



# BeeCause

Connecting Beekeepers & Farmers

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Rajani Nair - OJ Darrow - Kylie Ebringer - Karthik Ramanathan - Jose Garcia

# Who are we?



**Rajani Nair**



**Jose M. Garcia**



**OJ Darrow**



**Karthik Ramanathan**



**Kylie Ebringer**

# Madera Apiaries - 2008



# Almond pollination CA - “The Superbowl of Beekeeping”

- 3.2M hives needed
- 400k located in CA
- 2.8M delta



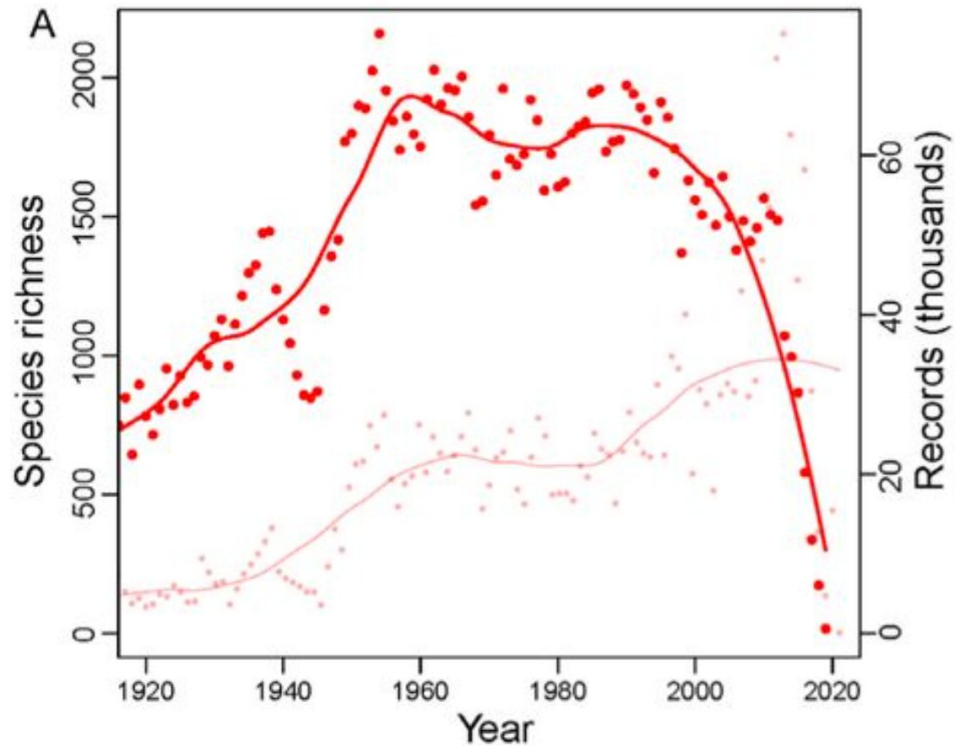
# Importance of Bees in agriculture



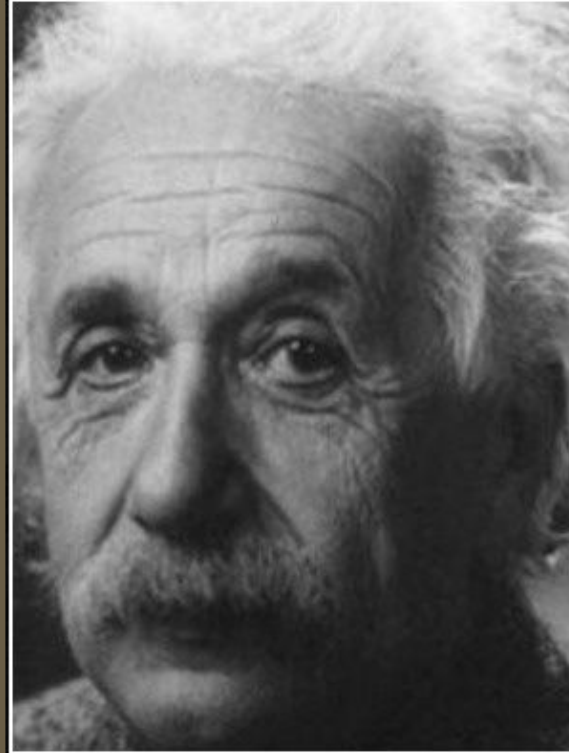
- Bee pollination in US
  - $\frac{1}{3}$  of all crops
  - ~90 crops
- Revenue from pollinated crops
  - **\$238B** - United States
  - **\$40B** - California
- **\$10B** - Apiculture global market

# Why are bees dying?

- climate change
- pesticides
- habitat loss
- monocultures
- bee pathogens



## Bees needed for life



If the bee disappeared off the surface of the globe, then man would have only four years of life left. No more bees, no more pollination, no more plants, no more animals, no more man.

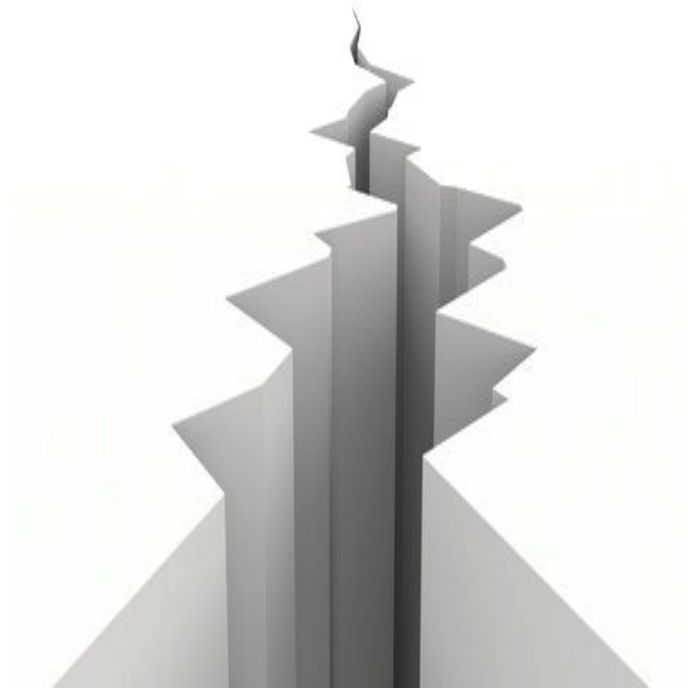
— *Albert Einstein* —

# Problem: Farmers, Bees and Beekeepers



**Farmers**

Agriculture, Food



**Beekeepers**

Pollination Service



# Solution: BeeCause



**Farmers**



**BeeCause**

Connecting Beekeepers & Farmers



**Beekeepers**

# What do we do?



# Product



Profiles - Beekeepers & Farmers

Farmers initiate search

Farmers and beekeepers connect

Contract signed & work scheduled

Payment released after service

Big Smiles!

# Business Model: Commission



Farmers



**BeeCause**

Connecting Beekeepers & Farmers

**2.5% commission**



Beekeepers

# Market Size - Total Hives in USA

Total Market



2.8 million  
hives

Target Market



Transactions



Revenue



Year 1: 10% of hives

\$70m

**\$1.75M**

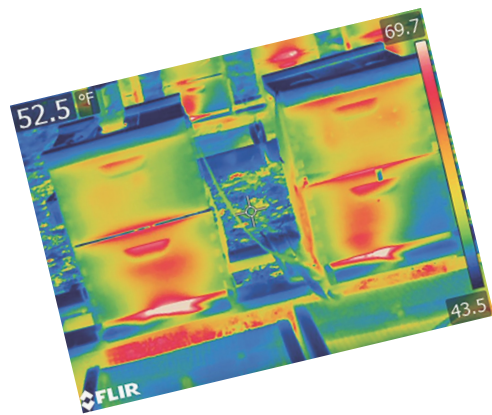
Year 2: 25% of hives

\$175m

**\$4.4M**

Year 3: **Global growth - new target markets**

# Data to drive the business



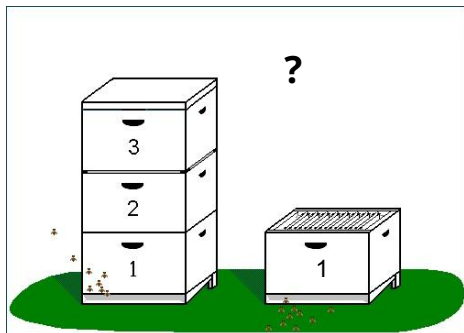
## Measure:

- Bee density
- Bee health
- Regional seasons
- Organic certification
- Crop yield



## Determine:

- Ideal bee density
- Effectiveness of food & supplements
- Optimize bee delivery



## Results in:

- Increased bee utilization → increased demand to use platform

# Go-to-Market Strategy

Connect:  
Large farmers



Conferences &  
Ag Expos



Facebook &  
Instagram



# The Competition

## Human Relationships



## Broker Services



Matching Service

LEASEHONEY

## Directory Listing





# Roadmap

## Market Entry

- Build trust
- CA market



## Expand Crops and locations

- Diversify in USA crops
- Expand internationally



2023

2024

2025

2027

## Software to scale

- Expand in USA market
- New services on the Platform

## Modernize Beekeeping

- Bee transport & logistics
- Winter care & feeding
- Honey industry



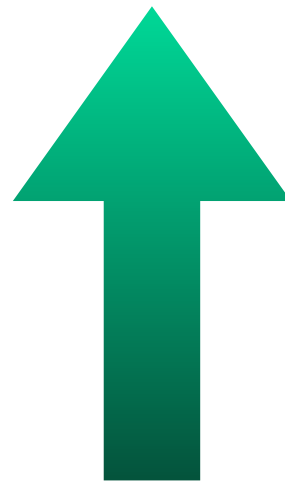
How big can this be?

**\$500M**

After beekeeping & pollination revolutionized

**\$100M**

Revenue per year - initial business



# What do we need?

**\$10M** for the first three years

## Costs:

- A staff of 10
- Legal services
- Financial services
- Platform hosting

## To create:

- BeeCause eCommerce Platform
- Global beehive rental business
- \$10m revenue in year 3
  - Investment fully repaid *and* profitable
- Beat the challengers in the market

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# Questions?

— Ready to invest? —

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