

High Potential Initiatives Profiles

1 Accelerator

FINODEX



2 Project and Organization

FruitWatcher
Geezar Soluciones S.L.



2.1 Country

Spain

2.2 Project Abstract

Currently, production and stores are under severe control conditions, including expensive installation of controlled atmosphere environments with ozone injectors, gases stratification control and other devices for ensuring that best conditions take place. Nevertheless, there is a lack of control from stores to distribution facilities (or other stores), and products used to suffer unwanted ripeness. Moreover, customers from far locations used to apply major discounts by affirming that excessive ripeness took place along transport, leaving producer in a defenceless state. The FruitWatcher device ensures the traceability of the best conditions of fruits and fresh vegetables in transport or storage by measuring gases presence and GPS position. They take advantage of their expertise in monitoring devices related to energy efficiency, transport and industrial processes in order to fulfil fruit producers' needs of vehicles positioning and best conditions monitoring along transport in order to assess whole lifecycle control and detect possible usual undesirable events

2.3 Sector

Agriculture, Forestry and Fishing, Manufacturing, Transportation and Storage

2.4 Target Market

FruitWatcher's customers are Fruit and fresh vegetables producers and distributors and transport companies (B2B market). FruitWatcher aims to monitor fruit transport conditions in real time from stores until distribution facilities in order to assess whole lifecycle control and detect possible usual undesirable events.

In terms of competitive positioning, FruitWatcher works more with customers than on technology. The real time feature is based on customers needs. It removes existing barriers providing an easy use product, real time information on fruit conditions and watcher travel certification.

The company undertakes business trials, advertising, indirect sales and direct contact through fairs and exhibitions to acquire customers (generally cluster of transport companies or logistic organisations).

2.5 Business Model

FruitWatcher has two types of revenue flow: a quarterly subscription model and per single device. In the second case it offers 40% discount for big quantities.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	YES

2.6 Websites

<http://www.geezar.es>

<http://www.fruitwatcher.com>