

βalamis

Balam Ingenieria de Sistemas SL

New horizons in moisture detection

Roger Jové, CEO



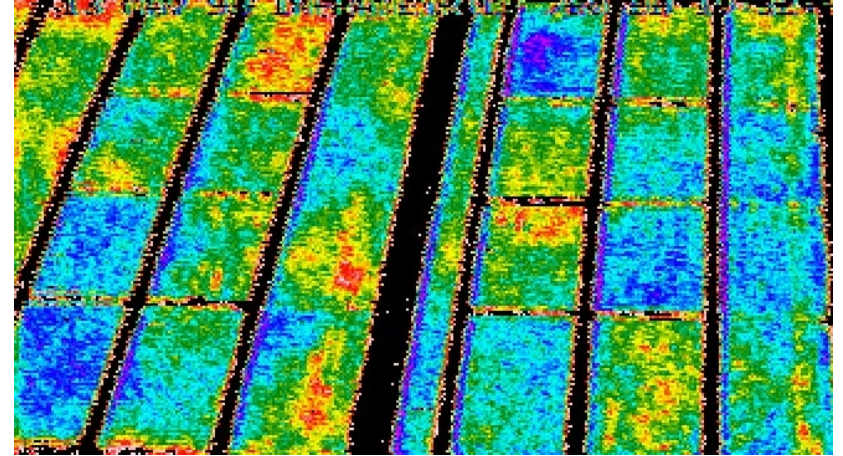


Types of soil moisture measurement techniques

Soil moisture probes

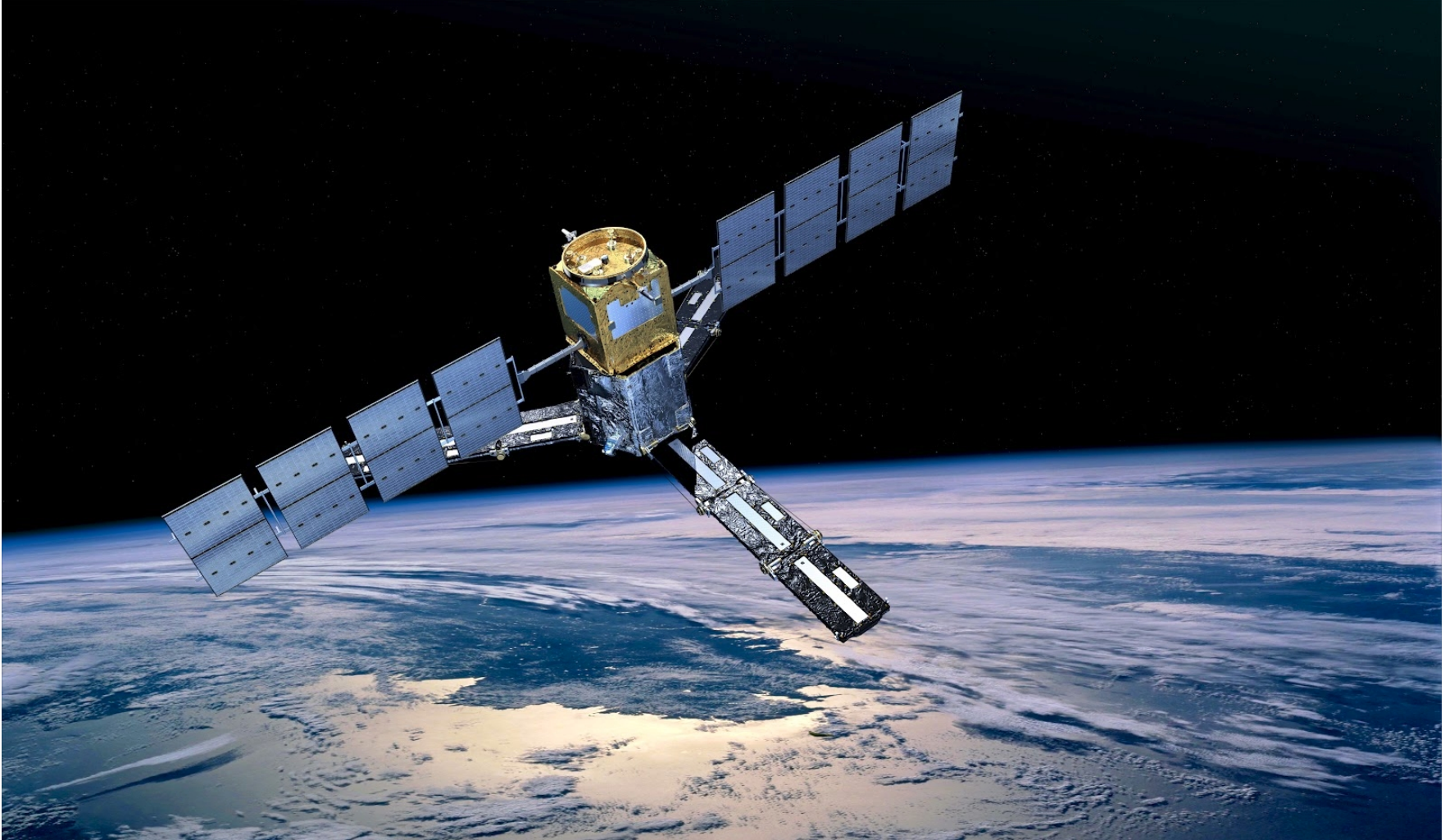


Airborne thermal imagery





ESA - Soil Moisture and Ocean Salinity Mission

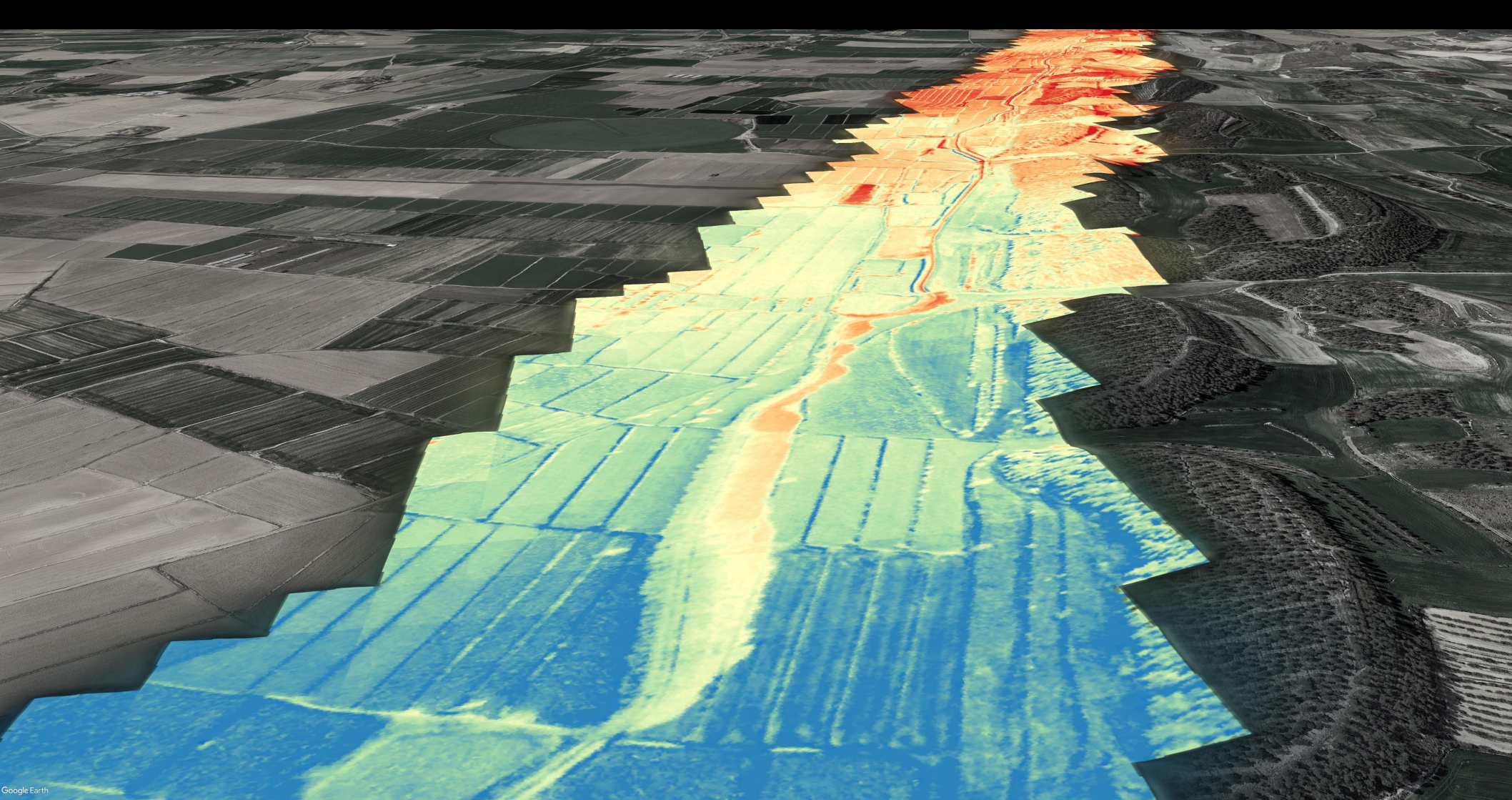


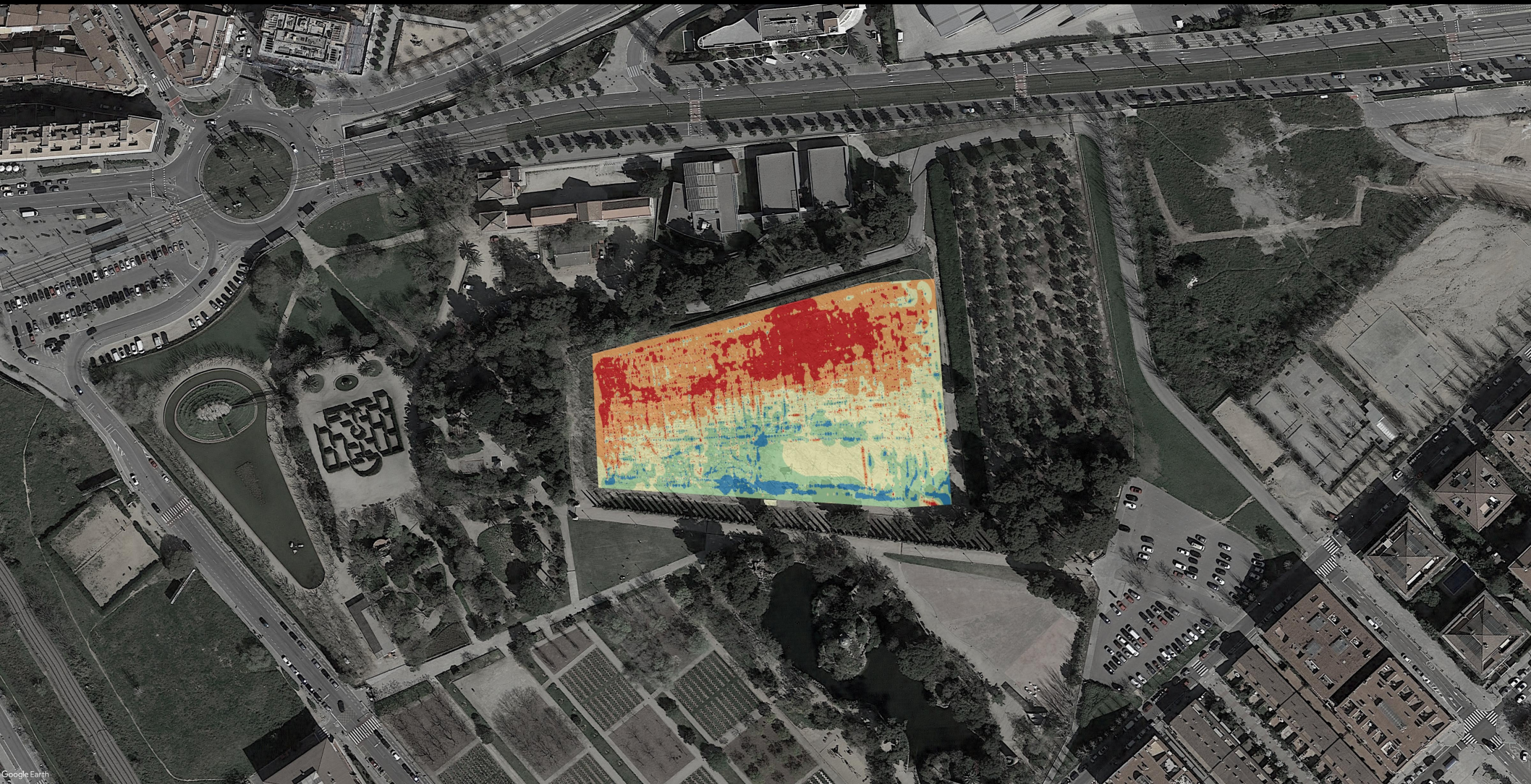


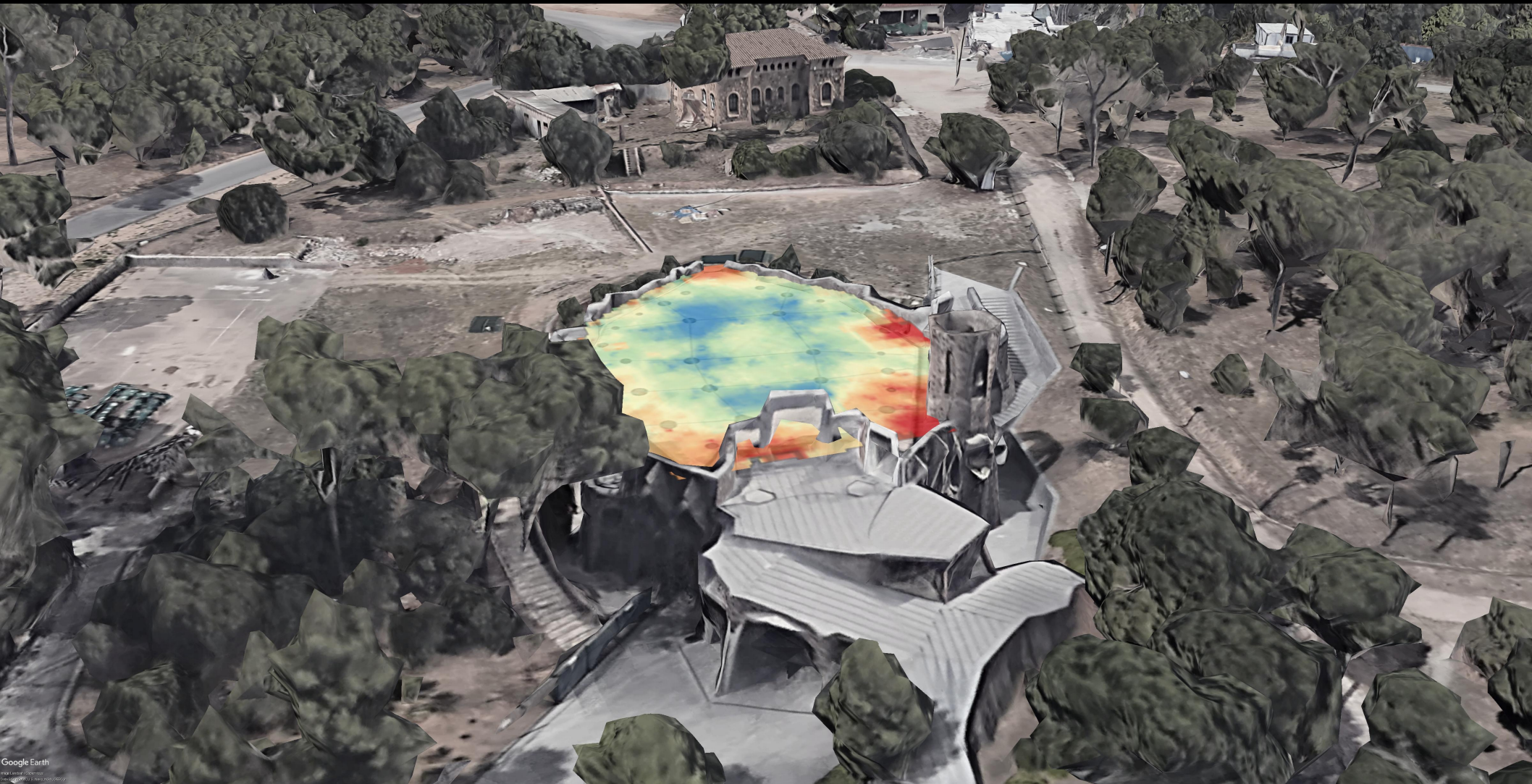
A new approach based on microwave remote sensing



Balamis ARIEL series L-band radiometer



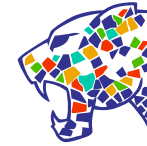
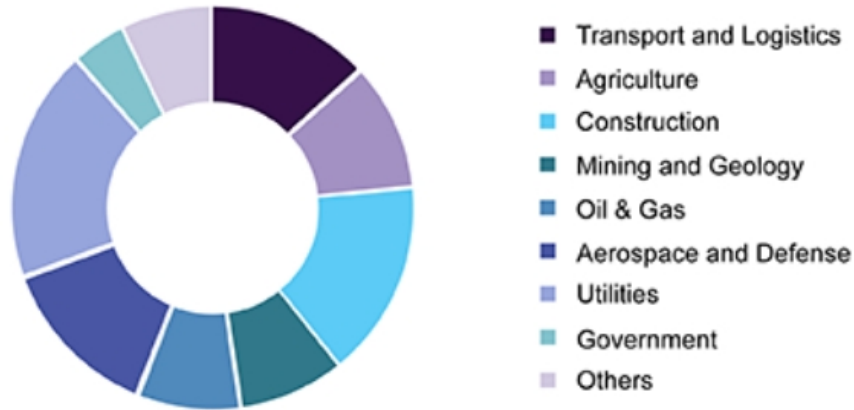






Geographic Information Systems, a 13.5% CAGR market

GIS market 23,500 M\$ by 2024



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- **Beachhead market: 128 M€**
2860 surveying companies
- **Adjacent market: 82.4 M€**
1833 research centers

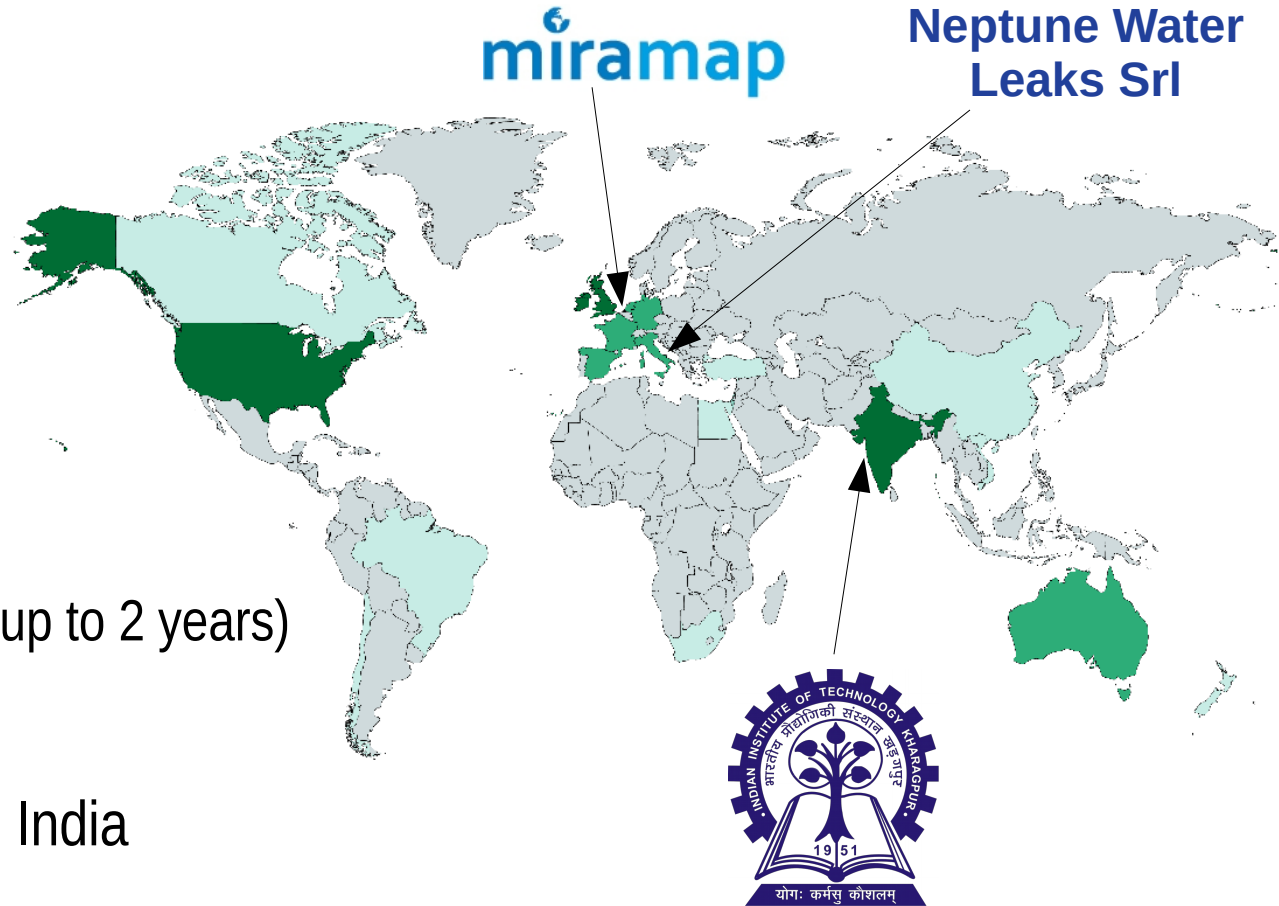


How and where?

- Surveying companies
Inbound marketing
Trial → **Rent** → Sale

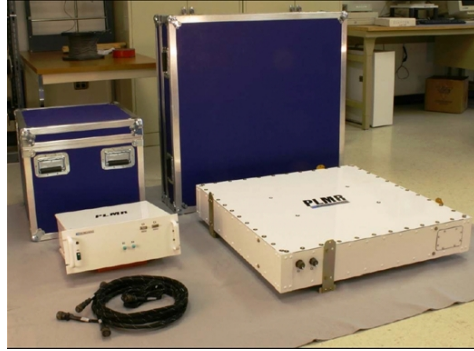
- Research centers
Scientific papers → **Sale**
Long purchase processes (up to 2 years)

- Negotiating with distributor in India





A cross-platform, modular, lightweight design



Prosensing (USA)

Black Swift Technology (USA)



Gamma Remote Sensing (SW)

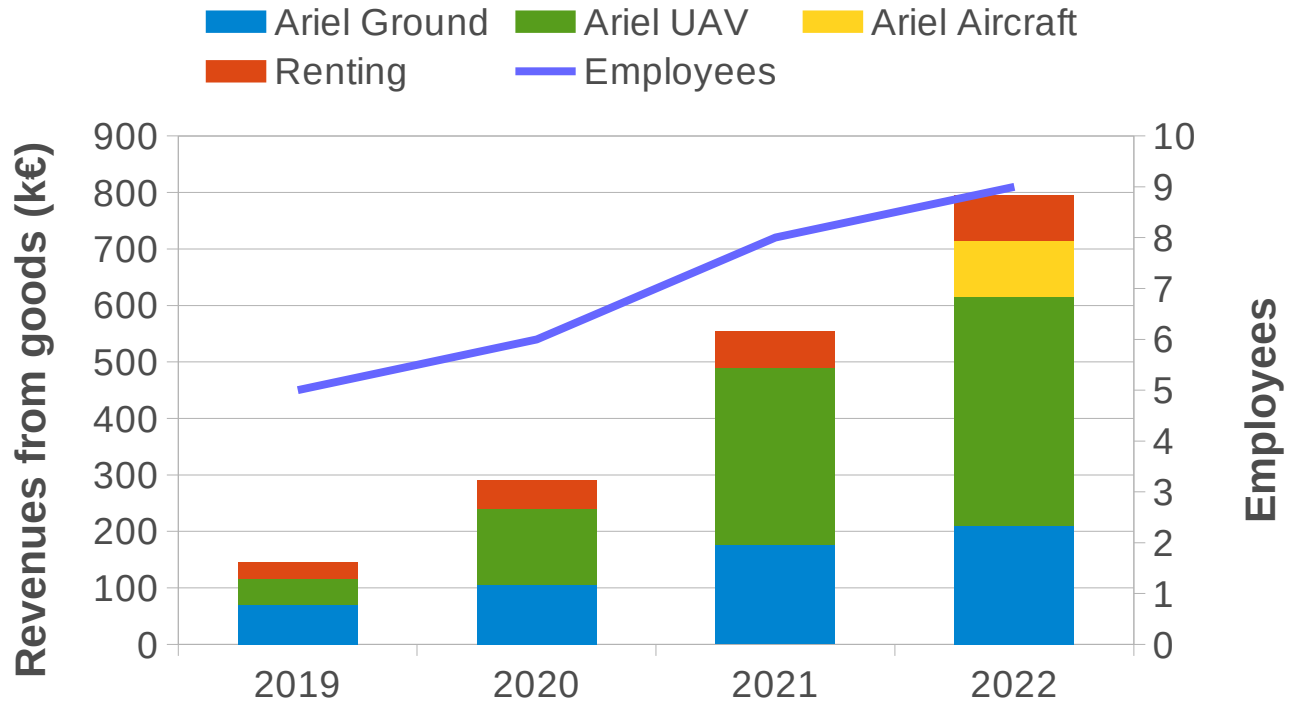
Skaha Remote Sensing (Ca)





790 k€ revenues by 2022

- 58% Gross margin
- Sensor production: 8 k€
- COCA: 10 k€





Team



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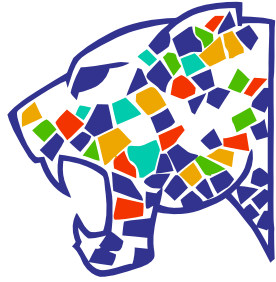
Erica Ortega,
Business Admin. MSc.
CBO





Why do we need 250k€ investment?

- MVP developed, first sales achieved. Generate minimum stock for renting.
- Support communication and marketing campaign
- CDTI Neotec, up to 60 k€ pending (Nov' 19)
- ENISA Jovenes Emprendedores (31/10/2019) → **Towards ENISA Expansión!**



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Thank you!!!

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