

A New Era of Environmental Monitoring

ForestGuard



PROBLEM

Wildfires causes economic damages
\$ 17,5 Billion per year globally.

more than
90+ mins.



less than
30 mins.

High Initial and
Operating Costs



reduced costs
up to **80%**

High Demand
Power and Data
Infrastructure



Plug & Operate
Infrastructure-Free

SOLUTION

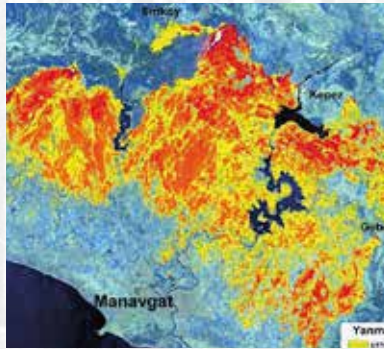
*Sensor-based outdoor fire detection devices.
& AI integrated online tracking and alarm system.*

PRODUCT

Our affordable satellite connectivity and solar-powered sensor modules allow **infrastructure-free** service.



UNIQUE VALUE



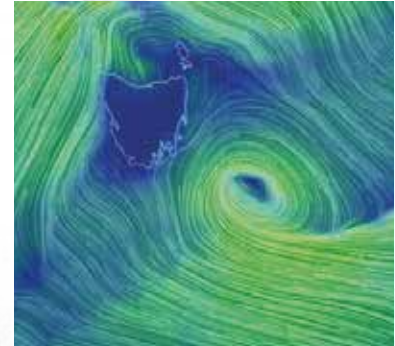
Before Fire

AI analyzed data from our sensors allows us to calculate fire risk and suggest preventative actions, days before a potential wildfire.



Emerging Fire

Our sensor nodes can detect the emerging wildfires in the first 30 minutes, allowing rapid response and drastic reduction in the damage.



During Fire

With the real-time data flow from our sensors, fire spread direction can be determined, increasing fire fighting effectiveness.

COMPETITIVE LANDSCAPE

Fire Risk
Assessment

Smoke and Fire
Detection

Fire Spread Direction
Prediction

Accuracy



Forest Guard



DRYAD



Milesight



Forest Guard

RoboticsCats

SmokeD

FIRESCOUT

ORORA
TECHNOLOGIES

cornea

Before Fire

During

Spreading

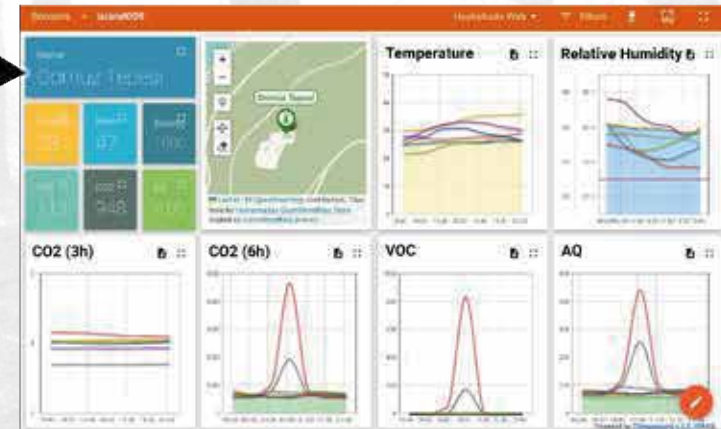
Damage Dealt

APPLICATIONS

- > Çamlık, Mugla
- > Sarıyer, Istanbul
- > Bodrum, Mugla
- > Kılıç, Mersin
- > Heybeliada, Istanbul

2024 >>

- > Nice, FR
- > Marseille, FR
- > New South Wales, AU



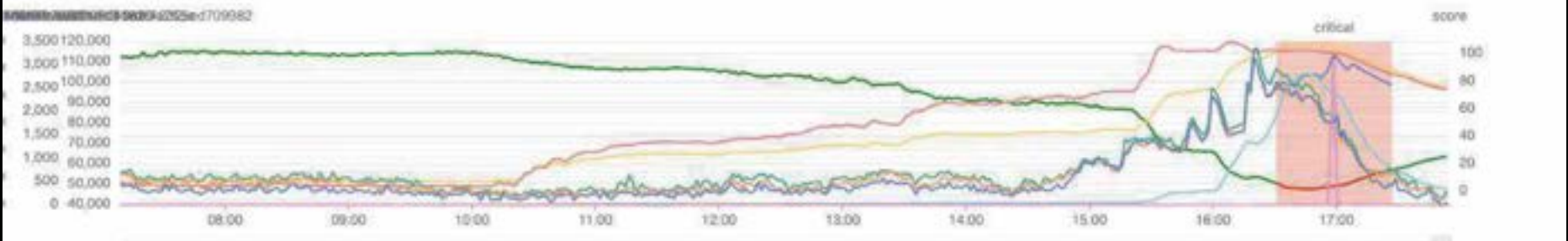
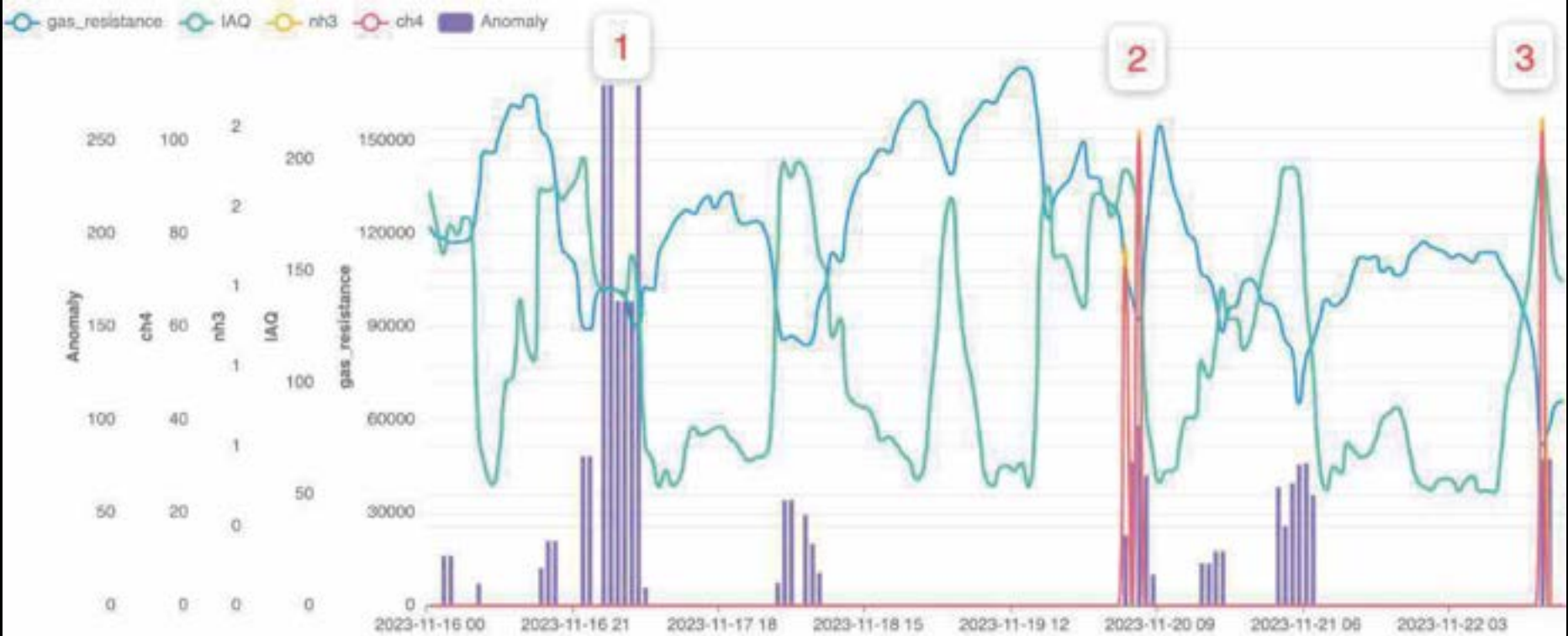
Çamlık, Mugla
Sarıyer, İstanbul
Bodrum, Mugla
Kılıç, Mersin
Heybeliada, İstanbul
Ergene, Tekirdag



INDUSTRIAL FIRE DETECTION 4 HOURS BEFORE SMOKE



The factory saved 1400 tonnes of paper from burning thanks to our early detection system



TRACTION



Product - Market Ready
Designed & Manufactured own Hardware
Node-to-Satellite Integration (*Game Changer*)



Market Ready Product + 5 Paid PoC
\$ 100.000 Revenue
TEMSA - Trusted Partner



James Dyson National Award Winner
Patent Awarded by Turkish Patent Institute
Accepted for International Funded Projects

MARKET OVERVIEW

Wildfires causes economic damages
\$ 17,5 Billion per year globally.

\$ 34,44
BILLION

TAM
Total Addressable
Market

%20

\$ 6,89
BILLION

SAM
Servicable Available
Market

%5

\$ 345
MILLION

SOM
Servicable
Obtainable Market

in 5 Years

MARKETING AND SALES STRATEGY

NDA

NDA

NDA



modern
KARTON



B2G / B2C2G



Private Forestry &
Government

B2B



Energy Distribution
Companies



High Risk
Factories



Resort
Hotels



Insurance
Companies

GLOBAL TRACTIONS



MALTA

200.000€ Grant

For Expanding our Business
in Malta



AUSTRALIA

Sales partner in
New South Wales

Two PoCs will be
completed in 2024 Q2.



FRANCE

Business FR
AXA Climate,

PoC in Cote d'Azur, Occitanie, and
Île-de-France in 2024 Q2.

European
Innovation
Council



EU Projects

Graduated **Startup Wise Guys**
and **UK CFA Climate Financial**
Accelerator Programmes.
Projects and partners on our
vertical.

BUSINESS MODEL



Device



SaaS*



Maintenance

Device + SaaS

\$499

\$99/year

\$99/year

Best for 3+ years of agreement
Capital Support for COGS

HaaS

\$250/year

Low Initial Costs
Best for closing deals faster

Crowdfunding

\$1/tree/year

Donation based B2C2G
Focusing on High-risk regions

Data Sale

Additional Revenue Stream

Agriculture, insurance, weather
forecasting, etc.

Field Operations

On-Demand Service

*SaaS: Data Processing, Monitoring Dashboard, Providing Notification



ForestGuard

Forest Early Fire
Detection System

Active Sales



AirGuard

Industrial Early
Fire Detection System

Active Sales



AirGuard

Air Quality Monitoring
For Industry and
Smart Cities

Active Sales



Earthquake

Field Tests

AKBANK LAB



Flood Early Warning

R&D Process



Land Slide

R&D Process

TEAM

**Muhammed Ali
Örnek, PhD**

Business & Operation
Co-Founder



Business

**Suat Batuhan
Esirger, MSc**

Innovation & Production
Co-Founder



Tech



**Mehmet Selim
Yavuz, PhD**

Software Development
Director



**Rana
İmam Esirger, MSc**

Product Development
Director



**Nur
Örnek**

Brand Design
Director



**Sheida
Shakeri, MSc**

Research &
Incentive Director



**Onur
Sertgil**

Hardware &
Software
Development

SEED ROUND INVESTMENT

Investment will be used mainly for **device production**, **global market** penetration, and keeping **key personnel** in startup.



\$750.000

Seed Round

10.000

Active Devices

\$4M

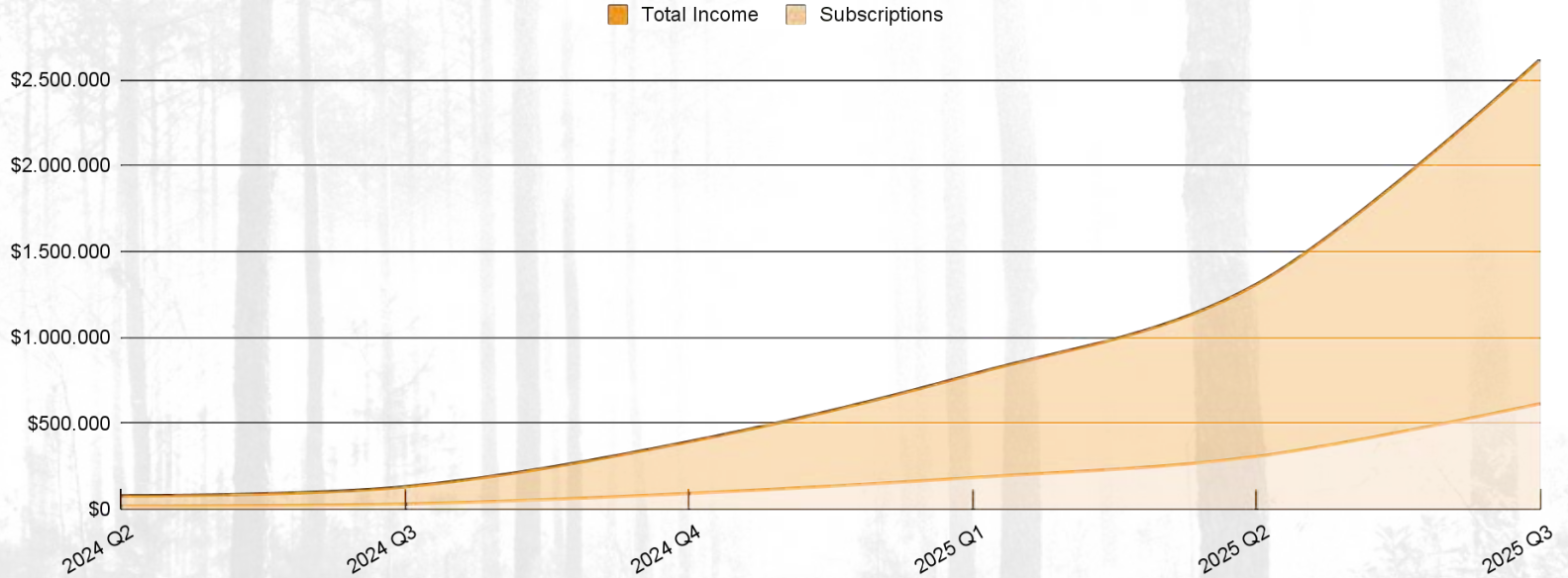
Revenue over 18 months

Our Pre-Seed Investors



ITUARI
TEKNOKENT

SEED ROUND TRACTION



Devices	300	500	1.500	3.000	5.000	10.000
Revenue	\$60.131	\$100.219	\$300.656	\$601.313	\$1.002.188	\$2.004.375
Expenses	\$115.525	\$182.875	\$312.125	\$452.750	\$568.750	\$1.093.000
Profit	-\$55.394	-\$82.656	-\$11.469	\$148.563	\$433.438	\$911.375
Cash Flow	-\$346.831	-\$429.488	-\$440.956	-\$292.394	\$141.044	\$1.052.419
MRR	\$20.044	\$33.406	\$100.219	\$200.438	\$334.063	\$668.125

THANK YOU

ForestGuard



nowildfire.com
kozalakyangin.com



@kozalakyangin