

**HORSANO**<sup>®</sup>  
WE KNOW HOW YOU CARE

Pitch deck

**Problem**

# ORIANITA

1994-2008 [\*]

---

Adam Siedlaczek Horsano  
founder lost his mare  
Orient due to colic which  
was detected too late.





# TOTILAS

2000-2020[\*]

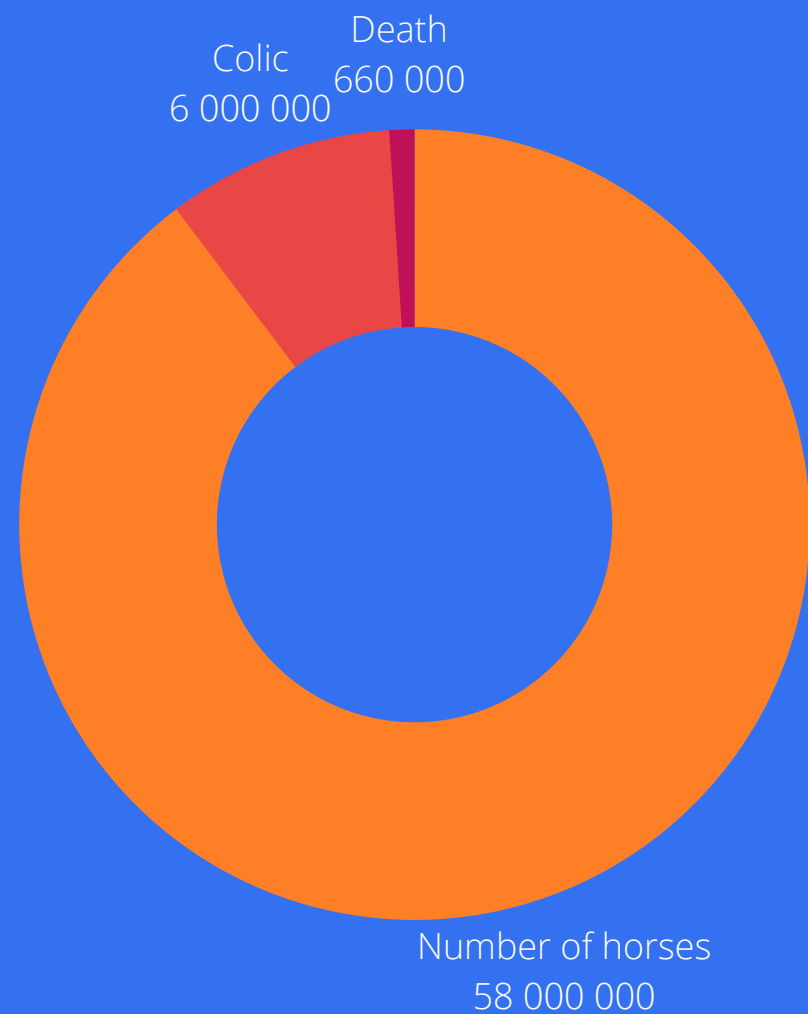
One of the most expensive horses in the world - **EUR 10 million** - died because of colic.



# COLIC MORTALITY



Only this year\*:



Only in this year as many horses in the world suffer from colic as there are in Europe.

\*Prevalence and Cost of Colic Cases in Sport Horses in Turkey/International Journal of Veterinary and Animal Research/ April 05, 2020



# PROBLEM

---

Due to equine colic and comorbidities diseases, the market loses about **\$ 1 billion** a year.

\*[https://www.researchgate.net/publication/331234705\\_GlobalHorse\\_statistics\\_internal\\_02\\_2019](https://www.researchgate.net/publication/331234705_GlobalHorse_statistics_internal_02_2019)





# COLIC

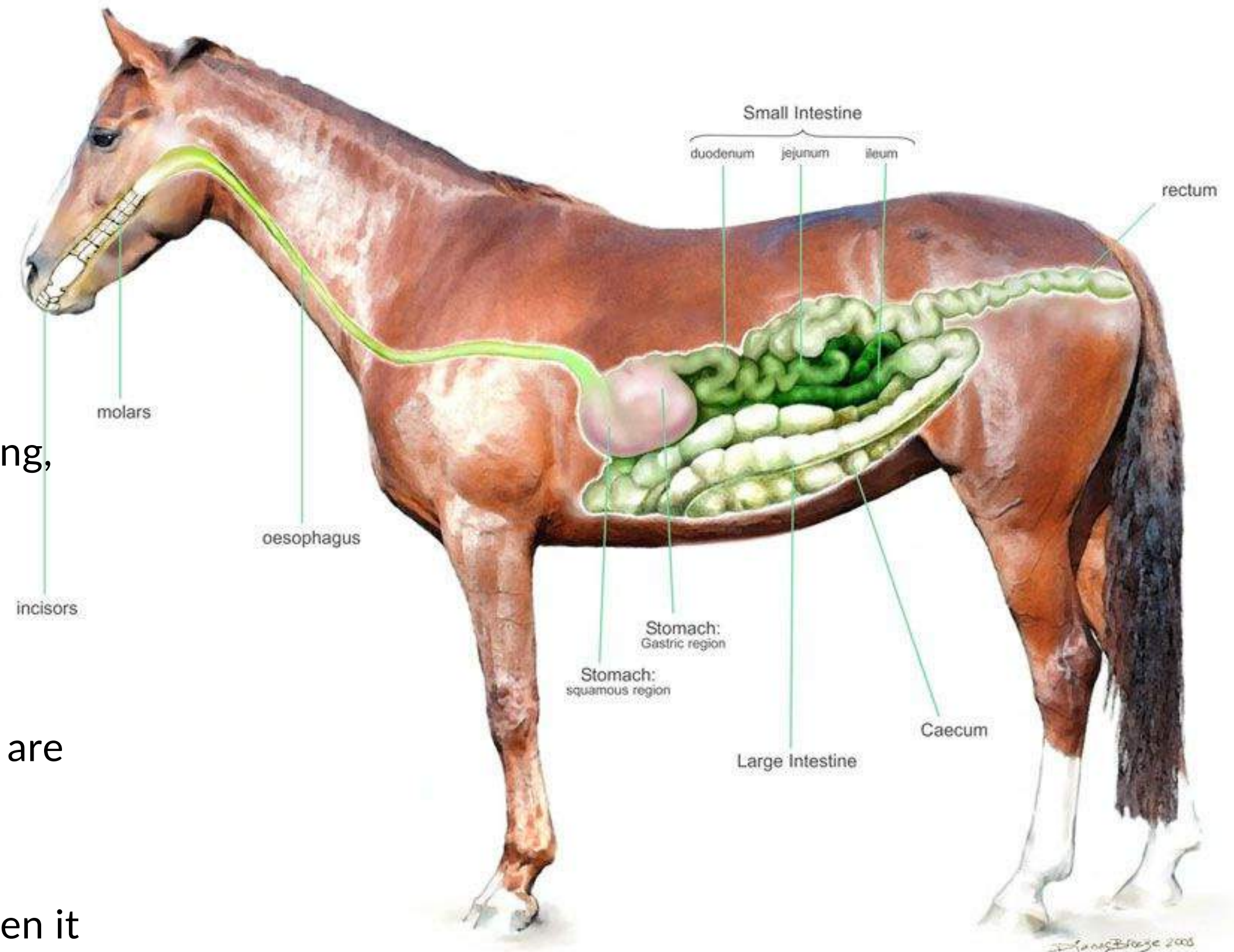
## INTESTINAL TORSION

Symptoms include sweating, higher heart rate, increased mobility, lack of appetite, apathy, rolling, lying down.

The current methods of diagnosis require the presence of a qualified horse caretaker.

The first hours from the onset of the symptoms are crucial in the diagnosis.

Unfortunately, much of the colic is detected when it is too late, and surgery remains the only option.



**Solution**





+



+



### Monitoring device

You put it on your horse

### Dedicated application + alerts

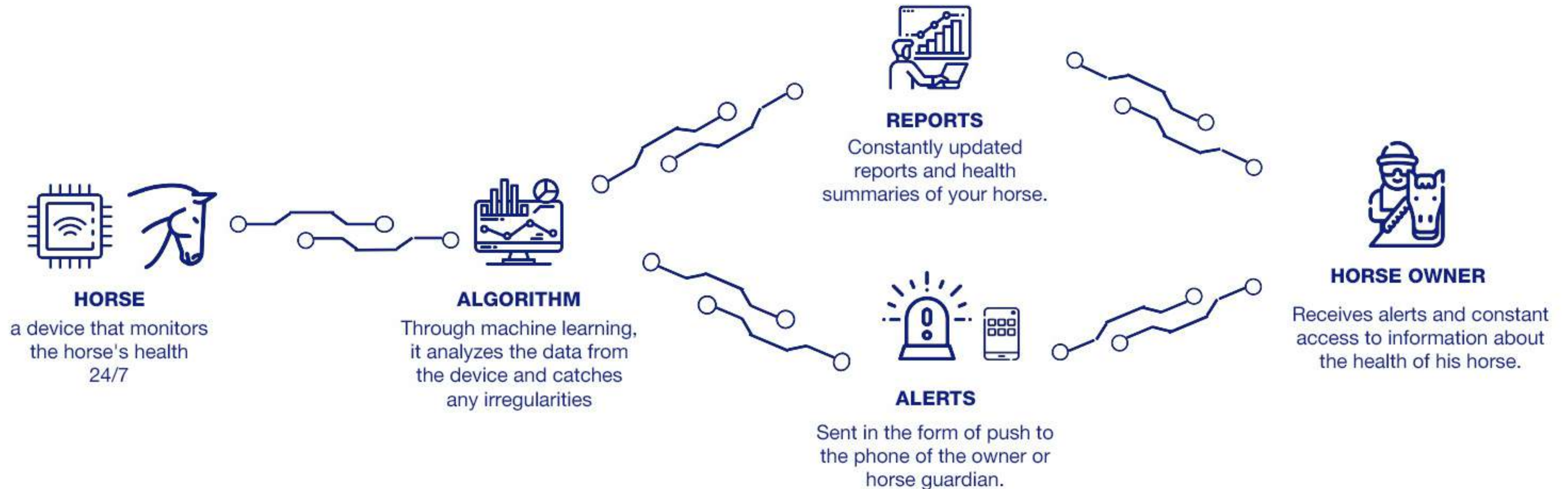
It allows for insight the vital signs of the horse

### I-Vet

It allows for quick and direct contact with a veterinarian

# HOW IT WORKS?

---





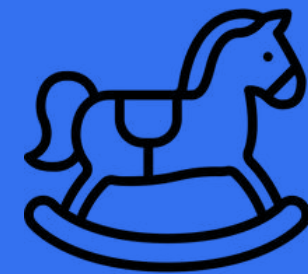
# What else Horsano will help with?



Respiratory system  
diseases



Digestive system  
diseases



Horse pregnancy  
monitoring



Post-operative care

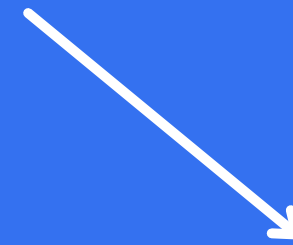


Monitoring during  
transport



Horse management

# i-VET



## Consultation by phone

Direct / telephone consultation  
with a veterinarian



## Contact to the nearest vet

Social module to find a vet in your area



**Market**

**Customer segments**

**Value Propositions**

# EUROPEAN MARKET

We have about **6 million horses** in Europe, and about **14 million people** ride horses.





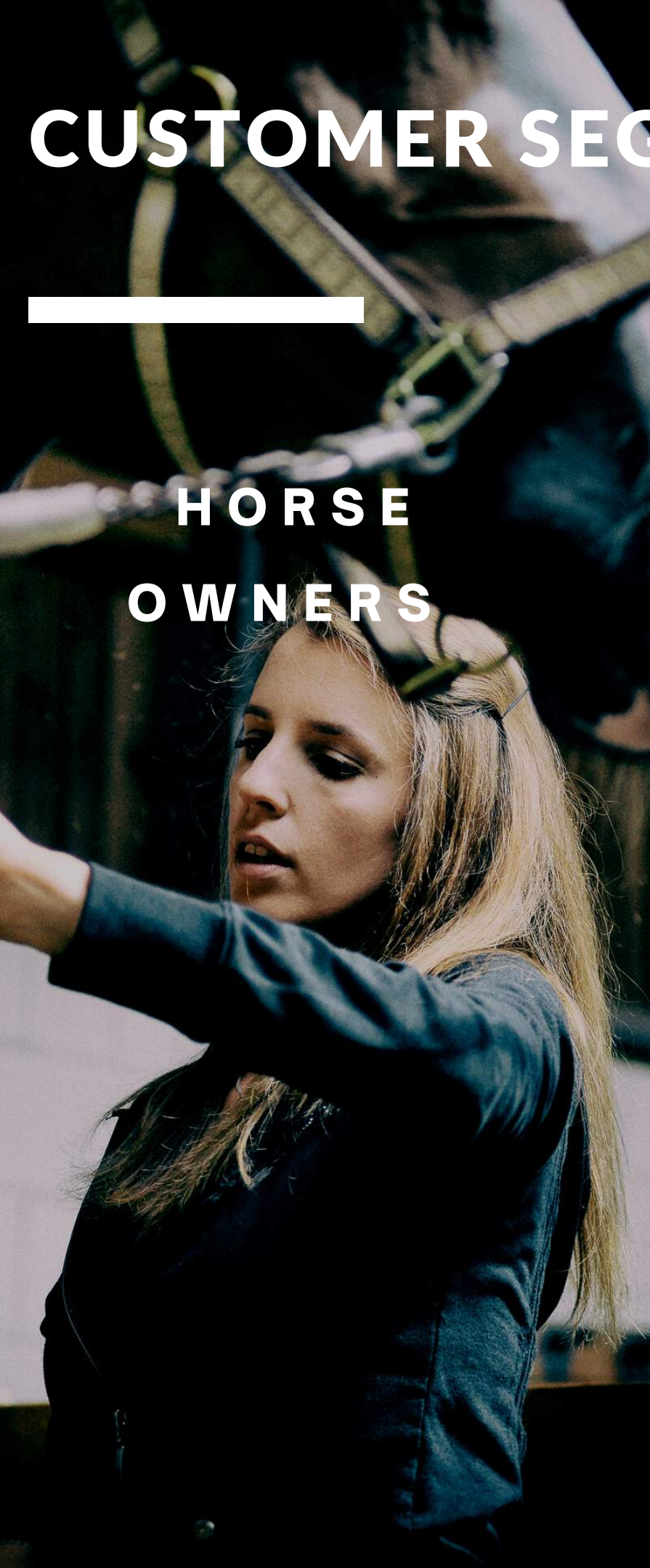


# EMERGING MARKET

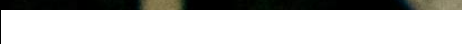
---

The horse market has been an analogue market so far, but young generation of riders opens it up to new technologies and solutions helping to keep the horse healthy and in condition.





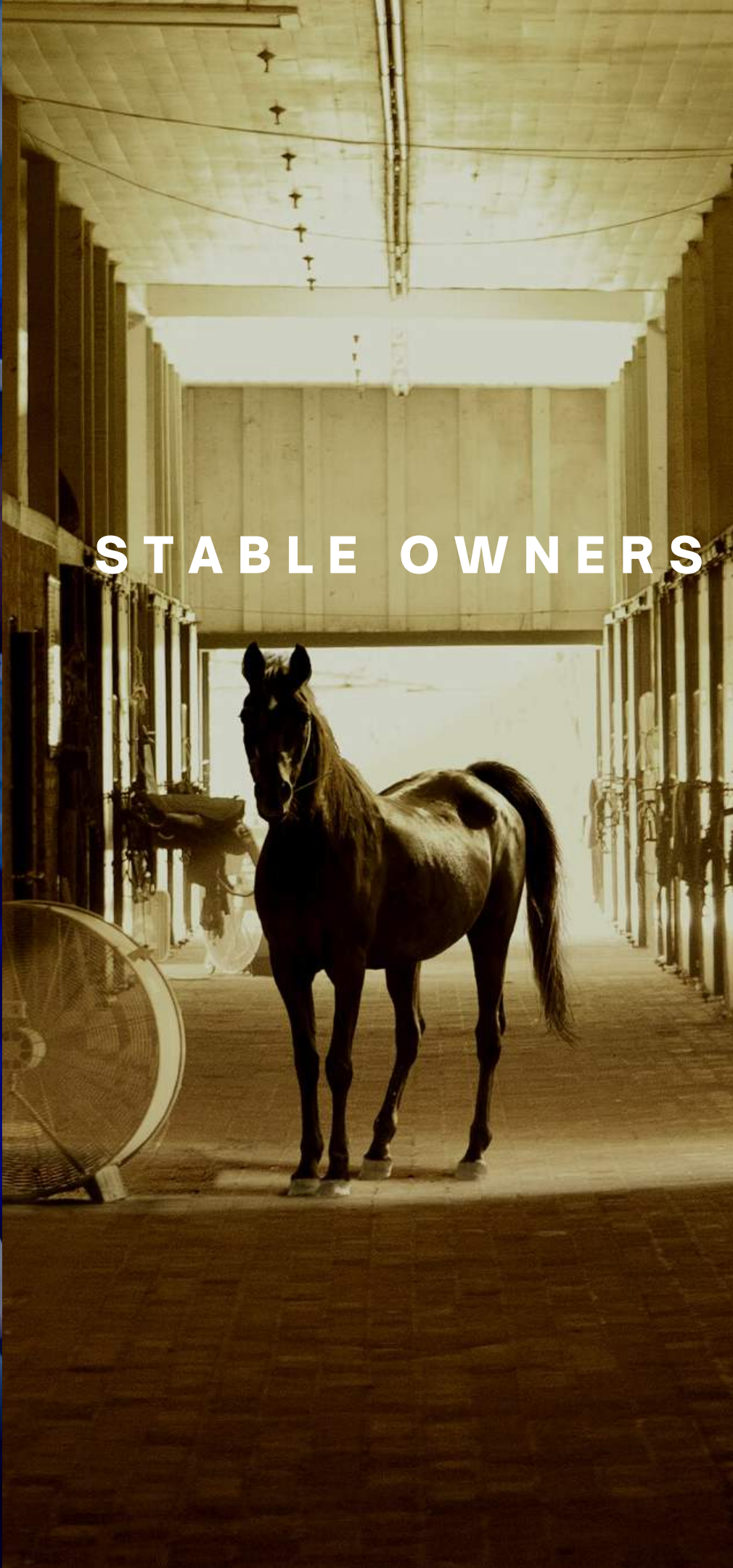
# CUSTOMER SEGMENTS



**HORSE  
OWNERS**



**VETERINARY AND  
VETERINARY CLINICS**



**STABLE OWNERS**



**BREEDERS**



# CUSTOMER SEGMENTS

---



COACH



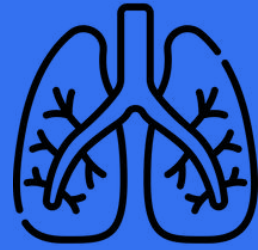
TRADERS



INSURERS



# VALUE PROPOSITIONS



Horse health  
monitoring 24/7



Quick disease  
detection



Health Alerts



i-Vet modul



10- times lower costs of  
treatment



Health reports



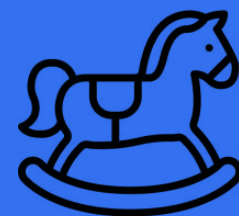
11- fold reduction in  
the time of diagnosis  
of the disease



Monitoring during  
transport



Horse management



Pregnancy monitoring

Team  
Traction  
Competition



# TEAM



**Szymon Serej**

**CEO/ CMO**

Founder, entrepreneur and designer, associated with marketing, design and new technologies.



**Adam Siedlaczek**

**COO/ CFO**

Founder, entrepreneur, project manager, coordinator implementing a research and development project, rider and former member of the Polish representation in equestrianism.



**Wojciech Bartoszek**

**CTO**

Co-founder, entrepreneur, programmer, team leader with 12 years of experience in designing and programming web applications. IoT and smart homes enthusiast.



**Paweł Gaszka**

**CIO**

Co-founder, embedded systems developer with 10 years of experience. Work on software for industrial, telecommunications, alarm devices, household appliances, IOT systems.

# TEAM



**Artur Niedźwiedź**

phd. Veterinarian

Rector of the veterinary  
department of the University of  
Life Sciences in Wrocław



**Dorota Kabała**

Designer

She specializes in designing for  
sports industries and the athletes  
themselves. She runs the studio  
We Design.



# TIME LINE

The first tests of the hypotheses



MVP tests on horse



Another MVP



11.2019

04.2020

06.2020

12.2020

04.2021

05.2021

The beginning of activity

Completing the team



Acceleration with EIT Venture Program





Cooperation with the University of Life Sciences in Wrocław in the field of clinical trials.



InSilesia - Investment SFR Awards competition



Entering the Polish market

06.2021

08.2021

09.2021

10.2022

We are here  
01.2022

04.2023

08.2023

Acceleration in Unicorn Hub

Acceleration in Mazovian Startup

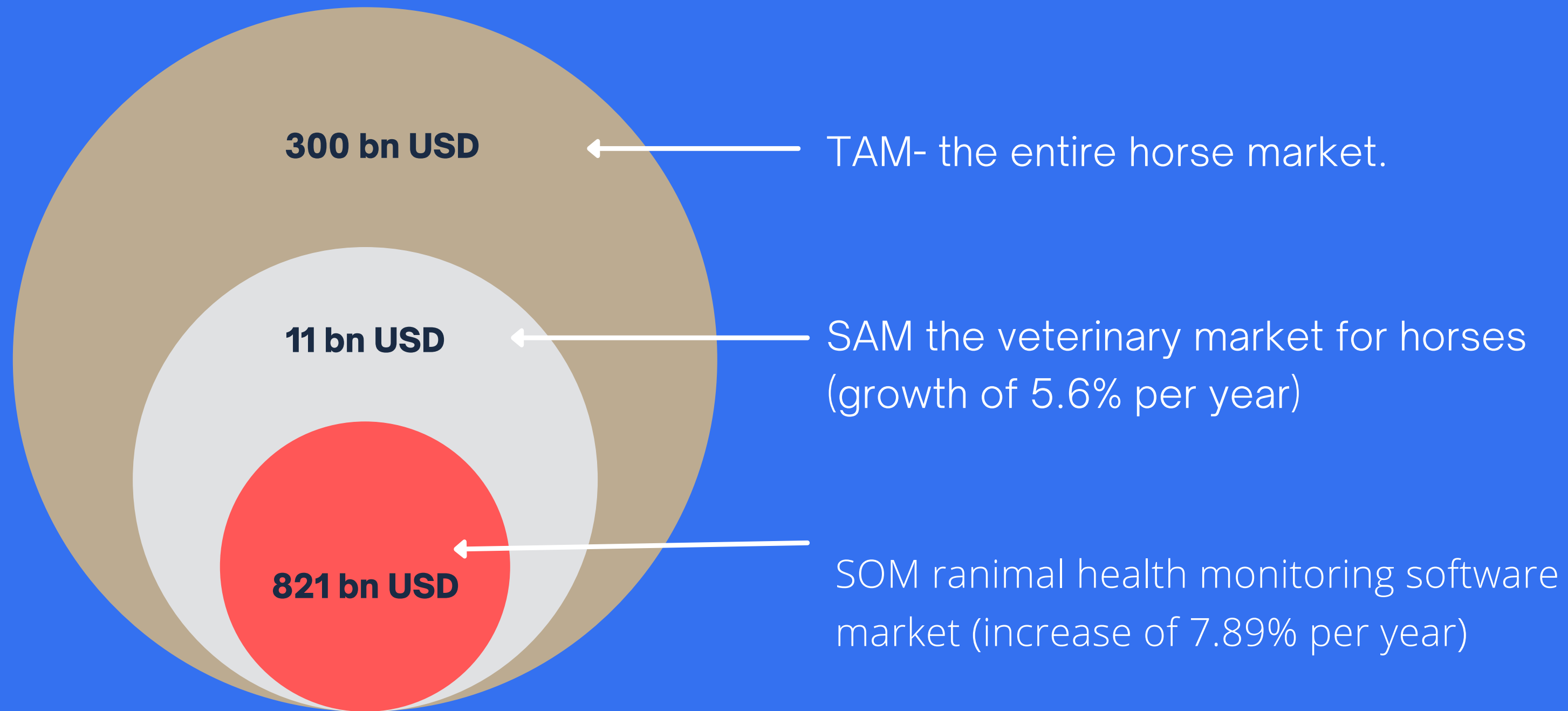
Horsano's first tests in a  
veterinary clinic

Entering the markets of  
Germany / Czech Republic /  
Slovakia / Austria



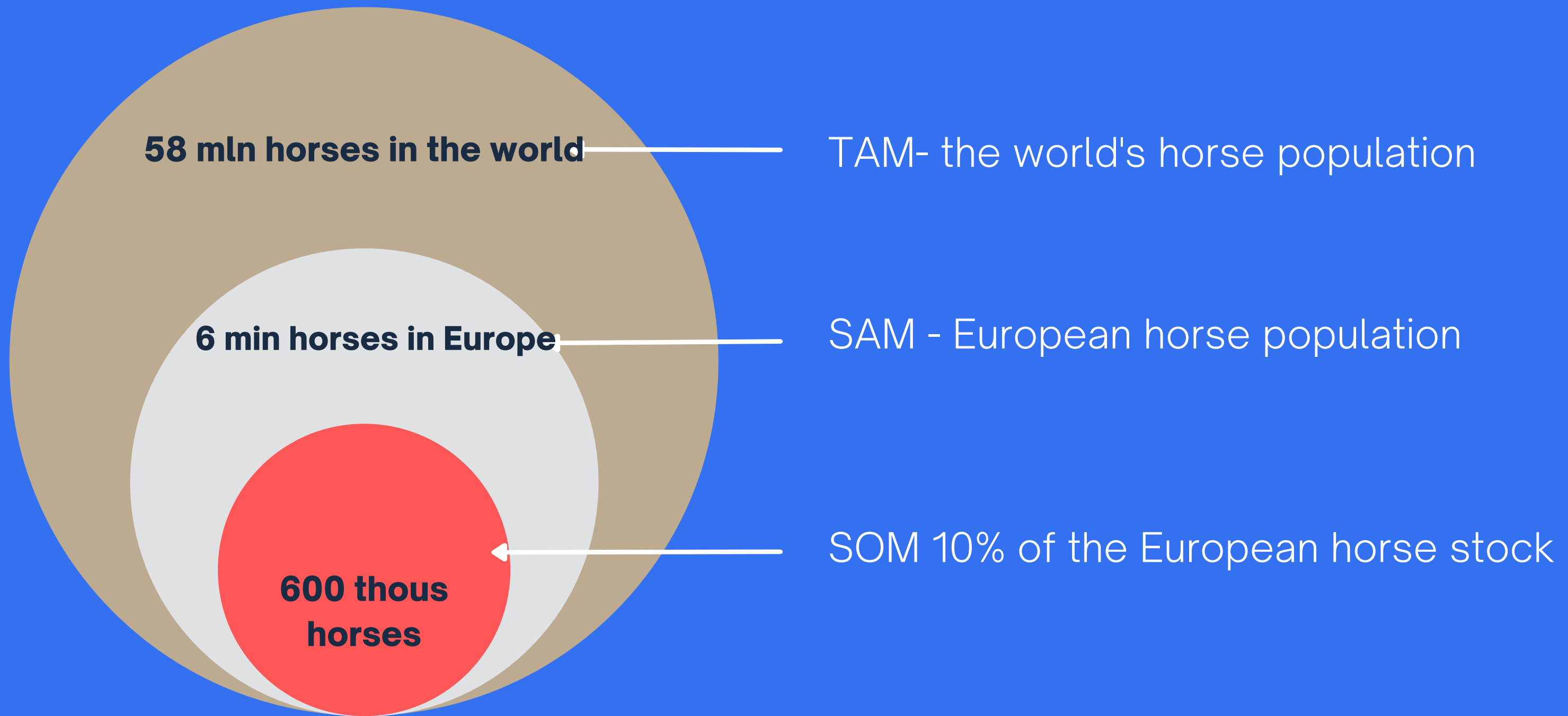
# Finances

**The animal health monitoring market is a young market with an annual growth (at the level of) of 7.89%.**





# NUMBER OF POTENTIAL MEASUREMENTS / SUBSCRIPTIONS



# What do we need?

450 000 EUR

**We have invested**

80 000 EUR

**We acquired**

15 000 EUR

**We get grant**

220 000 EUR

We need funds to complete the MVP and algorithm design.

Optimization of the device and production of the first series.

Building a team, low-volume production and commercialization.

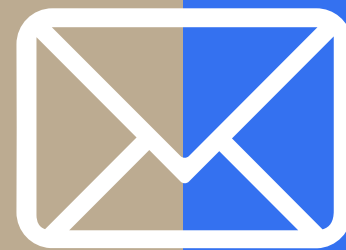


# Contact



Phone

+48 721 099 066



MAIL

[szymon@realtimecare.tech](mailto:szymon@realtimecare.tech)



[horsano.com](http://horsano.com)