



Fish Distribution Management Software

Vassilis Tsetsos, CEO, Mobics SA
btsetsos@mobics.gr

Key problems addressed

- Currently, small and medium professional fish farmers have limited ICT support in their managerial tasks
- Fish distribution needs improvements in:
 - Automation for traceability (both for processed and fresh/live fish)
 - Marketing tools between partners and end clients
 - Extended traceability with additional production information
 - Communication improvements for (pre-)order management
- Fish production monitoring is not optimally linked to fish distribution processes and business decision making
- Monitoring of infrastructure (assets) and business processes with advanced reporting

The opportunity

■ Drivers

- Economic crisis and trend towards food sustainability
- Increase of fish consumption, decrease of ocean fish populations
- Limited competition
 - No commercial systems that address all these problems with a “holistic approach”

■ Enablers

- Maturity of cloud and sensing technologies
 - Internet of Things, Web 2.0, big data analysis, mobile computing
- Open technologies that allow for system interoperability

The FiDMS value

- Efficient collaboration with clients & partners
- Always updated fish farm calendar
- Decision support tools for maximizing benefits through good deals
- Fish traceability
- Support for automated production monitoring
- Support to daily business procedures and operations

- *Measurable cost reductions (feed, administration, ...)*
- *Measurable decrease of errors*
- *Simplification of production and distribution*
- *Brand improvement*

Features

■ Basic

- Contact management
- Marketing campaigns
- Fish farm calendar (basic version)
- Pre-order and order management

■ Advanced

- Integration to automated production monitoring (sensors, SCADA, etc.)
- Fish farm calendar (full version)
- Decision support tools
 - Yield prediction and simulation
 - Prediction for feed needs
- Feed management
- Traceability tools
- Stock management
- Custom reports

Technical ingredients

- Mobile and web user interfaces
- Big data analysis engine
- SCADA system integration
- Peripheral hardware
- Domain specific algorithms

Business model

- Free use of basic features (with security guarantees)
- Yearly subscription for advanced features
 - Fee calculated based on size of farm and number of users
 - Pre-defined and clear pricing
- Software customization and integration tasks
 - Ad hoc one-off costs
 - Per case cost estimation
- Hardware installation
 - Hardware cost
 - One-off installation cost
 - Per case cost estimation
 - Maintenance contract
- Option of one-off purchase for big clients

Marketing approach

- Most small and medium fish farmers use Excel sheets or paper for organizing key business collaboration processes
 - They either fear of technology or are reluctant to spend on ICT
- A freemium approach will be used for the basic features to deal with “technophobia” and avoid costs
- As a next step, more advanced features with paid licenses will be promoted
- Marketing channels:
 - Direct communication with farmers (through aquaculture scientific partner references where possible)
 - Participation in events (exhibitions, B2B meetings)
 - Limited functionality pilots with selected farmers

Competition

- A few big players
 - They have solid systems, rather old-fashioned targeting only big farms
 - Quite expensive solutions
- A few startups
 - Vertical solutions that do not cover many business aspects
- Old-fashioned software
 - Spreadsheet editing programs & conventional ERPs customized for the seafood domain
 - Many of them, but with limited applicability to the way that farm procedures are executed

The team

- Mobics is a research-oriented SME (University of Athens spin-off)
- Expertise in ICT technologies
 - Big data and sensor computing
 - Enterprise software systems
 - Knowledge management and algorithms
 - Web and mobile applications
- Business partner: V. Geitonas & CO LTD
 - Biggest eel farmer in Greece with exports in many countries worldwide