smart detection of pests

Dragan Turkulov

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APPLICATION FOR THE FRACTALS PROJECT

Activity	Month/Year
FRACTALS info day	November 2014
FRACTALS speed dating session	December 2014
Vojvodina Agrar – presenting the problem	December 2014
Considering the solution with experts from our partner company **DunavNET**	December 2014
Joint meetings with Vojvodina Agrar Finding solution	January 2015
Writing the proposal	February 2015
Application	February 2015
Starting with the project	June 2015

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DUNAV NET

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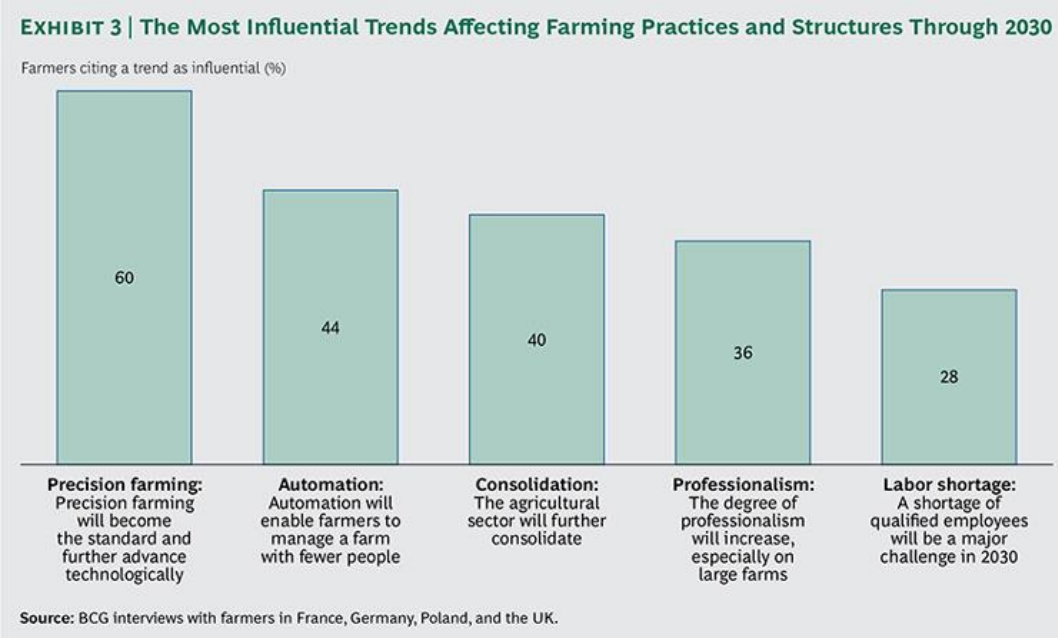
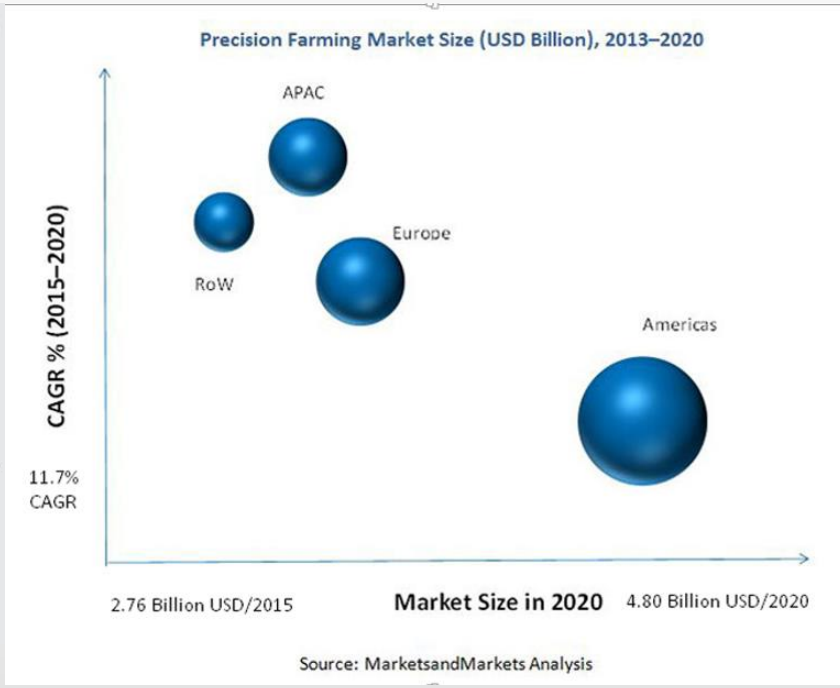
PREDICTIONS





www.bcgperspectives.com

www.marketsandmarkets.com

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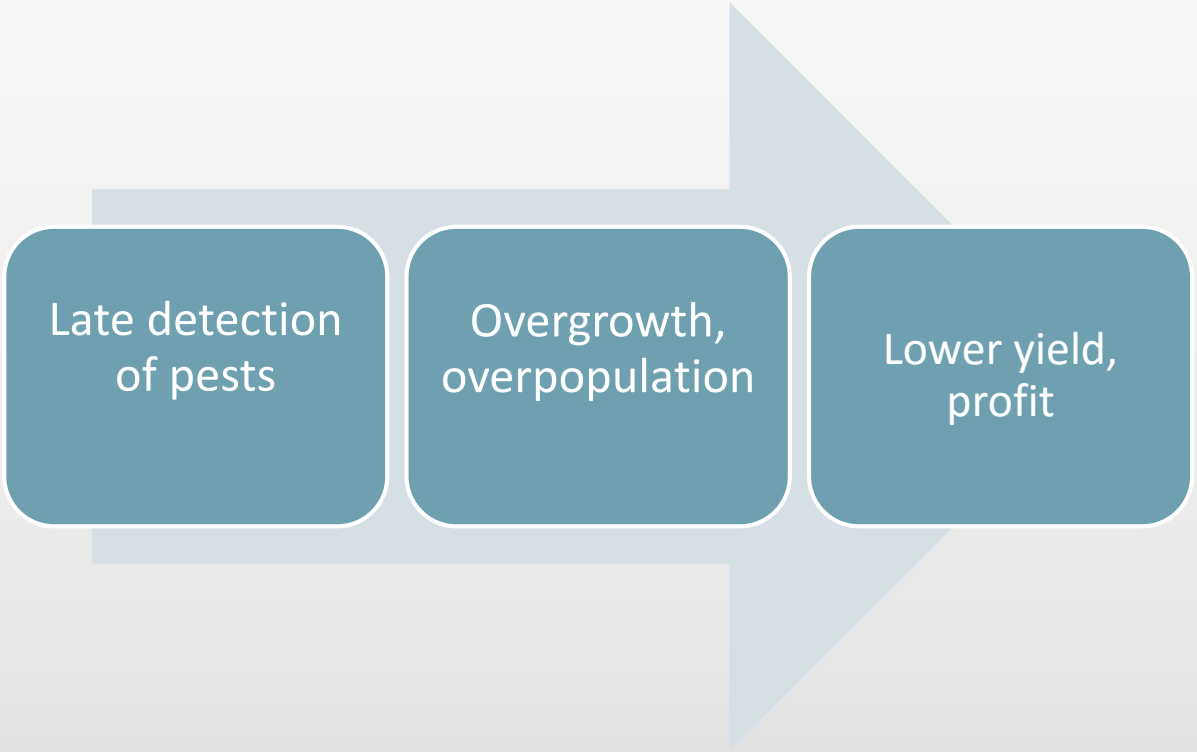
THE PROBLEM IS…



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STEP 1 – deploy sensors

STEP 2 – intelligent data analytics

- monitoring fields and crops in every moment

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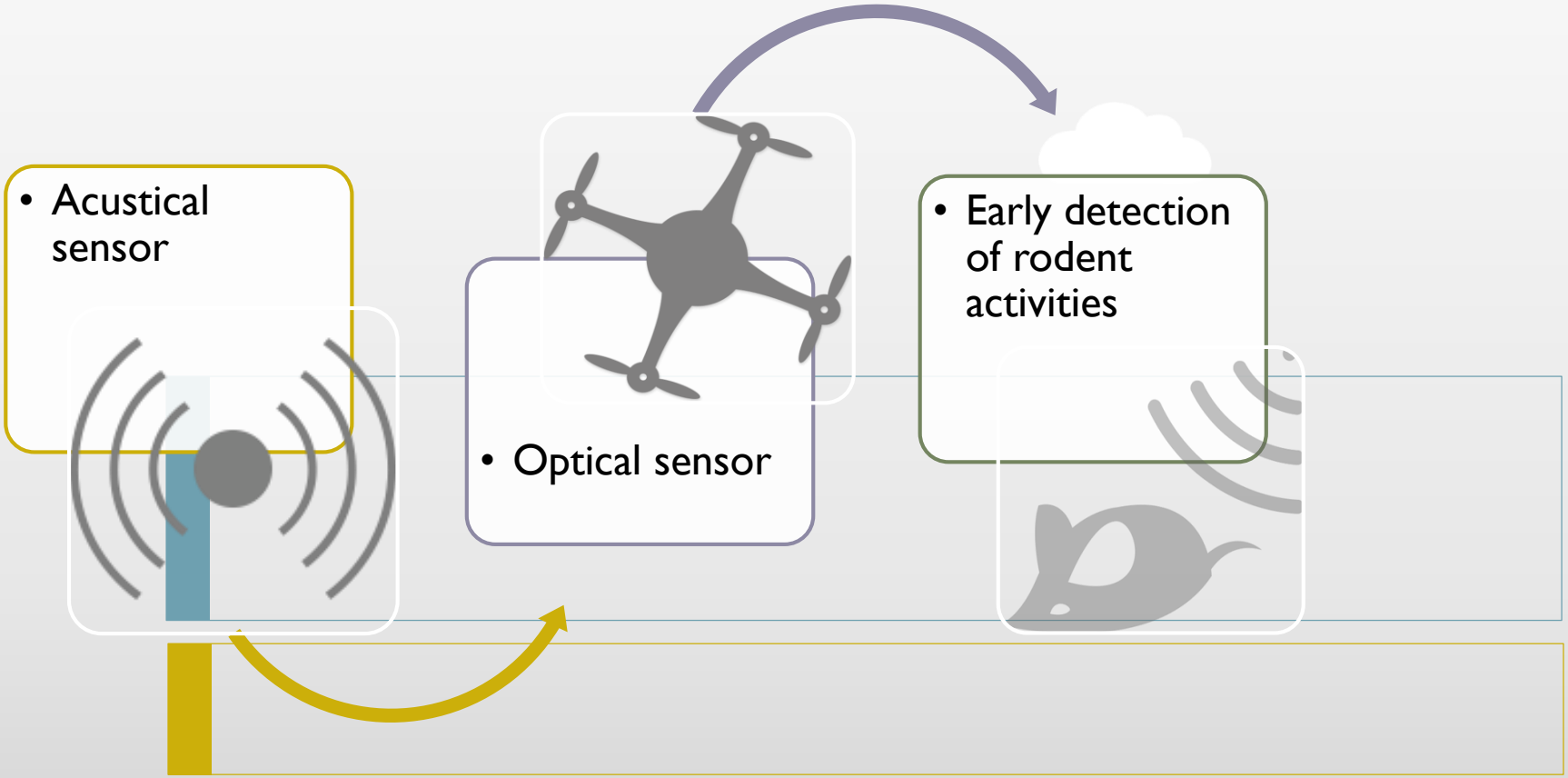
SERVICES

Audio | Drone View



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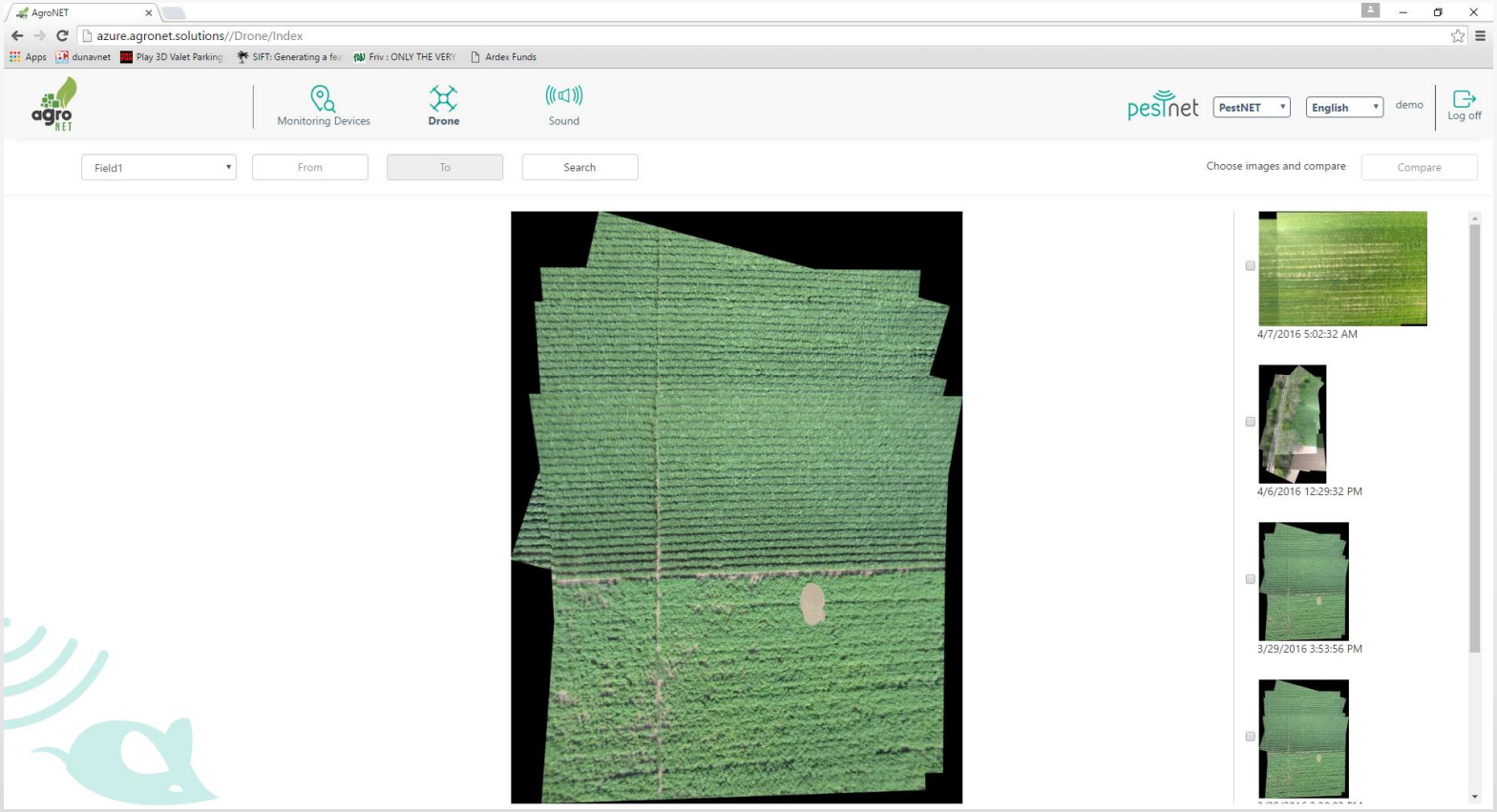
SERVICES

Drone View



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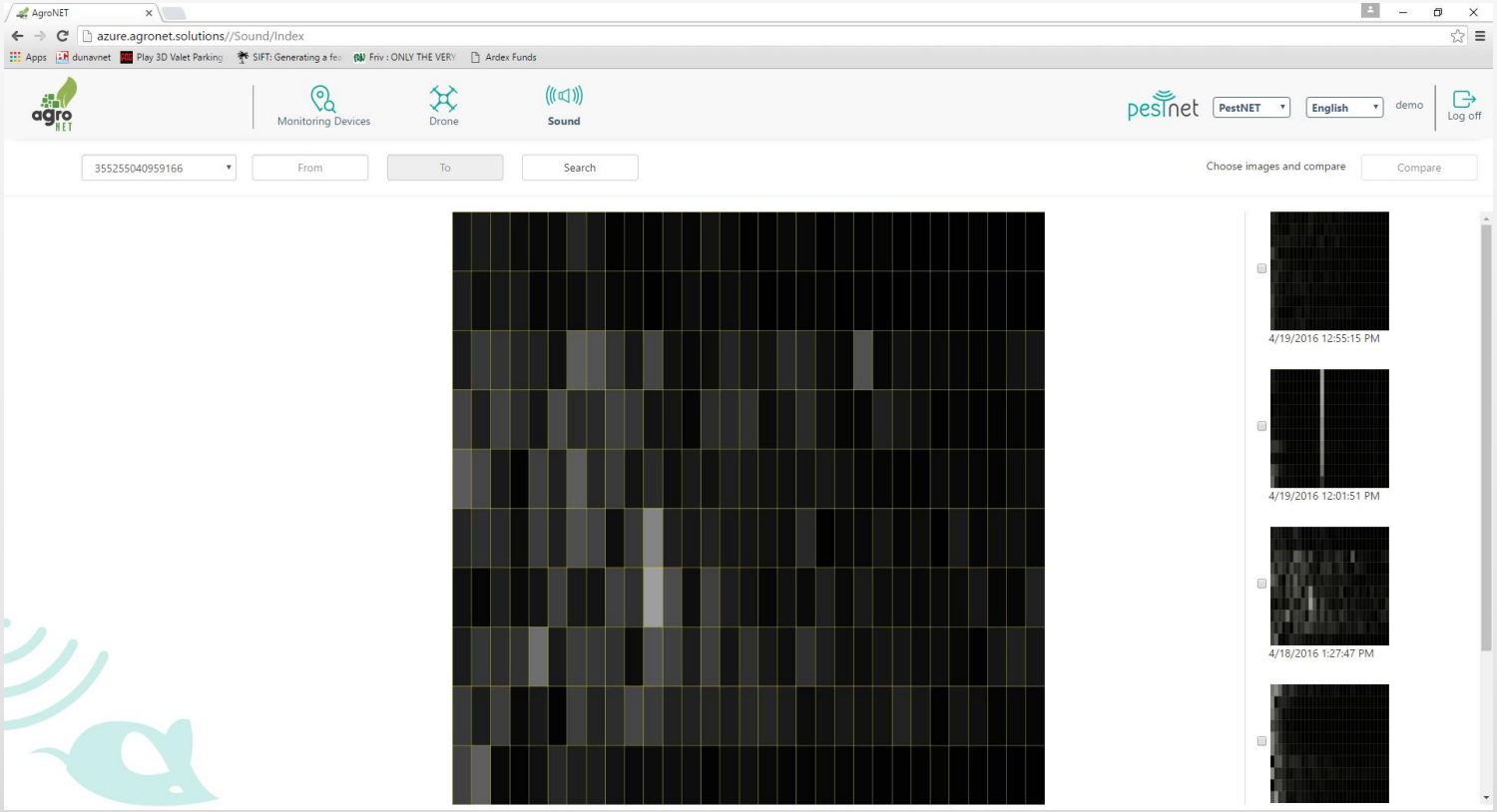
SERVICES

Audio



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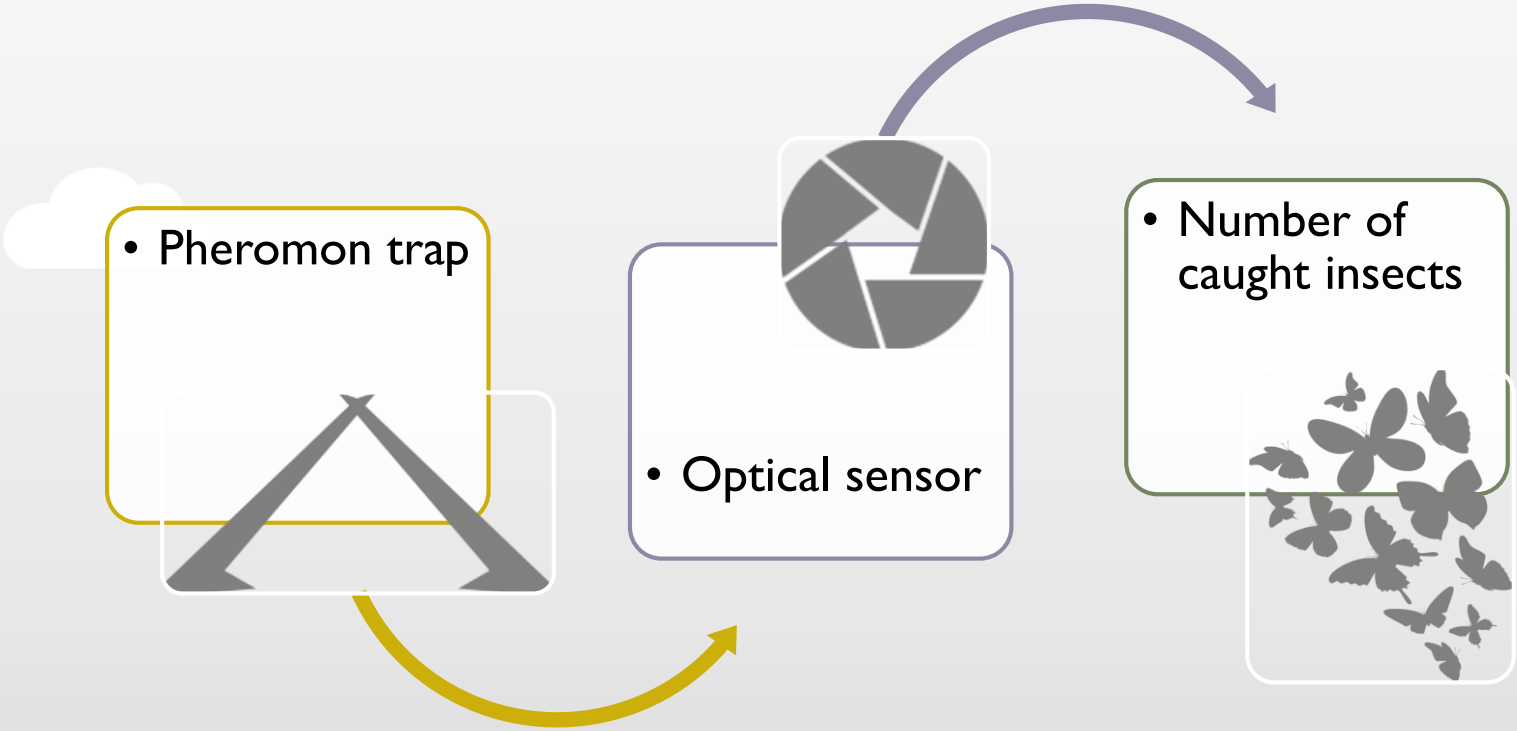
SERVICES

Trap View



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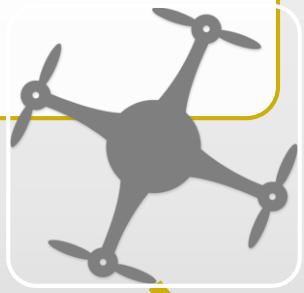
SERVICES

Drone View

- Drone



- Optical sensor

- Field images

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SERVICES

Air Quality

- Air temperature
- Air humidity
- Atmospheric pressure

- CO, CO2, NO, NO2, O3, SO2

- Right activities on the fields

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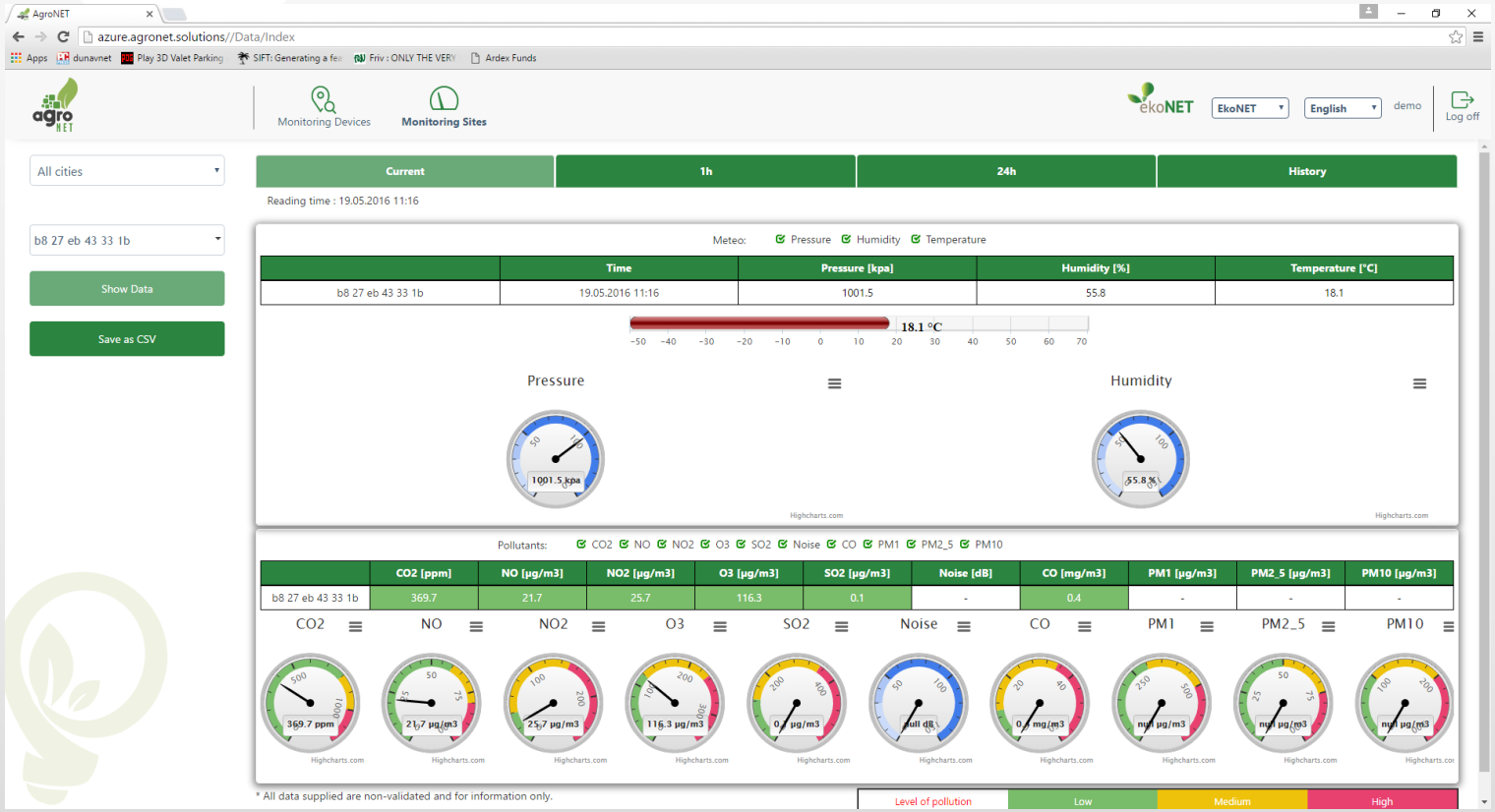
SERVICES

Air Quality



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CUSTOMERS

Agricultural companies and associations

USERS

- Farmers with plant production on the open field
- Cooperative unions
- 20,000 potential paying customers in Vojvodina

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ULTIMATE GOAL IS TO EXPAND GLOBALLY

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UNIQUE SPECIFICATIONS

- Monitoring fields and crops at every moment using application installed in mobile devices
- Using combined optical and acoustic detection of pests before their over multiplication
- SaaS model
- Investment in SDOP will be paid off by the reduction of pesticide and yield losses

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SDOP
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COMPETITORS

- High prices for renting the equipment and associated software licenses
- Utilizing static cameras pose a security threat due to simple removal and theft of such expensive equipment

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THE TEAM

- **Dr. Boris Pokrić** > 15 years in IT, PhD degree in the area of artificial intelligence and machine vision
- **Dragan Turkulov** > 15 years in designing, developing and maintaining advanced business systems.
- **Vladan Rankov** > 15 years of experience in image processing and artificial intelligence
- **Žužana Ilinčić,** agronomist
- **Milica Peričin**, sales and marketing

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THANK YOU

QUESTIONS?

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