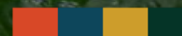


PITCH DECK

# seabex



WE ARE CREATING THE HUB OF AGRONOMY EXPERTISE

LE  
VILLAGE  
by 

## OUR WONDERFUL COFOUNDERS



**AMIRA CHENIOUR**  
**CO-FOUNDER & CEO**  
Engineer with experience in  
entrepreneurship, project management,  
and business development



**TAHER MESTIRI**  
**CO-FOUNDER & CTO**  
Serial Entrepreneur, Solutions  
Architect, Machine Learning, Senior  
Full Stack Developer,



**INES HAMIDA**  
**CO-FOUNDER - CSO**  
Bachelor in Tax Administration,  
Sales and Advisory Specialization,  
Senior Sales Experience

## OUR AMAZING ADVISORS



**WILLIAM KANAAN**  
**CO-INVESTOR & ADVISOR**  
Serial Entrepreneur and  
Product Exec (ex-Google,  
Uber, several startups)



**Dr. LATIFA DHAOUADI**  
**ADVISOR**  
PhD in Hydraulics and  
researcher in irrigation for  
Palmtrees in the technical  
center of palms in Tunisia



**Dr. IMEN MAHJOUB**  
**ADVISOR**  
PhD in Irrigation and  
Researcher in Agronomy  
in the Technical Center of  
Agrumes in Tunisia

## TEAM



**HEDI LAHOUAR**  
**TEAM LEADER,**  
**EMBEDDED DEVICES**



**NARJES**  
**MAHJOUB**  
**ANALYST**



**KADHEM KILANI**  
**FULL STACK**  
**DEVELOPER**



**IHEB HOSNI**  
**FRONTEND**  
**DEVELOPER**

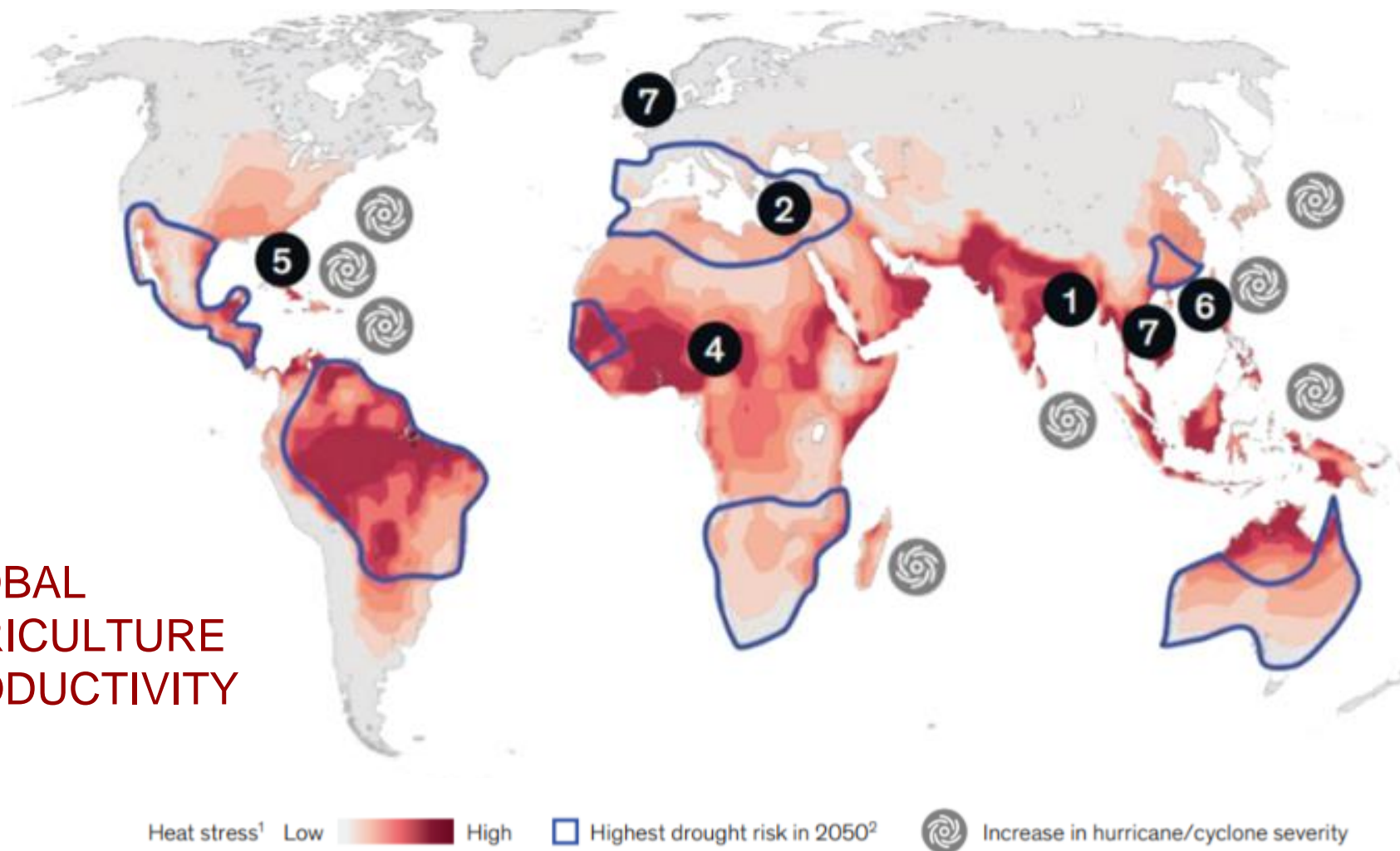


**ABDERRAZEK**  
**YOUSNI**  
**FULL STACK DEV**



ESTIMATES SHOW THAT  
**CLIMATE  
CHANGE**  
MIGHT REDUCE

↘ **17%** GLOBAL  
AGRICULTURE  
PRODUCTIVITY





# LACK OF WATER: A REALITY

KEF, TUNISIA, 05/2018



## WATER TABLE

IS LOOSING **1 METER PER YEAR**  
PUTTING AT RISK THE INCOME OF AT LEAST

**85**

**FAMILIES**  
IN THE ONE VILLAGE OF  
**SRA OUERTANE**



# Problem:

Lack of access to expertise and up-to-date data necessary for irrigation decision-making causes **10% to 50%** inefficiency, leads to instability of yields, overuse of available resources, and loss of profit for small and medium farmers.

## Impact of the problem (some case studies)

The inefficient use of available resources causes the following average income loss.

Country	France	Tunisia
Crop Type	Vegetables	Olives
Average income per hectare	8500 €	6540 €
Average size of holdings in hectares	10 Ha	5 Ha
Margin of inefficiency	30%	50%
Inefficiency cost (€) per hectare	2550 €	3270 €
Country Total size of irrigated area in hectares	400.000 Ha	66.500 Ha



## UNDER AND OVER IRRIGATION

HAS CAUSED UP

# 300 MILLION \$

TOTAL DIRECT ECONOMIC LOSSES FOR FARMERS  
IN TUNISIA (2014)

# ~1.000 \$/Ha

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According to a study published in February 2019  
Estimation of the economic loss due to the inefficiency of the use of irrigation water in Tunisia By  
Chebil, Ali & Souissi, Asma & Frija, Aymen & Stambouli, Talel





TO DEAL WITH THIS PENIERIE

SHOULD THE FARMER BE FORCED  
TO CONSUME LESS WATER? NO.

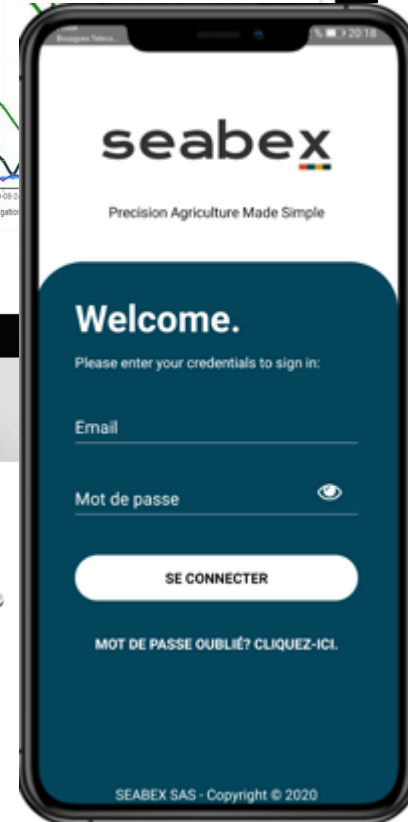
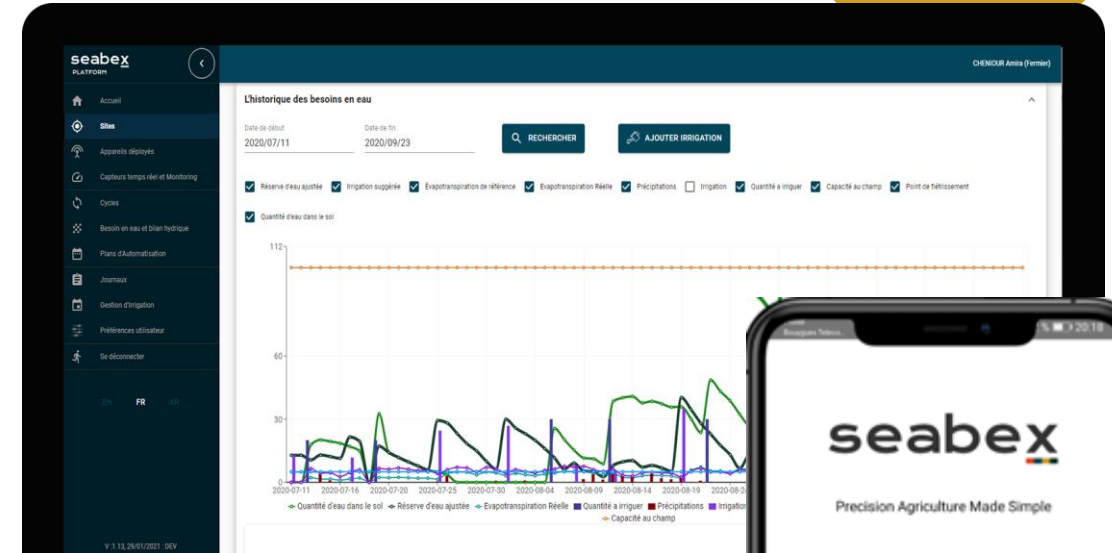
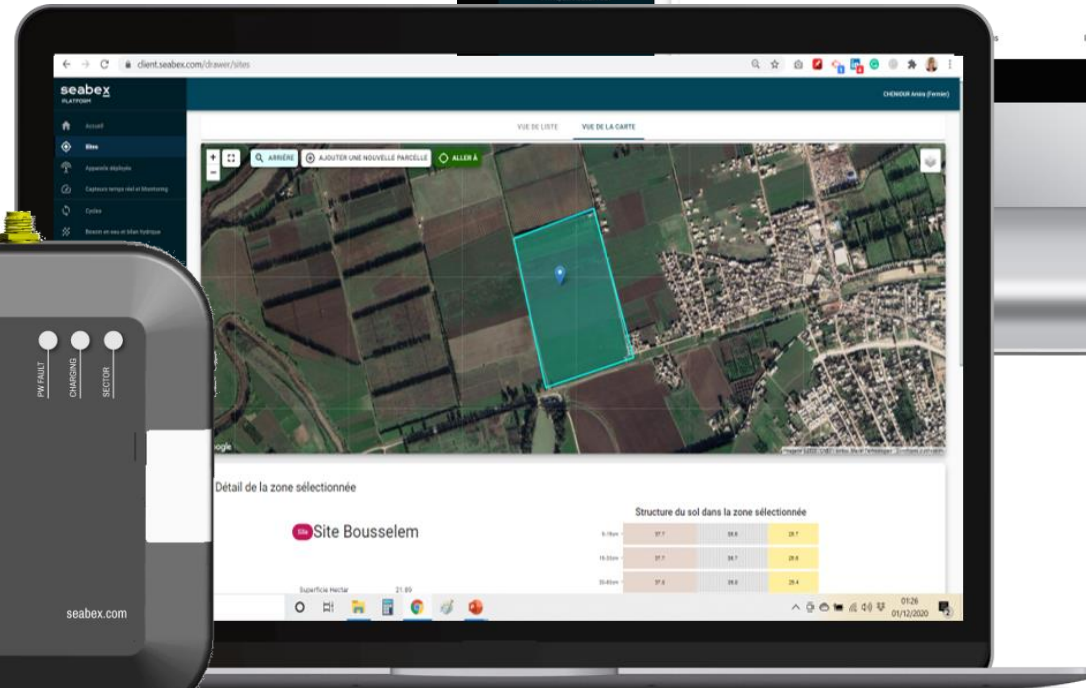
WE MUST **HELP THE FARMER**  
TO MAKE BETTER USE OF AVAILABLE  
WATER.

CONSUME **LESS**  
TO PRODUCE **MORE**  
IT'S POSSIBLE



## What is it?

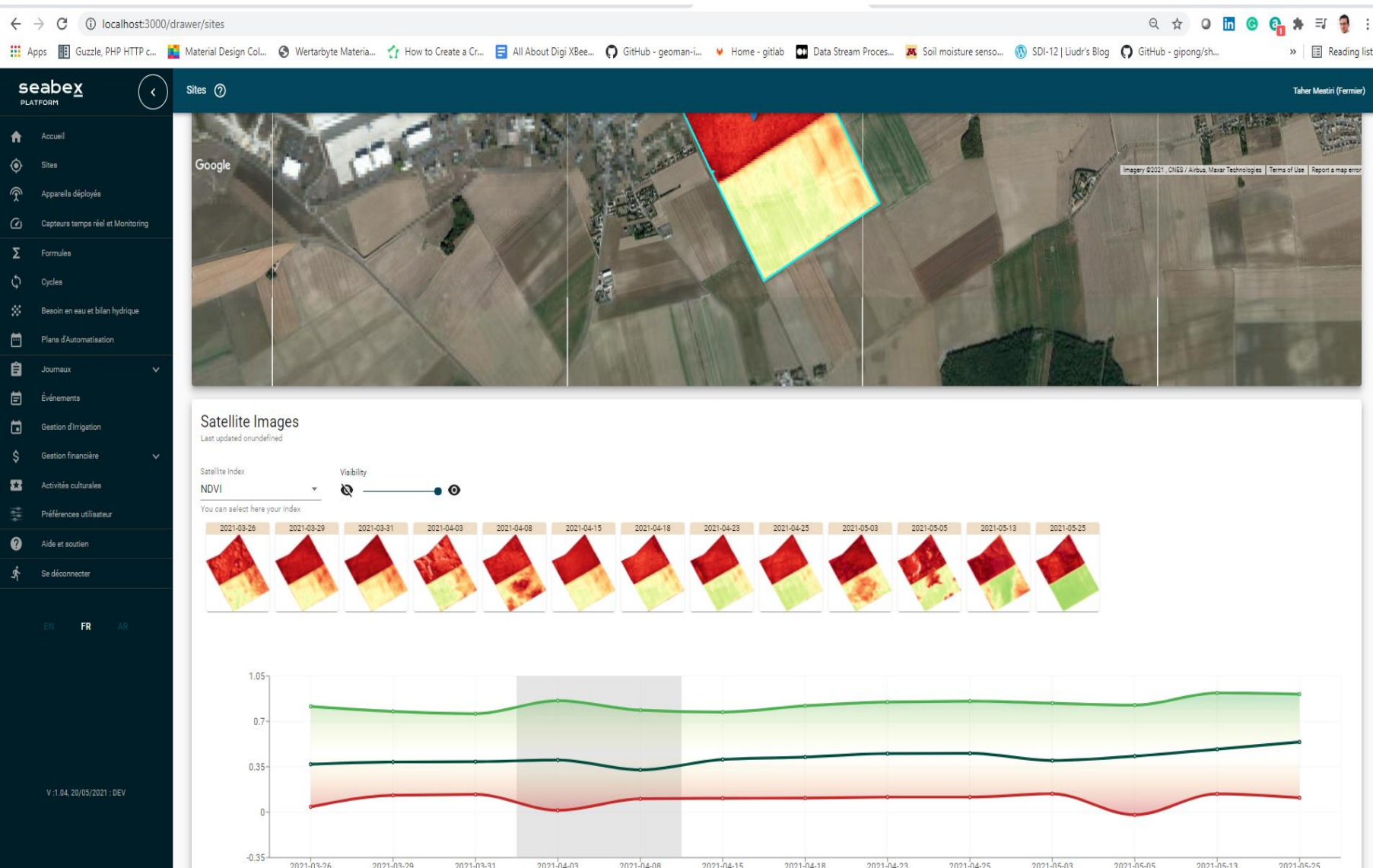
Seabex is a unique platform, providing tailored, real-time irrigation recommendations by compiling data from various sources, automatically executable for better productivity and resource management.





# Satellite Images

Directly from the **Seabex** platform  
for better visibility



## Vegetation Index

adjusted to the soil. Useful for crops with more visible soils (orchards, vineyards) or for the early stages of growth.

## Improved vegetation index.

For crops with high canopy density.

## Leaf area index..

A measure of the area of leaves per unit of soil. In addition to being able to track a plant's growth, the Plant Productivity LAI is commonly used for yield forecasting.

## Chlorophyll index.

Measures the level of chlorophyll in the plant, indicative of nutrient requirements and yield.

## Red Edge standardized difference.

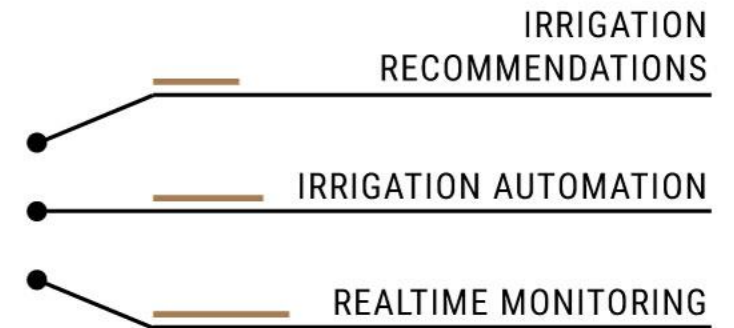
The best solution to monitor nitrogen stress in the crop and create prescription maps.

The innovation behind Seabex is **modular** to integrate other tools and platforms, making it **the central point of truth** that grinds data from **multiple sources** for better irrigation recommendations.

## INPUTS




## OUTPUTS





# CONCURRENCE

	SEABEX	Netafim	Sencrop	Weenat	Rainbird
Calculation using data from multiple sources	AVAILABLE 	AVAILABLE 	NON AVAILABLE	NON AVAILABLE	NON AVAILABLE
Model for calculating water requirements	PROPRIETARY + EXTERNAL 	EXTERNAL	EXTERNAL	PROPRIETARY	NON AVAILABLE
Automating	ADVANCED AUTOMATION 	LOCAL AUTOMATION	NON AVAILABLE	NON AVAILABLE	LOCAL AND BASIC AUTOMATION
Irrigation recommendation	IRRIGATION RECOMMADATION IN THE PLATFORM 	SPECIFIC CONSULTANCY	NON AVAILABLE	NON AVAILABLE	NON AVAILABLE



# GLOBAL MARKET

## PRECISION AGRICULTURE

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**Precision agriculture can increase crop yields by 70% by 2050 and create a \$ 240 billion market for agricultural technology.**

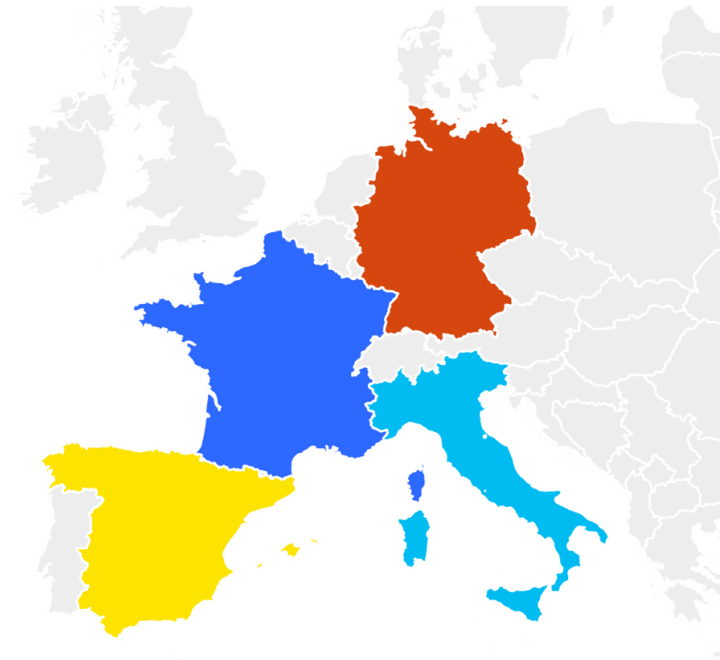
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**Precision irrigation, as part of the precision agriculture sector, represents an addressable market of \$ 35 billion.**

According to a precision farming report by Goldman Sachs Group (2016)



## SEABEX IS PRESENT IN MEA & EUROPE



# Our customers are



1000 hectares / **10,000 €** in  
subscription per month



4000 hectares / **20,000 €** in  
subscription per month



63000 hectares/**315,000 €** in  
subscription per month



126000 hectares/**630,000 €** in  
subscription per month



731 hectares / **7,330€** in  
subscription per month



1200 hectares/**12,000 €** in  
subscription per month



Optimized irrigation of green  
spaces (visit of the two selected  
sites on June 4)



1000 hectares/**10,000 €** in  
subscription per month.





## OUR PARTNERS

### FINANCE & BUSINESS



### TECHNOLOGY



### SCIENTIFIC & AGRONOMIC





# SEABEX ON SITE







## SEABEX ON SITE







"We will change the way millions of farmers grow their crops  
and grow their businesses."



Contact: [Amira@seabex.com](mailto:Amira@seabex.com)