

iLivestock Platform – Partner Entry Pack

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Company details

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Company biography

iLivestock is transforming livestock management with cutting-edge Precision Livestock Farming (PLF) technology. Our integrated software and hardware platform is designed specifically for sheep and cattle farmers, with a focus on family-run farms that produce over 80% of the world's food. By enhancing efficiency, sustainability, and animal welfare, we empower small-scale farmers—especially in underserved regions—to make data-driven decisions with ease.

Developed and tested in the UK, iLivestock seamlessly integrates with smartphones and tablets, simplifying farm compliance and record-keeping. Our core products include:

- iLivestock Farm Software – A farm management system for compliance, health tracking, and performance analytics.
- eWeigh – A patented Bluetooth-enabled weighing device for real-time livestock data.
- eTagReader – An advanced electronic identification (EID) reader for animal tracking.
- eWeighBars – Durable wired load bars for precise weight measurement.

Through a unique subscription-based hardware model, we eliminate high upfront costs, making advanced livestock technology more accessible, affordable, and adaptable for farmers worldwide.

iLivestock Platform – Innovative Technology

[Overview]

iLivestock is transforming global livestock management with its integrated Precision Livestock Farming (PLF) platform, combining advanced software and hardware to help sheep and cattle farmers make data-driven decisions, and making data capture on the farm both easy and affordable.

At its core, iLivestock is built for farmers who've been overlooked by traditional technology. The platform empowers farmers to reduce production inefficiencies, enhance productivity, and build a more resilient business—without overcomplicating things.

The platform's disruptive pricing and hardware subscription model eliminate large upfront costs, while fixed software pricing provides financial predictability. Additionally, third-party compatibility offers a cost-effective solution for farmers who can connect to their existing farm equipment. Their flagship product, eWeigh, is a Bluetooth-enabled weighing system that adapts to a farm's growing needs.

By enhancing the monitoring, recording, and analysis of animal performance in one platform, iLivestock enables farmers to move their businesses forward, increase profitability, boost productivity, and reduce their farm's carbon footprint.

[Detailed]

Transforming Livestock Farming with Precision Technology

iLivestock is at the forefront of agricultural innovation, offering an integrated Precision Livestock Farming (PLF) platform that combines advanced software and hardware technology. This innovative system empowers sheep and cattle producers worldwide to adopt a more business-like, data-driven management approach, enhancing the monitoring, recording, and analysis of their production systems and animal performance.

Unique features and benefits:

- **Integrated platform:** iLivestock's combined software and hardware ecosystem provides a seamless experience for managing livestock.
- **Affordability:** Leveraging mobile device technology, iLivestock makes it easy and cost-effective for farmers to manage their flocks and herds on the go.
- **eWeigh system:** A Bluetooth-connected livestock weighing system that integrates with existing load bars, offering a scalable and affordable solution to meet the evolving needs of farms.

- Disruptive pricing: With an extremely competitive pricing model and in-house manufacturing, iLivestock disrupts traditional cost structures.
- Subscription model: A first in the market, iLivestock offers a hardware subscription model, eliminating the need for capital expenditure.
- Fixed software pricing: iLivestock's software comes with fixed pricing, ensuring peace of mind for farmers.
- Compatibility: The platform supports third-party hardware, allowing farmers outside our ecosystem to benefit from iLivestock products.

Addressing the challenges:

Across many regions, livestock sectors have historically been underserved by agri-tech innovation, resulting in a performance gap between farms. With increasing market pressures, changing subsidies, and growing sustainability demands, many producers face challenges in maintaining profitability. iLivestock removes barriers to PLF technology adoption, enabling farmers to improve productivity and resilience regardless of geography.

Impact on the industry:

- Productivity: Enhanced data collection tools boost animal management and performance.
- Sustainability: Improved resource efficiency, animal health, welfare outcomes, and profitability.
- Net Zero progression: Production efficiencies reduce waste and improve performance against breeding, rearing, finishing, and carcass KPIs, aligning with net-zero goals.
- Business resilience: By narrowing the performance gap between the highest and lowest-performing farms, iLivestock increases returns and long-term viability.

iLivestock is not just a product; it's a commitment to the future of agriculture, ensuring every farmer has the tools to thrive in an increasingly competitive and environmentally conscious world.

Competitive landscape

[Overview]

We operate in software and hardware market, with different competitors in each. Our main competitors are local livestock management apps, traditional methods (paper), and imported solutions such as Tru-Test and Gallagher. Our competitive advantage is that we provide an all-in-one platform with the ability to scale businesses through our software options.

[Detailed]

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Software

- Breedr
 - Breedr is a UK-based software company specialising in data management for sheep and beef farming. Their platform includes features for managing livestock data and offers the option to market animals through their marketplace. Recently, the company moved its operations to the United States to focus on feedlots.
- Agriwebb
 - Agriwebb, headquartered in Australia, is a leading software company providing comprehensive data management solutions for sheep and beef cattle farming.
- Herdwatch
 - A software company based in Ireland, dedicated to serving livestock and arable farmers with tailored digital solutions.
- Flockfinder (upcoming)
 - Flockfinder, a UK-based software company, recently launched its first application and secured funding to enhance its software functionality.
- Sum-it
 - Sum-it, established in the UK over 40 years ago, specialises in computer-based software solutions with a mobile application. Their offerings cater to the diverse needs of farmers, providing comprehensive software solutions for farm operations.
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Hardware

- Datamars Tru-test
 - Datamars Tru-test is a leading provider of livestock management solutions, offering products and technologies for weighing, EID tagging, and data management.
- Gallagher
 - Gallagher is a trusted name in the agricultural industry, known for its range of electric fencing, animal weighing, and data collection solutions. Their products are designed to enhance farm productivity and livestock management.
- Shearwell
 - Shearwell is a renowned manufacturer of livestock identification and management solutions, offering a wide range of tags, readers, and software systems designed to meet the needs of farmers worldwide.
- Agrident
 - Agrident is a respected provider of RFID technology solutions for livestock identification and tracking. Their products include high-quality readers and tags designed to optimise efficiency and accuracy in livestock management operations.

We stand out as the sole provider offering a comprehensive software solution paired with complementary hardware. Unlike competitors who solely concentrate on either hardware or software, our integrated approach sets us apart in the market. In addition to our competitive

product lineup, our aim is to ensure that data collection is accessible to farmers worldwide by offering competitive pricing for both software and hardware solutions.

Global strategy

iLivestock's global strategy focuses on driving improvements in farming practices worldwide through technology that enhances compliance, animal welfare, and sustainability.

Strategic partnerships with distributors, agribusinesses, and governments have enabled our successful expansion into international markets. Since 2019, we have exported our products to six countries — Canada, South Africa, Paraguay, Argentina, New Zealand, and Spain — and we are in discussions with additional partners to enter new regional markets.

iLivestock's future exporting plans are focused on expanding further into high-demand markets, where the need for data-driven farm management solutions is rapidly growing.

Our strategy for selecting international markets is based on opportunity, market size, competition, regulatory frameworks, and relationships. We assess whether a market is saturated or underserved, ensuring our solutions offer real value to farmers.

Regulatory frameworks play a key role—some regions have strict compliance requirements, while others lack structured data management. We adapt accordingly, integrating with relevant regulatory platforms to streamline compliance for farmers.

While our hardware remains consistent across all markets, our software is tailored to meet specific compliance needs. The core performance management functions stay the same, but we customise compliance features to capture, process, and report data based on local regulations.

Strong relationships, whether through personal connections or UK government support, also guide our market entry. By leveraging insights from early adopters and industry experts, we continuously refine our approach.

Expanding internationally has reinforced the importance of adaptability. We've learned that while farm management principles are universal, regulatory and reporting requirements vary. This balance between consistency and flexibility allows us to scale effectively while delivering tailored solutions that enhance productivity and compliance worldwide.

Canadian market overview

Canada's agricultural market is substantial, with 189,874 farms, of which approximately 180,000 are family-run. The country maintains a herd of over 10.9 million cattle and consistently ranks among the top five global exporters of beef. The sheep industry,

concentrated in Ontario, Quebec, Alberta, and Saskatchewan, represents a growth opportunity for specialised sheep management solutions.

Technology adoption in Canadian farming is growing, but there is still a need for awareness and education about digital tools.

The government's mandate for EID tags from July 2023 has seen an increase in awareness for traceability. With recent turmoil in exports between Canada and the United States of America, there is a shift in beef exports to other international markets. It is believed that this will further intensify the need for traceability.