

A photograph of an older man with a white beard and a straw hat, wearing a colorful plaid shirt and dark overalls, holding a white tablet. He is looking at the tablet with a smile. Next to him is a woman with long red hair, wearing a blue long-sleeved shirt and denim overalls, holding a wicker basket filled with red apples. They are standing in an orchard with rows of green trees and a blue plastic mulch visible in the background.

Proving economics of irrigation and frost predictions

Problem



Sales cycles and adoption of ag tech

6-8

Months for small
to mid size
farmers

1-2

Years for
enterprise
companies

25%

Of farmers use
digital technologies
or plan to use it in
the next two
years**

50%

Big companies use
some kind of farm
management
software*

Solution

Proving benefits of the solution using data



Case studies

On different crops



Predictions

AI and data



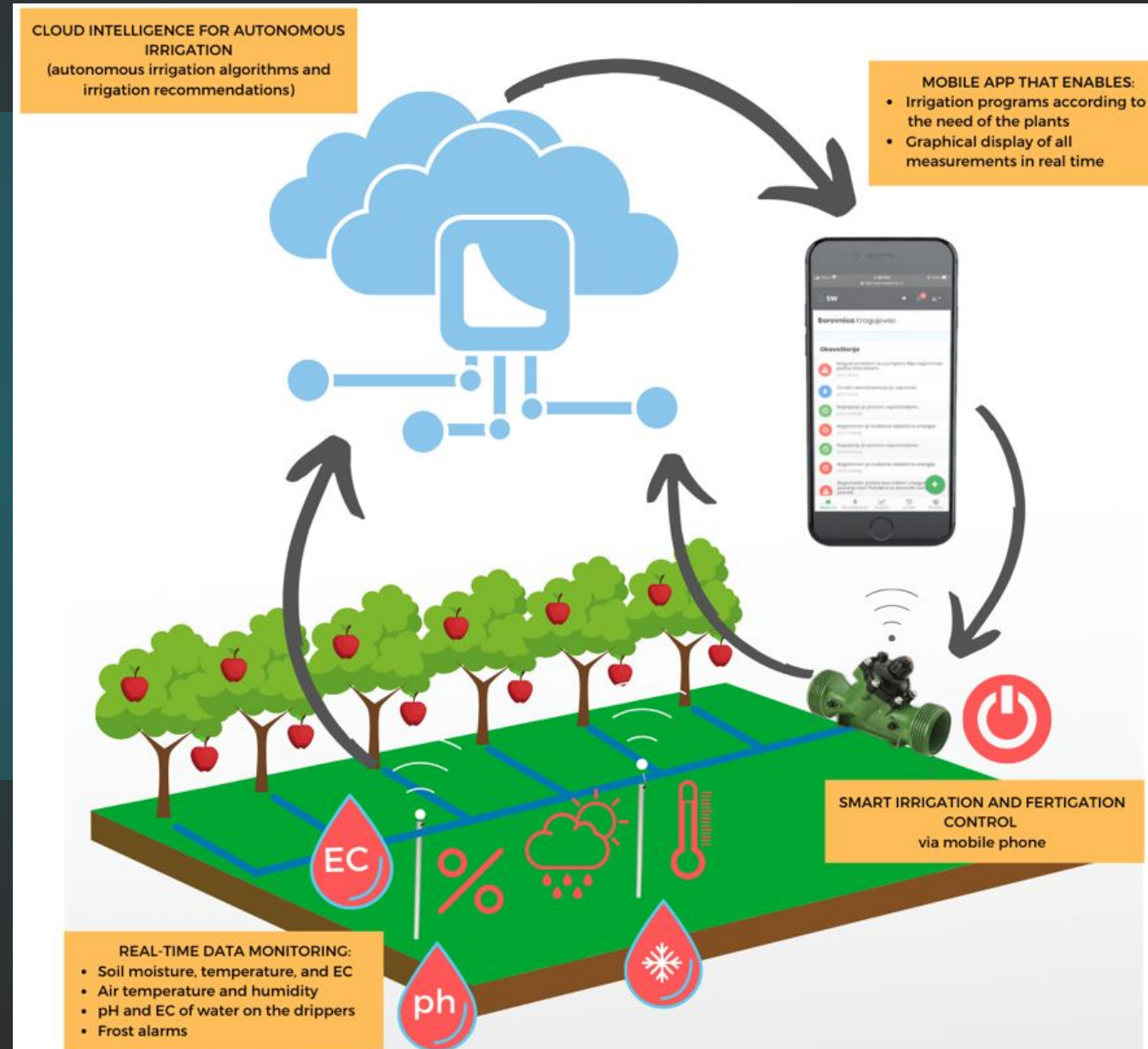
Save water and money

Improved yields

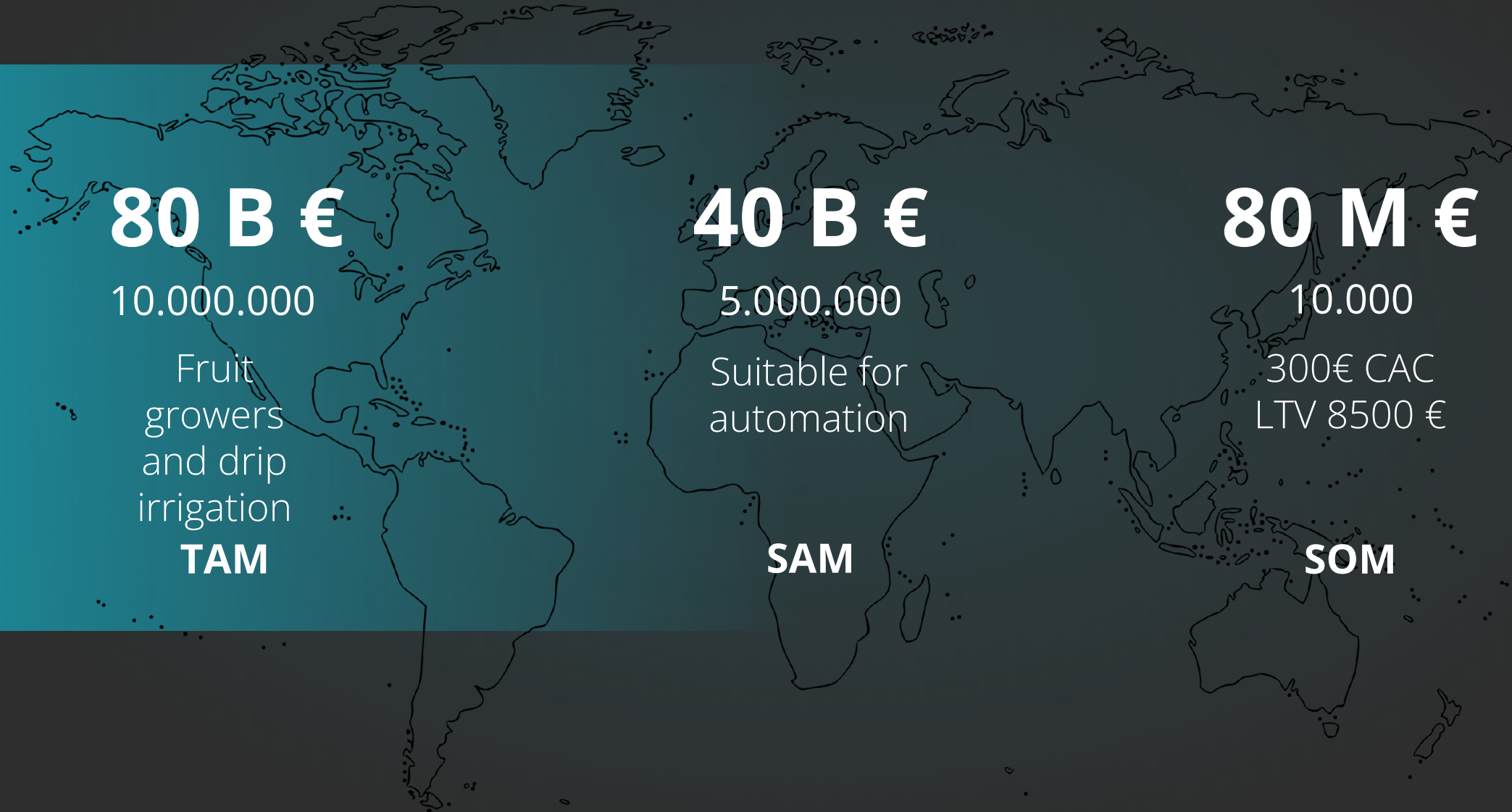
Product



- Devices and sensors
- Mobile app
- Recommendations and predictions



Market size



Business model



Setup fee and monthly subscription for the recommendations

2500 €

Setup fee

20 €

Subscription
per month

30%

Distributor fee

Team



Lazar **Jovanović**

CEO, Sales 8+ years
Schneider Electric



Zoran **Đogić**

CPO, Agronomist 15+ years
Delta Agrar



Dragan **Cuca**

CHO, Hardware 15+ years
Continental



Zoran **Đukić**

CTO, Software 13+ years
Referizzer LLC

Traction



197k € turnover in 2022

100+ customers

200% YoY growth

200k € Raised so far

4 Markets – Balkan + Slovakia

**FRUIT
LOGISTICA**

8|9|10 FEBRUARY 2023, BERLIN

Bloomberg **Adria**



**DELTA
AGRAR**



РЕПУБЛИКА СРБИЈА
ФОНД ЗА
ИНОВАЦИОНУ
ДЕЛАТНОСТ



NLB



kat_pult



REACH help



Relate

Irrigation with
yields

Using data and AI

Economics

Frost
prediction
models

For fruit crops

Boost sales

Proven
results

Lower sales cycle

Impact



17 %

Less water usage

4x

Less labor activities

19kg

Lower CO2 emissions
per hectare

30%

Lower irrigation cost



NLB



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Contact

30 min meeting to dive into the opportunity



Moving Irrigation Management From A Chore To A Strategic Opportunity

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