



**IoTTree**  
Internet of Trees

**NISRINE EL TURKY**

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FOUNDER AND CEO IOTREE, SPECTRE S.A.L.

# PROBLEM: PESTS



*\$1.400.000.000.000*  
Worth of damages



Attack More than  
*1000* species of fruits/veg



# INTERVIEWS & SURVEYS



## BAD AGRICULTURAL PRACTICES

- ✓ 40 % Crop Losses
- ✓ 70 % Excessively applying Pesticides



## MARKET DECLINE

- ✓ 40 % Unable to Export
- ✓ 5 % Quit Farming



# VALUE PROPOSITION



Remote Monitoring



Improve Quality



Increase Production



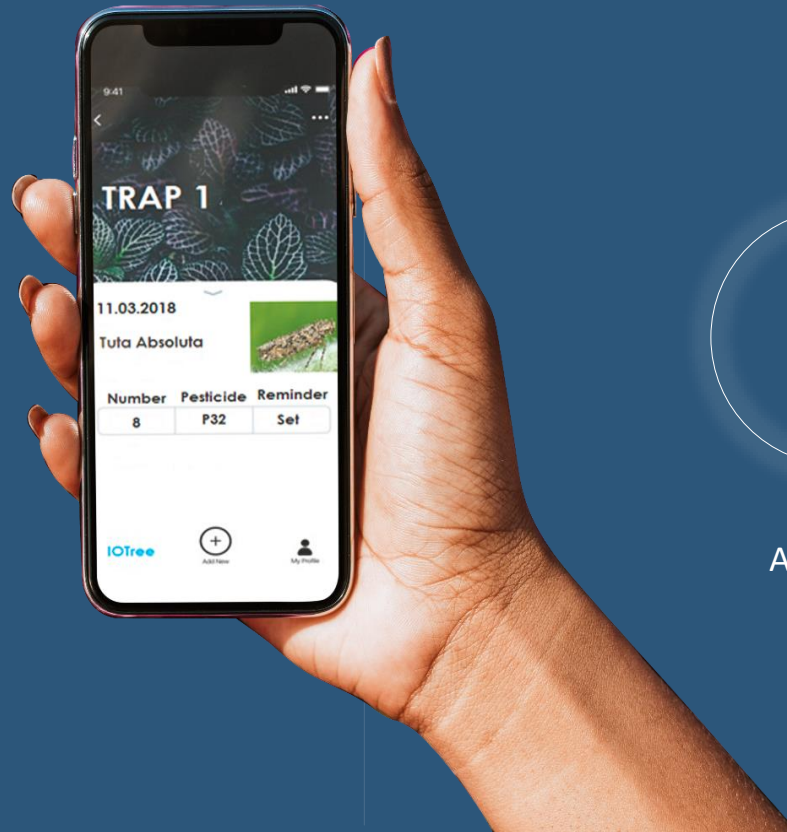
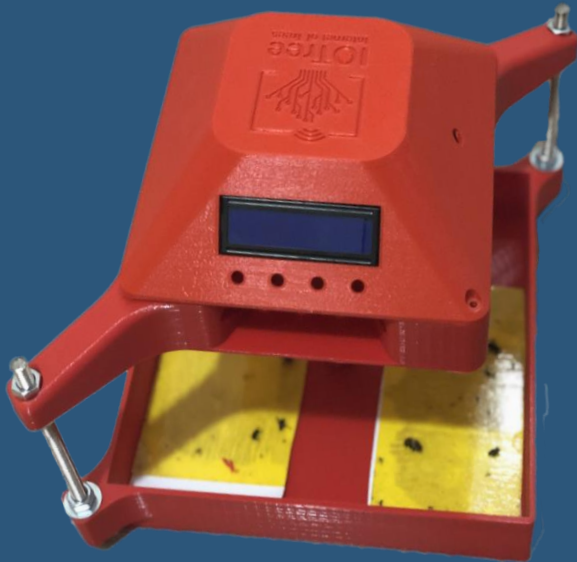
# IOTREE DEVICE & MOBILE APP



Unique



Solar



AI Driven



Autonomous

# TIMELINE



- ✓ End of Validation Phase
- ✓ Agrytech Phase II: Acceleration  
September 2018

- ✓ GES Summit, Netherlands
  - ✓ The Next Society, France
  - ✓ GES, U.C, Berkeley
- April, May 2019

- ✓ Spectre S.A.L.
  - ✓ Modifying device to support NB-IoT
- Aug, Sep 2019

- ✓ Initialize Mass Production  
May 2020



2019

- ✓ Golden Pass Tip: First NB-IoT App in Lebanon
- ✓ Top 3 Women Entrepreneurs in the Arab World  
Jan, Feb 2019

- ✓ Tested & Functional MVP
- ✓ Signed MoUs  
June, July 2019

2020

- Patent IoTTree  
January 2020



**IoTTree**  
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# THANK YOU

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