Bzigo Canopy

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Meet Our Team

Orly Bilgory

Strategic visionary with hardware engineering experience at Microsoft and an MBA from the Technion.

David Kamhi

Strategic advisor with project management experience at Mobileye and an MBA from the Hebrew University.

Emi Kobayashi

Marketing strategist with global management experience in the semiconductor industry, currently pursuing an MBA at UC San Diego.

Roei Burstein

Strategic advisor with Product management experience at Fiverr and the israeli navy and an MBA at reichman university

Agenda

1 The Problem

2 Short-term Solution

3 Long-term Solution

The Problem

Target Audience

$ limited - Low demand

Limited Functionality

The device only identifies mosquitoes, without offering a solution to eliminate them.

High Price

The $199 is more than customer are willing to pay

Short-term Solution

Short-term Solution

Family

Target: 5100 units over 6 months

- Revenue: $1,140,900
- Affiliate commission (10%): $101,490
- Production costs: $612,000
- Channels: Babylist, The Bump
- Gross profit: $301,410

Travel

Target: 3400 units over 6 months

- Revenue: $676,600
- Affiliate commission (10%): $67,660
- Production costs: $408,000
- Channels: The Broke Backpacker, Nomadic Matt
- Gross profit: $200,940

Combined Forecast

Total target: 8500 units

- Total revenue: $1,691,500
- Total affiliate costs: $169,150
- Production costs: $1,020,000
- Total gross profit: $502,350

Long-term Solution

The Opportunity

2.04M

U.S. Greenhouses & Farms

Potential customer base across diverse agricultural operations

$30M

Global agricultural pest control market

$2K

AVG Annual cost

85%

Adoption Rate

Commercial greenhouses already using pest control systems

Current Insect Pest Control Methods

Chemical Spraying

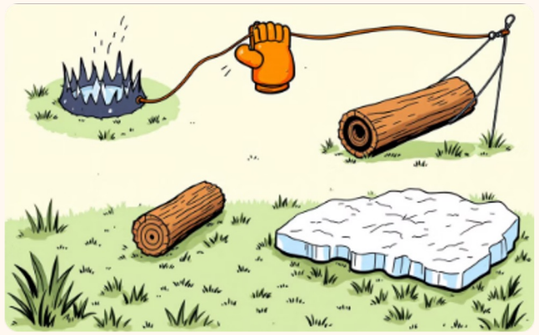
Direct control using insecticides.

Permethrin - $100 to 500$

Biological Control

Natural predators reduce pests.

BT - $150 to $400



Physical Barriers & Traps

Yellow Sticky Trap - $50 to $150

Advanced Traps - $20 to $300

Electronic Devices

Ultrasonic Mosquito Repellent - $50 to $500

Bzigo Sensor Technology: How It Works

Technological Competitive Advantage

Non-Chemical

No waste, eco friendly

Efficient

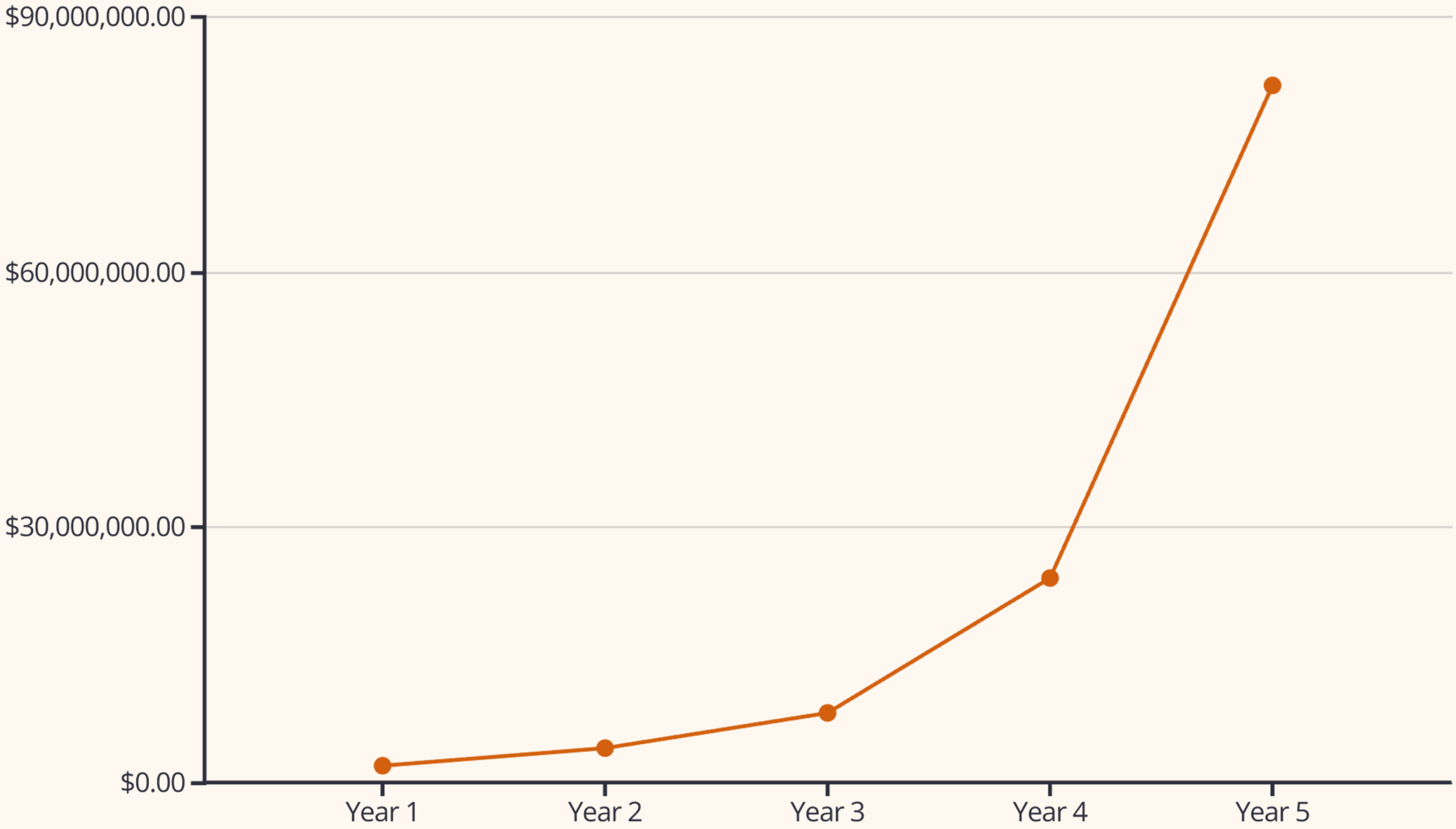
Continuous monitoring, day and night.

100% Automation 24/7 Protection

Reduced Costs

5 Years Revenue Projection

In the USA there are approximately 30,000 commercial greenhouses and 1M private (house) greenhouses. The 5 year revenue is about 82M$.



Breakdown in Numbers

40%	4%	1%	Penetration Rate (of all US greenhouses)
400,000	40,000	10,000	Private Greenhouses
1	1	1	AVG Unit per Private Greenhouse
12,000	1,200	300	Commercial Greenhouses
20	20	20	AVG Units per Commercial Greenhouse
412,000	41,200	10,300	Total Units
199$	199$	199$	Price per Unit
81,980,000$	8,198,000$	2,049,700$	Total Revenue

Business Plan

1

Agriculture R&D

Adjust the Iris to other pests & greenhouses

2

Expand Iris Sales in the US

Focus on specific target markets

3

Expand Agriculture Reach

Provide high-quality pest control solutions throughout the US

4

Expand Worldwide

Provide pest control solutions in agriculture & homes worldwide

Target Market

Commercial Greenhouses

Sustainable & Organic Farms

Greenhouse Equipment Distributors

Key Selling Points

AI Pest Detection

Early pest identification.

Automated Cost Savings

Reduces labor and pesticide costs.

Chemical-Free Solution

Safe and eco-friendly pest control.

Marketing Channels

Trade Shows & Industry Events

Showcase at events like Cultivate and AgTech Expo

B2B Partnerships

Distributors, builders, and sustainability groups

Digital Marketing & Lead Generation

LinkedIn & Google Ads

Pilot Programs & Testimonials

Build trust and credibility through successful trials and positive feedback.

Marketing Budget

Our marketing budget will increase over the next 5 years, focusing on different initiatives each year:

Year 1: $50K

Pilot programs, targeted digital ads, greenhouse industry networking

1

Year 2: $125K

Trade shows, B2B outreach, online content marketing

2

Year 3: $250K

Distributor partnerships, expanding digital ad campaigns

3

Year 4: $500K

International expansion, larger-scale brand awareness campaigns

4

Year 5: $1M+

Full-scale global marketing, diversified sales channels

5

Pricing Model

Direct-to-Consumer (Bulk Sales Discount Model)

Target Buyers: Large farms, greenhouse operators, co-ops

Pricing Strategy:

- 1-9 units → Full price: $199 per unit
- 10-49 units → 5% discount ($189 per unit)
- 50-99 units → 10% discount ($179 per unit)
- 100+ units → 15% discount ($169 per unit)

Retail Distribution (Standard Markup Model)

Retailer cut: 40% of selling price

Wholesale Price to Retailers: ~$120 per unit

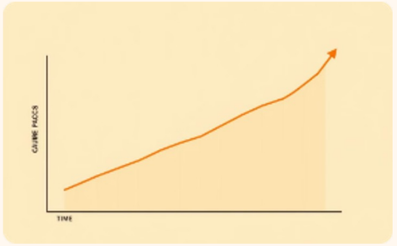
Retail Price: $199

Retail Partners: Greenhouse equipment suppliers, agritech distributors

Market Analysis - PESTLE

Political

Eco-friendly farming regulations favor Bzigo. Risky new government.

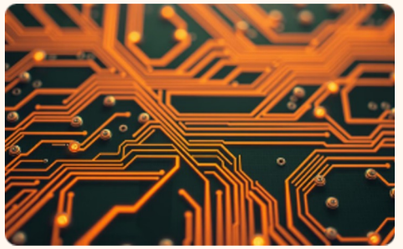


Economic

Demand and incentives boost sustainable farming.

Social

Food safety awareness.



Technological

A□and □oT align with Bzigo’s solutions.

Legal

Compliance impacts smart farming technologies.

Environmental

Safer & healthier.

Porter’s Diamond Model

Factor Conditions

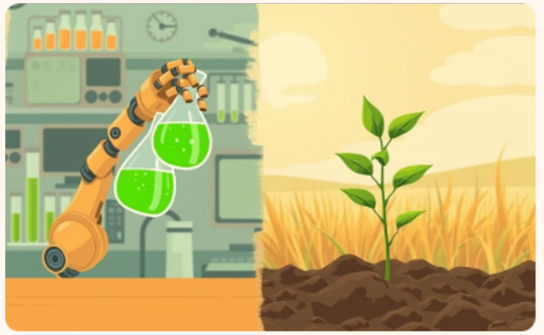
A□and defense tech fuel innovation.

Demand Conditions

Demand for non-toxic pest control.

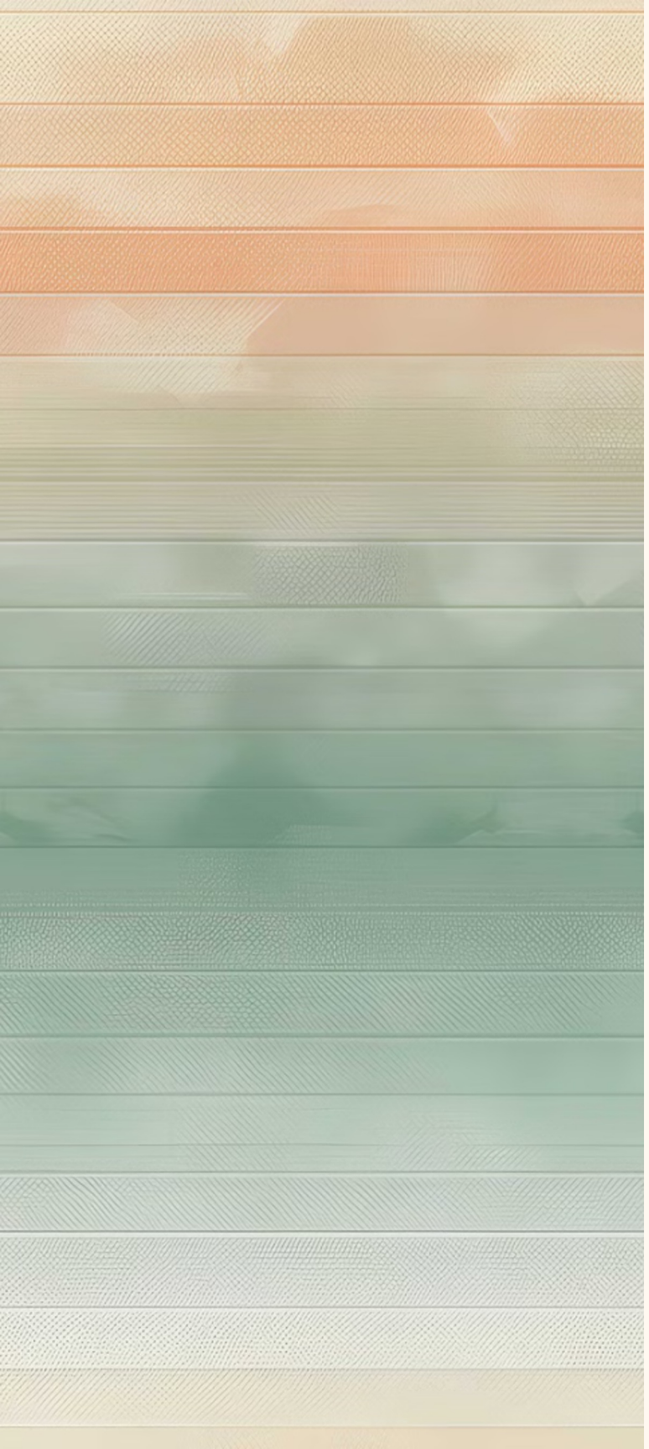
Related Industries

Partnerships with agritech providers.



Firm Strategy & Rivalry

A□tech vs. chemical solutions.



Entry Strategy - OLI Model

Ownership

Partial control with agritech drone partnerships.

Location

U.S. focus before global scaling.

Internalization

Direct sales, agritech partnerships, supply chain integration.

Company Timeline

1 Year

Complete agriculture R&D

Start selling to greenhouses

Reduce production costs

Continue B2C sales

3 Years

Expand to new regions

Selling as bundle (with the drone)

Partnerships with drones companies

5 Years

Leader in the agriculture market

Develop different types of products

ALTA - Partnership or Competition?

AI-Powered Pest Identification

Uses A to precisely identify unwanted pests or weeds in agricultural fields.

Precision Spraying Technology

From wasteful broadcast spraying to accurate pesticide application.

Empowering Farmers with Insights

Enabling farmers to better understand challenges & providing A driven solutions.

Impact - Disaster Relief & Emergency Aid Organizations

Partnering with NGOs provides crucial support to African countries battling mosquito-borne illnesses. This ensures our technology benefits vulnerable populations, preventing disease and improving public health.

Thank you!

Who has the first question?

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