

Upcom Ltd

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FerTility

Fresh and quality guaranteed fish directly from the producer to the consumer.

THE PROBLEM

EU
fisheries
prices
decline

Supply
chain of
freshly
harvested
fish

Fish
quality

THE SOLUTION

A PLATFORM FOR DIRECT FISH PURCHASE

TIME TEMPERATURE SENSORS TO TRACE THE FISH PRODUCT

A MOBILE APP TO ACQUAINT FISH PRODUCT HISTORY AND QUALITY

MARKET OPPORTUNITY

Fish accounts for almost
17 % of the
global population's
intake of protein.

European Union
aquaculture
produces around
1.25 million tones,
more than 20% of total
EU fisheries production.

EU aquaculture share
of total world
aquaculture
production is 1.5
% in terms of
volume and just
under 4
% in terms of value.

Greece ranks 3rd in
the EU in value
with only 8,5% of
the volume.

BUSSINESS MODEL

paid specials

Customers pay small premium for guaranteed quality

Supply chain

Trust relation between producers and consumers is built

PLAGTON SA aiming at the development of aquaculture will assist the FerTility implementation.

COMPETITIVE ADVANTAGE

Well placed aquaculture producer (PLAGTON SA)

- It has developed a wide network of scientific partners consisted of some of the most important institutes and companies (Hellenic Center of Marine Research, National University of Athens, Agricultural University of Athens, University of Ghent, SINTEF, INVE Technologies)
- In 2007 PLAGTON was awarded by the European Commission in the framework of Leonardo Da Vinci Project with the European Quality of Mobility 2006

Additional SME with extensive experience in consulting fish producers and traders (NAYS Ltd)

- NAYS's clientele includes numerous well known private sector companies, public institutions and several public authorities including Ministries and Regions in Greece and its staff has experience working with DG MARE and DG FISH
- It has a wide network of external collaborators such as specialized scientists, University and Research institutions

MARKET PLAN

Regional area of Aitolokarnania (Greece)

PLAGTON SA is well established in the Region of Western Greece. It is well connected with the local Radio and TV station Acheloos TV.

Urban areas in Greece

PLAGTON SA and NAYS Ltd clientele will assure the use of FerTility platform.

European countries, starting from Italy

PLAGTON SA and NAYS Ltd have a pan-European network of collaborators that include also Middle East and GCC Countries to secure scalability and growth potential

TEAM & TALENT

KOSTAS FLOKOS

General Manager

GEORGE TRIANTAPHYLLIDIS

Hydrobiologist/Ichthyologist

DIMITRIS BOKAS

Business Administrative



FILITSA CHASAPI

Senior Software Engineer

VASSILIOS MAKROPOULOS

Senior IT Consultant

MICHALIS SOFOS

Senior Mobile Development

KATERINA IORDANIDOU

Chemical Engineer

SOFIA SAVVIDOU

Senior IT Consultant

FINANCIAL PROJECTIONS

- The break-even point throughout the year is between 12.32% and 21.94% of the monthly capacity of the handling and sales unit.
- Indicatively, for a particular month, if we take as given the total monthly throughput estimated at 100 tons, the unit is profitable if the actual sales will be exceeding 19.6 tons a month. Therefore, the unit presents a very favourable earnings dynamic for the future.



FUNDS

- Initial costs will be covered from the FINISH project.
- Additional funds will be needed to expand the platform users in a pan-European network of collaborators and include also Middle East and GCC Countries to secure scalability and growth potential.
- Additional funds will also be needed to expand to other continents.

