



DEMO DAY COHORT 7



Artificial Intelligence and Digital Platform for Agricultural Industry

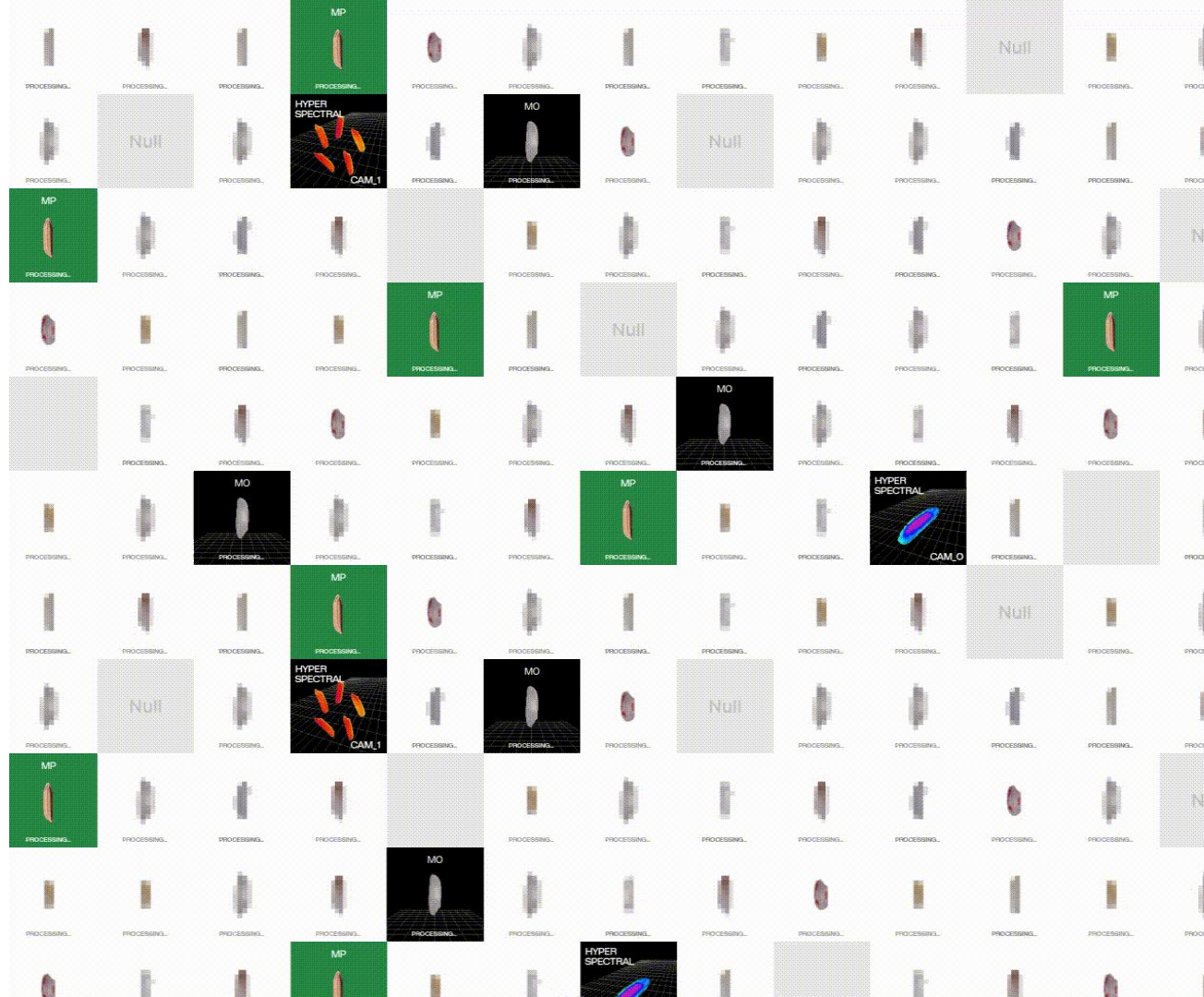


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หรือที่เรียกว่า Quality Control และ Quality Assurance

Human eyes inspection and evaluation cause...

5-10%

Rejected by Importers

\$36k /year

Costs of rejection

3 -7 days

Operation lost to renew



Co-Founders & Team



Wisuwat Sunhem
COO

Master's Data Science and
Machine Learning Researcher at
Glasgow University



Sujitra Sutthithatip
CPO

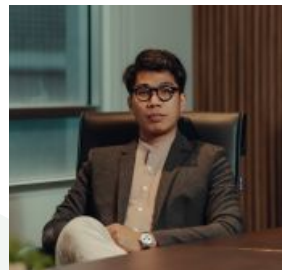
Master's Industrial Engineering
and Economics Tokyo Institute of
technology



Phuvin Kongsawat
CEO

Former AI Researcher

(Government Funding)
Former CIO at Naturefood
Product and Marketing
(Rice Exporter)



**Nuttakan
Wiriyakrieng**
CTO

Data Science and Engineer in Telco
and Fintech Corporate



Nawapat Jamroenrak
Hardware Engineer



For the input, scattering
25 gram of rice sample
on a System



03.

Rice Inspection Result

Ship

Inspector: 123456789


Date: 2025-01-23 14:30:12 ID: 0000123456

Ship: 000123456789 Port: 000000000000

Form: 000000000000 and page: 0000

Market: 000000000000 Page: 0000

Lot	Country/Port of Origin	Status	Notes	Photo
Lot: 0000	India	Export	White	



Size

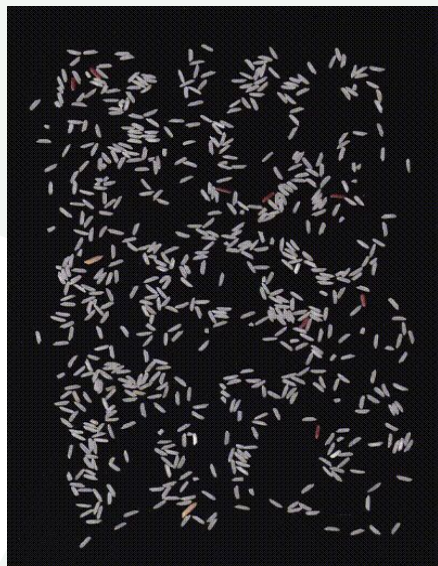
Average length of whole grain: 15.0 mm Standard: 15.0 Actual: 15.0

Length of whole grain of whole grain: 7.5 mm Standard: 7.5 Actual: 7.5

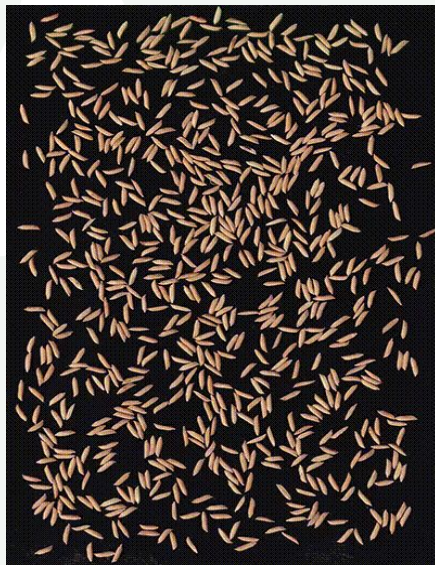
Composition	Standard	Actual	Defect Rice	Standard	Actual
Whole Rice	≥ 95 % Weight	95.0	Head and substandard rice	≤ 5.0 % Weight	0.00
Broken Rice	≤ 5.0 % Weight	0.00	Yellow	≤ 5.0 % Weight	0.00
Bolus	≤ 0.5 % Weight	0	Chalky	≤ 0.5 % Weight	0.00
Long Broken	≤ 0.5 % Weight	0	Sticky rice with detergent	≤ 0.5 % Weight	0.00
Grain Break	≤ 2.0		Damaged	≤ 0.5 % Weight	0
Grain Break	≤ 0.5 % Weight	0.00	Foreign Matter	≤ 0.5 % Weight	0.00
Grain Break	≤ 0.5 % Weight	0.00	Other	≤ 0.5 % Weight	0.00
Grain Break	≤ 0.5 % Weight	0	Total		0.00

Two launched Products

Milled Rice Quality



Rice varieties recognition



10 times faster



95% accurate



\$4.56 Million/Y
Rejection cost

Company Growth



235+

Thai Paying Users
(Exclusive period)



29+

Vietnamese Trial
Users

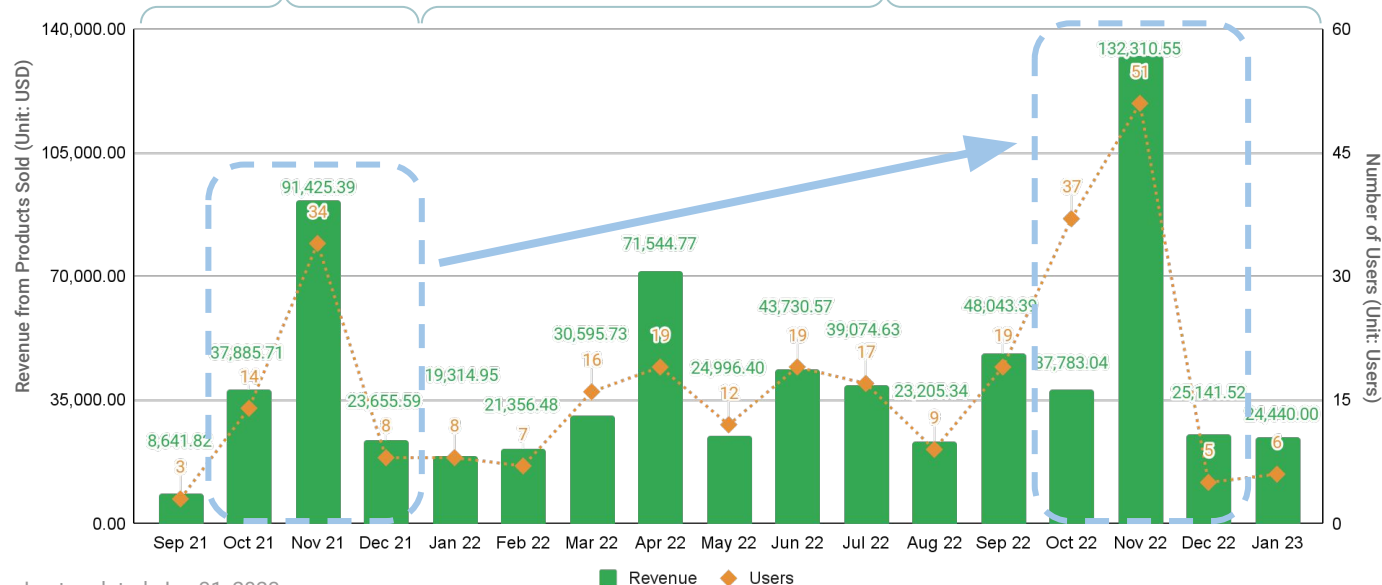


5.2 %

Market Accessible

2021 Revenue = 161,608.53 USD

2022 Revenue (Preliminary Release) = 517,097.38 USD



Last updated: Jan 31, 2023

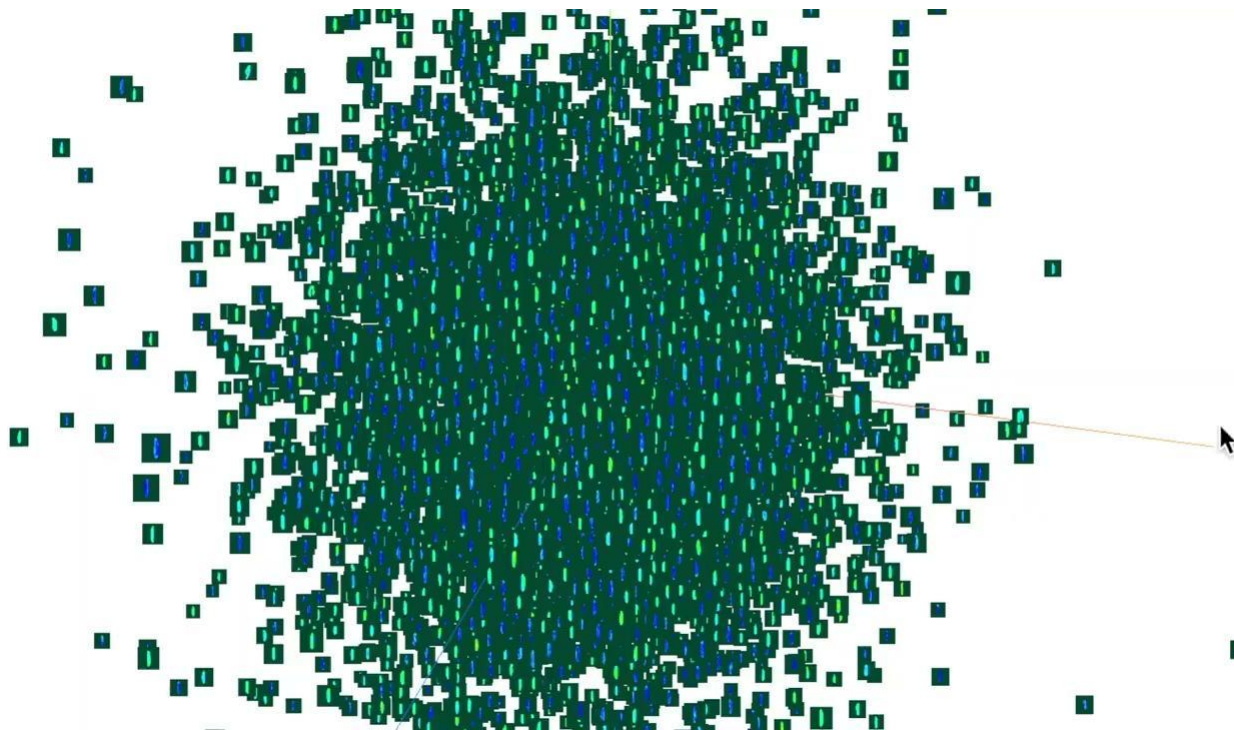
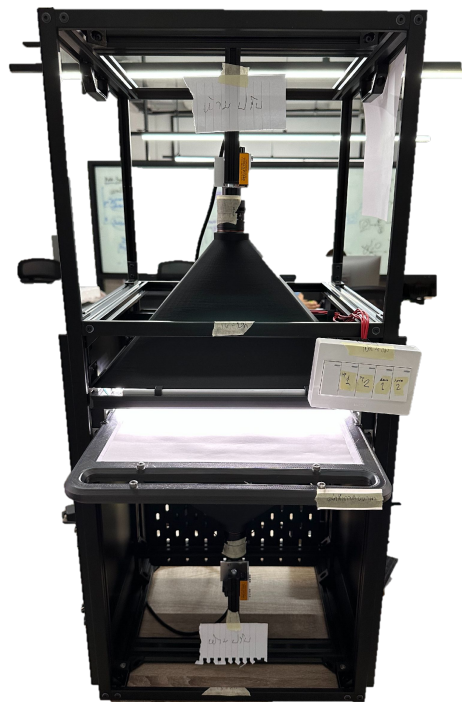
User growth
66.97% (YoY)

Revenue growth
320%

Transaction growth
339% (YoY)

Software As Service:
\$3,500 – \$4,500
Per 9,000 transactions

Easy Rice's Next Launch

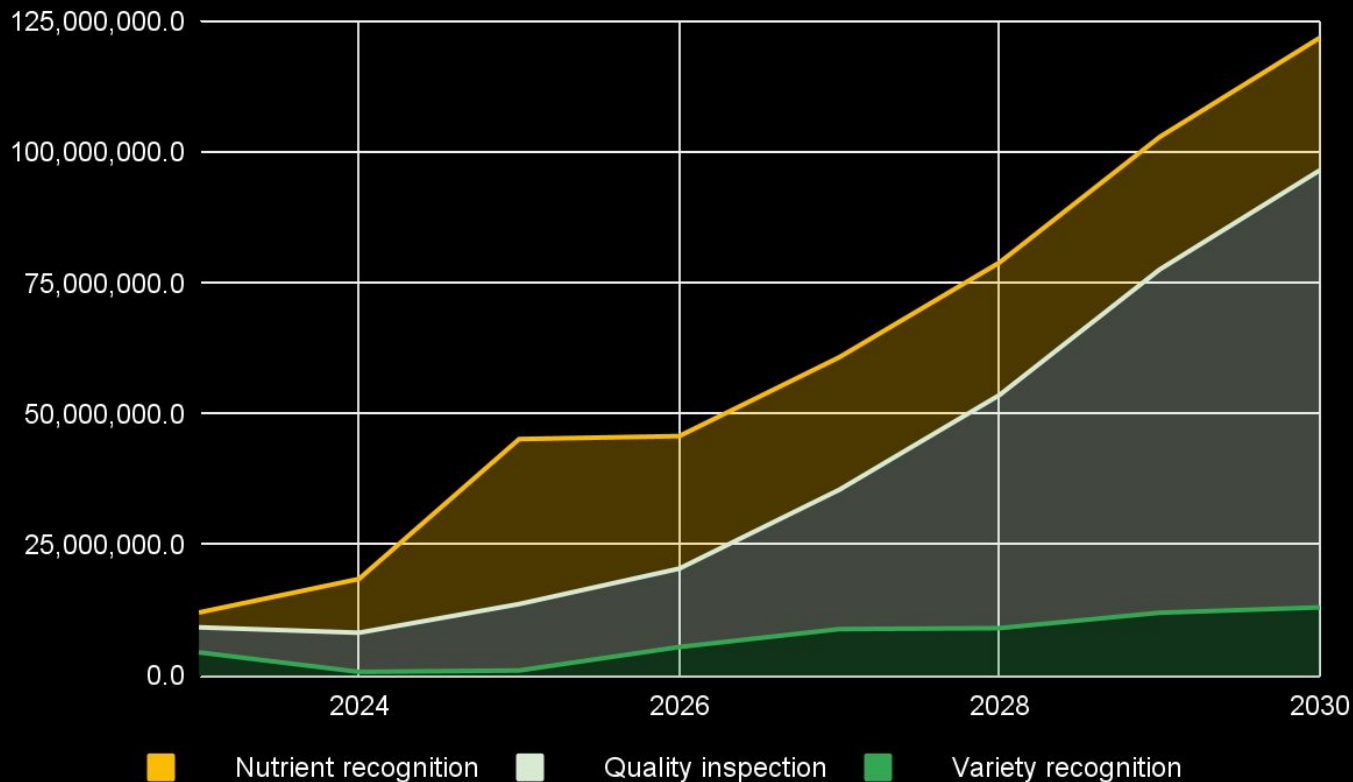


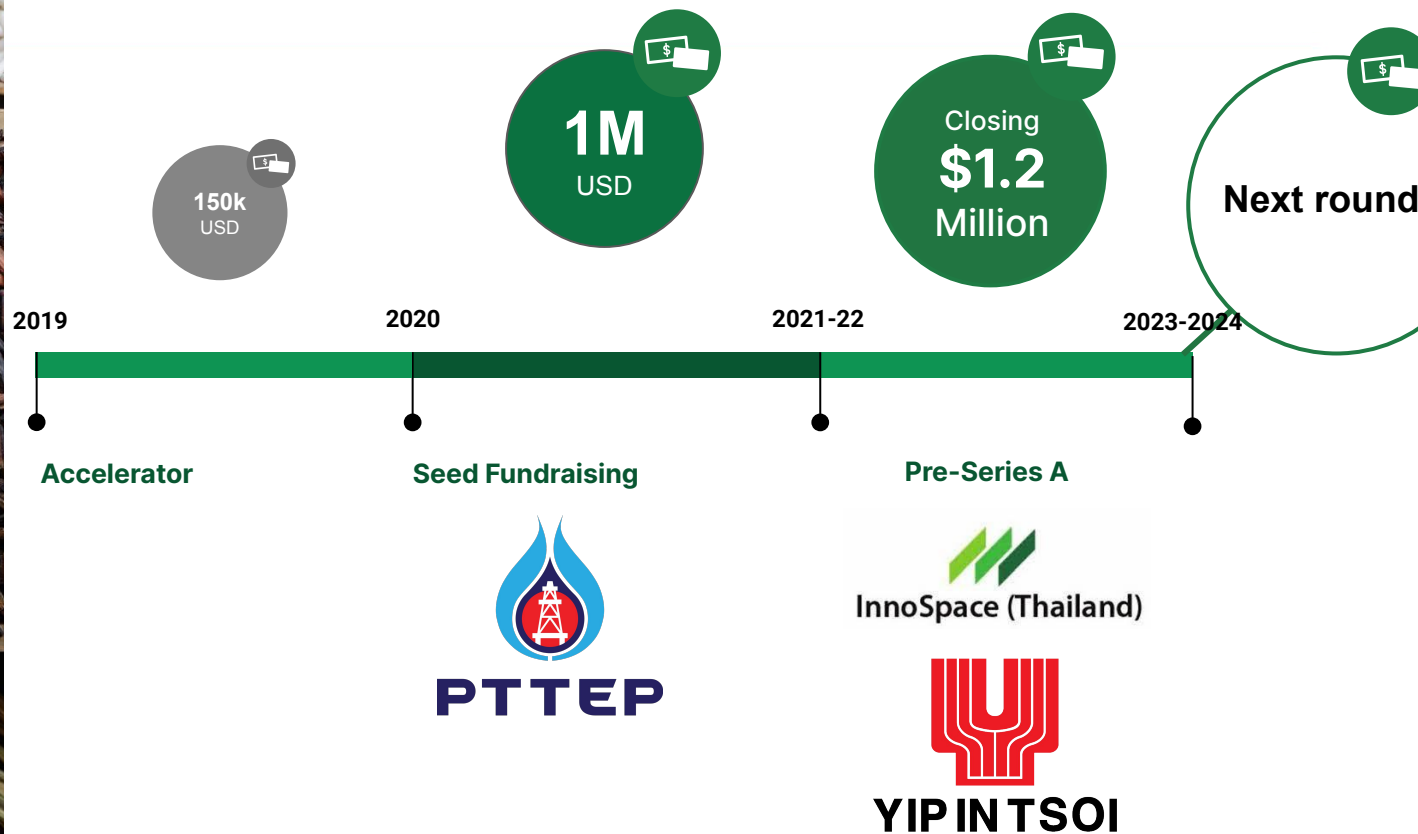
Quality Assessment and Quality Control Market Size



Revenue outlook for QC/QA in agricultural products

Unit: USD







Accelerating Asia

2023

On March 2, 2023
06:00 – 08:00 PM



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