

ILLNESS AND CATTLE THEFT COST FARMERS TENS OF BILLIONS OF DOLLARS EACH YEAR.

OUR SOLUTION CAN IMPROVE LIVELIHOOD OF FARMERS THROUGH TECHNOLOGY BY INCREASING EFFICIENCY, RESILIENCY, AND PROFITABILITY.



Institute for Engineering Leadership
Faculty of Engineering



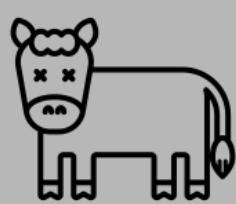
CHIPSAFER

Watching Your Cattle 24/7

PROBLEM



CATTLE THEFT is expensive to farmer's wallet



HEALTH MONITORING is important in sustaining life and promoting good health

Losing Tens of Billions each year



Cattle are not **GRAZING OPTIMALLY**

COMPETITION ANALYSIS

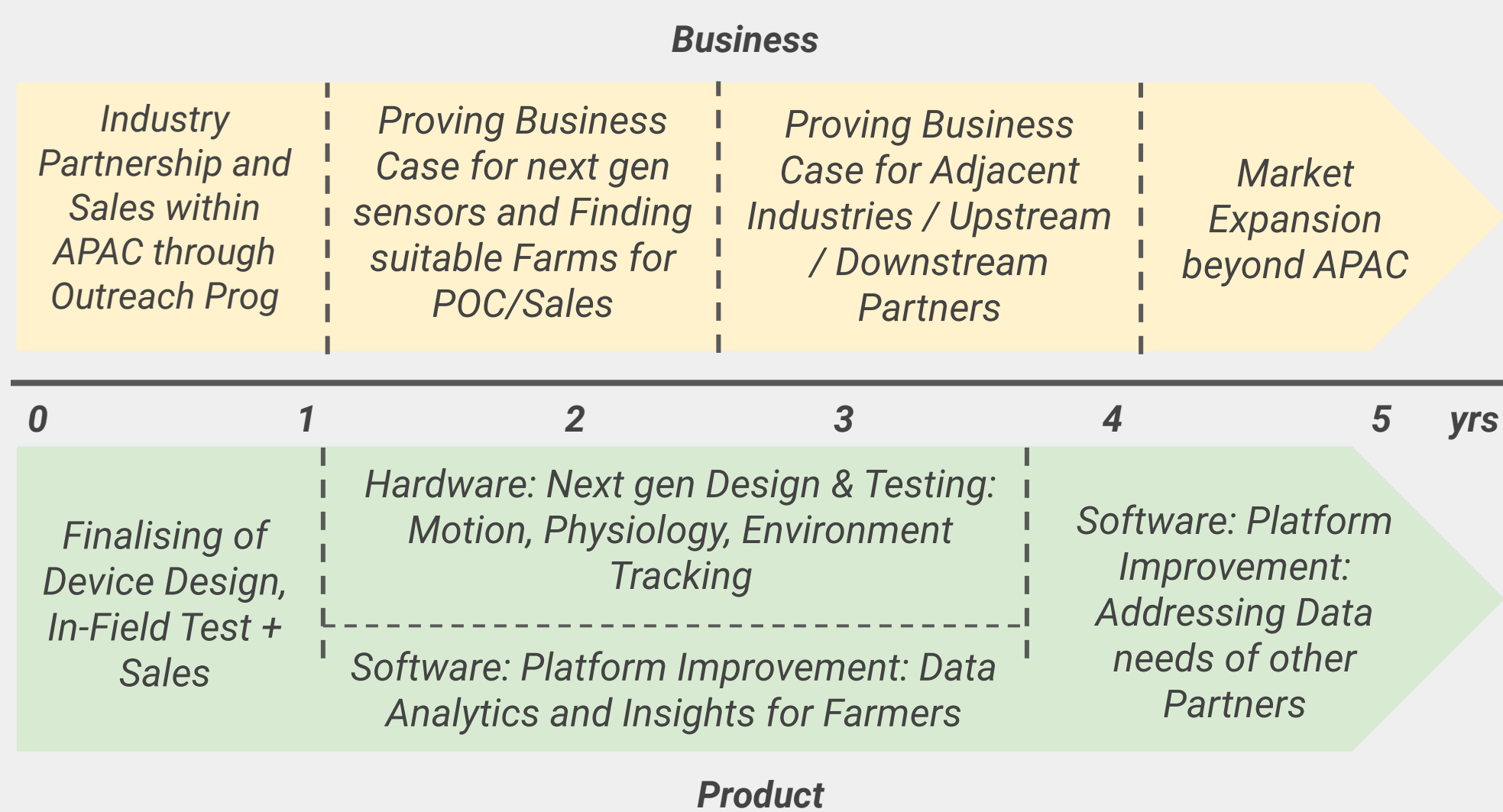
*Affordable & Passive Tracking
Historic Log for Cattles*

*Expensive Active Tracking
Real-time Cattle Monitoring*



We aim to offer **Active Tracking** at an **affordable price point**

5 - YEARS ROAD MAP



THE TEAM

Frugal Innovation Task Force



Dan Lim
Operations Lead



Charlene Ong
Technology Lead



Malcolm Lee
Biz Dev Lead



Lim Jie Ai
Marketing Lead

Team Sponsors & Advisors



Victoria Alonsoperez
CEO and Co-Founder
Chipsafer



Bruno Teixeira
COO and Co-Founder
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Ng Zhen Ning
CEO and Co-Founder
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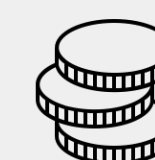


Jonathan Huang
Executive Chairman
Singapore Space & Technology
Ltd (SSTL)

SOLUTION

An IoT-based, Patented Management Platform that Tracks and Detects Anomalies in Cattle Behavior

Grazetogether™ Tracking System - Hardware
LoRa and GNSS Tracking with Geolocation feature



Affordable
< USD 15 cost



Good range
~10 km



Long Battery Life
> 3 years



Rugged and Durable

Grazetogether Tracking System - Software
Data Analytics and Insights for Farmers and Stakeholders



Location Tracking

Identify herd location in real time, prevent theft and assist with pasture management

Health Tracking

Flag cattle that are behaving out of the norm, which indicates abnormal health conditions

BUSINESS MODEL

For a typical 1500 (Hectares) farm with 600 cattle...

Without Chipsafer

600 cattle, USD 350 per head
USD 210k revenue every 3 yrs

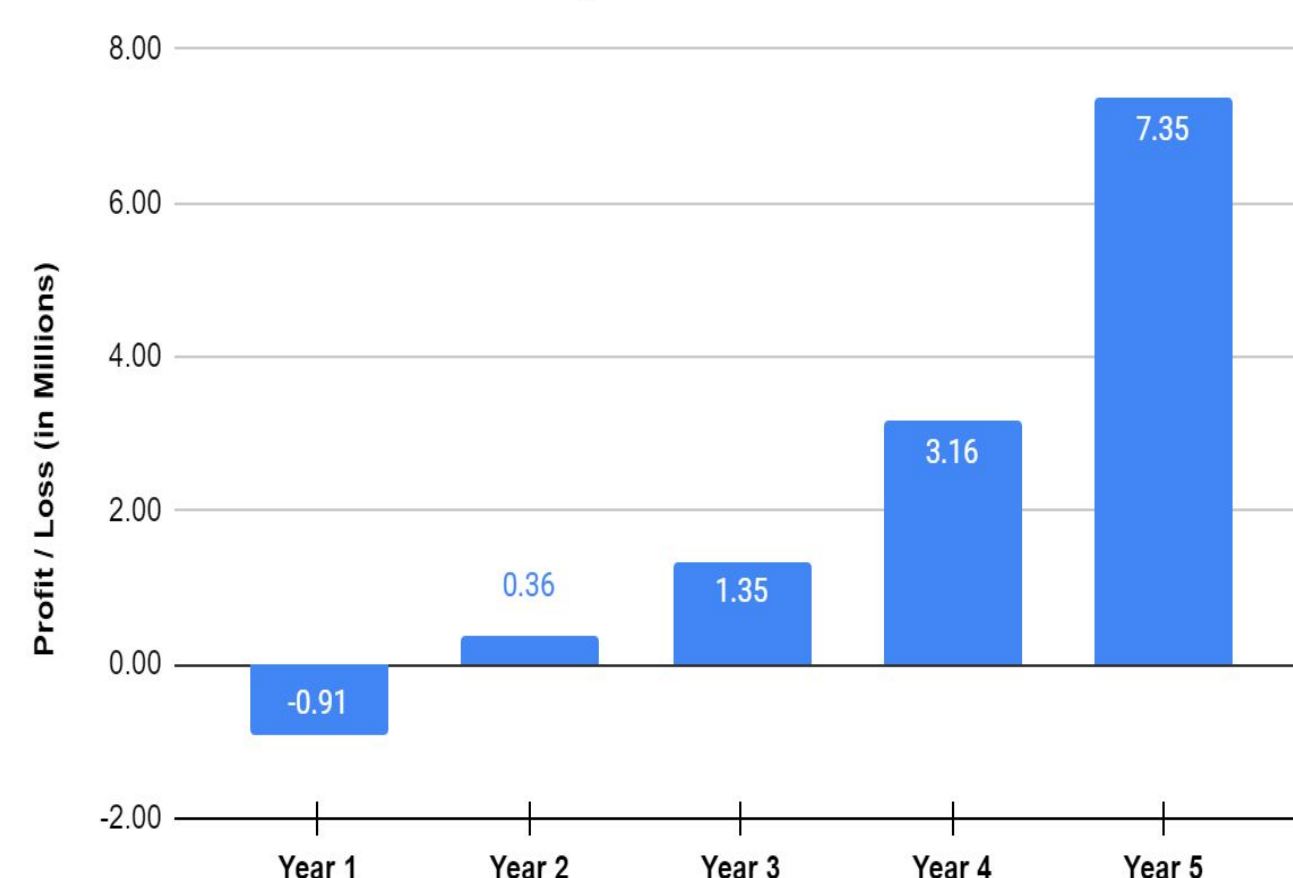
With Chipsafer

900 cattle, USD 350 per head
USD 22.5k for device
USD 315k revenue every 3 yrs

Farmers earn **USD 115k** in additional Revenue or **USD 82.5k in Profit**, equivalent to almost **40% increase in profit per herd.**

FINANCIAL PROJECTION

Profit / Loss - 5 Years Projection



- Expected Margin of around 30% for each Device Sold
- Targets Farms in the APAC region, starting with Australia and ASEAN
- Projected Profit Gain of USD 7.35M by Y5

WWW.CHIPSAFER.COM

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