



ABZ INNOVATION PITCH DECK

▶ Introduction

ABZ Innovation Ltd. specializes in the development and production of industrial drones and related accessories, supported by a solid background of experts and researchers. The brand's aim is to enable drone technology to provide efficient and innovative solutions to farmers and companies operating in the industry, addressing any specific needs or custom developments.

ABZ Innovation is owned by ABZ Drone, the University of Győr, MIB Invest Group, and Mr. Károly Ludvigh (CEO). Research and development are carried out by a team of experienced drone pilots, hardware and software engineers in cooperation with the University of Győr. This team of experts and an extensive partner network provide a solid foundation for designing and testing high-tech, innovative products, while also being able to quickly respond to feedback and market demand.

▶ Problem

Ensuring a stable food supply in today's world demands efficient and sustainable agricultural practices. Traditional machinery is highly inefficient, requiring large amounts of raw materials and fuel, resulting in significant CO₂ emissions. Tractor wheels damage approximately 5% of crops and compact the soil, reducing its long-term productivity and fertility.

Hydraulic atomization in current spraying equipment leads to a wide range of droplet sizes, affecting chemical application efficiency. Droplets smaller than 60 microns evaporate, while those larger than 300 microns fall to the soil, resulting in only about 50% of chemicals reaching their target. This inefficiency increases operational costs and environmental impact due to chemical overuse.

Furthermore, traditional spraying methods require 200 to 500 liters of water per hectare, leading to substantial water and chemical waste. This excessive resource use highlights the urgent need for more efficient agricultural solutions to ensure a stable and sustainable food supply.



▶ Target market

Our primary target market includes small-scale farmers, service provider agricultural businesses, and large-scale high-tech agricultural companies. Small-scale farmers benefit from our cost-effective solutions that minimize waste and maximize yield. Service providers can enhance their offerings with our advanced technology, while large-scale companies can integrate our solutions to optimize operations and reduce environmental impact.

We offer distinct advantages over competitors, including robust after-sales support, fast and flexible development, and technology specifically designed for European agricultural needs. These strengths ensure our solutions are effective, adaptable, and regionally tailored.

The market opportunity is substantial, driven by the growing demand for sustainable agricultural practices and the rapid expansion of the drone market. The global drone market was valued at USD 22.4 billion in 2022 and is projected to grow to USD 166.7 billion by 2031, with a CAGR of 25% during this period. Key players in the industry include DJI, XAG, but our focus on tailored European solutions and sustainable practices positions us uniquely to capture a significant share of this rapidly growing market.

▶ Solution

Our solution offers superior agricultural coverage through an optimized downward airflow, ensuring no damage to crops. Our advanced Controlled Droplet Application (CDA) spraying system dramatically increases efficiency by dripping water onto a fast-rotating disc. This innovative design allows for precise control of droplet size by adjusting the rotation per minute (RPM), resulting in even and targeted liquid distribution tailored to specific needs.

Our data-based treatment plan seamlessly integrates with all monitoring and smart farming software, enabling precision agriculture. This approach reduces water usage by up to 95% and chemical usage by 60%, significantly lowering environmental impact and operational costs. In a case study conducted in the organic vineyards of Tokaj, our system demonstrated remarkable improvements over traditional axial sprayers: 40% lower operating costs, 54% less pesticide use, 88% less water consumption, and an 82% reduction in CO2 emissions.

Similarly, our weed control solution for corn, when compared to conventional tractor sprayers, showed outstanding results: a 60% reduction in operating costs, 50% less pesticide usage, 96% less water consumption, and a 91% decrease in CO2 emissions. These case studies underscore the effectiveness and sustainability of our technology, highlighting its potential to revolutionize modern agriculture by enhancing efficiency and reducing environmental footprint.

▶ **Sales and marketing strategy**

Our marketing and sales strategy is designed to effectively showcase the benefits of our advanced agricultural technology and drive customer engagement. A key component of our approach is offering demonstrations to potential customers through our traveling pilot team. This hands-on experience allows farmers and agricultural businesses to see the immediate benefits and superior performance of our drones in real-world conditions.

We maintain a strong social media presence, sharing content based on the real-life use of our drones. By highlighting success stories, case studies, and customer testimonials, we aim to build trust and awareness among our target audience.

Additionally, we leverage the power of social media to engage with the farming community, answer questions, and provide updates on our latest innovations.

To further extend our reach, we actively participate in thematic exhibitions and industry events. These venues provide excellent opportunities to connect with potential customers, partners, and industry leaders. Additionally, organizing press days will allow us to showcase our technology to journalists and influencers, generating media coverage and enhancing our brand's visibility. Through these combined efforts, we aim to position our company as a leader in sustainable agricultural technology and drive significant growth in our market share.

▶ **Competition**

In the competitive landscape, we stand out as the only European drone manufacturer in the European Union offering such an advanced product portfolio tailored specifically to European agricultural needs. Our key competitors, DJI and XAG, have established strong global presences, but our offerings provide distinct advantages that position us uniquely in the market.

Firstly, our after-sales support is unmatched. We provide comprehensive and continuous assistance, ensuring our customers get the most out of their investment. This includes maintenance, troubleshooting, and regular updates, enhancing the longevity and efficiency of our products. Our solutions result in significantly lower operating costs, not only due to efficient resource usage but also because of cost-effective maintenance, reduced battery degradation, and affordable repair options. These factors contribute to making our technology more economical in the long run.

Moreover, our unique software and hardware solutions are specifically designed for European use cases. We understand the regional agricultural challenges and have developed technology that addresses these needs precisely. Our competitive pricing further adds to our attractiveness. We prioritize data security, ensuring that our customers' information is protected, a critical concern that sets us apart in an era where data breaches are increasingly common.



▶ Team

Our team is a powerhouse of expertise and innovation, driving our mission to revolutionize the agricultural drone industry. The ownership comprises Istvan Szekeres from MIB Invest Group, who brings decades of experience in business development and company building. Under his guidance, our strategic vision is clear and focused. ABZ Drone, the largest drone player in Hungary and a pioneer in industrial drones, adds immense value with its extensive industry knowledge and innovative approach.

We are also partnered with the University of Győr, providing us with an almost unlimited source of talent and expertise. This collaboration ensures that we are at the forefront of technological advancements and research in the drone industry. Leading our operations is Karoly Ludvigh, our CEO, who has more than 10 years of experience in the drone sector. His leadership and deep understanding of drone technology are instrumental in steering the company toward success.

Additionally, our team includes over 20 passionate drone enthusiasts who are dedicated to pushing the boundaries of what's possible in the industry. Their enthusiasm and innovative spirit fuel our ongoing projects and developments, ensuring we remain competitive and cutting-edge. Together, this diverse and skilled team positions us uniquely to lead and innovate in the agricultural drone market.

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