BEAKBOOK

BACKGROUND

Beakbook Limited is a poultry-tech startup that delivers autonomous health tracking and analytics.

Our technology enables 33x more data collection for fast illness detection and 7x more confident weight estimates. The direct value generated for industrial farmers is at least equivalent GBP 235 million p.a.[1] and 2 major poultry producers agreed to trial the technology.

The company is seeking investors to support in the technological development, strategic partnerships, and market entry.
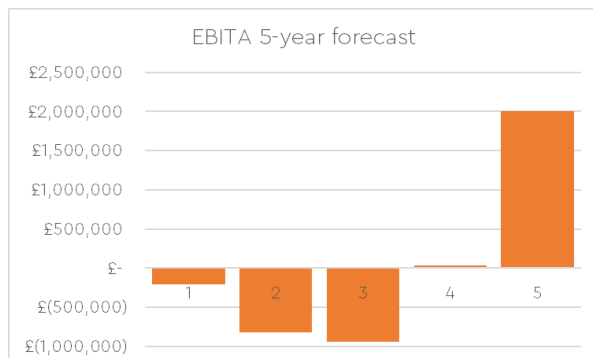
MARKET AND CUSTOMERS

The product will be marketed to poultry meat firms. Since the introduction of selective breeding in 1958, poultry farming has remained the same. The sector is consolidated and insular, now is the time for major disruption via digital transformation.

Globally, the sector raises 65 billion chickens p.a. and is expected to continue increasing. As the sector's carbon footprint comes under increasing scrutiny, data-driven solutions will be needed to increase poultry raising efficiency (i.e. feed conversion ratio).

ROLLOUT & FINANCIALS

Jul. 2020	1. Pilot – small IRL farm
Dec. 2020	2. Pilot – small UK farm
Jun. 2021	3. Beta trial – full scale
Nov. 2021	4. Launch

EBITA 5-year forecast

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[1] Based on annual supply of 312 million chickens (Moy Park, 2018)

INVESTMENT HIGHLIGHTS

Game-changing IOT technology

Fully tested MVP

Approaching TRL 7

£30k funding from poultry industry

FUNDING REQUIREMENTS

£270k

Technology 65%	Operations 25%	Other 10%
-Developers -Servers -Hardware design -Materials	-Patent and trademark -Supply chain -Legal and accounting	-Overhead -working capital -contingency

CURRENT TEAM

Giovanni Montefiori (founder and CEO)
- +5 years' experience selling products and brokering sales in Asia, Africa, and Europe.
- Worked at major agri-food firms.

Noe Guisset (co-founder and CTO)
- +5 years' experience hacking hardware solutions.
- Prototyped next gen. warehouse-bot with Amazon Robotics.

Ramon Jutaviriya (software and analysis)
- +5 years' experience in Python/C++.
- Coded 70% more efficient algorithm for Cisco's face-tracking program.

Supported by a solid team of advisors with startup and industry experience.

TESTIMONIALS

- Positive discussions with No.1 UK chicken producer, Moy Park.
- *"We want your technology asap."* -Managing Director of JAPFA Myanmar