



Denmark  
www.proxima-centauri.dk

Founded in 2017  
Core team of 4

Field of Activity:  
**Agrofood**

Investments received:

Pre-seed: € 75.000

Seed: € 227.000

Soft money: € 452.000

Investment need:  
**1,000,000 EUR**

Watch the 3min pitch

### Company Description

Proxima Centauri has developed a robotic solution to automate the sorting of natural casings (intestines from pigs) used in production of sausages.

### Problem

Today, the sorting of natural casings is done 100% manually. This is not only a severe labour process but also very expensive. So, to cut costs, 80-85% of all natural casings produced in Europe are shipped to China, and other low-cost countries, to be sorted. However, many disadvantages follow outsourcing the sorting process like 6 months of transportation and waiting time, high capital-binding, reduced flexibility, reduced traceability, and high CO2 emission.

### Solution

Our SelectiCa product is a three-in-one robot that will be able to automatically pick up the casings after cleaning, which is done at the abattoir, measure/cut, and sort them, without any direct labour required. By doing so, one machine operator, operating three machines, will replace sixteen workers. By automating the process of picking, measuring and sorting, customers are expected to cut their costs with more than 60%. Compared to the price in low-cost countries.

### Market

The full market for a robotic solution sorting natural casing is about 8.500 machines. We expect to ramp up production and sales over a five-year period reaching a volume of 150 machines in 2025, which equals a turnover of approx. € 49M and € 20M profit.

### Business Model

The pricing of SelectiCa (€325,000 for end customers and 15% margin for distributors) is based on the expected payback time customers will realise. Customers who fully utilize the machine for 16 hours a day are expected to have a payback time after approx. 13 months. The price is therefore not set based on the product costs but instead on the value-added and thereby the savings for the end customers.

### USP & Differentiation

Competition is only from continued manual production, which we will outperform giving the end-user a reduced production price of 65–70%. In addition to this our solution will eliminate waiting time, increase traceability, increase flexibility, and reduce e.g. veterinarian and political trade rule risks

## Startups Profile

### Jan Pedersen

CEO

janp@proxima-centauri.dk

+45 6088 4662

## Automato Robotics

Helping Solve the International Agricultural Labor Crisis