



**THE WORLD'S FIRST CONTACTLESS SYSTEM OF  
DETECTING HEALTH AND BEHAVIOURAL  
DYSFUNCTIONS IN HORSES**

Green Meadow Technologies LTD

# PROBLEM

## Equine everyday problems

Source: *Equine Research Coordination Group (ERCG)*

Horses often die due to health disorders like colic when it is **discovered too late**.

Horses after surgery or injury need **special care and monitoring 24/7**, which can be very fatiguing and time-consuming.

Trainers and owners need **reliable real-time and historical data** about their horses' condition before and after training to minimise injuries and optimise training.

Many problems during foaling can be handled easily if they are **noticed in time**.

Current generation of on-market **contact devices** usually harm, **irritate skin** or **disturb** the horse and often cause injuries and allergic reaction.

**Early diagnosis frequently catches issues before they become too serious**

**1,000,000**

**Thoroughbred horses die every year due to colic in the U.S.**

**\$1,000,000,000**

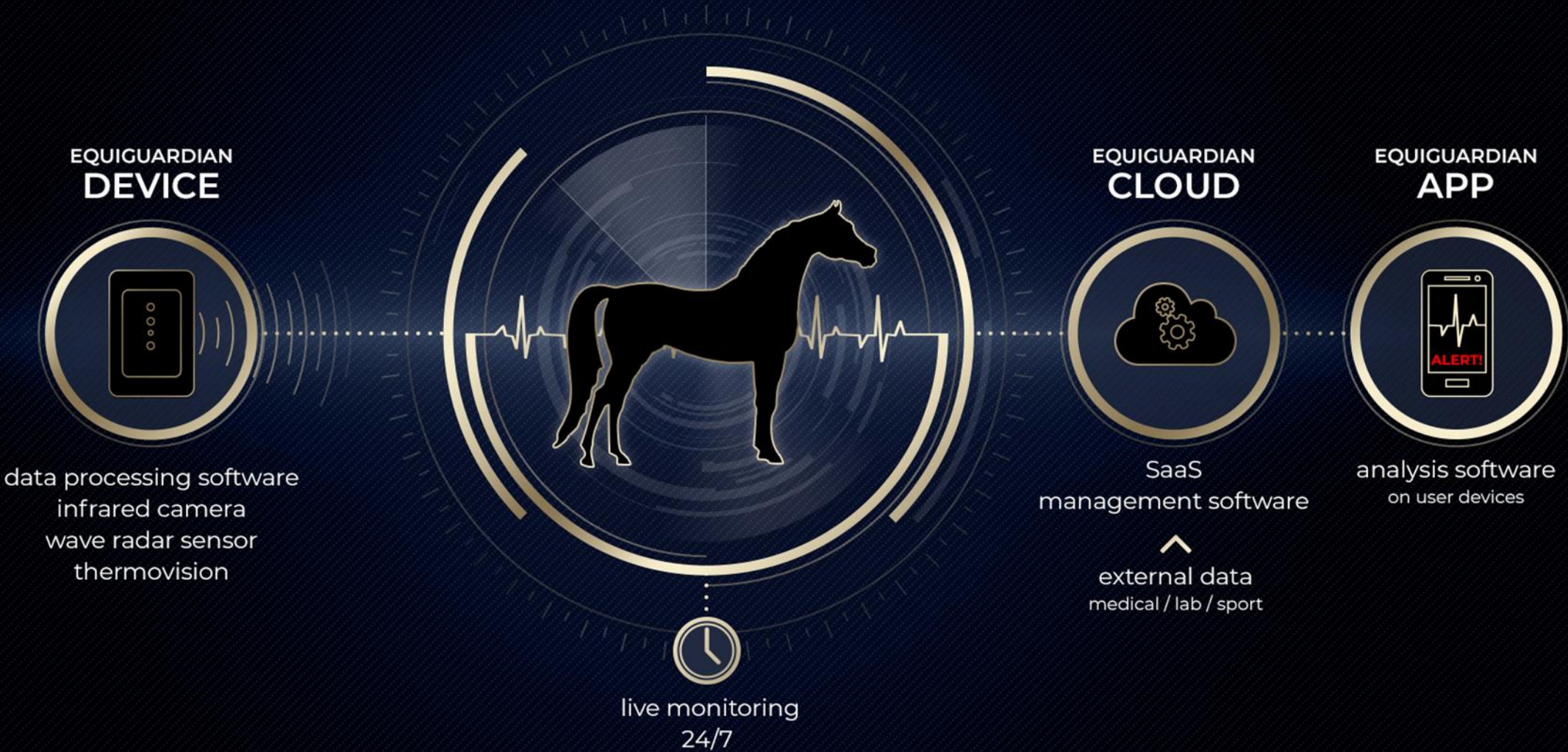
**Total annual cost incurred for the injuries in the U.S.**

**\$12,000,000**

**The price of the horse named Totilas who died of colic in 2020**

# SOLUTION – EquiGuardian Prime system components

EquiGuardian acts as an early warning system



# SOLUTION – EquiGuardian records

It will inform you at the very first sign of equine danger



HEART RATE



RESPIRATION



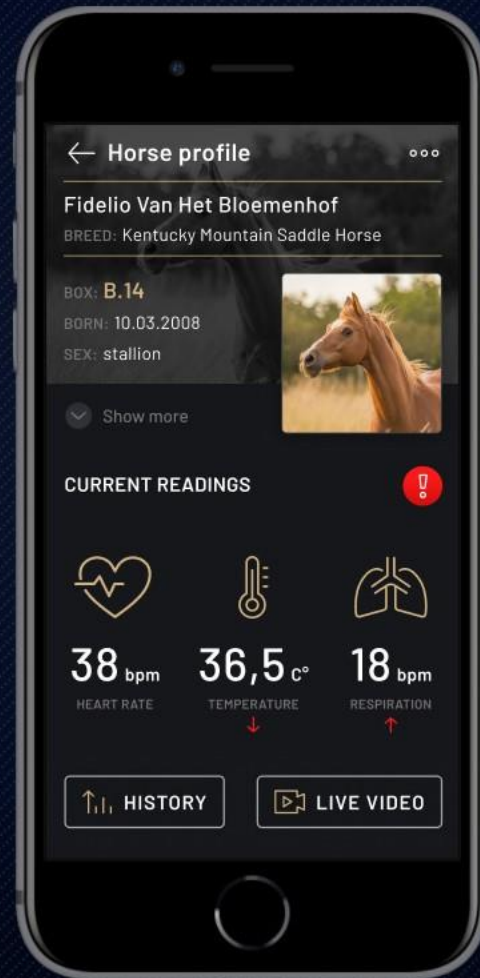
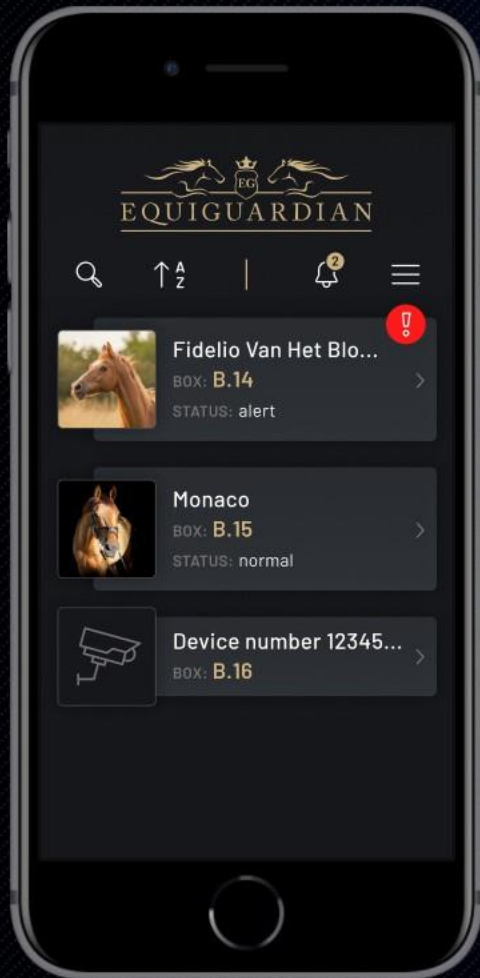
VISION



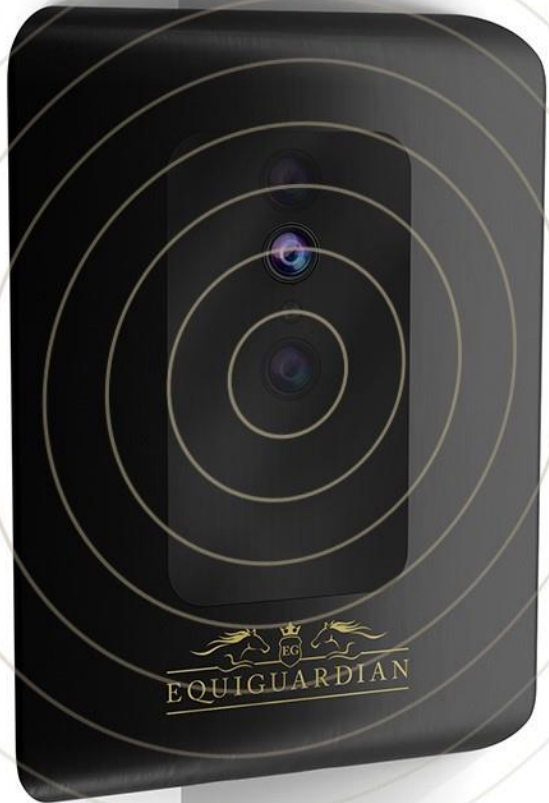
THERMOVISION

# SOLUTION – EquiGuardian Prime system App

Equiguardian is invaluable for safely monitoring horses when they are left unattended



# UNIQUE SELLING PROPOSITION



## CONTACTLESS TECHNOLOGY

Our technology requires no sensors attached to your horse.

You obtain a revolutionary 24/7 in-the-box surveillance of your horse.



# THE TARGET MARKET SEGMENTS

EquiGuardian is design for all horse lovers



VETS



OWNERS



TRAINERS



BREEDERS

## UNIQUE VALUE PROPOSITION

Thanks to **remote** and **continuous surveillance**, your horse is neither harmed nor disturbed, and is safe and well looked after - even at night or when you are miles away.

EquiGuardian gives you time to react before the emergency arises !!!





# FEATURES

## EquiGuardian Prime system



### Contactless technology

Nothing must be attached to your horse or any equipment



### Alerting

You will get an alarm notification if any health problems occur



### Continuous measurement

24/7 in-the-box surveillance of your horse



### Live monitoring

Your horse's vital parameters are live monitored along with a video view of the stable box



### Data processing

You can decide how your data is processed and you can enforce access control to all your data



### High usability

User friendly application



### Training boost

Additional training support with all current and historical data



### Licencing

SaaS flexible model



### Health database

You can access your horse's health status, live monitored, or from the historical database



### Data Security

Data is stored in encrypted format and unauthorised users are unable to access it

# COMPETITIVE ADVANTAGES



**First to the market with  
contactless technology**






**Experienced veterinary,  
business and R&D team**



**Very strong relationship  
with key clients**

# SALES

## Sales Pipeline

- |   |  |
|---|--|
|  <b>Royal Stables, Bahrain</b>                 |  <b>Al. Khaledija Stables, Saudi Arabia</b> |
|  <b>Godolfin Racing Stables, UAE</b>           |  <b>Oiwake Farm, Japan</b>                  |
|  <b>F3 Royal Stables, UAE</b>                  |  <b>Shadai Farm, Japan</b>                  |
|  <b>Meydan Race Course Hospital, UAE</b>       |  <b>New Market Equine Hospital, UK</b>      |
|  <b>Equine Hospital, Kuwait</b>                |  <b>National Stud, Germany</b>              |
|  <b>Sultan Haitham bin Tarik al-Said, Oman</b> |  <b>Jonathan Roulston, UK</b>               |
|  <b>Simone Blum, Germany</b>                  |  <b>Shaika All Majasa, Qatar</b>           |
|  <b>Godolfin Stables, USA</b>                |  <b>Hans Schmid, Sascotec, Germany</b>    |
|  <b>Meydan Race Course Hospital, UAE</b>     |  <b>Domaine de Chantilly, France</b>      |

# SALES

## Distribution network



BEST Equine GmbH  
Stephan Schelldorf, Germany



Ośrodek Jeździecki Zbrosławice  
Marcin Jońca, Poland



Lieven Hendrickx  
Lieven Hendrickx, Belgium



Equestrian Service International  
USA



A Cheval  
Steven Leon, France



Premier Equestrian  
Sherry Thompson, USA



EBM Trading Japan KK  
Hiroyuki Echigo, Japan



21stcenturyhorse  
Jamie Bennett, UK



Horse Gym  
Armin Fürnrohr, Australia



Röwer&Rüb GmbH  
Lars Cordes, Germany



Footingsolutions  
USA



Weidezaunprofi  
Ralf Renner, Germany

# MANAGEMENT TEAM



## **Agnieszka Mnich-Kujawa, CEO, Director**

CEO in EquiGuardian project. Responsible for new business development and marketing in technology company. She graduated from University of Silesia and Elite College in London. She has practical experience in following up new business opportunities. She worked for HH Sheikh Nasser bin Hamad Al. Khalifa and his Royal Endurance Team of Bahrain as an Event Coordinator and for the Athenaeum Hotel in Mayfair, London as a Key Account Manager Assistant.



## **Jacek Lach PhD, Director**

Technical Architect of the EquiGuardian system. He obtained his MSc degree in Computer Science where he also researched his PhD, focusing on network security studying cryptography. His extensive experience in creating Linux dedicated embedded systems solutions is supported by years of practical experience in implementing a number of important projects on a market. He conducted research on the application of UWB radars in the diagnosis of living organisms.



## **Belinda Hitzler, CSO**

CSO of the EquiGuardian system. Having 20 years of experience in Equine Industry. Horse trainer, rider, breeder and an entrepreneur in the Equine domain. Since 2000 member of the German National Endurance Team. She sells horses and high-class training facilities for horses. She developed a unique high-altitude centre for horses and unique high-level horse supplements. She has got a worldwide network of equine customers. She also organises national FEI endurance races.



## **Dr Piotr Szpotański, Chief Veterinarian**

Chief Veterinarian of the EquiGuardian system. He is Federation Equestre Internationale 4 Stars Event (FEI 4\*) Vet and the Polish Equine Federation Vet. Owner of a Veterinary clinic in Poland. He was appointed to the veterinary committee among others World Endurance Championship in UAE, World Endurance Championship in Bahrain and World Endurance Championship in Euston Park. He was also the Polish Junior Champion in Eventing Competition.

# VETERINARY ADVISORS

The EquiGuardian system is developed under the strict control of veterinary experts



## Dr. Vet. Med. Juliette Mallison, MA. Vet. MB, MRCVS

Chief Veterinary Advisor of the EquiGuardian system. Has 50 years experience in endurance competitions as a national (German) and international (FEI) veterinarian, judge TD, steward and ride organiser. She studied Veterinary Medicine and Biochemistry at Cambridge University (Girton College) and she did her doctorate at the Veterinary school in Giessen in Germany. She is also a member of the Royal College of Veterinary Surgeons (MRCVS). Rider since the age of 5. She owned a general horse practice in Göttingen for 25 years. President of the German Endurance Riding and Driving Society (VDD) from 1995-2011. Still very active regarding equestrian sport and the health of sport horses.

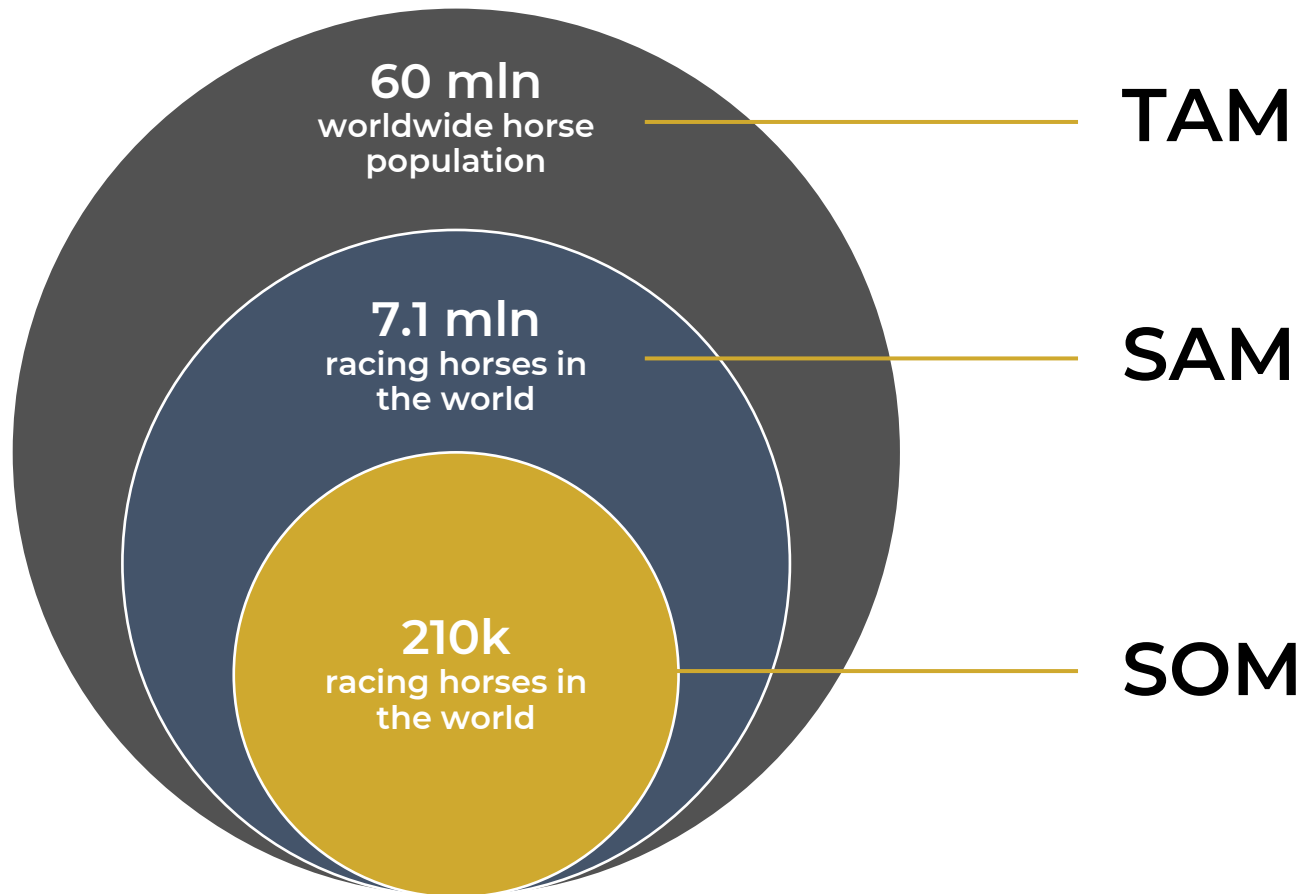


### PFERDEKLINIK IN PARSDORF

One of the largest horse clinics in the Munich area, using high technology and expert knowledge in the daily treatment of horses, especially those being in the intensive care unit.

# ANALYSIS OF THE HORSERACING SECTOR

Source: Market reports



**\$300 bn**

The global value of the  
equine industry

**\$863 m**

The level that the global  
equine healthcare market  
will reach in 2025

**\$22,6 bn**

The level that the global  
equine healthcare products  
market will reach by 2027

# FINANCIAL ASSUMPTIONS

This monetary forecast relates to sales of the EquiGuardian Prime product

## KPI

Sales	FY2022	FY2023	FY2024	FY2025
No. of devices sold	100	360	1110	1760
No. of running licences	100	460	1570	3330
Revenues	431k EUR	1 624k EUR	5 077k EUR	8 460k EUR
EBITDA	61k EUR	186k EUR	2 321k EUR	5 948k EUR

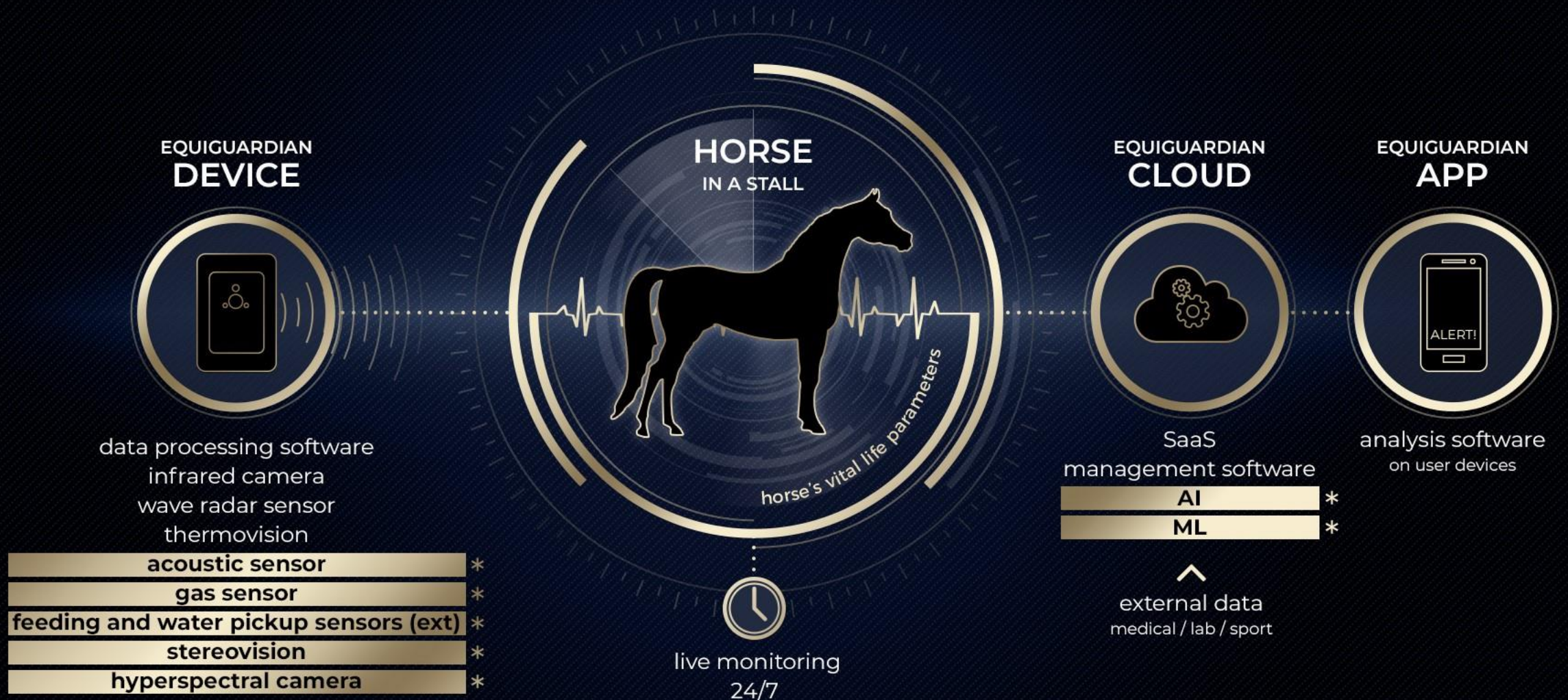


# PRODUCT LAUNCH TIMELINE



# EQUIGUARDIAN PREMIUM

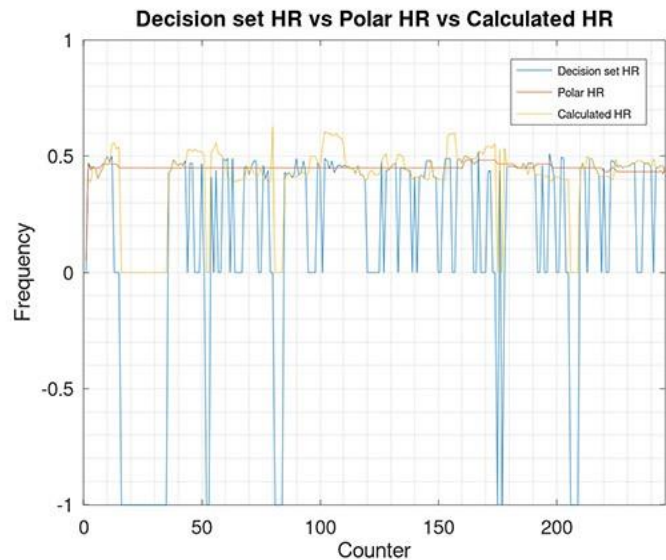
Market demand has inspired and influenced the technical description of the future system



\* New premium product features will be delivered after the next round of investment

# APPENDIX 1

The EquiGuardian system Alpha and Beta tests used a polar reference device



# APPENDIX 2

Our team has an excellent working relationship with our clients, and we actively participates in the target market

World Endurance Championships  
Euston Park



Royal Windsor  
Horse Show



# APPENDIX 3

Tests of the final device at the stable in Zbrostawice, Poland.



Beta Tests

Zbrostawice Stud, Poland

EG Device No 1

Specification:

- Natural environment
- Box 3m x 2m
- Stallion



# VENTURE FINANCE

Further financing need



- Completion of R&D work
- Production of 50 pcs
- Sales & Promotion
- Expansion of the company's structures

**We are looking to raise 150k EUR and offer 6% of the company shares**

# CONTACT



[www.equiguardian.com](http://www.equiguardian.com)

## HQ

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## **Managing director**

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