# Holistic platform for 24/7 fast, transparent, and cost efficient pest control



TROJAN
Remote Pest Monitoring

## Supported and Funded by
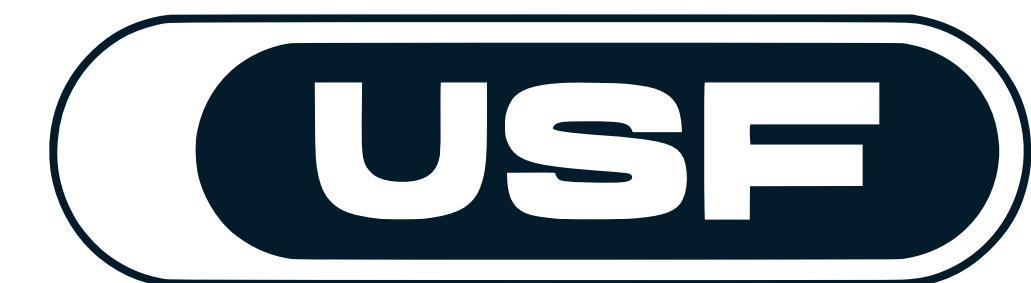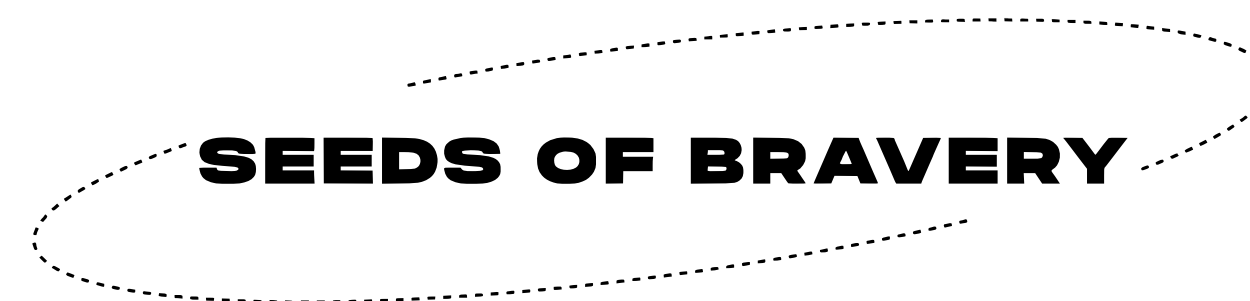
# Problems & Challenges:

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- **PESTS** are everywhere and their number is constantly increasing. Around **40%** of **global food** production is **lost** due to pests. Rodents contaminate/consume about **20% (≈ $1 trillion)** of the **world's food** supply **each year**.

- Approximately **90%** of pest control services still rely on traditional equipment, requiring frequent manual inspections even in the absence of pest activity.

- **EMPLOYEE BURNOUT:** manually checking **MILLIONS** of traps is repetitive and **monotonous** work, significantly reducing employee motivation and efficiency.

- **HIGH RISKS:** delayed infestation detection leads to product **damage,** health risks, customer complaints, and reputational losses.

- **WASTE OF EFFORTS:** Over **70%** of time is spent on manual checking of empty traps instead of focusing on critical tasks like inspection and addressing infestation causes.

- **WASTE OF TIME** for manually filled reports with possible mistakes & often containing inadequate data, resulting is a lack of transparency.

# Proposed solution

**TROJAN**

## Smart LoRa IoT live multi-catch mousetrap
- Instant notification of a capture
- Direction of mouse movement
- Quantity of mice inside
- One year of 24/7 battery life

## Smart LoRa IoT rodent bait station
- Smart monitoring of bait consumption
- Quantity of bait consumed
- Time period of consumption

### Digital pest control technician
- 24/7 pest monitoring
- 70+% time savings
- job satisfaction enhancement

## HUB Lora + WiFi/LTE
- Sends info to the PMS via internet
- Buffers messages from smart monitoring equipment in its internal memory

## Pest Management System
- 70+% saving physical working time
- Automated reports, statistics, analytics
- Interactive map with advanced features
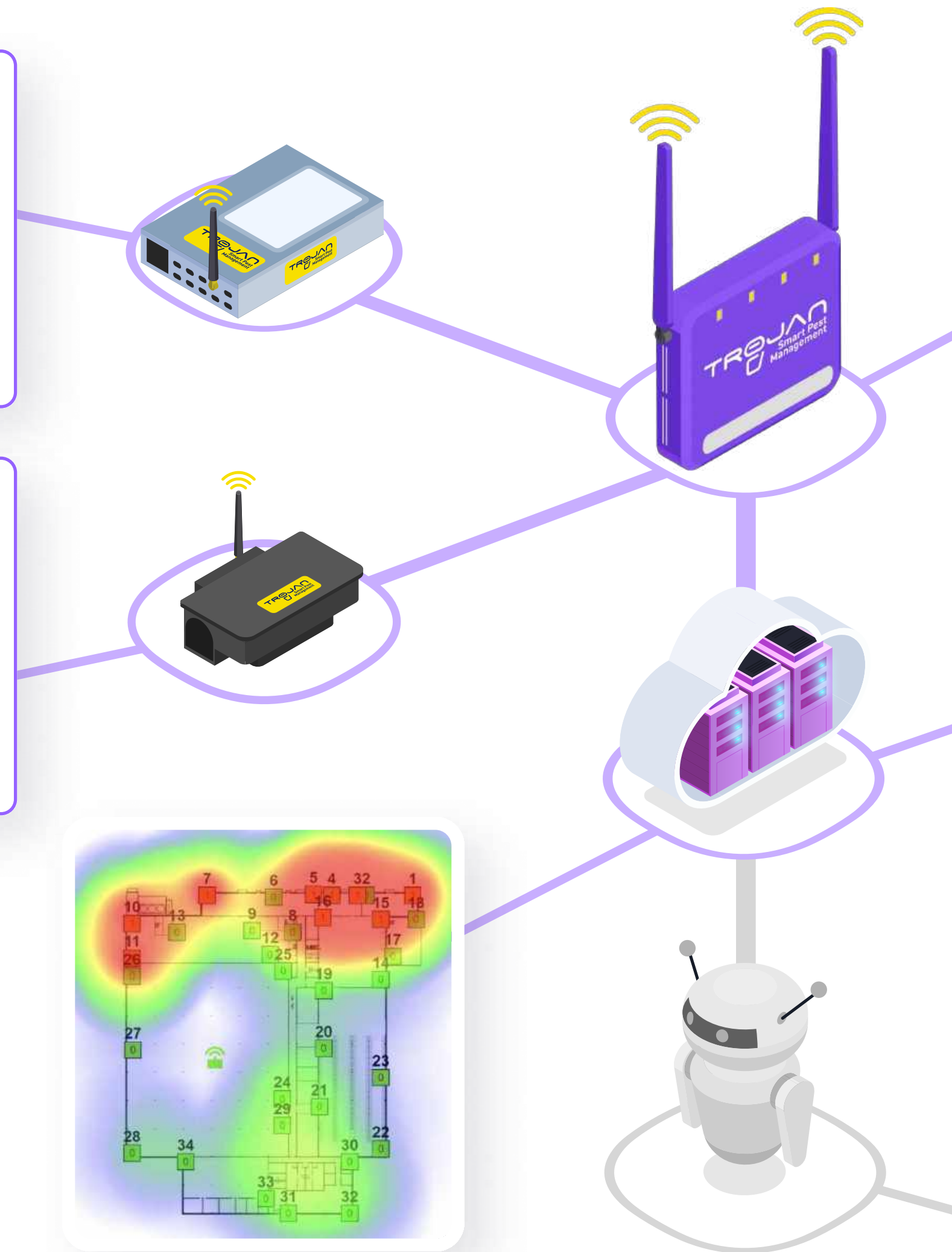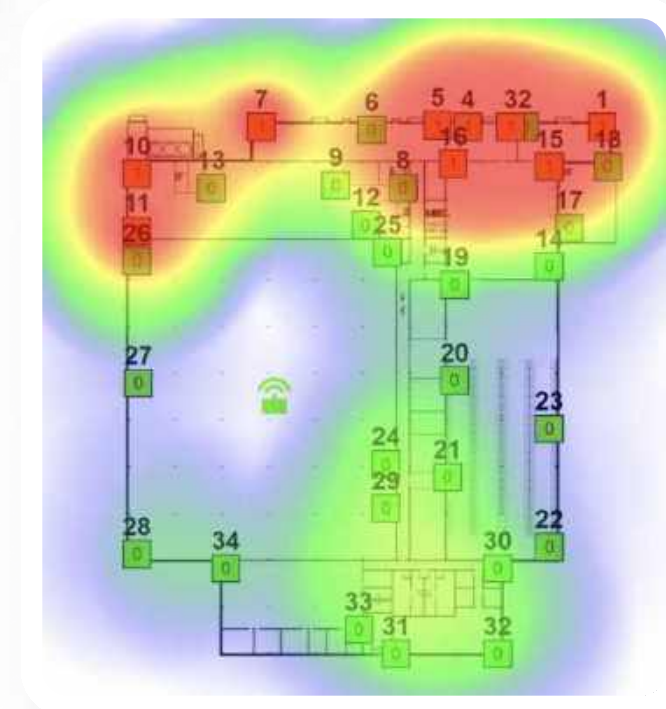- Smart and regular equipment compatible

## AI
- Distinguishes types of insects caught
- Counts number of insects of each species
- Smart assistant: AI co-pilot

# System Capabilities & Advantages

TROJAN

**Real-time Monitoring**
Immediate detection & notification

**Wireless Connectivity**
LoRa → Wi-Fi and 3/4G

**Easy Installation**
Set up in 10 minutes

**Comprehensive analytics**
Improved insights, efficiency, precision

**Non-toxic Approach**
Environmentally safe and globally compliant

**Long Battery Life**
1+ year monitoring on a single battery

**Low Maintenance**
Easy module swap

**Minimal Bait usage**
Cost-saving & reducing waste
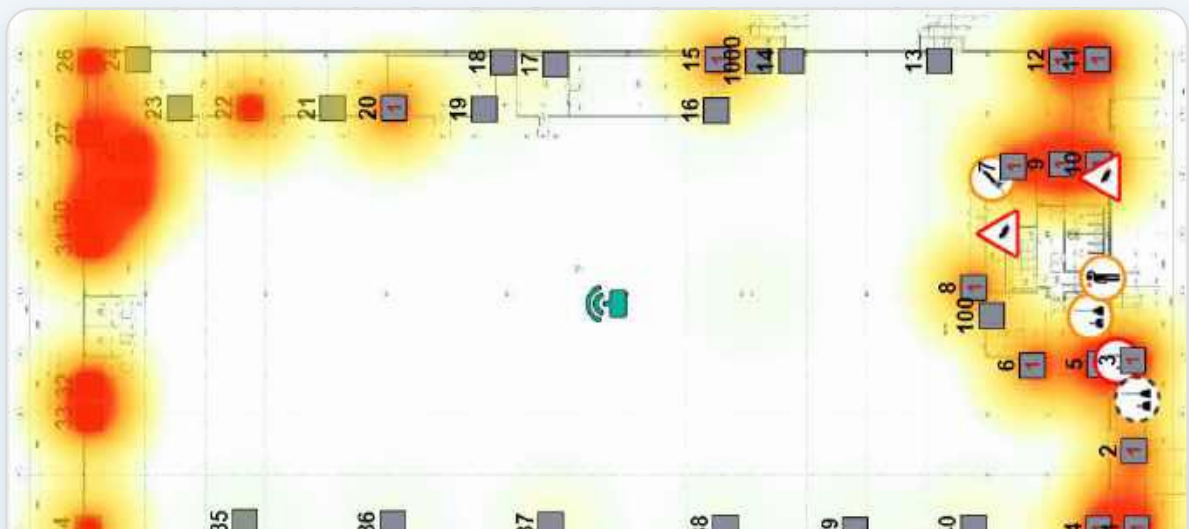
# Smart IOT Multi-catch mouse trap

for mice and small rodents (used indoors)

**TROJAN**

Up to 15 mice

1 year of autonomous work

≤ 1 km

≤ 4 floors

**Trojan HUB**

## How it works?

- The trap allows entry, prevents escape, and can catch up to 15 mice.
- Two sensors detect mouse activity
- Once triggered - sends alerts to the hub via LoRa.
- The hub forwards data to PMS via Wi-Fi or mobile.

## What are the advantages?

- Saves time by eliminating the need for manual checks.
- Tracks trigger events precisely, helping identify the cause easily.
- Sends instant alerts to prevent decomposing rodents, ensuring safety and hygiene.
- Provides automated statistics, reports in PMS, and displays data on an interactive map.

# Smart IOT Rodent bait station

for rats and other rodents (used in/outdoors)

**1 year of autonomous work**

**≤ 1 km**

**≤ 4 floors**

**Trojan HUB**

## How it works?

- Rodents can freely access the station.
- Non or Toxic bait is strung on a metal rod.
- A weight sensor monitors bait usage hourly.
- Data is sent to the hub via radio.
- The hub transmits updates to the PMS via Wi-Fi or 3/4G.

## What are the advantages?

- No manual checks required.
- Uses non-toxic baits during the prevention stage, meeting EU regulations.
- Tracks bait consumption and timing with precision for better accuracy.
- Real-time site monitoring for proactive management.

# Traditional Methods vs. Our Solution

**TROJAN**

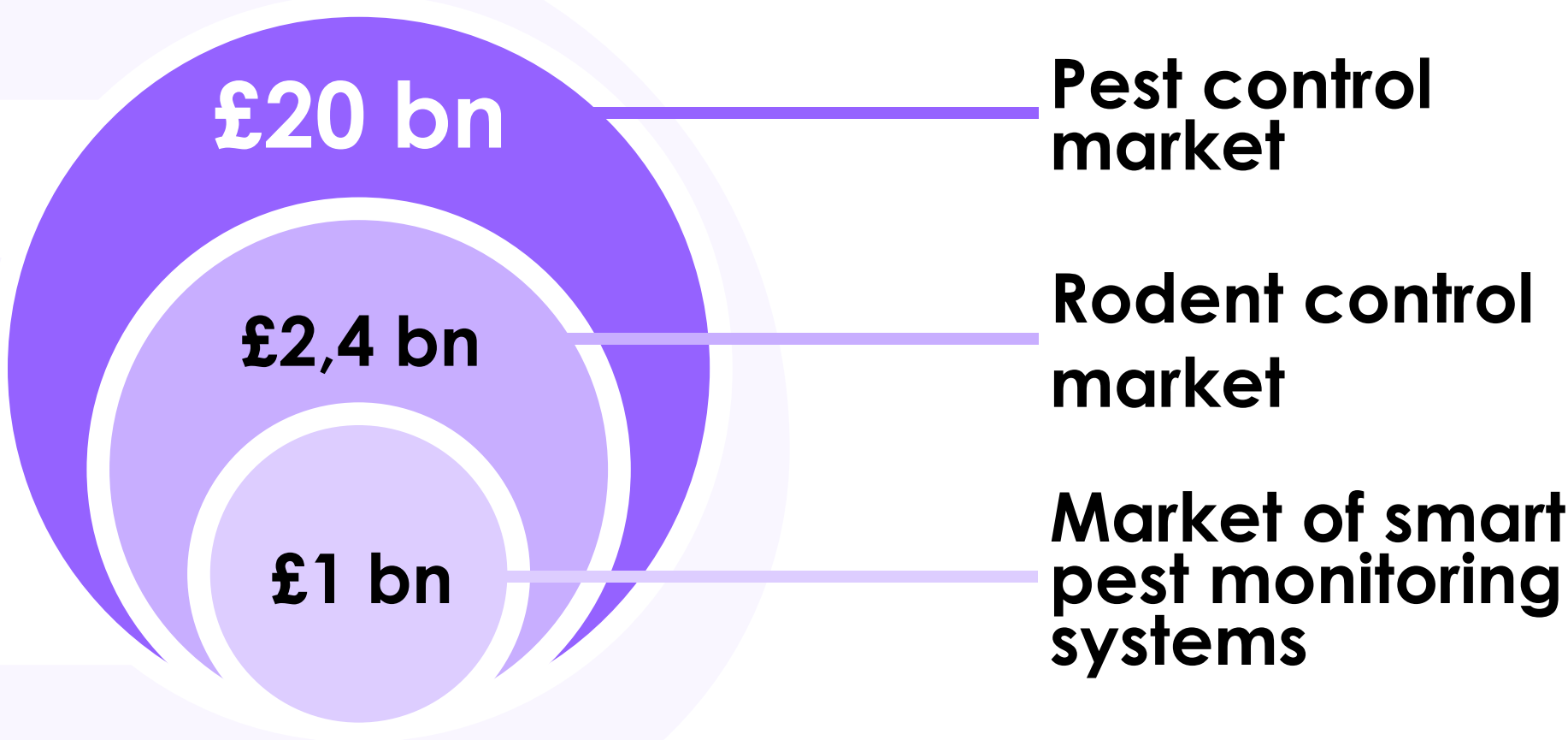| | Traditional Methods | TROJAN SYSTEMS |
|---|---|---|
| **Trap inspection time** | 2 minutes per trap, 33+ hours for 1000 traps | Automatic data transmission, real time inspection, 2-3 hours for 1000 traps |
| **Documentation** | Paper-based/manual input into systems, human error prone | Automated reporting in PMS, 100% accuracy |
| **Activity response** | No data on trigger times, delayed analysis | Instant notifications, quick issue detection |
| **Professional visits need** | Unnecessary visits, even with no activity | Visits only when necessary |
| **Data visualization** | Manual creation of statistical graphs | Interactive map, graphs, automated statistics for analysis |
| **24/7 monitoring** | Not available | Continuous monitoring with real-time data |

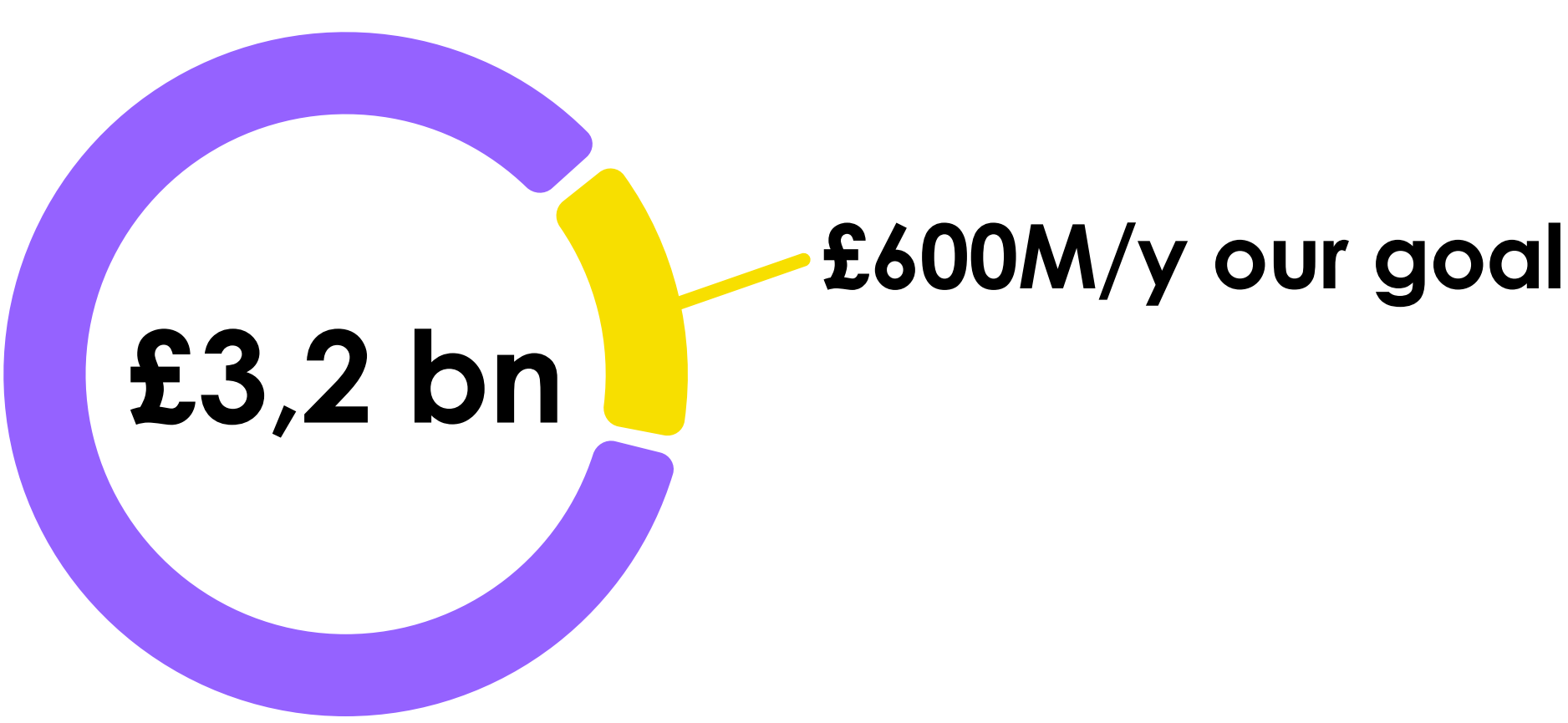Total cost savings    £100    traditional    **Trojan**    **75%** savings

# Market and competition

**TROJAN**

## 2025 year

**£20 bn** — Pest control market

**£2,4 bn** — Rodent control market

**£1 bn** — Market of smart pest monitoring systems

## Smart equipment market until 2034

**£3,2 bn**

**£600M/y our goal**

| | TROJAN | Traditional Methods | Bell traps | Victor | Traplinked | Trapsensor |
|---|---|---|---|---|---|---|
| Remote pest monitoring 24/7 | + | − | △ | + | + | + |
| PMS holistic analytics | + | − | + | △ | △ | △ |
| Modular smart-block | + | − | △ | △ | △ | △ |
| Cost-effectiveness | + | △ | △ | △ | △ | △ |
| Easy installation | + | + | + | + | + | + |

+ Feature is fully supported | − Feature is not supported | △ Feature has partial support or limitations

# We started in 2023

- We invented **3 devices**, and launched web-based **pest management system, being tested** by professional companies from **Ukraine, Indonesia, Singapore, Brazil** & the **EU**

- We collected **over 185** warm **leads** all over the world, mostly from UK, EU, Finland, Georgia and Asia.

- We have signed **LOI** with **4** customers from **Malaysia, Georgia, Singapore** and **Saudi Arabia**, for total **11,500 units**

- In November 2024, our startup claimed **2nd** place among **700 participants** in the **Business Trampoline** competition, by **Visa** and **Rozetka.ua**.

- Amid tough competition, **we won** the **Seeds of Bravery** – **Rebuild Ukraine** grant with **USF's support** and set to receive **€25,000**.

- The **Innovate UK** program received **2,134** applications, with **only 44 projects** chosen for funding. Among the selected is **Trojan Systems**, which is set to receive **£350,000**.

# Impact on the Industry & internal growth

TROJAN

**Much More Precise Data**

**Service Quality & Efficiency Increase**

**Industry Growth**

**Small Business Growth**

**Lowering Risks For Food Safety & Human Health**

**Less Usage Of Biocides**



1 — Smart bait station for rodents

2 — Smart mechanical traps for mice and rats

3 — AI co-pilot

4 — Smart glue trap for Asian market rodent control

5 — Smart trap for crawling insects with AI photo analysis

6 — A complete remote monitoring ecosystem - a full-cycle PMS

7 — Smart module

# Traction forecasted

| | 2025 | 2026 | 2027 | 2028 |
|---|---|---|---|---|
| Customer | 10 Operators & distributors | 30 Operators & distributors | 90 Operators & distributors | 270+ Operators & distributors |
| Volume of units sold | 3k | 10k | 35k | 110k |
| Volume of units under service | 3k | 13k | 48k | 158k |
| Projected ARR($) | £36k | £156k | £576k | £1,9M |
| Annual revenue | £171k | £606k | £2,1M | £6,8M |

# Road Map

**February**
**2025**

Setting up a project to work with Innovate UK (£488k)

**March**
**2025**

Status of the Seed Enterprise Investment Scheme (SEIS)

**May**
**2025**

Raising of £1M

**October**
**2025**

Series production launch and LOI implementation

**December**
**2025**

Launch of a remote pest control system for enterprise

# Our team

**TROJAN**

## CEO&Co-founder
**Anton Posunko**
11y+ entrepreneur
3x business founder

## CPO&Co-founder
**Valentyn Goncharenko**
15y+ in Pest Control
2x business founder

## Board Director
**George Iashunin**
15y+ in Marketing
2x startup founder

## Chief Revenue Officer
**Yury Mykhailyshyn**
5y+ in Sales and LeadGen
2x co-founder

**Marko Horodetskyi**
**Tech Lead**
Hardware & Full-stack
7y+ years experience

**Alla Posunko**
**CMO, marketing**
15y+' B2B marketing experience

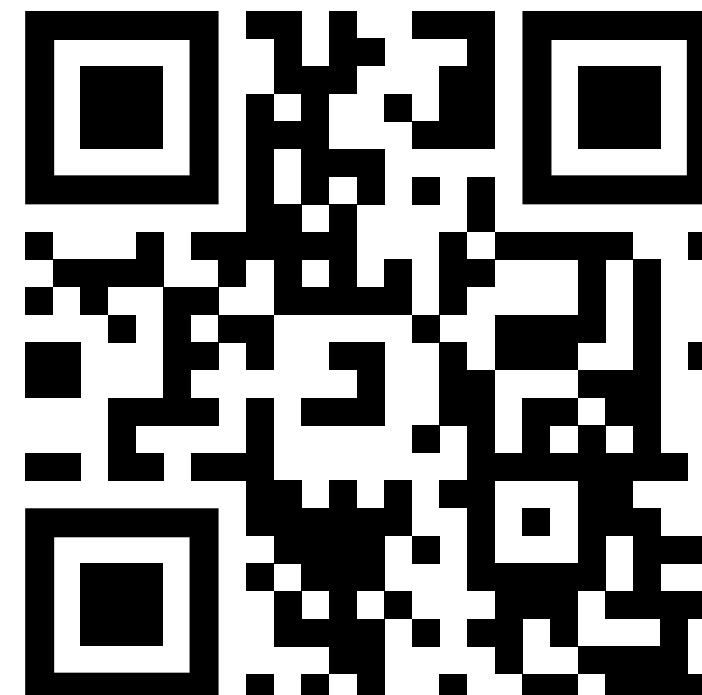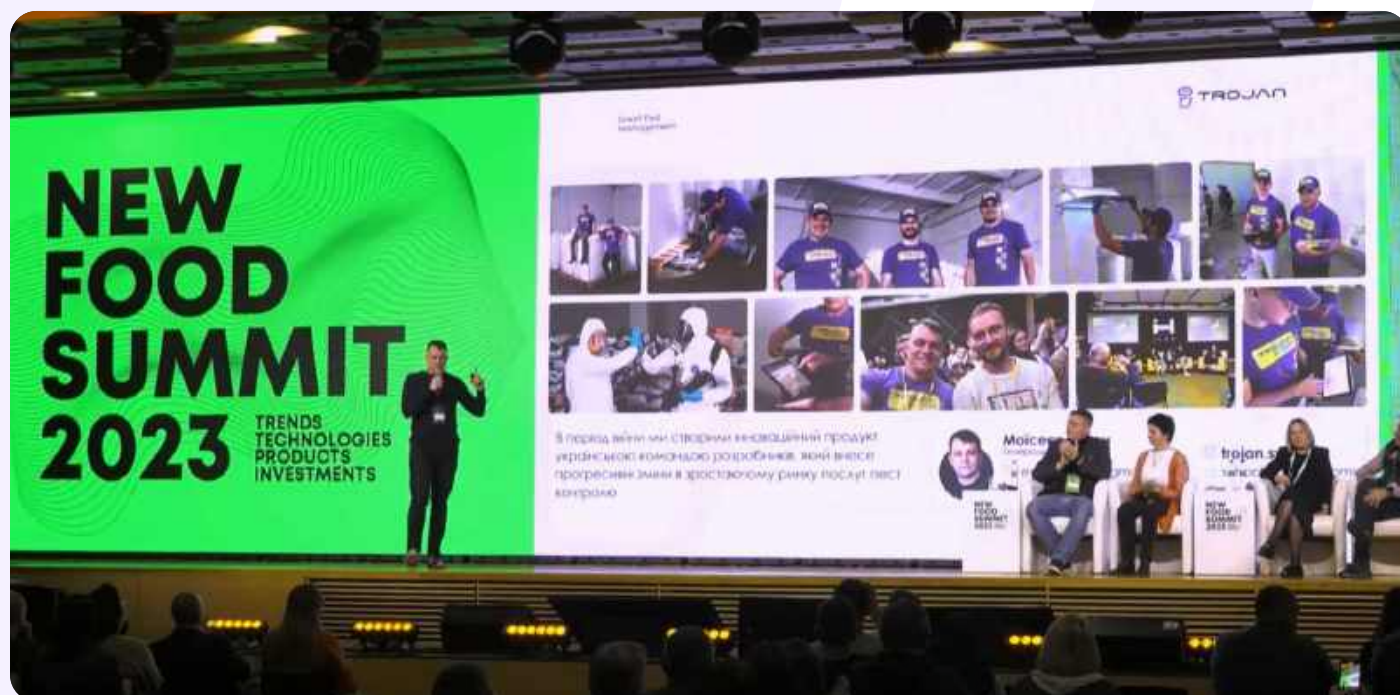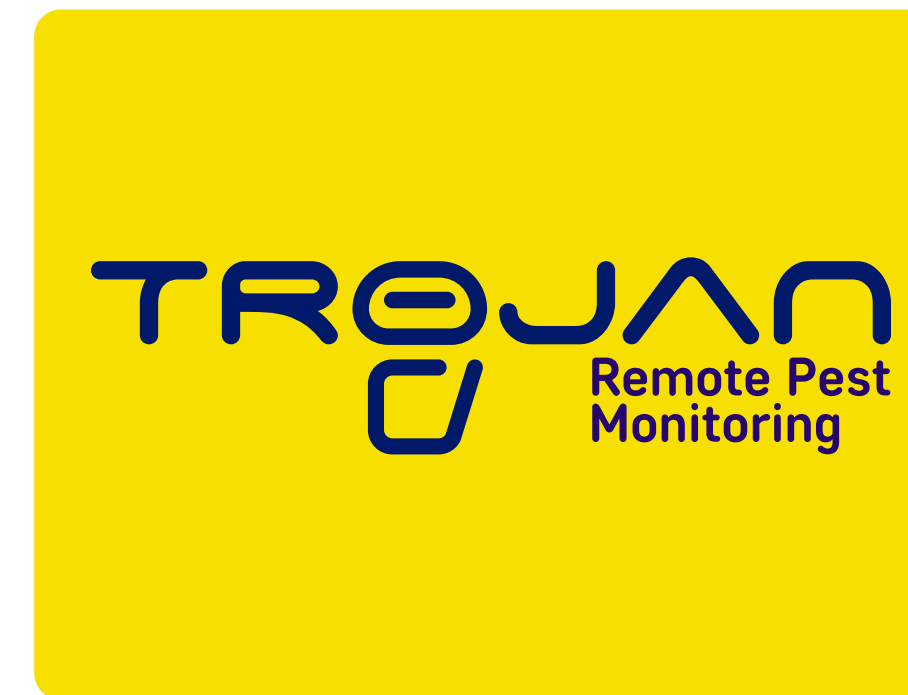**Alexander Petrashenko**
**Hardware-engineer**
30y+ experience

**Olha Sniatynska**
**Customer development manager**

**Mykhailo Lyvak**
**Full stack developer**

# Thank You!



**info@trojan.systems**