



BIOVEILLANCE SENSORS

One line pitch:

Our first product will track nitrates from crop fields to home water taps to preserve people long-term health and their environment.

Market Analysis:

Following WHO recommendations, nitrate concentrations in drinking waters are now strictly regulated. Due to cost of depollution, it is key to prevent nitrate leaching into surface or ground waters by reducing over dosage of fertilizers. Calculating the right dose at the right moment will also directly save money for the farmers while maintaining the production yields. In France, about 500 000 nitrogen residual concentration analysis – at a cost of 50€ each - are done in late January by certified laboratories as a one-time check point by crop farmers. With our products, even non-trained people are able to track nitrates in soils, in water distribution networks and finally at home.

Value proposition:

With fully autonomous devices, it is no longer necessary to send samples to certified laboratories, and wait for the results for weeks in peak periods ... too late to adjust the first fertilizer application. Real time feedback is also important for any soil "audit" operation, when you need to quickly take decisions. At the cost of one or two current analysis, it will be possible to monitor the evolution of the parameter of interest over a long period, to detect and even anticipate the critical situations. The reliability of the data is guaranteed by a smart autocalibration procedure. We'll deliver recommendations – not raw measurement data - adapted to each particular application and user.

Business Model:

An all-included (cartridge delivery and web services) subscription will be proposed, with either a time-based or pay-per-use model. The price will be adjusted according to the cartridge composition and the added-value of the associated decision-support tool. Installation and maintenance services will be proposed, yet the end-user will be able to setup and operate a network of sensors. Direct sales will be relatively marginal, as distributors are already fully controlling the main targeted market segments. Partnerships with big companies selling complementary products will be signed to counterbalance the power of these distributors.

IP and Regulatory situation:

The pressure to respect the health regulations, and even add a margin, is getting higher and higher, with more people being aware of nitrates long-term effects. The initial WHO rules have also been translated into environment and agriculture rules. Prevention tools - such as fertilization dose calculators - will provide the economic incentives to optimize the practices beyond the treat of punitive controls. The sensor technology relies on a huge know-how developed in the CEA laboratories; yet the underneath principles are known and public for decades. Our exclusive IP is in the design of the cartridge to enable the autocalibration procedure and a disposable accessory business model.



COMPANY PROFILE

- **Website:**
- **Field:**
- **Contact:**
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- **Location:**
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- **Founded in:** //06/2018
- **Employees:**
- **Financial information (€):**
 - **Company stage:**
Proof Of Concept
 - **Capital raised to date:**
 - **Monthly burn rate:**
 - **Capital seeking and date:**
- **Investors:**