Customer Needs

- Quality ➔ Grape homogeneity (winemaker)
- Real-time Vineyard management: yield, plant water status, fruit composition (owner)
Market Opportunity

- **Focus:** Ultra & Super Premium Segments
- **Industry Trends**
  - Premium market: fastest growing segment
  - Luxury market: driven by gurus
- **Winery need to differentiate their products**

The Approach

- **Discontinuous, destructive method.**
  Once per week, 6-8 times before harvest, starting end of August.
- **Continuous, non-destructive method.**
  Starting in June finishing at harvest

- **Water Stress**
- **Micro-climate**
- **Fruit Composition**
Sap Flow: How it works

Daily water transpired
2.7 mm
Sap Flow: How it works

The Sensor Roadmap

**Phase 1: Sap Flow Sensor**
- Already deployed in vineyards

**Phase 2: Micro-climate Sensors**
- Testing phase in France

**Phase 3: Chemical Sensor**
- Patent protected
- Wireless
- Powerless
Integrated business

- Web-Application
- Database Management
- Wireless Communication
- Sensor Technology

Milestones

- June 07: 39K€ in France
- Oct – Nov 07: Pitch to wineries in Napa
- Dec 07:
  - Incorporation
  - Dynamax
- Feb – Mar 08: 3 customers signed
- May 08: deployment in Napa and Spain
- Nov 08: pilot test in Chile