

Algaenology helps eradicate fish death through accurate phosphate monitoring hence saving billions of dollar to fish industry.

## Algal Problems - a Global Issue

### Major areas with algal blooms



Algal blooms resulted in fish death and losses in billions world wide.



**Negative impact on fish industry**  
**\$ 38 million/year** (only in US)  
**Fishkill 500 Tons/year** (2014, Singapore)  
**Fishkill 600 Tons/year** (2015, Singapore)  
**India, China, Portugal, Canada, Mexico** also severely affected  
**Current sensor cannot detect algal growth concentration range**

## Product and Solution

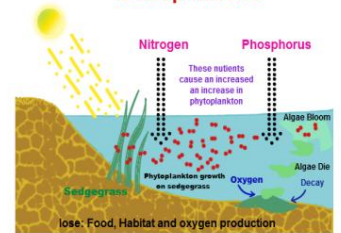
**A self sustaining real time monitoring system for phosphate.**

**Harmful Algae Boom (HAB) prediction system** for fish farmers

Parameters Monitored

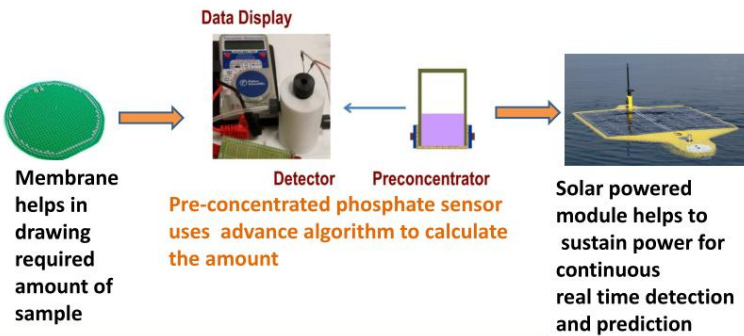
- **Phosphate\***
- Nitrate
- Ammonia
- Oxygen
- Types of plankton
- Water flow

### Eutrophication



\*Measure up to 70 ppb while most sensor can measure ppm.

## Technology

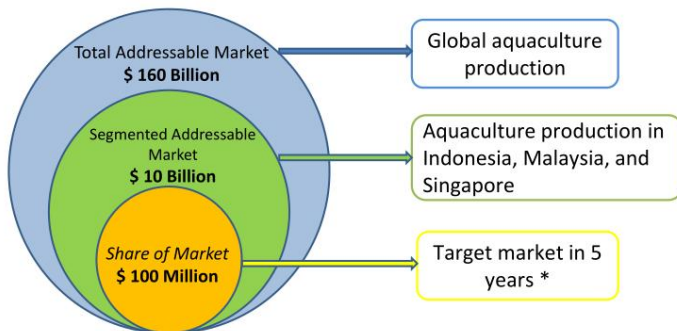


## Competitive Positioning

	Easy deploy	High Resolution	Coverage	Low Maintenance
AlgaeFix	✓	✓	✓	✓
Pentair	✗	✗	✗	✓
Cycle Phosphate Sensor	✓	✗	✓	✓
AquaLab Analyzer	✓	✗	✗	✗

## Market Size

Market growth rate (Global aquaculture production)  
**6.2 %**



\*Market size is based on Water 20/20, and Ecosystem Marketplace report

## Financials

**Unit margin 71% @ Year 5**

