

FARM AUTOMATION AND ROBOTICS SL (FAROMATICS)

Smart robotics for intensive poultry farms



Vilanova i la Geltrú,
Spain
www.faromatics.com
Founded in 2016
16 Employees

Field of Activity:
Agrofood

Capital raised:
EUR 1.6m

Investment need:
EUR 3-4m

Watch 3min pitch

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Company Description

Faromatics is dedicated to using smart robotics to increase animal welfare at the same time as farm productivity. Our first product is the ChickenBoy, a robot for meat chicken farms; 3 more products are being developed. Faromatics has a global distribution deal in place.

Problem

Broiler farmers are under triple pressure to produce more volume at ever lower prices while providing increasingly better health and welfare for the animals and using less and less antibiotics. Farmers therefore need solutions to detect health and welfare issues much faster, while at the same time automating routine tasks.

Solution

The ChickenBoy is the world's first ceiling suspended robot that monitors broiler welfare and helps increase farm productivity. The robot monitors climate, health & welfare and farm equipment; it alerts farmer in case of problems. The robot uses sensors, but first and foremost artificial intelligence, deep learning and big data. ChickenBoys are currently in 3 and by end of 2019 will be in 6 countries.

Market

There are 1.3m animal houses world-wide. The Total Available Market is estimated at EUR 9bn or 635k robots per year with an annual growth of 1.3% over the next decade (OECD, FAO). The ChickenBoy has a payback time of about 12 months and saves farmers EUR 68k during its lifetime, i.e. it increases profits by 20-60%. The Serviceable Available Market is estimated to grow from a tiny EUR 17m in 2019 to over EUR 1bn in 2023.

Business Model

The business model has three main pillars: hardware sales (9,999€ per ChickenBoy) plus a recurring service contract (99€/month and robot). In addition, the robot can house 3rd party sensors distributed by us for a percentage (similar to an app store).

USP & Differentiation

We have unique knowledge of the sector as expressed in our clearly advanced high-tech product, a global distribution network and a dream team to count on. The ChickenBoy is 5 times cheaper and has more functionality than our nearest competitor.