



SHEDYOU TECHNOLOGY

棚 友 科 技

Shedyou Technology: Building a Greenhouse Think Tank Service System .Help farmers to control fertilizer, pesticide, reduce costs improve crop quality.

Members



In 2016, we entered the agricultural university.



- Current situation of agriculture in China is **not** satisfactory.
- Advanced technique change traditional agriculture.

Let there be a team.

Members



By the end of 2017, we perform a User Acceptance Test.

By the end of 2018, we complete the trial operation.

-Ten agricultural cooperatives have reached the anticipated result.

Our company registration is completed.

Members



Now we are here



Stand on the stage of international entrepreneurship contest.

Members



Hong Lin
CEO



Shan Guo
CDO



Ziang Deng
CTO



Hang Sheng
CMO



Yuxuan Xiong
CFO



Xinyue Yang
CHO



Xiaochan Wang
Professor



Shirong Guo
Professor



Maohua Xiao
Associate
Professor



Sheng Shu
Associate
Professor



Professional and professional elite tutor
National Entrepreneurship Practice Project Support

Content



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Innovation



01

Product Introduction

Based on the current high price of facilities and horticultural equipment, difficult operation, low penetration rate, farmers' demand for scientific planting guidance, crop diseases and insect pests are harmful and difficult to control, the proportion of fertilizer and water management is not standard and other pain points

Innovation

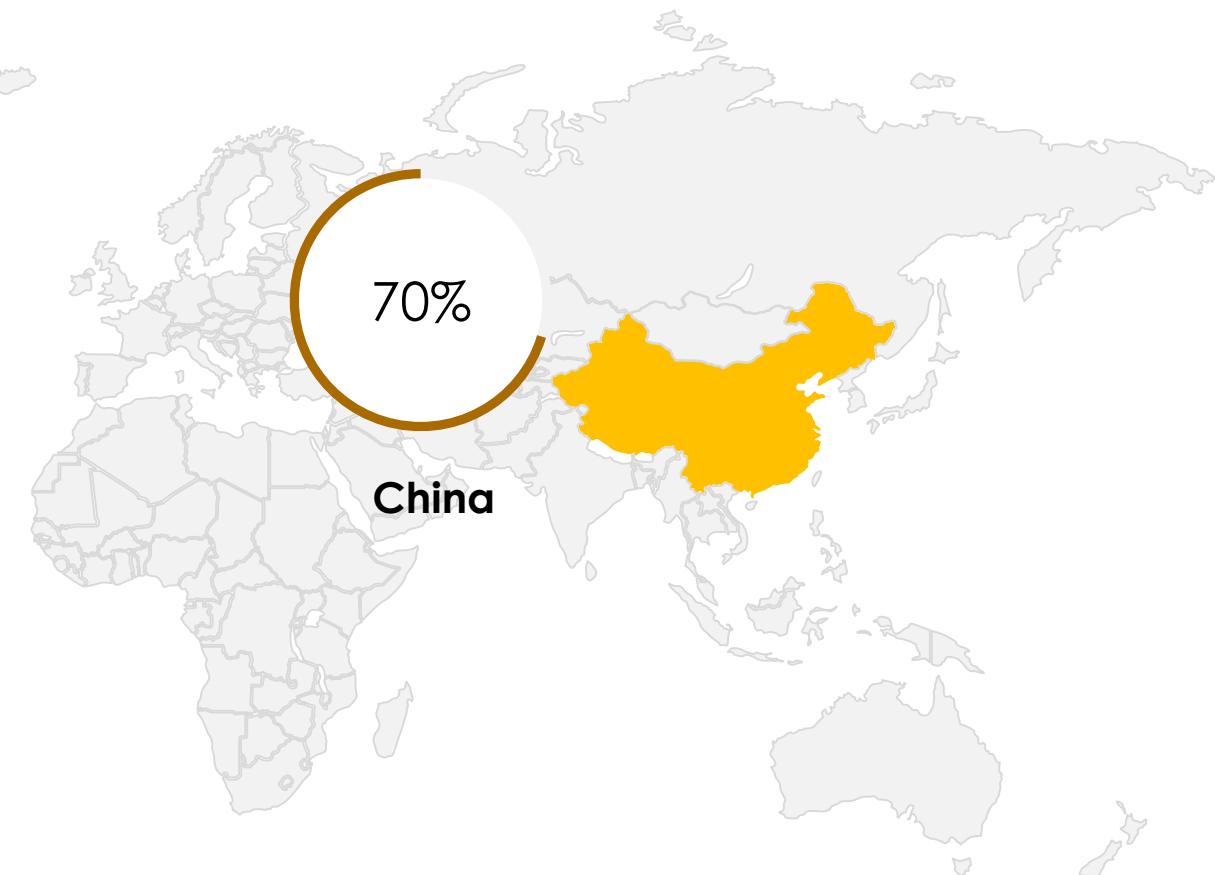


Horticultural facilities
around the world



China's greenhouses account for 70% of the world

Its labor productivity is only 5% of Japan



Innovation



Ordinary greenhouse

Gardening facilities

Classification of horticultural facilities

Low cost

Reduced the risk of collapse. The shed film is fixed by a circlip card slot, which is convenient for replacing the film in the future

Wide audience

Ordinary plastic greenhouses are low in cost, and family farms, professional cooperatives and other groups are all planted in ordinary plastic greenhouses

Large proportion

It is widely adopted by countries all over the world. China's ordinary greenhouse use area accounts for 98% of the total area of facilities and horticulture

Innovation



“

SEVERE PROBLEM

Pests and diseases are serious and cannot be effectively prevented

According to China Agricultural Network statistics (2018)

Chemical control  80%

Pesticide utilization  35%

Source : Agronet.com.cn

Innovation

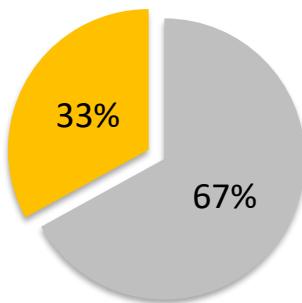
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SEVERE PROBLEM

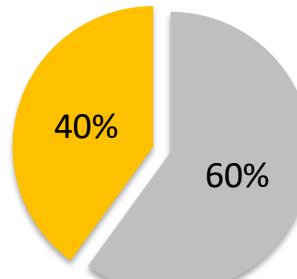
Improper management of
water and fertilizer ratio

Fertilizer usage
(2018)

China



Water and fertilizer
Utilization in China
(2018)



Source : Agronet.com.cn

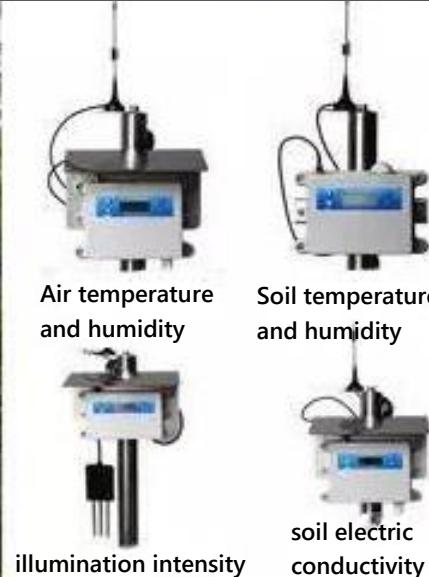
Innovation



Our Product System + Service



Innovation



Hardware equipment

HARDWARE EQUIPMENT & APP

Hardware devices include air humidity sensors, soil moisture sensors, light sensors, and cameras.



APP interface diagram

Innovation



Pest and Disease Warning

Core function



environmental parameter

warning

measures

powdery mildew

symptom

control method

● Target the diseases accuracy
is up to 90%

● Reduce pesticide use
Increase production and quality

● Provide effective control measures



Innovation



Precise Water and Fertilizer Ratio

Core function

- Environmental factors + growth period
→ optimal water and fertilizer ratio
- Monitoring and analysis of crop growth status in different periods
- Save fertilizer use
reduce environmental pollution

crop information

environmental information

Water and fertilizer management measures



Innovation

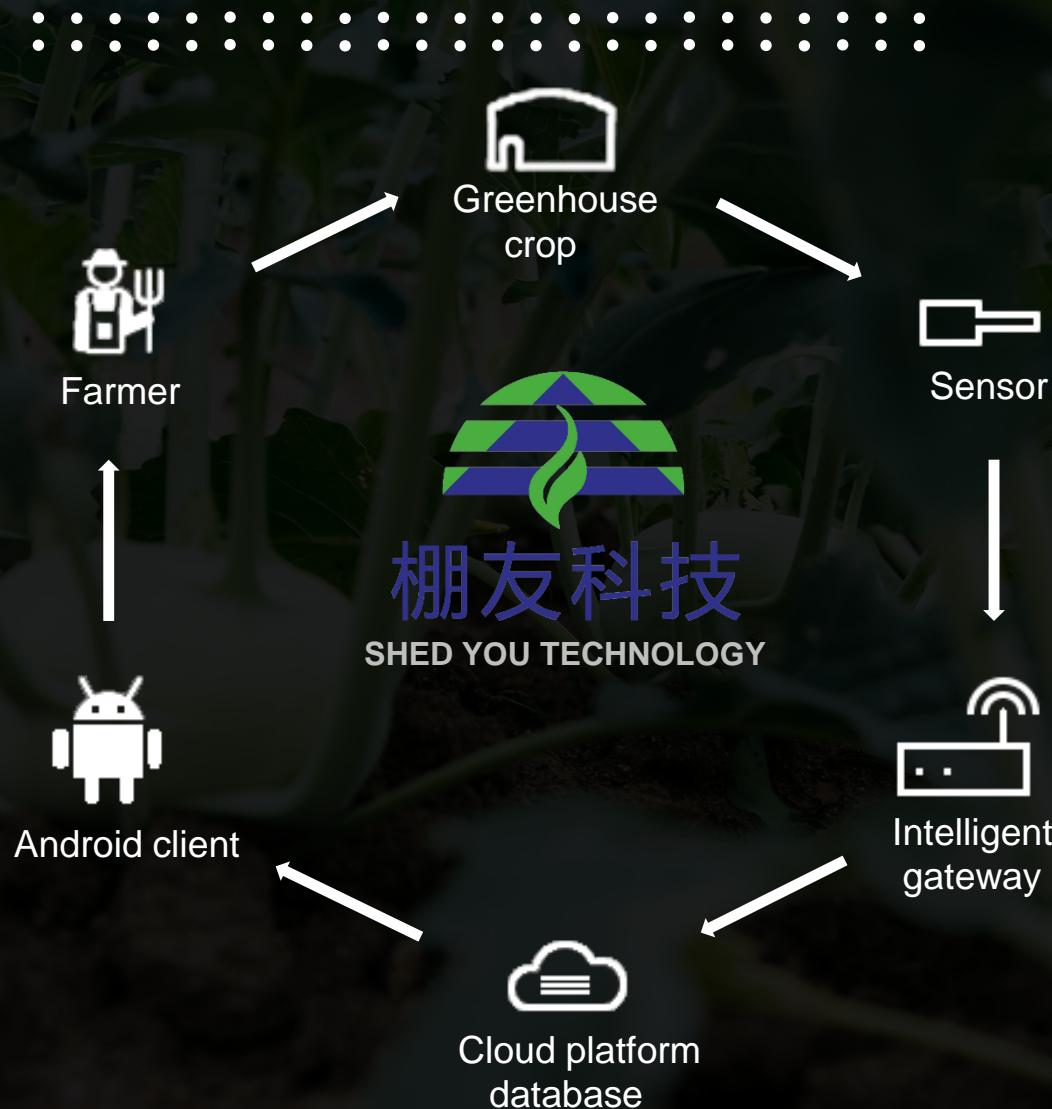


Our Service



Greenhouse "think tank" service system

Innovation



Technique process

Scientificity & Veracity

Sensor acquisition parameters, cloud platform storage, data processing, APP feedback

Marketability



02

Industry Analysis

Facility gardening: also known as facility cultivation, refers to the use of specific facilities) in the seasons or areas where the open fields are not suitable for horticultural crops. An environment-controlled agriculture that creates an environment suitable for crop growth to produce high-quality, high-yield, and stable-growing horticultural products such as vegetables, flowers, and fruits.

Marketability



Target users

Planting scale

Have a certain knowledge reserve, management level and investment ability



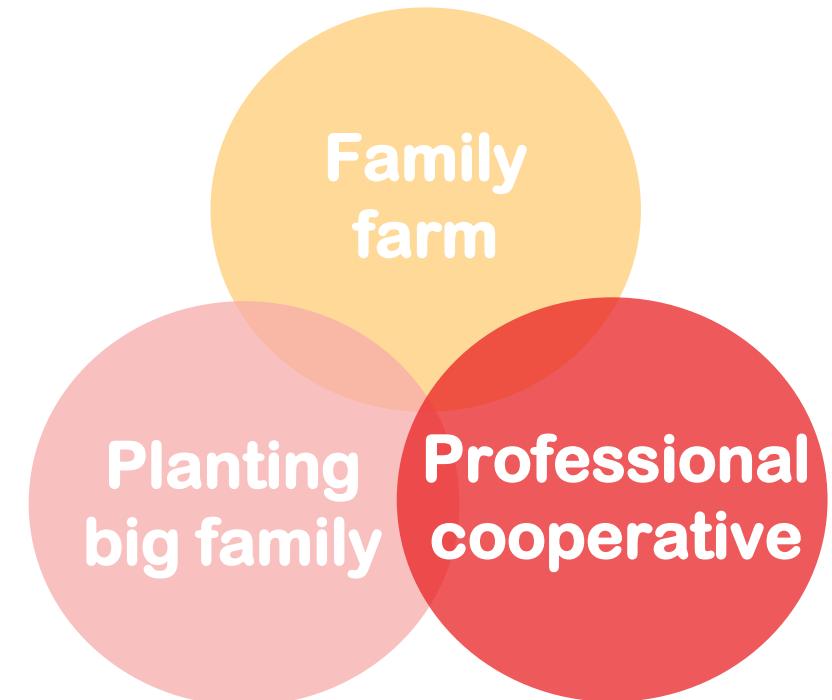
Have certain agricultural skills

The planting scale of each household is about 10~20 acres (20 sheds)



Basic equipment

Low-level water and fertilizer integration equipment



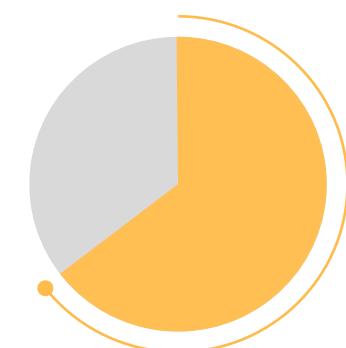
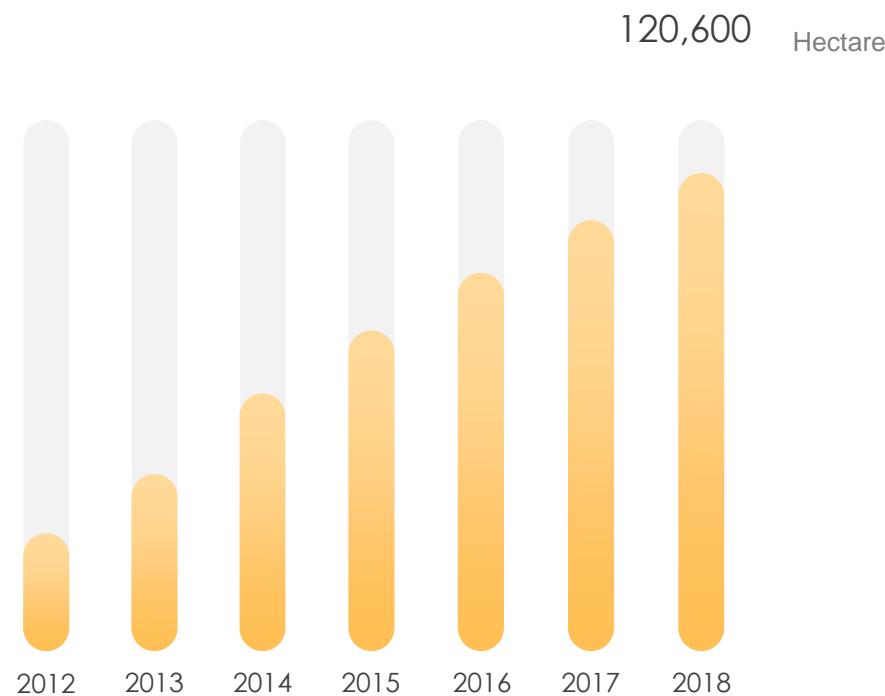
New agricultural business entity

The new professional peasant team has grown to a total of more than **12.7 million** people

Marketability



Market capacity



Farmers' response



Price acceptance

80,400
Hectare

Source: China Agriculture News Network

Marketability

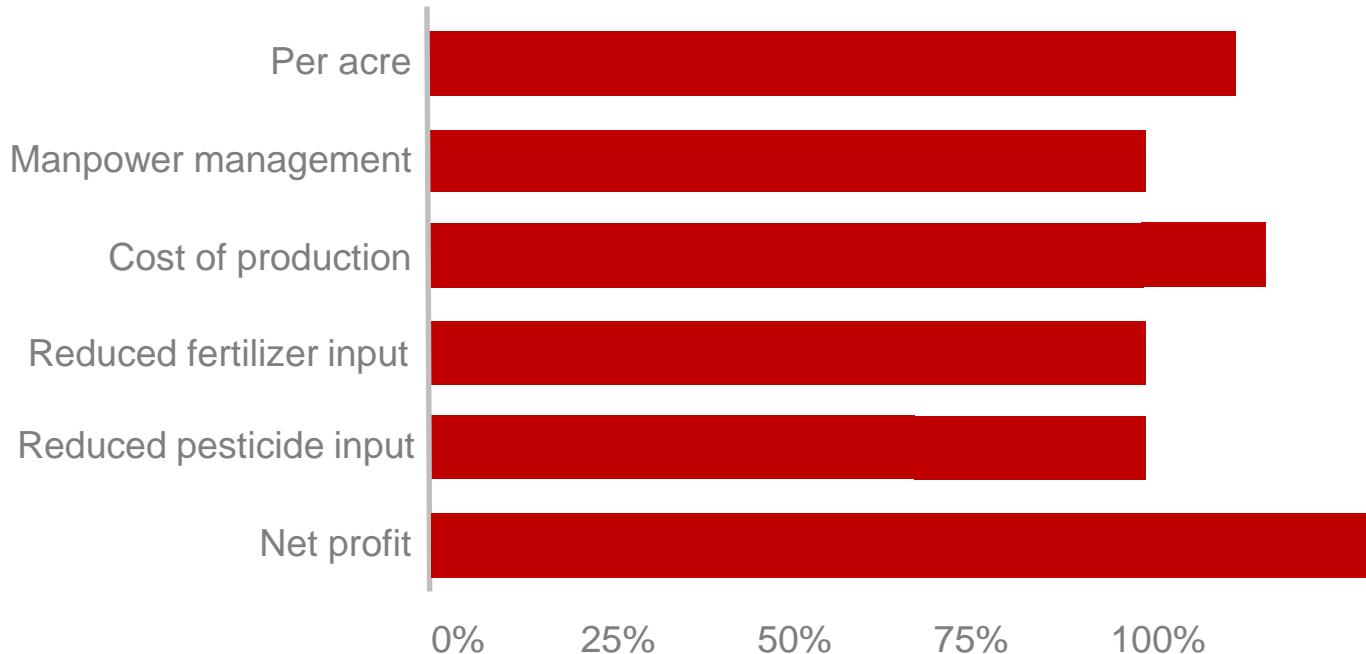


Pilot operation

Strawberry Plantation Professional Cooperative in Yingsheng Garden, Liuhe District, Nanjing



400m² each shed



Equipment prices ¥ 749

Annual service fee ¥ 120



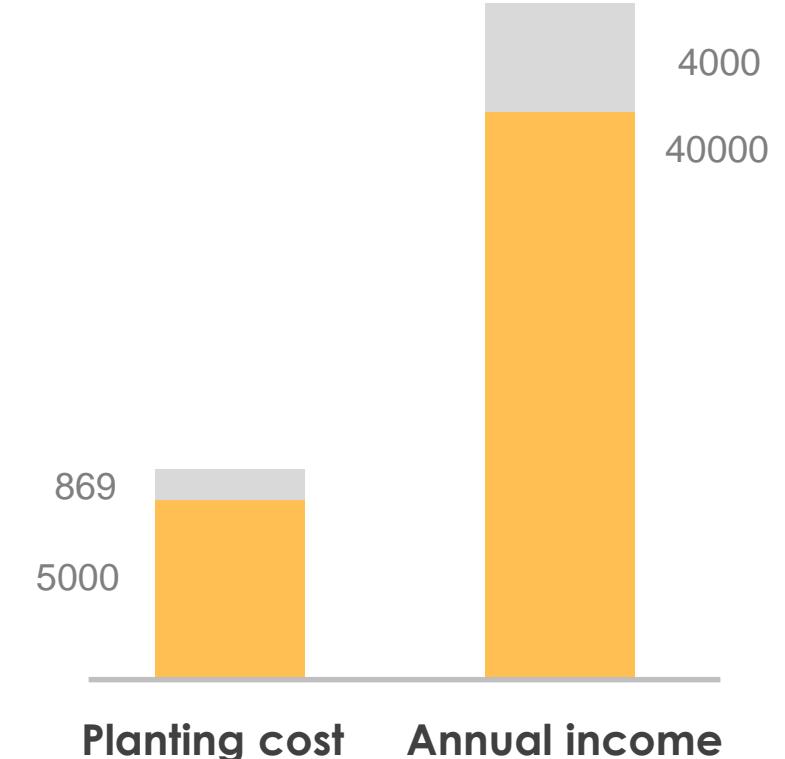
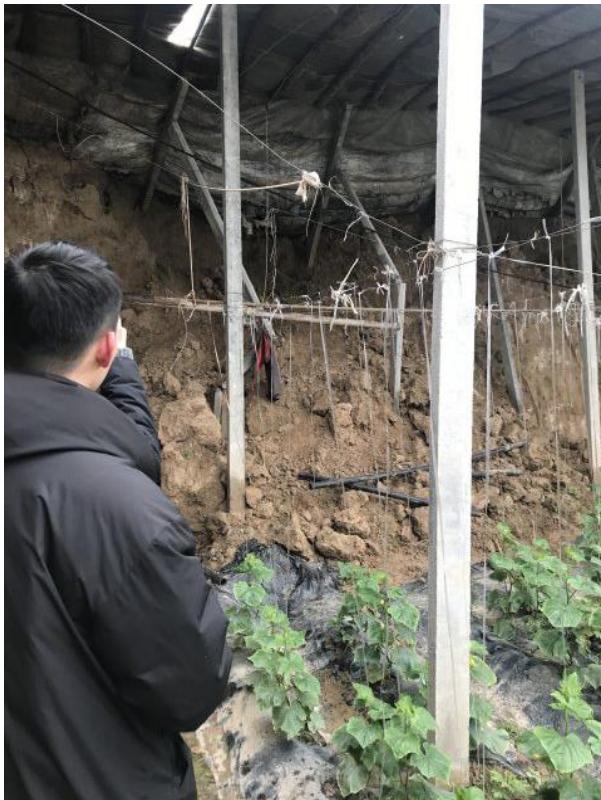
Income ¥ 4,000 ⚡

Marketability



Pilot operation

Strawberry Plantation Professional Cooperative in Yingsheng Garden, Liuhe District, Nanjing

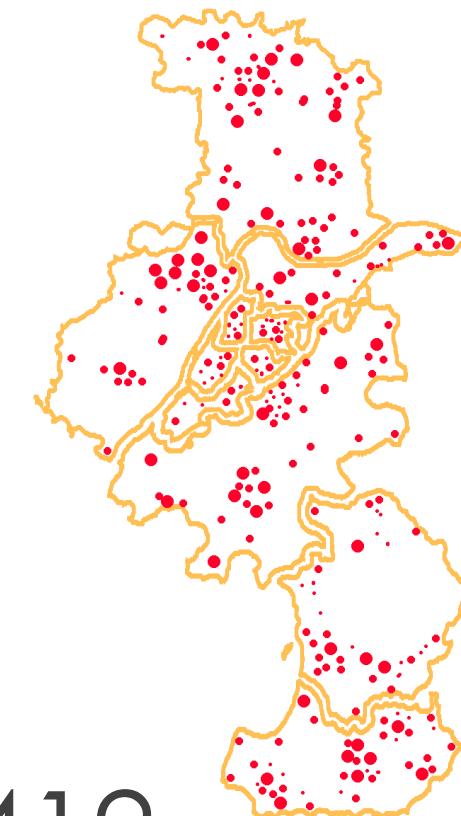


Marketability



Market competition analysis

Province	District	Company Number	Representative
Nanjing	Liuhe	41	ANYANG XINXIN
	Gaochun	35	WEICHEN GREENHOUS
	Jiangning	31	JUYOUXD
	Pukou	27	SANHEWENSHI
	Lishui	19	XINHUA ECOLOGY
	Qixia	18	JINZHOU GREENHOUSE
	Gulou	11	WANHE TECH
	Jianye	8	SHOUGUANGTAIYUAN
	Yuhuatai	7	ZHONGHUANYIDA
	Qinhuai	6	FENGLONG GREENHOUSE
	Xuanwu	4	HANYUNWULIANWAN
	Suqian	121	JIGUANG IoT
	Changshu	83	ZHUOZHENWULIAN
	Nantong	144	INTELAGRI
	Lianyugang	72	ZHENGYUAN AGREICHULTURE
	Yancheng	119	ZHONGNONG



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Nanjing

Marketability



Market competition **analysis**



Low intelligence
Unable to provide decision



Target high-level greenhouses
Not suitable for the common area



High intelligence
Affordable price
Easy to operate



棚友科技
SHED YOU TECHNOLOGY

Intelligent decision making
Affordable
Convenient

Marketability



Advantage **analysis**



Technical advantages

Horticultural College Crop Growth Database

- 6 software copyrights (authorization)
- 8 invention patents (already obtained)
- 11 utility model patents (already obtained)
- 108 academic papers (published)
- 51 papers published in SCI/EI (published)
- 3 results of inspection results of Jiangsu Agricultural Machinery Experimental Identification Station



Second Prize of Science and Technology
Inventions of National Colleges and Universities

Marketability



Authorization

Cooperation with the
National Intelligent Agricultural
Equipment Laboratory

Excellent university platform
Multiple patent licenses

专利授权协议书 协议号： 210009 江苏省南京市山西路 67 号世贸中心大厦 A 座 25 层 南京天华专利代理有限公司 复文日： 2014年08月04日 授予发明专利权通知书 专利号或专利号： 201210039994.9 复文序号： 201211260061539 申请人或专利权人：南京农业大学 发明创造名称：基于 Android 平台的智能温室管理系统及其方法 授予发明专利权通知书 1. 根据专利法第 39 条及实施细则第 64 条的规定，上述发明专利申请经实质审查，没有发现驳回理由。 申请人收到本通知书后，应当在规定期限内办理登记手续。逾期未办理登记手续的，视为放弃取得专利权的权利。 申请人办理登记手续后，国家知识产权局将作出授予专利权的决定，颁发发明专利证书和公告。 请尚未办理登记手续的，视为放弃取得专利权的权利。 2. 授予专利权的上述发明专利申请文件是以下列非正式文件为基础的： <input type="checkbox"/> 第一申请文件； <input type="checkbox"/> 分案申请或更正文件； <input type="checkbox"/> 下列非正式文件： 申请日提交附图说明第 1-3 页，说明书摘要，说明书摘要图，说明书摘要，摘要附图。 2012 年 11 月 22 日提交的权利要求第 1-2 项 3. 授予专利权的上述发明专利申请的权利名称：	意向合作书 甲方：南京棚友农业科技服务有限公司 乙方：南京创力传动科技有限公司 为支持甲方开展创新创业，根据《中华人民共和国合同法》及相关法律法规，甲乙双方本着友好协商，互惠互利，平等合作的原则，达成以下合作意向：
第五条 双方签字 甲方： 乙方： 	一、 工作任务 甲方拟成立公司，主要产品为设施园艺监测与监控设备，并为农户提供农业技术服务工作。乙方为在甲方提供技术的基础上，为甲方进行生产、售后维护，并为甲方的市场营销、融资、服务网络建立等提供支持。
二、 甲方责任 1、 提供相应的操作流程与质量检验标准，确保乙方按标准生产。 2、 提供相应的技术支持，及时解决加工生产中的问题。	三、 甲方权利 1、 指定生产主管产品的质量与进度，进行跟进及巡检。 2、 按质量要求进行生产监督。
中华 人民 共 和 国 国 家 知 识 产 权 局 210009 江苏省南京市山西路 67 号世贸中心大厦 A 座 25 层 南京天华专利代理有限公司 复文日： 2014年08月04日 授予发明专利权通知书 专利号或专利号： 201210039994.9 复文序号： 20140825094759 专利权人：南京农业大学 专利名称：基于Android平台的多尺度温室内环境监测系统 授予发明专利权通知书 1. 根据专利法第 39 条及实施细则第 64 条的规定，上述发明专利申请经实质审查，没有发现驳回理由。 申请人收到本通知书后，应当在规定期限内办理登记手续。逾期未办理登记手续的，视为放弃取得专利权的权利。 2. 授予专利权的上述发明专利申请文件是以下列非正式文件为基础的： <input type="checkbox"/> 第一申请文件； <input type="checkbox"/> 分案申请或更正文件； <input type="checkbox"/> 下列非正式文件： 申请日提交附图说明第 1-3 页，说明书摘要，说明书摘要图，说明书摘要，摘要附图。 2012 年 11 月 22 日提交的权利要求第 1-2 项 3. 授予专利权的上述发明专利申请的权利名称：	中华 人民 共 和 国 国 家 知 识 产 权 局 210009 江苏省南京市山西路 67 号世贸中心大厦 A 座 25 层 南京天华专利代理有限公司 复文日： 2013年01月15日 授予发明专利权通知书 专利号或专利号： 201210039994.9 复文序号： 20121260018390 专利权人：南京农业大学 授予发明专利权通知书 1. 根据专利法第 39 条及实施细则第 64 条的规定，上述发明专利申请经实质审查，没有发现驳回理由。 申请人收到本通知书后，应当在规定期限内办理登记手续。逾期未办理登记手续的，视为放弃取得专利权的权利。 2. 授予专利权的上述发明专利申请文件是以下列非正式文件为基础的： <input type="checkbox"/> 第一申请文件； <input type="checkbox"/> 分案申请或更正文件； <input type="checkbox"/> 下列非正式文件： 申请日提交附图说明第 1-3 页，说明书摘要，说明书摘要图，说明书摘要，摘要附图。 2012 年 11 月 22 日提交的权利要求第 1-2 项 3. 授予专利权的上述发明专利申请的权利名称：

Operation



03

Business model

After the market has become more extensive, we have adopted a service fee for a comprehensive solution that collects the production and quality of customized agricultural products and a profit model that provides big data to agricultural research institutions.

Operation



Development **strategy**



Initial period Accumulated users

- Device at cost price, charge service fee
- Collaborate with supply-marketing cooperatives
- Cooperate with agrotechnical station

Mature period Business expansion

- Big data value
- More device categories & functions
- More Functions in APP

Operation



Pre-promotion

Marketing



One-to-one marketing

Farmers' pilot cooperation promotes promotion

Experiential marketing

Offline technical service store promotion

Agrotechnical station cooperative marketing

Cooperation with local agricultural machinery stations

Cross cooperative marketing

Cooperation with Chuangli Transmission and Shan Nong Clothing

Operation



Profit model



System equipment

- ✓ First 3 years cost price
Not profiting from it
- ✓ Late profit
And broaden the types of equipment

RMB ¥749



APP service

- ✓ APP provides farmer planting advice, etc. service function
- ✓ Annual fee per person per shed

RMB ¥120



Cooperative profit

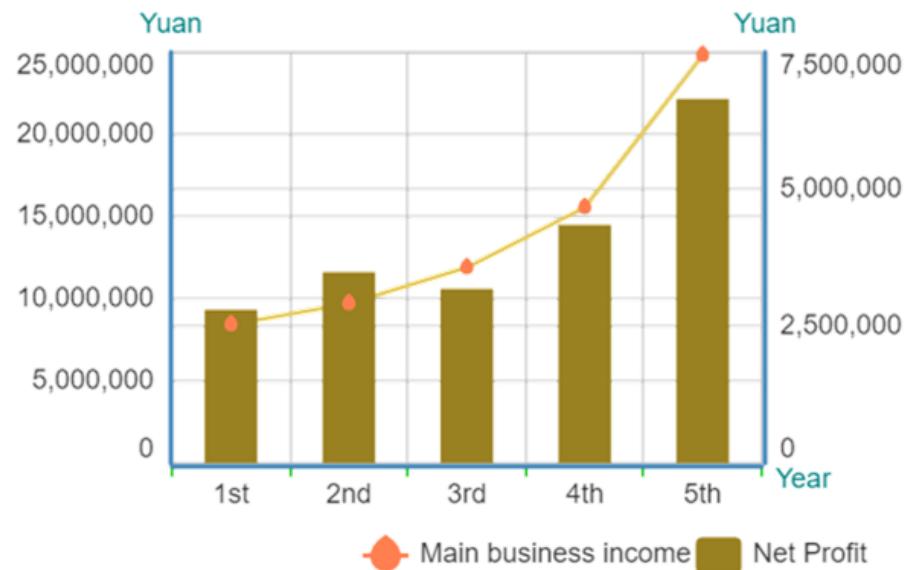
- ✓ Online with pesticides, Fertilizer store cooperation
- ✓ Charge the corresponding platform fee and advertising fee

Financial Management

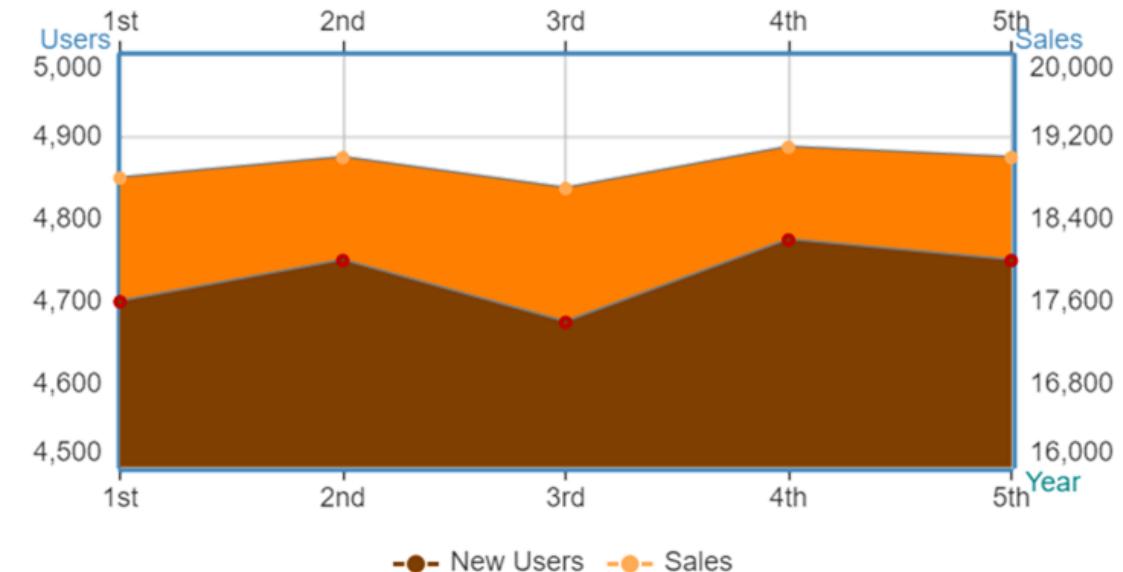


Economic benefit

Main Business Income and Net Profit



New user volume and sales



Payback period

2.15 Years

Internal rate of return

57.87%

”

Using our professional knowledge

Improve the situation

Benefit ordinary farmers

Foster harmony between man and nature

Create a new agricultural world in China

”



Thanks
SHEDYOU
TECHNOLOGY