# THE
# Problem

Count & Business Ecosystem

- Manual processes
- Cost discrepancies
- Feed/Money Waste
- No Predictive Analytics
- No Market Integration

what if there is a solution where you don't have to ?

Brand Identity

We are

aqua 4.0

Our Mission
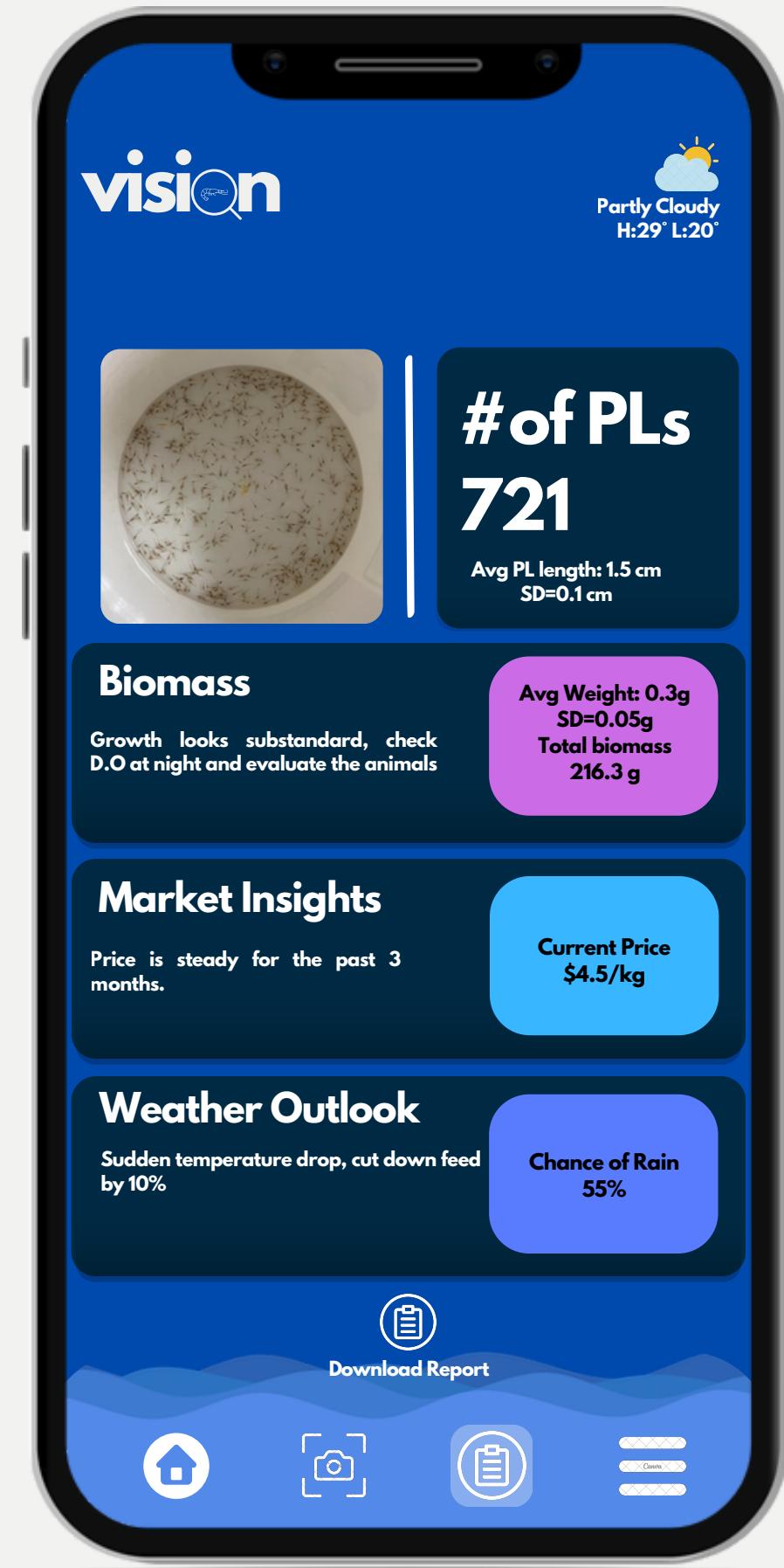
To revolutionize aquaculture by delivering AI-powered, mobile-first technologies that provide intelligent insights, personalized decision support, and seamless connectivity. Empowering every stakeholder with smart, sustainable, and scalable solutions.

Precision-Accuracy- Efficiency

vision

from
aqua 4.0

vision
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Partly Cloudy
H:24° L:4°

#PL 721
Avg PL length 0.3 mm

BioMass Insights
Growth looks substandard, look at increasing the pool's aeration by 15%.

Dry Bio Mass Noted 7.1 Gm

Market Insights
Growth looks substandard, look at increasing the pool's aeration by 15%.

Market Trajectory $4.5/Kg

Climate Insights
Sudden temperature drop, maintain consistent aeration in the farms.

Chance of Rain 55%

Download Report

Our Product

The
Solution

vision

Partly Cloudy
H:29° L:20°

# of PLs
721

Avg PL length: 1.5 cm
SD=0.1 cm

Biomass
Growth looks substandard, check D.O at night and evaluate the animals

Avg Weight: 0.3g
SD=0.05g
Total biomass
216.3 g

Market Insights
Price is steady for the past 3 months.

Current Price
$4.5/kg

Weather Outlook
Sudden temperature drop, cut down feed by 10%

Chance of Rain
55%

Download Report

AI-powered platform for automatic shrimp counting

Provides real-time size and biomass assessments.

Offers a marketplace for supplies and shrimp sales.

Customer Relationship Management Tool (CRM)

☑ No More Manual Intervention

☑ No Feed/money waste

☑ Access to fair prices and cost-effective supplies
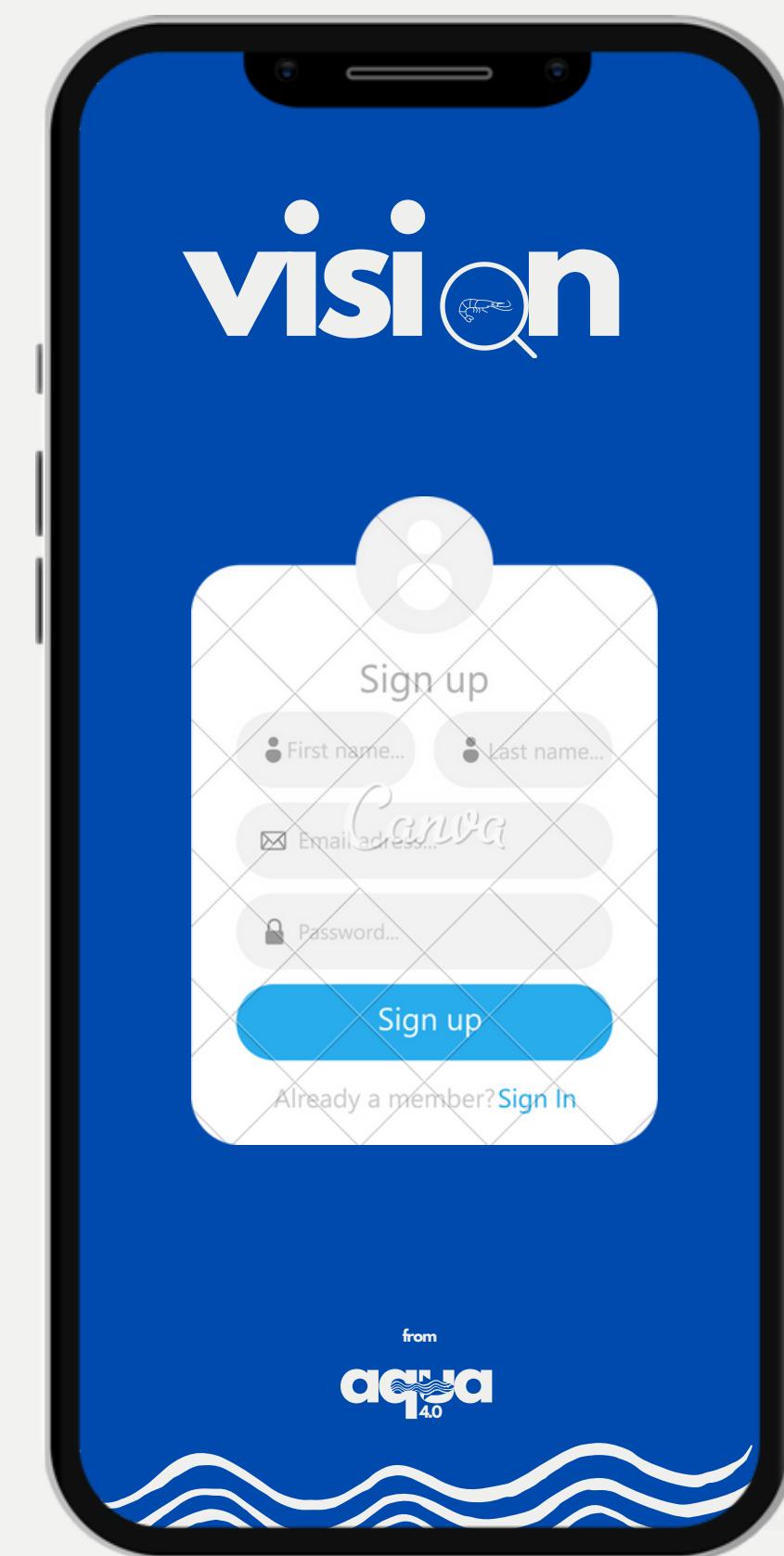
☑ Predictive Analytics Market Integration
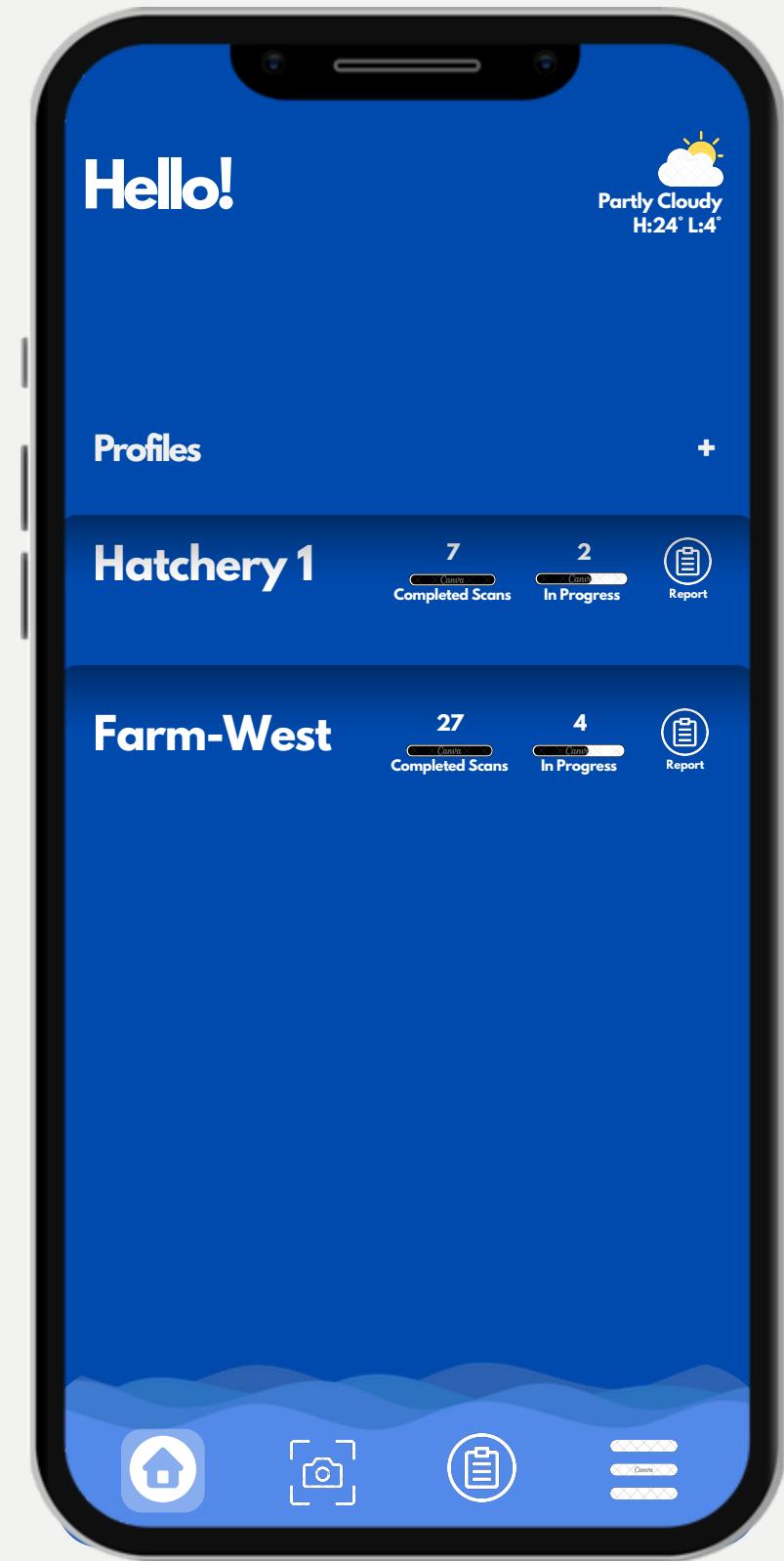
Company
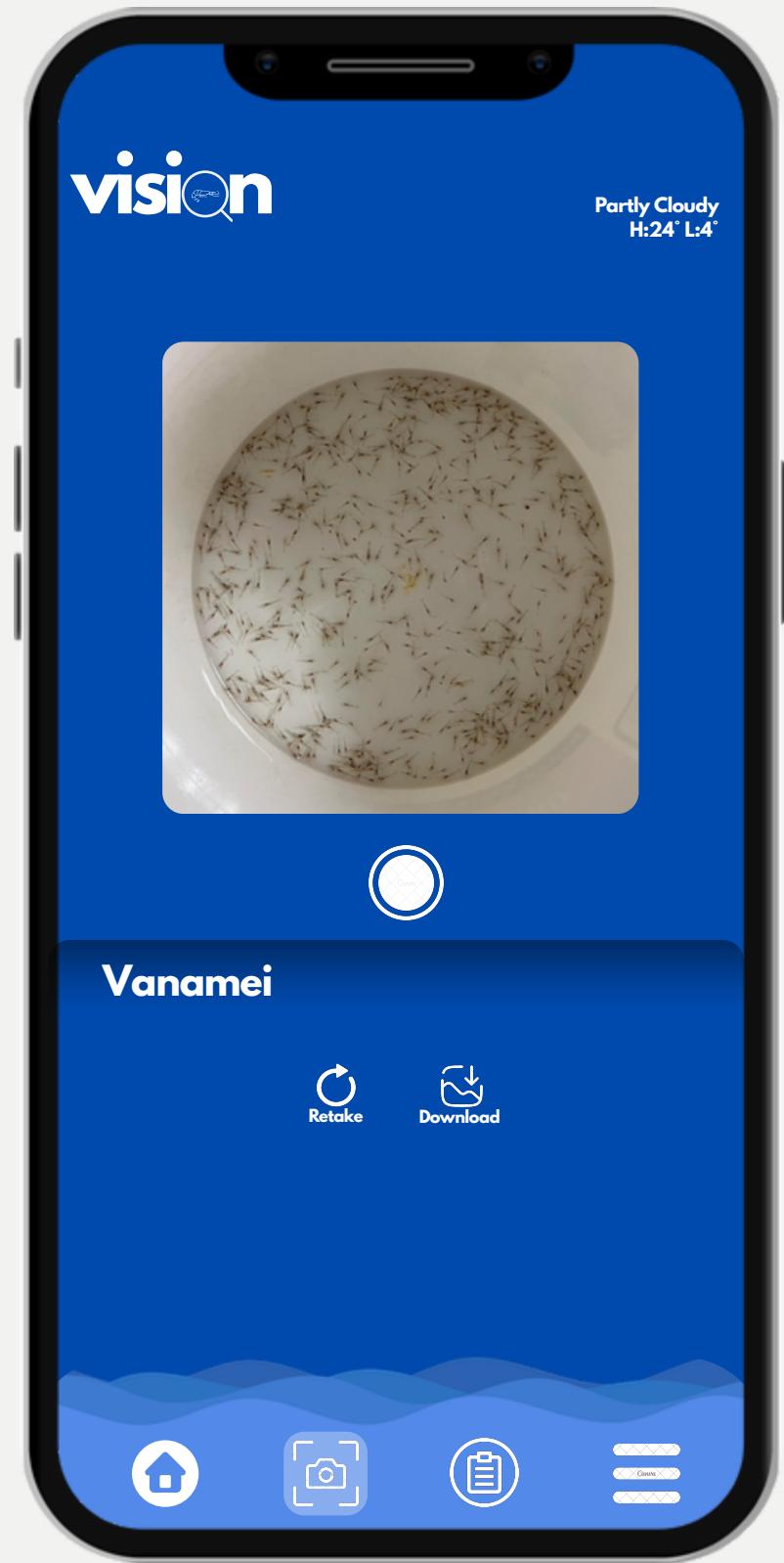
Product

Sign-up page
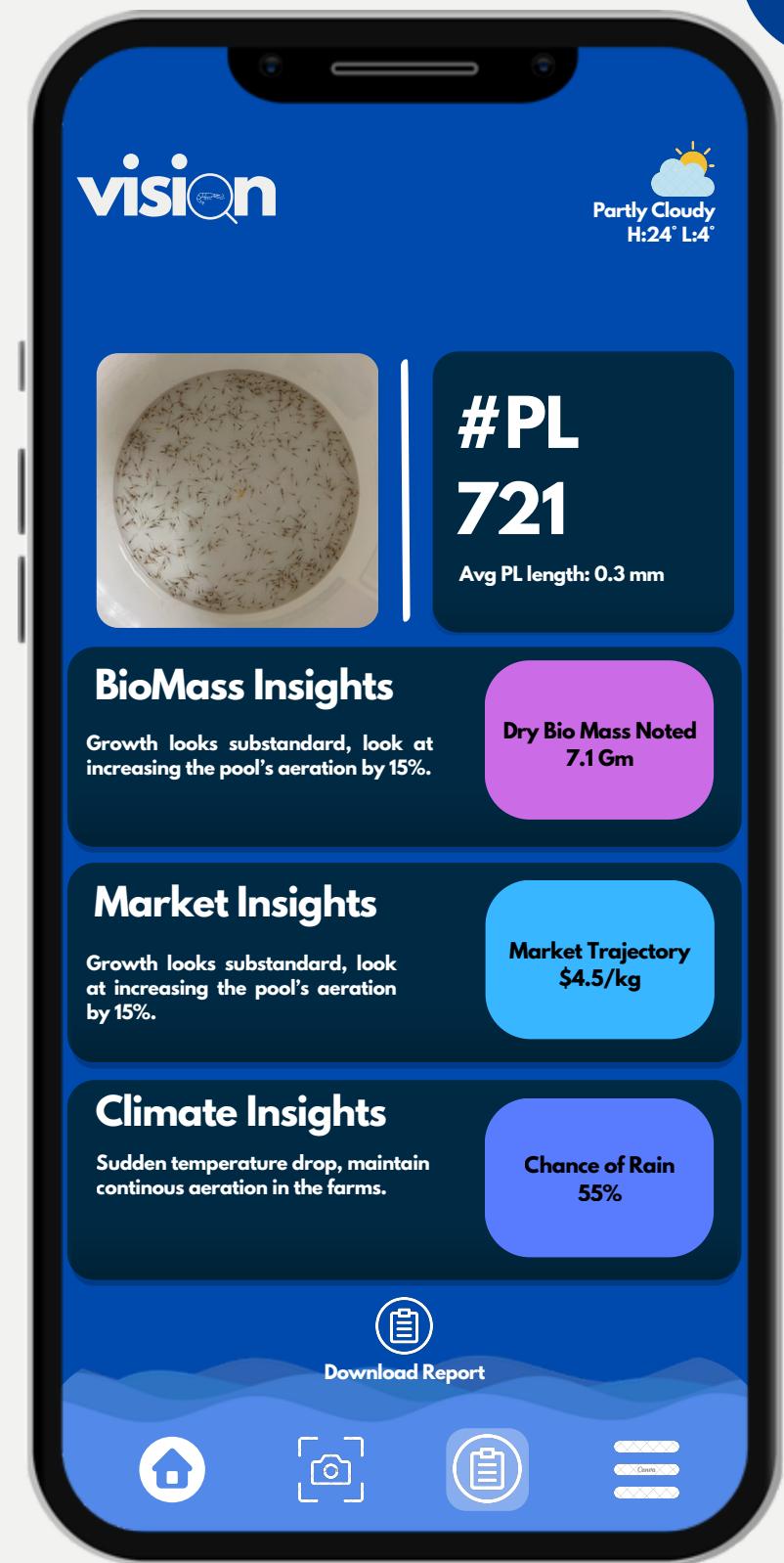
Home screen

Scan screen
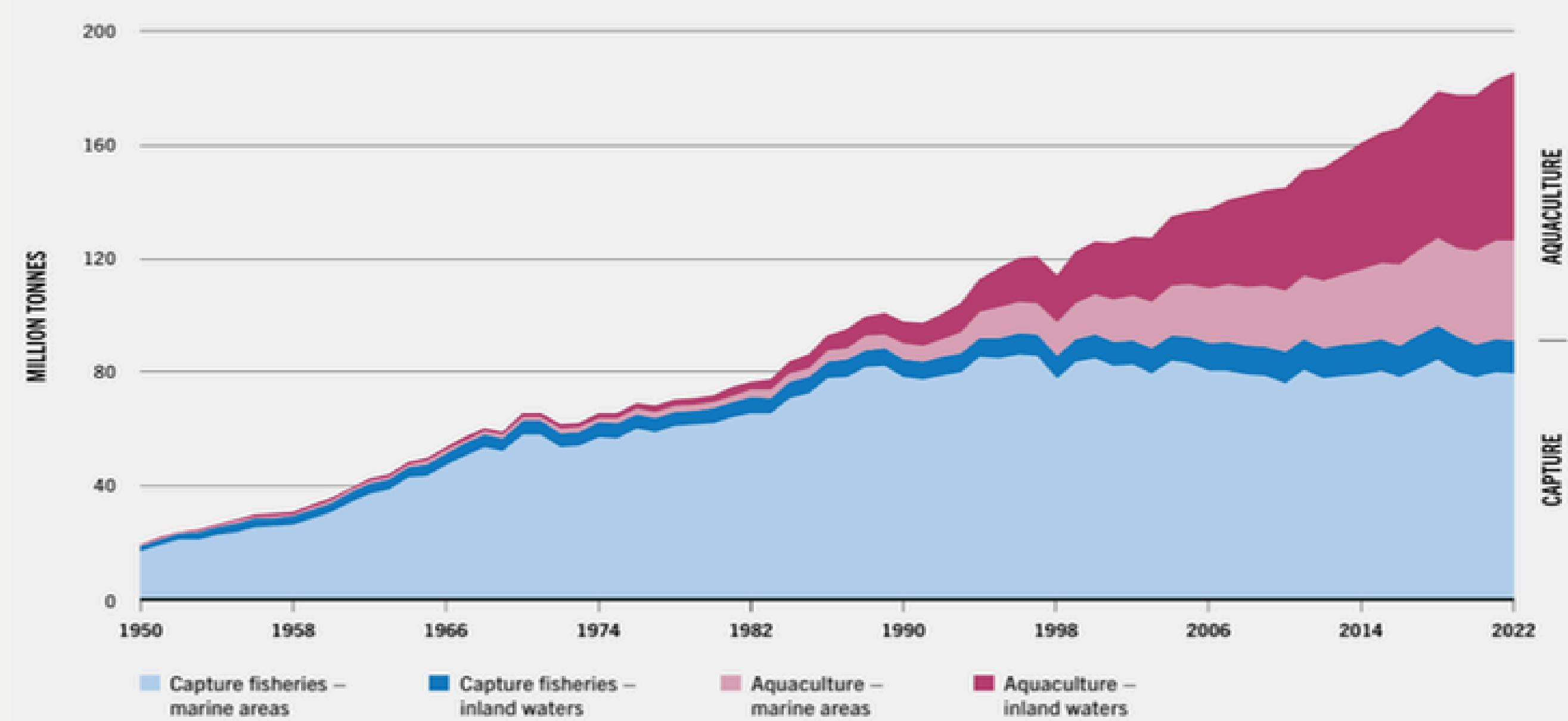
Report

Detailed report

THE
Demand

Chart: MILLION TONNES (y-axis, 0 to 200) vs years (1950 to 2022)

Legend:
- Capture fisheries – marine areas
- Capture fisheries – inland waters
- Aquaculture – marine areas
- Aquaculture – inland waters

Labels: AQUACULTURE, CAPTURE

$130 B
Shrimp Market Value
$72 billion in 2024, projected
to reach $130 billion by 2032.

6.6%
Rising Demand
Aquatic food demand has increased fivefold
in 60 years. 6.6% CAGR.

55%
Aquaculture Growth
Supplies over 55% of global seafood..

Market

SHRIMP FARMING STATES OF INDIA

Gujarat 16%

Others 6%

Calcutta (WB) & Odisha 11%

Andhra Pradesh 48%

Our Chennai office

Tamilnadu 19%

$ 10.4 B
TAM

Global shrimp industry = $130B by 2030
Digitizable portion (AI, analytics, SaaS) = 8%
Calculation:
TAM = 8%×130B = $10.4B

$ 1.8 B
SAM

Indian shrimp market (2033) = $22.7B
Digitizable portion = 8%
SAM=8%×22.7B=$1.82B

$ 4.7 M
SOM

Primary Revenue:

24,000 farms × $100 = $2.4M, 100 hatcheries × $500 = $50K, 400 B2B/export clients × $5,000 = $2M.

Additional Streams:

1,000 global users × $150 = $150K, 1,000 scan users × $100 = $100K

➔ **Total SOM (Year 5) = $4.7M/year.**
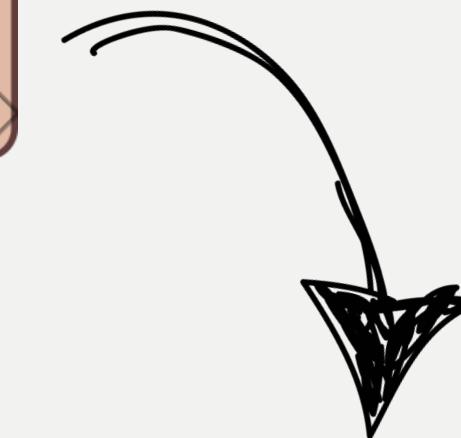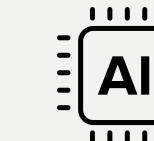
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Business Model
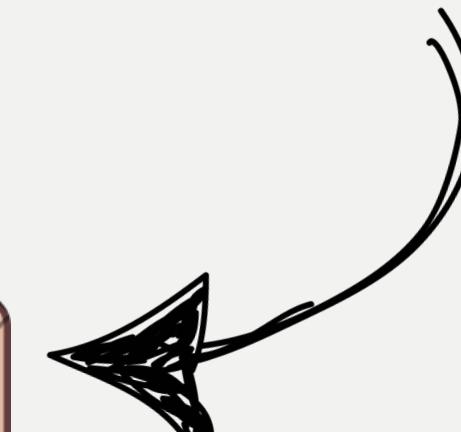
Develop an AI model to count shrimp larvae and deliver integrated analytics through a unified mobile app ecosystem

Create Value

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Deliver the mobile application with effective beta program and direct appstores, partnerships etc.

Deliver Value

Generate the revenue back from subscriptions, consulation, advertising and partnerships etc.

Capture Value

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Revenue
Model

Subscription Plans

40%

Consultation & AI Expert Services

25%
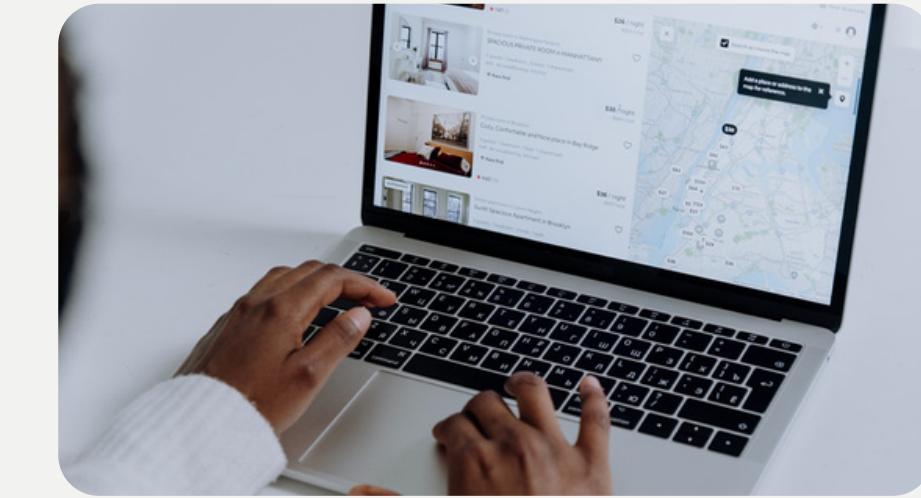
20%

Advertising & E-Commerce
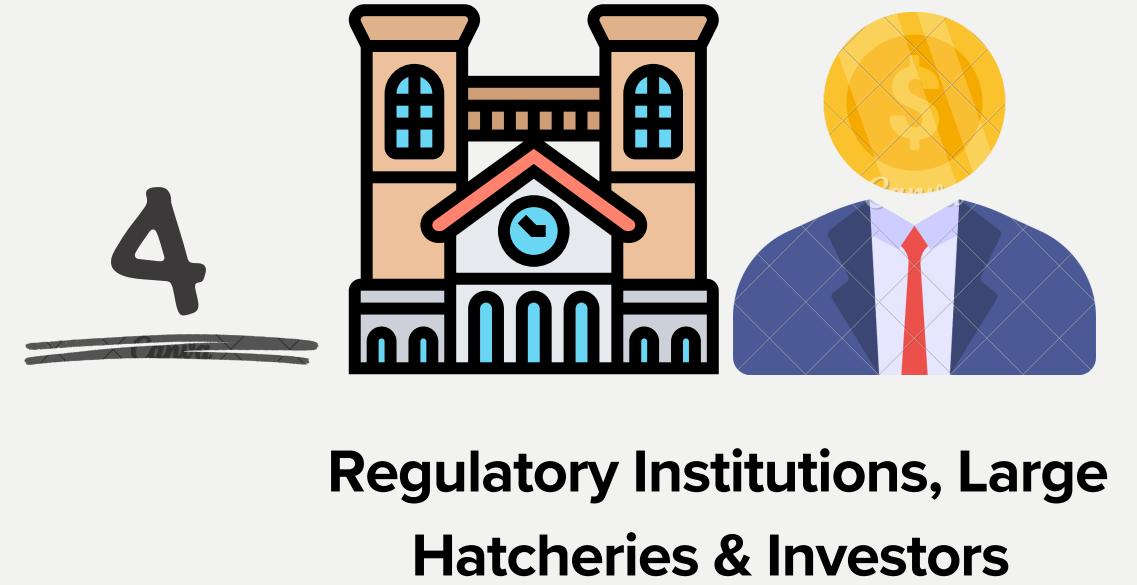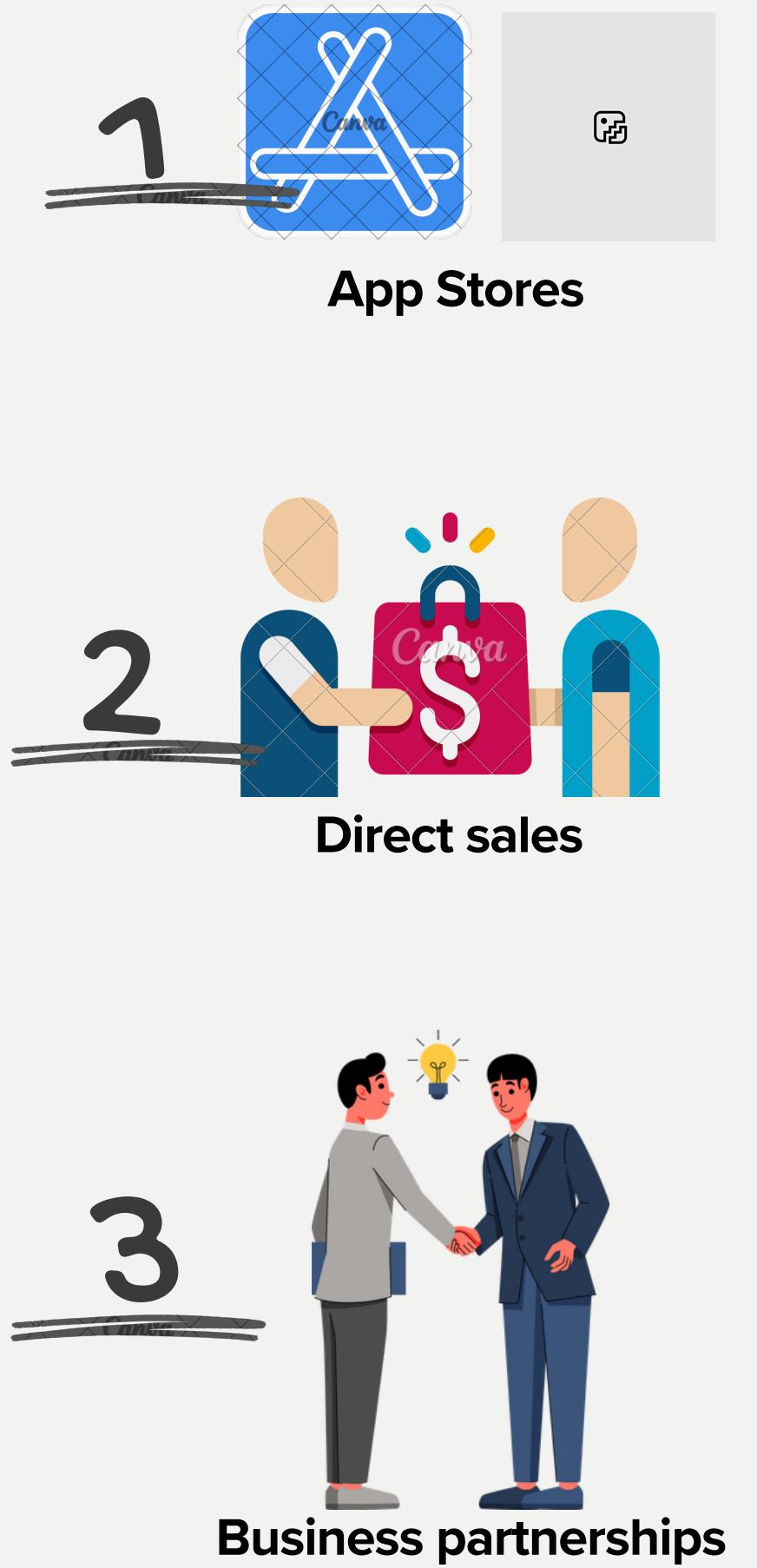
**Strategic partnerships**
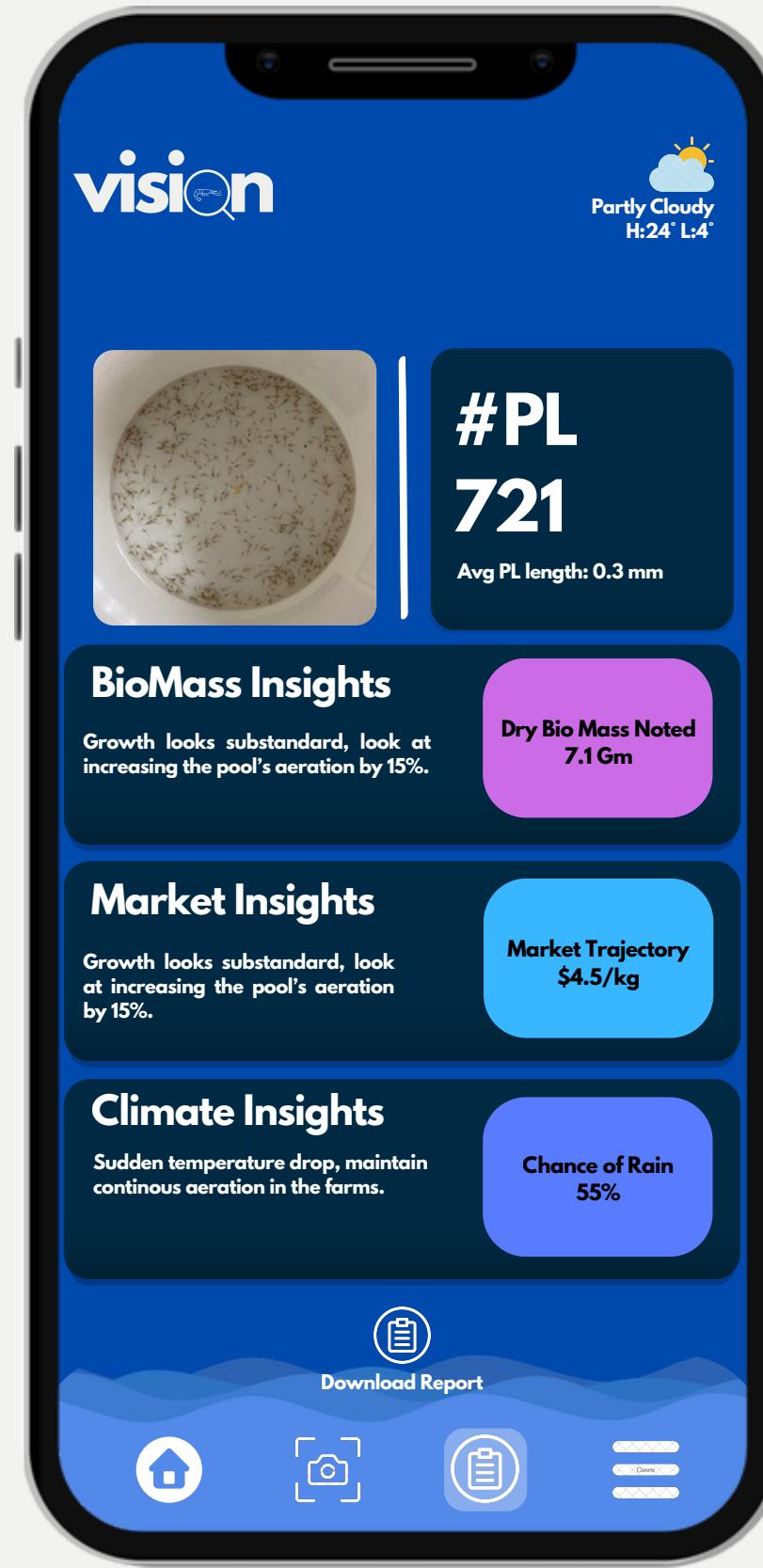
15%

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Distribution
# Channels

1 App Stores

2 Direct sales

**3** Business partnerships

4 Regulatory Institutions, Large Hatcheries & Investors

5 Social media & Digital Marketing

Technical Feasibility

Tested on the ground, designed to scale

AI Model Performance

Early model shows 95%+ accuracy using real farm videos; 98% target by beta phase

Rural - Urban Usability

Flutter-based mobile app designed for low-cost mobile phones and lower resolution as 12MP Cameras.

Scalable Infrastrcture

AI, mobile, and cloud systems wii be built to scale across 40K+ farms with 10K+ daily users

Development Plan

Ai Model accuracy & Optimization
Plan to achieve 98%

System Integration
(AI model + App Ui + Cloud)

Ai Model Developement
achieved accuracy upto 95%

Mobile App Developement

Beta Field Testing
Planned for 2025:
Targeting 12 hatcheries and 150–200 farms for pilot trials.

Tech Stack
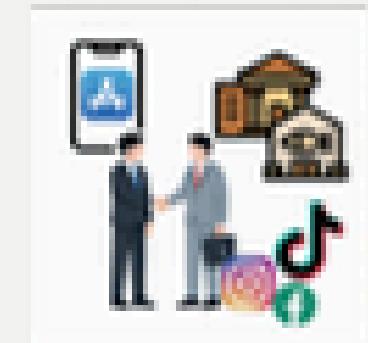
Development Timeline: 12 - weeks

Launch Strategy

Work with 12-13 hatcheries and 150-200 farms

Implement in-app and direct surveys

Partner with aquaculture industry leaders and government bodies

Leveraging digital, direct, and strategic partnerships for a high-impact market entry

Pilot launch 3-6 months

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Scaling Plan

Complete India scaling and operational excellence. ← 2030

Launch in Vietnam and Indonesia ← 2031

Scale operations in Vietnam and Indonesia; Launch in Ecuador and other Latin American markets. ← 2032

Full Global Scaling and launch pilots for other species ← 2033

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Feedback Strategy

Key Channels

Field Agents & Consultants

Usage Analytics & CRM Logs

In-App Surveys

Social Media & Messaging
Platforms
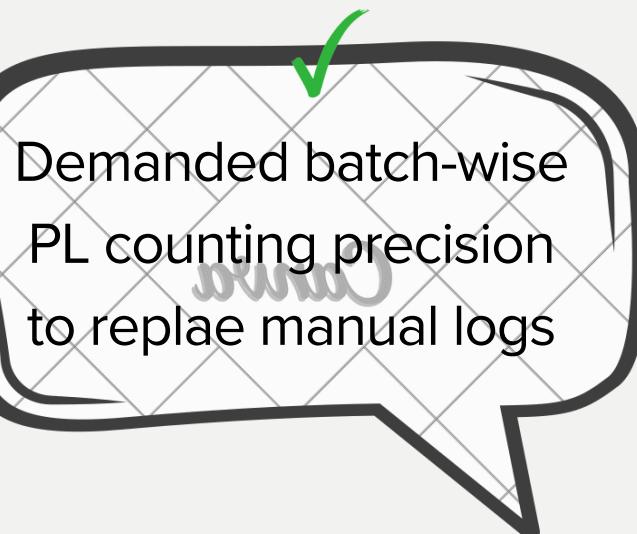
The 3–6 month Beta Program in India aims to validate Vision by Aqua 4.0's AI accuracy, usability, and impact across 12–13 hatcheries and 150–200 farms .
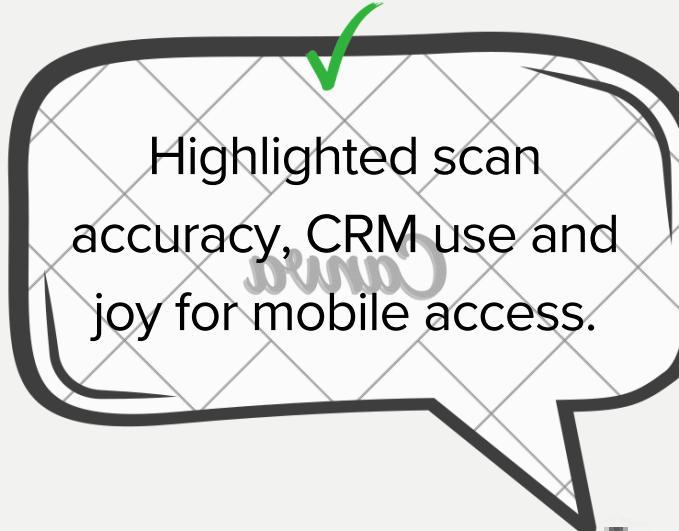
Gather insights to refine features, improve user experience, and prepare for scalable rollout in India's tech-ready farming regions

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Revenue Projections: Building a Scalable Market Presence

- 5-year revenue grows from $745K to $4.7M at just 20% adoption, based on a validated SOM model.

- Confirms product-market fit and builds a strong base for global and multi-species expansion

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Competition

Why we are better?

100% Hardware-Free
no bulky equipment or setup required.

AI-Driven & Insightful
Delivers precise PL counts and real-time decision.

Designed for Scale:
Built to serve both small farms and large hatcheries with intuitive UX.

The

TEAM

Fabio Dos Santos Neto
CEO
Ms in Aquaculture

Jeevan Deep
CTO - AI Engineering
Ms in Business Analytics
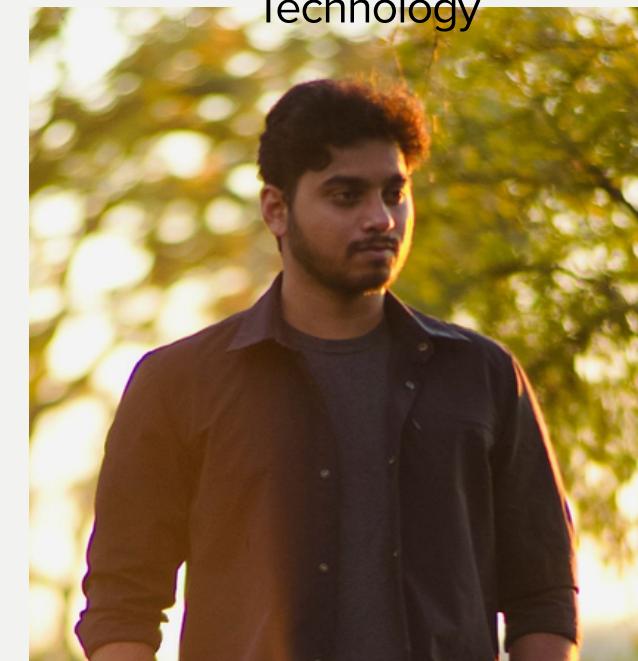
Supriya
Lead Business Analyst
MS in Information Systems and
Technology

Kostiantyn Savchenko,
BDO - Business Developement
Ms Management Education, Learning Tech

Sri Swaraj
CFO - Financial Management
M.B.A

J V Penmetsa
CSO - Marketing & Sales
Ms Industrial Management

aqua 4.0

From Farmers, Hatcheries to **Hope**.

Invest in the future of Aquaculture

We're raising $300K now

Be part of the global aquatech movement & Fuel AI-driven impact across the world.

Let's transform aquaculture - together.

THE

Price Structure

PLAN	PRICE (RUPEES)	PRICE (DOLLARS)	SCAN/MONTH	KEY FEATURES
Basic	375	4.5	15	Ad Supported, Cost Effective
Intermediate	650	7.5	30	Market updates and Product recommendations
Premium	950	12	60	Faster processing and exclusive insights
Premium Corporate	1500	18	125	Unlimited live support, network access to small scale farms and hatcheries
Pay/Scan	49/scan	0.5	On-Demand	No subscription required
Top-up	175/ 5 scans	2	6th Scan Free	Encourages prepaid usage

Brand Identity Prism

Physique
AI shrimp counter, mobile-first, CRM-integrated, rural-ready interface, Aqua-blue branding.

Personality
Smart, supportive, user-first, digitally adaptive.

Relationship
Driven by personalized profiles, AI chatbot support, smart alerts, and actionable insights—always context-aware and trustworthy.

Self-Image
Users (Farmers & Hatcheries) see themselves as progressive, empowered, and data-driven decision-makers.

Reflection
Brand views users as core innovators in aquaculture's digital future—curious, capable, and collaborative.
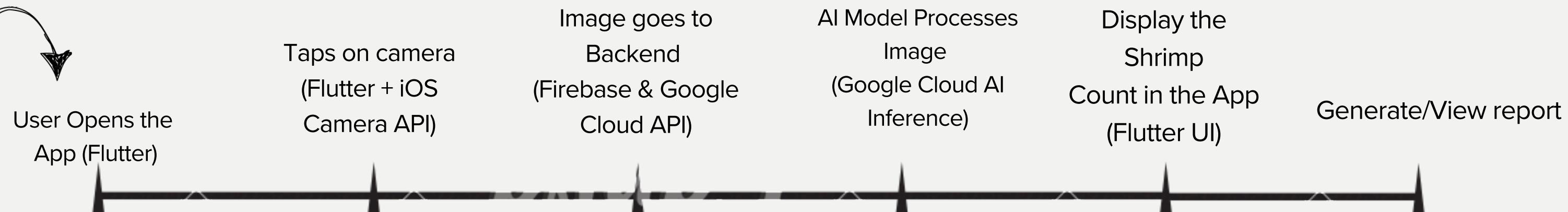
Culture
Rooted in global aquaculture, blending tradition with intelligent automation and technology.

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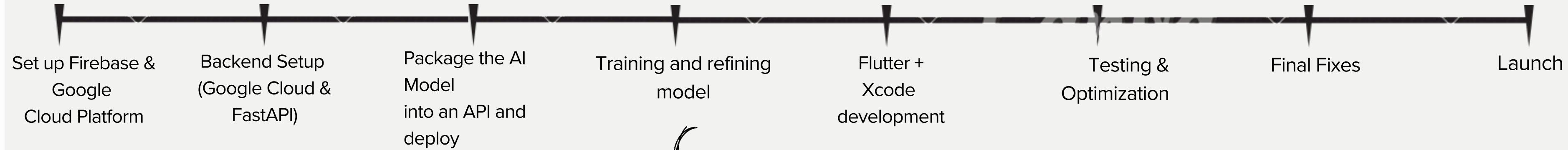
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Development

Planned Userflow

User Opens the App (Flutter)

Taps on camera (Flutter + iOS Camera API)

Image goes to Backend (Firebase & Google Cloud API)

AI Model Processes Image (Google Cloud AI Inference)

Display the Shrimp Count in the App (Flutter UI)

Generate/View report

Development Timeline

12 - Weeks

Set up Firebase & Google Cloud Platform

Backend Setup (Google Cloud & FastAPI)

Package the AI Model into an API and deploy

Training and refining model

Flutter + Xcode development

Testing & Optimization

Final Fixes

Launch

Tech Stack