



6/8

CURRENT TRL
& TARGET TRL

CALVING TIME

IN BETWEEN CALVING TIME IS DECREASED

FEED INTAKE

OPTIMISED

WORK-LIFE BALANCE

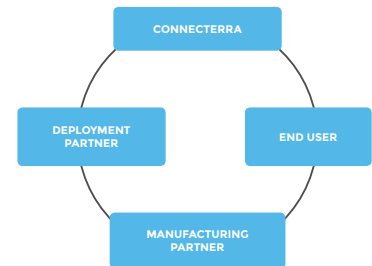
OF FARMER IMPROVED

COUNTRY

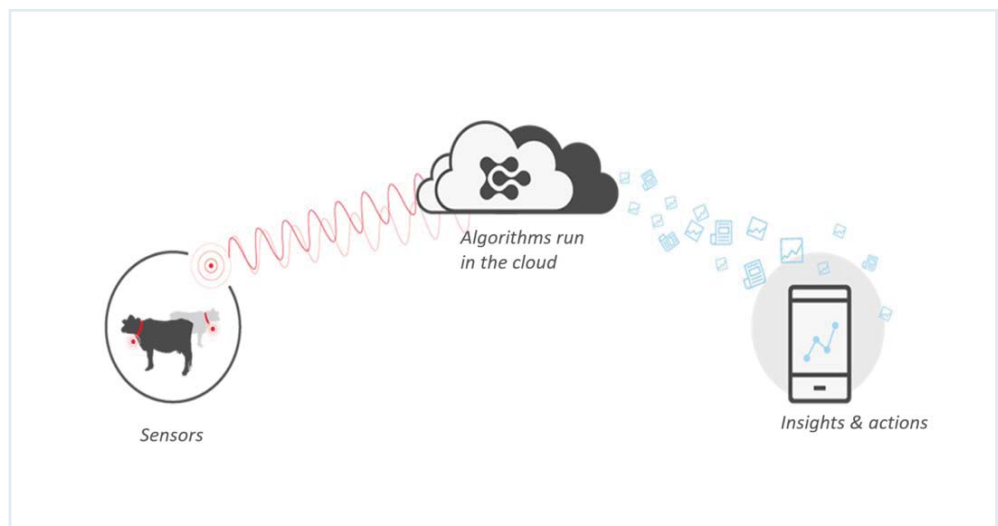


2.2 HAPPY COW

Technology adoption for IOT and sensor technology lags significantly because dairy farmers are not data analysts. We want to solve this issue by providing an Artificial Intelligence based agent that uses sensor data to predict issues and recommend solutions.



HOW IT WORKS



We learn the behavior of dairy cows using a sensor and artificial intelligence ("AI") algorithms. We can learn when a cow is eating, ruminating, drinking, walking, laying, standing or doing nothing. We then use our AI engine to predict issues with health and also recommend actions for a farmer to take on their mobile devices.

PARTNERS



THE IMPACT

OUR OBJECTIVES

Measure improvement in farm productivity by accurate prediction of health issues and clear recommendations to the farmer.

ON ECONOMY

- In between calving time is decreased
- Less cases of Rumen Acidosis
- Less cases of clinical milk fever
- Decrease amount of cows with lameness
- Optimise feed intake

SOCIAL IMPACT

- Improved work-life balance
- Improvement of farmer education.
- Hours per week spent observing dairy cows for heat and other diseases
- Improve farmer knowledge