TECHNOLOGY TO BRING THE FUTURE OF AQUACULTURE
80% of the total cost is feeding.
2012
Prototype 1
Container material using aluminium, thrower and dose using acrylic.

2013
Prototype 2
Container material using steel plate, thrower and dose using print 3D.

2013
Prototype 3
Container material using fiberglass, thrower and dose using acrylic.

2014
Prototype 4
Container material using plastic drum, thrower and dose using acrylic.

2016
Prototype 5
Container material using plastic drum, thrower and dose using acrylic.

2017
Prototype 6
Container material using plastic drum, thrower and dose using acrylic.

2019
Prototype 7
Container material using plastic drum, thrower and dose using acrylic.

2019
Prototype 7
Container material using plastic drum, thrower and dose using acrylic.
SENSE THE FISH’S APPETITE

MOBILE-FIRST, CLOUD DASHBOARD

SMART FEEDING MACHINE

eFishery

eFishery Technology Ecosystem

eFishery App

Dashboard

Smart Feeder

Cloud
ACCELERATION BASED SENSOR

UNDERSTAND FISH BEHAVIOR

STOP FEEDING WHEN FULL
Radically Affordable
Feeding as a service

FishFeeder  ShrimpFeeder
Managed from the eFishery app & dashboard. Anytime. Anywhere.
Increase Feeding Efficiency

28%

In global level, it equals to $21.88 billion savings per year

Increase Profit

100%

It increases feed efficiency, shorten the harvest; doubles the income of smallholder fish farmers
Hundreds
Group of farmers have been grown their business with eFishery at ease.

Thousands
eFishery’s smart feeders installed and have been operated.

Billions
Fish and Shrimp had fed through eFishery’s smart feeder.

We Are Growing
Until today, eFishery has been deployed to hundreds of farms in North Sumatera to West Nusa Tenggara, and Maluku Island. We continuously to deploy our products and services while keep expanding to all over the country.
But we just started.
The disruption comes from our data & intelligence platform.

We can use data and technology to solve even bigger issues in the industry. We know how many fish are there, how much feed are used, and what brand is winning. We have data in pond level, in almost real-time, instantly.
We can distribute feed with almost zero inventory. Reduce overmargined price with low operating capital.
Most of working capital in farmers are used for feed. We know all the feed-related data.
eFishery PayLater

- Pembudidaya
- Pembelian
- Central Proteina Prima - Hi-Pro-Vite 781-2
- Pilih Metode Pembayaran
  - Cash: Rp. 366,000 /sak
  - PayLater 1 Bulan: Rp. 367,000 /sak
  - PayLater 2 Bulan: Rp. 368,000 /sak
  - PayLater 3 Bulan: Rp. 369,000 /sak
- Pilih Jumlah: Sak

- Credit Limit
- Feed SKUs
- All-included Pricing
eFisheryFeed & eFisheryFund Impact

Rp50B approved, in 6 months
Rp10Mio – Rp1B (average Rp103Mio)
653 farmers, 0% NPL
Rp 100B fund committed
401.6 tons monthly transaction

Our Committed Funders:
How is it commonly done

Farmers Alive Collectors Alive Middlemen Alive Big Middlemen Alive Wholesaler Alive Market Alive Restaurant or Consumer

How is it done with eFishery

Harvest prediction. Listed in a marketplace Pre-purchased by fish buyers (crowdbuying) Buy the harvest when quota is reached

Overmarginalization, no added value on the product. We solve this.
eFisheryFresh Impact

>100 tons fish transacted
>2000 buyers
>150 farmers group

Our Customers:
End-to-end Value-chain – Digital Cooperatives

eFisheryFresh ➔ eFisheryFeed ➔ eFisheryFeeder ➔ eFisheryFund
eFishery Point Bogor Barat

eFishery Point Palas
eFishery Point Tulungagung  
eFishery Point Subang
eFishery Point Indramayu

eFishery Point Cirebon
Efishery nets $4m new funding to move Indonesian agtech forward (updated)

Indonesia is one of the world’s most important aquaculture producers.

By Elaine Huang
Nov 13, 2018

Indonesian smart fish-feeder startup eFishery has raised US$4 million from investors including Aqua-spark, Wavemaker Partners, 500 Startups, Social Capital, and others, it announced.

Go-Ventures, Northstar Group co-lead eFishery’s Series B round | e27

The agritech startup plans to open 100 eFisheryPoints -- a one-stop physical hub located near the farmers to allow them to access its products easily -- across Indonesia by end-2020 (460 kB)
Mr. Suhardi
Pangasius Farmer in South Kalimantan, own 20 ponds, User of 20 Unit eFisheryFeeder

10% 
Feed efficiency per cycle. Reduce FCR from 1.9 to 1.6

74 Days 
Harvest faster more than 2 month after using eFisheryFeeder

IDR 168M 
More annual income. Adding close to $1,000 monthly additional income
Increase up to 1.5 Billion IDR ($102,000) of annual profit
Harvest faster up to 22 days per cycle
Save 122M IDR per cycle from feed efficiency
Mr. Ajat Sudrajat

Impact Story

**First time using smartfeeder**
This year is their first year using eFishery smartfeeder. Faster harvest time with margin profit up to 1.3 billion IDR ($87.6k) are the main reason Mr Ajat is very satisfied with using eFishery smartfeeder.

**Better feeding program**
With eFishery algorithm, feed is more efficient, he can save feed costs of up to 30 million IDR per cycle.

“Cultivation using eFishery technology, in difficult times (pandemic) like now helps us to save more. Everything is more effective and efficient. Efishery is exceptional!”

— Mr. Ajat —
Feed the Fish
Feed the World

gibran@efishery.com