



**BeeScanning**

# Healthy bees in healthy landscapes

INVESTOR PRESENTATION '22





# The world's only varroa finding app

Patented technology, unique in the market.

High commercial potential.

Great importance for humanity.

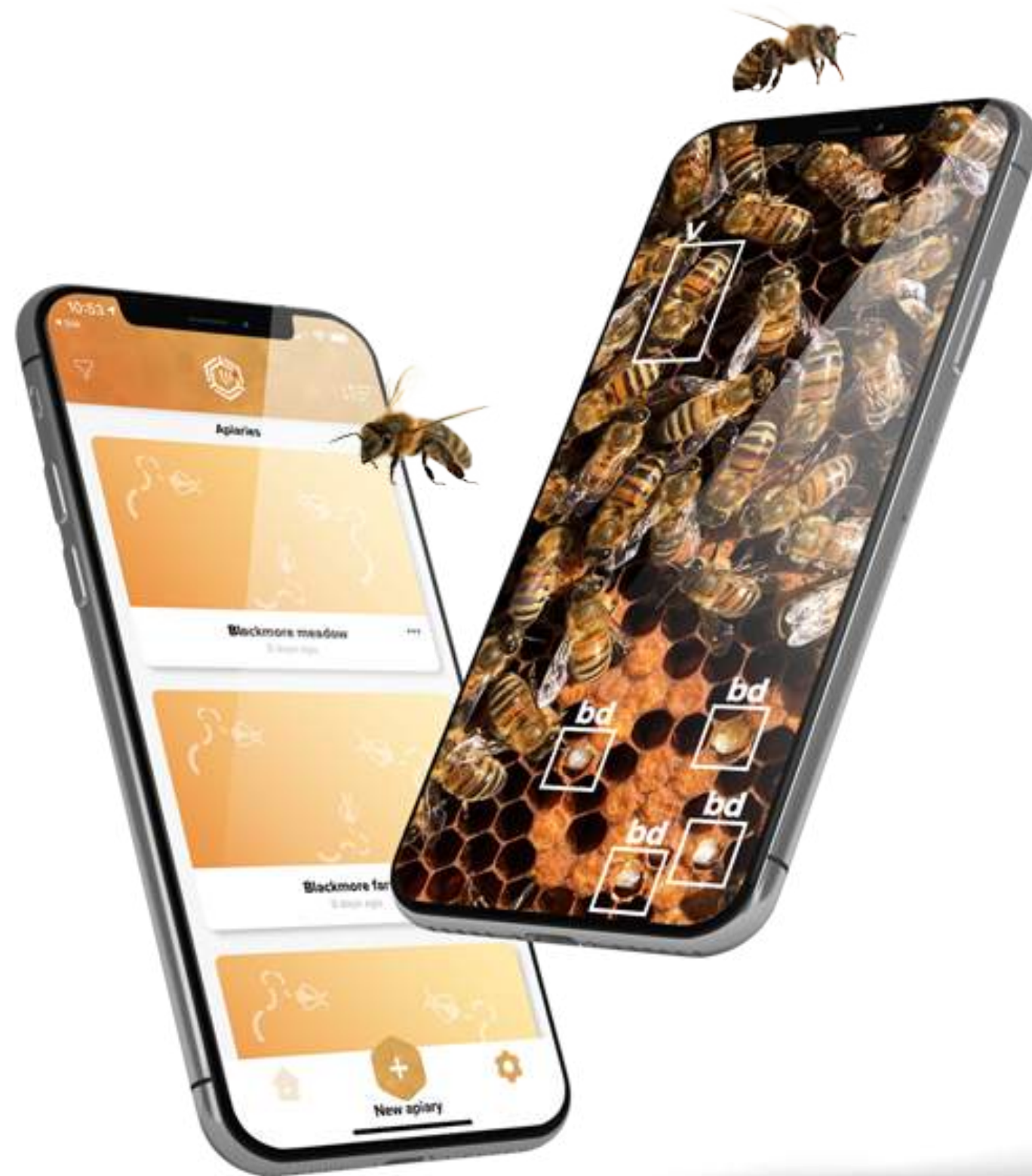
A universal tool for beekeeping and honey traceability.





Varroa mites are widespread throughout the world and causes losses of over 20 billion per year in terms of dead bee hives, lost honey harvests and pollination services.





## BEESCANNING IN PRACTICE

The beekeeper photographs the bees on the brood frames and our AI analyses the images, counts the number of bees and varroa mites and returns with a result. 100% bee-friendly, fast and accurate.

The most common analysis option today is to shake 3-600 bees in alcohol and count the number of varroa that sinks to the bottom. A method that requires the beekeeper to sacrifice bees and invest in equipment and time.

## A GLOBAL MARKET

10 million beekeepers

100 million bee hives

20 million hives die from varroa every year

BeeScanning is a unique and patented bee health tool in a honey market worth over 8.5 billion USD.

Between \$235 and \$577 billion worth of annual global food production relies on bee pollination.





## MAIN MARKETS, STAGE 1

USA, Canada, parts of the EU and South/Latin America, New Zealand and Australia. Approximately 1.5 million beekeepers with buying power.

In Sweden, 20% of all beekeepers have installed the app and we are continuously working to convert them to paying customers. We are currently converting 19% (Playstore) and 37% (Appstore) on average from installation to purchase.

Every percent of our main market (15 000) that chooses to buy an annual subscription (40 USD) is worth about 600 000 USD.







## PROOF OF CONCEPT – JULY 15 TO AUGUST 26

New version & payment model launched on **July 15**.

Currently **17 000** installations in **148** countries

**4 500** active users on average/month

**659** new paying customers over the period.

Conversion from install to purchase:

**19 %** on Android and **37 %** on IOS.

Average revenue per customer during the period: **13 USD**

Sales during the period: **8 600 USD**

**50/50** split between annual and monthly subscriptions.

Focus markets POC: USA & Sweden

Monthly price: USD 5, annual price: USD 40.



## **POC CONVERSIONS & COSTS**

From store visit to installation:

Playstore – 34%

Appstore – 20%

From installation to purchase:

Android – 19%

IOS – 37%

Cost per installation (ad purchase) – 0.60 USD.

Cost per new paying customer – 2.35 USD.



## **CAPITAL NEED, STAGE 1, 2023-26**

For development, market and project liquidity – 0.6 million USD is needed over a four-year period to achieve BeeScanning's Stage 1 objectives.

App development, 115 000 USD

Varroa preparation, Proof of Concept - 14 000 USD

Project liquidity - 90 000 USD

Market, scale up - 170 000 USD

Capital requirement deficit '22 – 182 000 USD

# 0.6



# Objectives stage 1

”BEE SCANNING AND AI ANALYSIS WILL BE THE GO-TO CHOICE FOR BEEKEEPERS IN OUR MAIN MARKETS”

+5 % MARKET SHARE IN OUR MAIN MARKETS BY 2026

YEAR	USERS	APP REVENUE	REVENUE ”KNOW YOUR HONEY” & OAE
2023	2 000	73 000	—
2024	4 000	145 000	9 000
2025	12 000	423 000	150 000
2026	80 000	2 900 000	1 360 000





## **ACTION – HOW WE WILL USE THE RESOURCES**

**Bees' health** – Optimize existing app, develop new AI features that increases usage, attractiveness and justify higher value/price.

**Bee management** – Develop and launch more bee care features. Increase interaction across the year.

**Honey origin** – Become a key player and product owner in a global project against adulterated honey. Attracts brand new customers to BeeScanning and create new revenue streams.

**Scale up** marketing and sales, more customers in more markets in less time. Strengthen our competitiveness and position ourselves as the most attractive bee health tool in our market.



# SHARE ISSUE BEESCANNING 2022–10

Issue amount	Number of shares	Nominal value	Market value	Market value / share	Nominal value / share
	55 556	55 556	1 800 000	32.70	1
600 000	72 222	72 222	2 363 000	32.70	1
Aktieandel nya aktier 23,077 %					

Beescanning wants to raise USD 0.6 million based on a pre-money valuation of USD 1.8 million. New investors are offered 16 667 shares at a price of USD 32.70. Post-money, these shares represent 23% of the company's shares.



# Objectives 2030

**ACTIVE IN MORE MARKETS**

**+250 000 USERS**

**+100 MILLION IN TURNOVER**

**BROADENED PRODUCT PORTFOLIO**

**WELL POSITIONED IN AI, BEE HEALTH**

**& HONEY TRACEABILITY**

## **THE APP – NEXT STEP**

In 2030, BeeScanning has developed and successfully launched several new AI features for bee analysis and launched planned management features and is now a complete tool for bee health and successful beekeeping. The app is now used by more beekeepers, more often, for longer periods of the year. We are marketing ourselves in more markets (focus on Asia) which is reflected in the number of paying users now exceeding 250 000.

## **KNOW YOUR HONEY – ONGOING**

In 2030, BeeScanning has evolved into a tool that also track and ensure the authenticity of honey for the world's 100 million hives on a global honey market worth well over 8.5 billion.

## **VARROA TREATMENT – ONGOING**

In 2030, BeeScanning has developed and successfully launched a treatment alternative against varroa infestation. A crucial product with the power to reduce the industry's staggering losses of 18 billion per year.



## NEW PRODUCTS & REVENUE STREAMS UNDER DEVELOPMENT



### KNOW YOUR HONEY

International project against honey fraud. The world's second most adulterated food needs labelling and traceability. We have received funding to put together a project team and plan a start-up stage. BeeScanning already includes several elements required for traceability and authenticity information such as location and harvest.



### VARROA TREATMENT

We are currently developing a new product for varroa treatment using oxalic acid. Long running and successful internal trials may soon move to pilot stage. The market is huge, oxalic acid and our carrier of the mixture is bee friendly and biodegradable and leaves no trace or residue in the honey. Major advantages over existing methods.

Potential: 100 million hives need treatment twice a year. Available products cost between 9 - 27 USD per hive, per treatment.





# Healthy bees in healthy landscapes.

Several parts of BeeScanning's work are indirectly and directly linked to UN's 17 Sustainable Development Goals. The goals of the 2030 Agenda include solving the climate crisis and promoting the sustainable use of terrestrial ecosystems.



# AWARDS

**”Top 100 of 5000 global innovations”.**

spinoff.com

Örebrogalan 2018  
Innovation of the year  
Digital innovation of the year  
Venture Cup, Stockholm  
Visual Sweden Award  
Top Tech  
Impact Maker  
Spinoff.com, global,  
top 100 / 5 000 innovations.

Skapa, Örebro  
Sustainology Speaker, New York  
European Bee Award, Bryssel  
Brewhouse Award, Gbg, Open Innovation  
FoodTech 2019, Örebro  
Green Challenge, global, top 25 / 1167 projects.  
Dining at H.M. the Kings table, Sthlm Castle  
Carnegie, Framtidens Entreprenör  
Finalist Next Awards 2022



**FINANCE**





## BOARD & OWNERS



**Hans Sollerman**  
Chairman



**Håkan Svanberg**



**Björn Lagerman**



**Olof Svanberg**

**OWNERS:** Fribi Invest, Björn Lagerman (84%) / Svanberg Invest (10%) / Rikard Lagerman (6%)





**BeeScanning**

*The bee saver!*

BeeScanning Södra Bergsstigen, 711 31 Lindesberg  
[www.beescanning.com](http://www.beescanning.com) – [info@beescanning.com](mailto:info@beescanning.com)