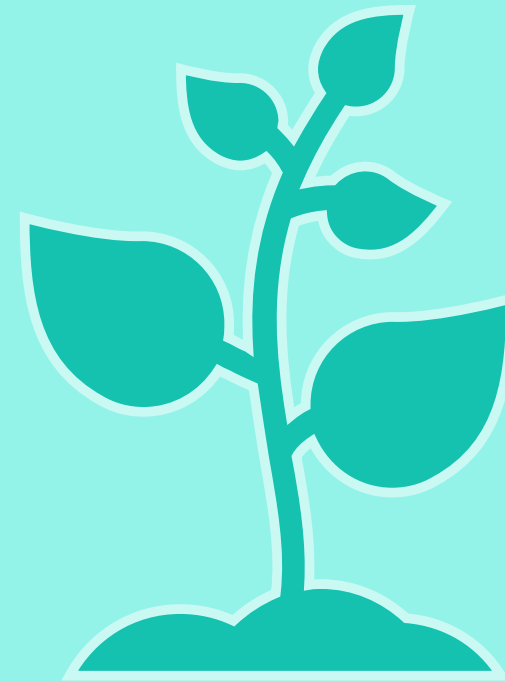
# CURRENT STATUS

- We have the input prototype (Phencer)
- Next Step:
  - Integrate an existing deterrent system
  - Develop a better user interface & phone app



# ASK

- Continued Mentorship to help further develop product
  - Phone App
  - Agricultural marketing





# CONTACT INFORMATION

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Any Questions?

