

We Make Industries Autonomous – TARSUS Inc.

Brief Summary:

We can predict diseases, droughts and weed as well as enabling smart irrigation over widespread tomato farms with the help of Artificial Intelligence. Prediction would lead to smart pesticide usage lowering toxicity levels for the crops that we eat besides improving crop yields by preventing diseases, drought and weed reproduction, smarter irrigation which would prevent wasting water and cause healthier crops and industrial farms can have better planning with the data they acquire over their fields.

Problem:

20% to 40% of tomato crops are being lost due to diseases and weed and it is hard to install cables & energy lines through farm fields to monitor and analyze the plants & environment to improve crop yields and aid starvation.

Product/Service Description:

TARS is designed to aid agricultural Industry 4.0. Any type of industrial sensor can be plugged and monitored over long distances with just battery power and ultra-low power consumption. Harvested data is being processed with AI to predict diseases, weed, droughts and better irrigational schemes. Hence, the product consists of both hardware and software engineered and manufactured by us.

Technology/Unique Proposition:

We are utilizing two brand new communications technologies called Narrow Band IoT (GSM, released in June 2017, 66% lower power consumption against 3G) and LoRa where there is no GSM reception (up to 15kms of range in open area) which enables us to transmit data with lowest possible power consumption. This allows us to manufacture devices which can sustain their batteries up to 2 years of time with 3 readouts per day.

Target Market(Beachhead&Adjacents):

We had an on-site visit to TAT Gıda which is one of the biggest canned tomato manufacturing enterprises having big acres of tomato fields. According to the discussions and their problems, we have identified our beachhead segment as "canned tomato manufacturers in Marmara Region" right after we pilot at TAT Gıda. After success, we are aiming for enterprise food manufacturers operating their own farm fields in Turkey.

Business Model:

Product sales(hardware), software platform subscription fees(SaaS), big data analysis for premium business intelligence by AI(IaaS)

Competition:

Our competitors consist of GE, ABB; Bosch, Siemens, Skysense, Sade.io, Tarla.io, Doktor and other automation and data acquisition companies. Besides our technical unique propositions, we also overcome our competitors by the ease of use & installation, operational costs and mobility aspects.

Team:

Founder:

Yagmur Burak Yaldiz, Computer Engineer, Dokuz Eylul University : Sales, Procurement, Software Development, Electronics, Execution
Business:

Yalin Erden, Industrial Engineer, Istanbul Technical University : Manufacturing, Procurement
Beril Keskinler, Industrial Engineer, Istanbul Technical University : Sales, Competitors, Customer Management
Ece Eser, Management Engineer, Istanbul Technical University : HR, Corporate Governance
Kubranur Caglar, Industrial Engineer, Yildiz Technical University : Logistics, Corporate Governance, PR
Mustafa Kestir, Industrial Engineer, Yildiz Technical University : Finance, Organization
Engineering:

Berkay Atatop, Information Systems Engineer, Istanbul Technical University : UI/UX, Frontend Development
Yalvac Top, Information Systems Engineer, Istanbul Technical University : Embedded Software Development
Ozan Kazanci, Electronics Engineer, Istanbul Technical University : Electronics, PCB, EMC, EMI
Gorkem Akinci, Electronics Engineer, Istanbul Technical University : Wireless, Antenna
Enes Uslu, Control&Automation Engineer, Istanbul Technical University : AI, Machine Learning, Data Mining

Go to Market Strategy:

We will install the product for free to the very first influencer enterprise to make them see the benefits and then we will use this sales as a reputation for our B2B marketing and sales activities. We will also reach the tomato manufacturers association within the region with the success story we have to reach the potential similar customers who could be convinced relatively easier.

TARSUS

Technologies Inc.

Startup Profile

Web Site: www.tarsusinc.com

Industry: Industry 4.0

Number of Employees: 11

Established Date: Dec, 2017

Contact

Founder: Yağmur Burak Yıldız

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Sarıyer/Istanbul

Finance

Total Revenue: None

Funding Stage: Pre-money

Funds Raised:

\$17K - Big Bang 2016, Mercedes Benz,
Turkish Electro Tech
\$40K - Tubitak 1512
\$13K - KOSGEB

Supporters

ITU Cekirdek, ITU Ari Teknokent
Mercedes Benz, Turkish Electro
Technology Exporters' Association,
Tubitak, KOSGEB