Smart Watering Solutions doo

Business profile

Objective

- We are helping fruit growers automate drip irrigation using sensors and an app thus saving 20% on irrigation cost and 30% on water consumption.

Business and product information

Problem/Opportunity	Solution/Product
• **Lack of labor and efficiency** in agriculture are two of the biggest challenges. Per McKinsey and UN, 70% of available freshwater is used by agriculture and 66% of farmers are facing labor shortages.	• Using devices and sensors in the field we **automate irrigation and fertigation. By using the data from the field we provide daily irrigation recommendations** to the farmer using machine learning and real-time data from the field.

Market and Customers

- The company has over 120 customers and partners in Serbia, Bosnia and Herzegovina, Montenegro, and Croatia, among them 5 food production companies Delta Agrar and MK Group with more than 300 million EUR in turnover.

Customer segment	Enterprise 20+ha	1-20ha fruit growers	20+ ha fruit growers
Investment in irrigation system	5.000 EUR/ha	15.000 EUR/ha	5.000 EUR/ha
Investment in automation	200 EUR/ha	3.988 EUR/ha	536 EUR/ha
Benefit	50 EUR/ha	985 EUR/ha	185 EUR/ha
ROI	4 years	4 years	3 years

Competitors	Key benefits
• Company is making an **all-in-one solution** that automates the irrigation process and provides daily irrigation recommendations **for the niche market of berry, apple, and other fruit growers**. • Best after-sales support is secured using local stock and development	•4X less labour activities •Up to 20% higher yields •Up to 30% less water used. •Up to 15% less fertilizer •Up to 20% lower energy consumption •Better informed decisions about irrigation •Simple to install, use, and maintain

Contact Details

Smart Watering Solutions doo, Novi Sad, Serbia
+381655231300
www.smartwatering.rs
lazar@smartwatering.rs

Financial information

Founded: 2018

Area covering: 3000+ha

Markets: Balkan, Slovakia

References: Delta Agrar doo, MK Group doo, Almex doo, Matijević Agrar doo, PRP Sveti Nikola, Vija Product doo and more than 80 small growers

Looking for:

Resellers

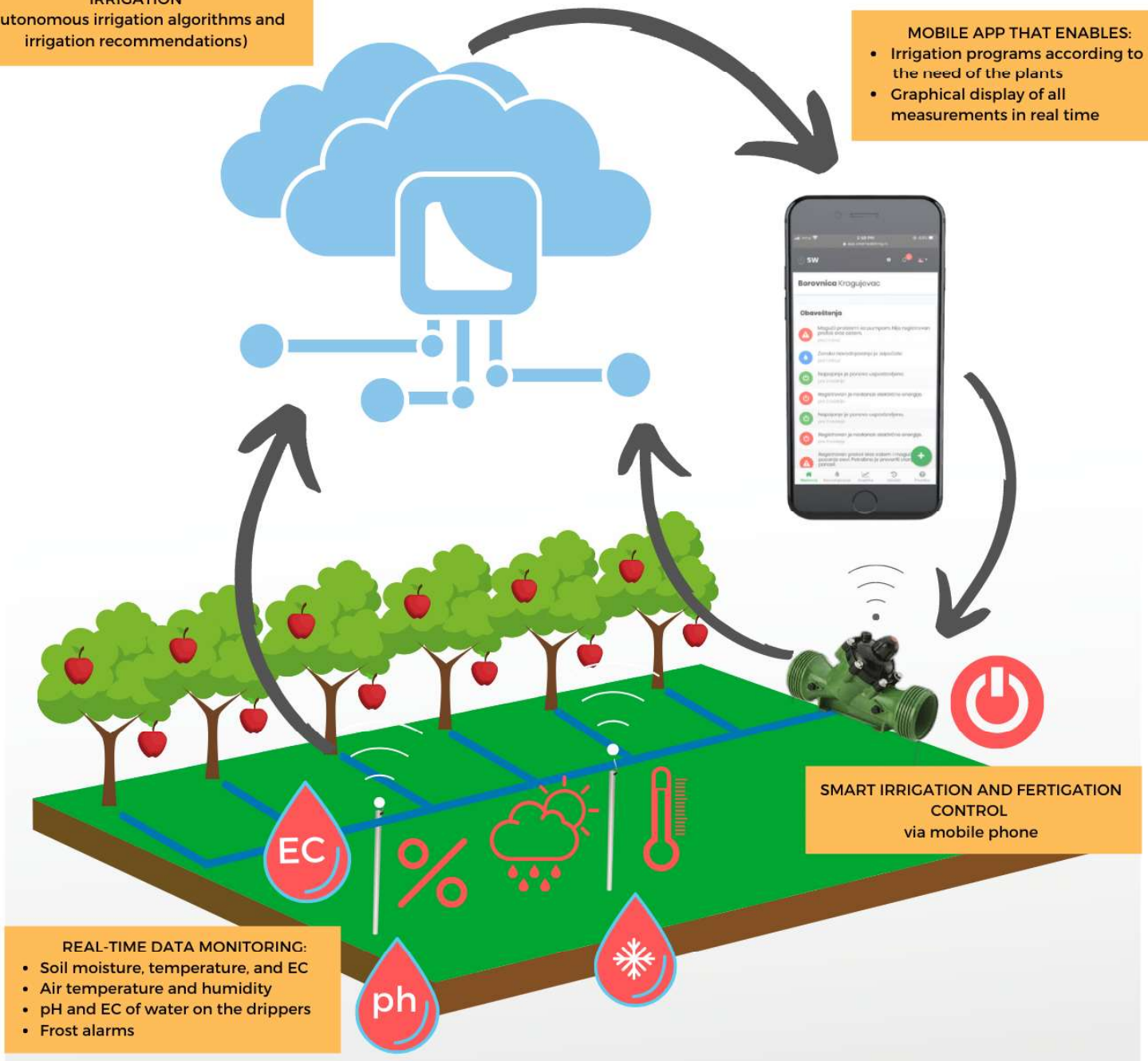
Drip irrigation installers

Consultants

NGOs

CLOUD INTELLIGENCE FOR AUTONOMOUS IRRIGATION
(autonomous irrigation algorithms and irrigation recommendations)

MOBILE APP THAT ENABLES:
- Irrigation programs according to the need of the plants
- Graphical display of all measurements in real time



SMART IRRIGATION AND FERTIGATION CONTROL
via mobile phone

REAL-TIME DATA MONITORING:
- Soil moisture, temperature, and EC
- Air temperature and humidity
- pH and EC of water on the drippers
- Frost alarms