



STARTECH INOVATORI 2021.

OGRLICA ZA PRAĆENJE LOVAČKIH PASA

Proizvod novi za svet / Softver i informacione tehnologije

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Lov je jedno od najstarijih čovekovih zanimanja. Danas 25 miliona ljudi ima tu strast i ljubav prema prirodi. Preko 70% lovaca poseduje 2 ili više pasa, a kako su posebno obučeni, njihova novčana vrednost je često preko 5.000€ po psu. Ali lovci imaju veliki problem da zaštite svoje pse od gubitka i krađe (samo u Francuskoj godišnje se izgubi ili ukrade 60 hiljada pasa). 80% lovaca je nezadovoljno trenutnim rešenjima za zaštitu pasa, a 92% je spremno da plati za pouzdano rešenje.

CANANDI je sistem za praćenje pasa koji se sastoji od ogrlice za pse, prijemnika za lovca i mobilne aplikacije, kako bi vlasnici u svakom trenutku lova znali položaj pasa. Inovativnost rešenja se ogleda u mogućnosti deljenja podataka i zajedničke potrage za izgubljenim psom, dvostrukom mrežnom režimu prenosa – IoT i GSM mreža i ML analizi prikupljenih podataka i kreiranja korisnih saveta lovcima.

TRŽIŠNI FOKUS I POTENCIJAL

U svetu postoji preko 25 miliona lovaca, a više od 95% se nalazi u Evropi, Rusiji, Kanadi i SAD. Lovci u Evropi troše 16 milijardi € godišnje (prošćeno 2.400 € po lovcu), od čega 34% odlazi na lovačke pse i opremu. Srbija je izabrana za validaciju proizvoda, zbog proizvodnje u Srbiji i saradnje sa Lovачkim savezom Srbije radi masovnih ispitivanja, dok su Italija, Nemačka i Francuska primarna tržišta jer je pogonski lov najpopularniji u ovim zemljama i lovci izdvajaju najviše novca za novu opremu.

TIM

Osnivači su univerzitetski profesori sa izuzetnim uspesima i na naučnom i na biznis planu. Tim okuplja dugogodišnje lovce, eksperte u oblasti razvoja hardvera i softvera, telekomunikacija, razvoja startup kompanija, go-to-market strategije i marketinga, uz podršku institucija poput Lovачkog saveza Srbije i Evropskog lovačkog saveza, i influensera iz EU (Federico Cusimano, John Otten...).

startech.org.rs

DRUGE KORISNE INFORMACIJE

Razvijen je V3 prototip koji pokazuje odlične rezultate na testiranju u realnim uslovima. Prepoznate su tri vrste konkurencije – visokokvalitetni i skupi uređaji, nekvalitetni i jeftini proizvode i uređaji za praćenje kućnih ljubimaca, i u odnosu na sve sistem poseduje značajne prednosti. Proizvod se razvija za evropsko tržište, koji bi posle uspešnog prisustva u Evropi može da se plasira na tržištu SAD, uz mogućnost prebacivanja sedišta u EU zbog lakše ekspanzije. Modifikacijom ogrlice i primenom na praćenje retkih divljih životinja proizvod može doprineti i očuvanju biodiverzitija, u čemu postoji dodatni potencijal za komercijalizaciju.

MOGUĆNOSTI ZA PARTNERSTVO

U Q1 2022. se radi validacija na tržištu Srbije i dodatna optimizacija uređaja. Tim ima kompletnu analizu kanala za EU zemlje. U Q2 će se održati sastanci sa savetnicima i dogovaranje strategije nastupa za EU. Potreban je novac za razvojni tim, marketing i prodaju. Idealni investitor je dobro povezan sa lovačkom zajednicom u ciljanim zemljama. Idealni partneri su telekomunikacione kompanije, evropski proizvođači lovačke opreme koji prepoznaju proizvod kao upsale, lanci za prodaju lovačke opreme.





STARTECH INNOVATORS 2021

TRACKING COLLAR FOR HUNTING DOGS

Global innovation / Software and information technologies

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Hunting is one of the oldest human activities. Today, 25 million people pursue this passion and love for nature. Over 70% of hunters own 2 or more dogs, and as they are specially trained, their value is often over € 5,000 per dog. But hunters have a big problem to protect their dogs from theft or getting lost (in France alone, 60,000 dogs are lost or stolen annually). 80% hunters are not satisfied with available solutions, and 92% are willing to pay more for a reliable solution.

CANANDI is a dog tracking system consisting of a dog collar, a receiver for the hunter and a mobile application, so that owners can track the position of their pets at all times. The innovative solution provides a possibility of sharing data and joint search for a lost dog, dual network transmission mode – IoT and GSM networks, and ML analysis of collected data with useful tips for hunters.

MARKET FOCUS AND POTENTIAL

There are more than 25 million hunters in the world, and over 95% are in Europe, Russia, Canada and USA. There are 7 million hunters and over 10 million hunting dogs in Europe, and they spend €16 billion a year (€2,400 per hunter), of which 34% for hunting dogs and equipment. Serbia was chosen for product validation, due to local production and cooperation with Hunting Association of Serbia for mass testing. Italy, Germany and France are the primary markets because active hunting is the most popular in these countries and hunters spend the most money on new equipment.

TEAM

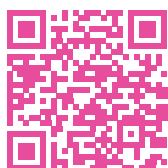
The founders are university professors who had achieved significant results on science and business projects. The team brings together long-time hunters, experts in hardware and software design and development, telecommunications, startup development, go-to-market strategies and marketing.

OTHER USEFUL INFO

Prototype V3 has been developed and shows excellent test results in real conditions. There are three types of competitors – high-quality and expensive devices, low-quality and cheap products and pet tracking devices. The product is developed for the EU market, and successful application in Europe would be followed by expansion into the high-potential U.S. market, with possibility of moving HQ to Europe for easier expansion. By modifying the collar for tracking rare wild animals, the product can also contribute to preservation of biodiversity, as additional potential for commercialization.

PARTNERSHIP OPPORTUNITIES

Product validation in the Serbian market and further device optimization is done in Q1 2022. The team has a complete analysis of channels for EU countries, and further meetings with advisors to set up EU marketing strategy are planned for Q2 2022. Additional funds are needed for the development team, marketing and sales, and networking with investors. An ideal investor would be well connected with hunting communities in target countries. Ideal partners are TelCo companies, European hunting equipment producers that recognize the product as an upsell opportunity, and hunting retail stores.



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MAY 2022