

Innovative high-performance mosquito trapping systems

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Samenvatting

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Contact & Site

Extra beschrijving

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Beschrijving onderneming:

Founded in 2019, this startup is a Dutch-based social enterprise focused on the development and commercialization of high-performance mosquito trapping systems.

The startup is driven and motivated by the ambition of reducing mosquito-borne diseases, thus stimulating economic growth and empowering people.

The company has recently started the commercialization of its first product: the mosquito trap. This mosquito trap is the best performing trap for human-biting mosquitoes which uses a patent (-pending) technology and the PM6 odour sachet to attract, capture and kill the targeted pest.

Their mission is in line with the UN Sustainable Development Goals. They are committed to collaborate with public and private stakeholders to contribute to the reduction of mosquito-borne diseases (SDG number 3 and 17).

Business Model:

- The startup has developed a scalable business model which is composed of 3 key pillars. Firstly, they have developed a B2B model which aims to create and maintain long-term partnerships with regional distributors.
- Secondly, a Razor&Blades pricing strategy is adopted to stimulate and facilitate sales: the mosquito trap is the Razor while the replaceable PM6 odour sachet (which last for 3-months) is the Blade.
- Thirdly, a Robin-hood business strategy is implemented where differential pricing will be applied to different market segments and solutions.

Type klant:

B2B

Gewenst type investeerder:

Angel investor; Incubator/accelerator

Wat onderscheidt jouw onderneming van anderen in jouw sector (USP's)?:

- 1- Best performing mosquito trapping technology (patent-pending);
- 2- Partnerships with World-class knowledge institutions;
- 3- Long term commercial partners across 4 continents;
- 4- Lean operations.

Benodigd Kapitaal:

€500.000,-

Investeringsbehoefte:

Team hiring: €200.000; New product development: €150.000; Commercial expansion (new regions and new segments): €150.000.

Sector:

Health; Consumentengoederen; Impact

Bedrijfsfase:

Early Growth

Aantal founders:

2

Aantal huidige werknemers:

1-5

Maandelijks omzet (huidig):

€3.500,-

Omzet (Prognose) komende 12 maanden:

€160.000,-

Omzet (Prognose) maand 13 - 24:

€373.000,-

Huidige maandelijkse kosten:

€9.000,-

Reeds toegezegde financiering:

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Overige relevante informatie:

There has been a pre-seed capital round funded for €550.000,-. This investment was not done through equity investment.

Below the mosquito trap is shown:

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