

Turning the Tide on Poverty



Annual Report

Fiscal Year 2014-15

Odyssey Labs Ltd.

July 27, 2015

MISSION

Odyssey Labs Ltd. is an agriculture technology company focused on designing, developing, and delivering sensors and sensor networks that increase the environmental and financial sustainability of low-margin farmers around the globe.

ACTIVITIES IN SUPPORT OF CORPORATE MISSION

Fiscal Year 2014-15 was tremendously busy and productive for Odyssey Labs Ltd. on a number of critical fronts including:

1. Product development
2. Partnership creation
3. Operations
4. Fundraising
5. Product field testing

1. Product Development

Odyssey Labs Ltd. is in the throes of developing two (2) launch products:

- A. HealthyShrimp Salinity Sensor
- B. TroughSentry Remote Water Monitor

A. The HealthyShrimp Salinity Sensor is a simple-to-use, accurate, cost effective (<£15), robust device designed to measure salinity (salt concentration) in a small plot (subsistence scale) aquaculture operation. Poor regulation of salinity is one of the leading causes of shrimp mortality and hence loss of productivity in small plot shrimp farms. When salinity concentrations are incorrect (either too high or too low) disease sets in and can quickly decimate a crop that in many cases takes as long as nine (9) months to mature from larval stage to market size.

Salinity can be regulated through effective operational and management techniques even during monsoon events which can dramatically alter the salinity of a shrimp pond within a matter of hours. Presently, many small plot shrimp farmers use sight and taste to approximate the correct salt concentrations in their ponds. This method has proven unreliable in that many shrimp farmers routinely lose up to fifty percent (50%) or more of their crop on account of

improper salinity. It should be noted that specific species of shrimp demand specific salinity ranges for optimal growth. Further complicating the capacity to monitor salinity is the fact that within the same species of shrimp, varying salt concentrations are required for different life stages of the species.

The HealthyShrimp Salinity Sensor overcomes these technical issues by its ease of use to the farmer, its versatility to all species of shrimp (including freshwater shrimp) and fin fish. This versatility stems from the device's ability to measure and report across the entire range of salinities encountered in aquaculture operations worldwide: 0 – 36 parts per thousand (ppt).

Significant resources have been invested in the development of the HealthyShrimp Salinity Sensor. These funds have been made available to Odyssey Labs Ltd. from the Skoll Centre on Social Entrepreneurship and internal investment. A primary goal of the design of the device has been to drive down the cost of production to a level where the expected productivity gains from one crop cycle will enable the purchaser of the device to recoup his/her investment.

Beginning in September 2015, Odyssey Labs Ltd. will be field testing its HealthyShrimp Salinity Sensor Version 2 with up to three hundred (300) small plot shrimp farms in Bangladesh. Results of these trials will inform the final design of the sensor and will position the company to begin large volume production and sales of the product initially in Bangladesh with follow on sales in other countries in SE Asia.

B. The TroughSentry Remote Water Monitor is a device designed to report water volumes (high/low) in a water trough located out of reach of electricity, Internet, and 3G connections. This product is of particular value to free range livestock operations in arid and semi arid regions of the world.

Water availability to livestock is crucial to herd viability and productivity. In arid regions, a water trough that runs dry can spell disaster in less than twenty-four hours for livestock dependent on that particular water trough. Loss of just one head can mean thousands of dollars of lost revenue to the small rancher.

Alternatively, the TroughSentry Remote Water Monitor will alert a rancher that his/her water trough is overflowing indicating a malfunction in the trough's water delivery system. With limited water resources available in arid regions, the ability

for a rancher to recognize when too much water is being consumed (lost) allows the rancher to take mitigating action in near real time.

The TroughSentry is now in its second prototype phase and currently undergoing field trials before final design modifications and mass production.

2. Partnership Creation

Odyssey Labs Ltd. prides itself on the quality of the relationships it builds with partners local and abroad. These partnerships range from technical consultants and product designers to field testers and customers. They include:

Product Developers:

- Oxford Product Design (United Kingdom): HealthyShrimp Salinity Sensor
- RocketScream (Malaysia): TroughSentry Remote Water Monitor
- Potensi (Indonesia): TroughSentry Remote Water Monitor

Product Testers:

- Solidaridad (Netherlands): HealthyShrimp Salinity Sensor
- Bangladesh Shrimp & Fish Foundation: HealthyShrimp Salinity Sensor

Customers:

- AgriWebb (Australia): TroughSentry Remote Water Monitor

3. Operations

During this fiscal year, Odyssey Labs Ltd. retained a Business Manager to oversee daily operations of the company. Wayne Turner, based in the US, joined the team in January 2015.

Plans have also been made to retain a Technical Project Manager to be located in Australia. This individual will oversee the final development and testing of the TroughSentry Remote Water Monitor and will serve as Odyssey Labs Ltd.'s main point of contact with AgriWebb. In addition, the Technical Project Manager will oversee the field testing of the HealthyShrimp Salinity Sensor in Bangladesh.

The position for Technical Project Manager has been advertised and interviews of prospective candidates are presently underway.

4. Fundraising

With the advent of two launch products, Odyssey Labs Ltd. is positioned to secure external investment. To this end, the company prepared an investor portfolio and presented its plans to eighteen (18) prospective investors and firms during the month of May 2015. Seeking £145,000 in Seed Enterprise Investment Scheme (SEIS) qualified investment, the company has secured commitments from eight (8) investors with a cumulative total of £140,000.

In support of the HealthyShrimp Salinity Sensor product development and field testing, Odyssey Labs Ltd. has also been granted £90,794 from the Technology Strategy Board (Innovate UK). These funds, part of the Agri-Tech Catalyst Grant Program, require an external match of £61,536 which the external round of SEIS funds will qualify.

5. Product Field Testing

Both of Odyssey Labs Ltd.'s launch products – HealthyShrimp Salinity Sensor and the TroughSentry Remote Water Monitor – are beginning advanced field trials.

The Healthy Shrimp Salinity Sensor, with funding made available by the Agri-Tech Grant and external investment, will allow Odyssey Labs Ltd. to engage Solidaridad and the Bangladesh Shrimp & Fish Foundation to conduct extensive field tests of the device. These tests will include:

1. Crop productivity
2. Ease of use
3. Durability
4. Willingness to pay
5. Access to market

The TroughSentry Remote Water Monitor is currently deployed on a trial basis in Australia and in the United States. Measurements on the following variables are being recorded and will serve to inform design changes:

- 1.
2. Receive Strength Signal
3. Effective distance

4. Power consumption
5. Availability to the network
6. Reliability of upload to the AgriWebb app
7. Functionality of a Node Repeater Network

METRICS

Odyssey Labs Ltd. is in the application phase to become a certified B-Corp company. As a young company, Odyssey Labs Ltd. is establishing policies and practices that will guide its activities and operations. In striving to continually improve its efforts to be among the best “Benefit (B)” corporations in the world, Odyssey Labs Ltd. Has implemented metrics that enable the company to measure and track its performance. In so doing, the company subscribes to a number of metrics about how it operates, conducts its business, interacts with its stakeholders including employees, customers, vendors, suppliers, and communities. To this end, Odyssey Labs has established the following goals:

1. Building the best products (“cradle to cradle’)
2. Conducting itself responsibly: socially, environmentally, & economically
3. Initiatives to share best practices with stakeholders
4. Creating and maintaining a supportive work environment

Over time, these goals will be form the basis for specific metrics. Below are the presently identified / recorded metrics for the previous year, where they exist:

1. Building the best products (“cradle to cradle’)

% recycled materials (Goal: 100%)

% reusable / recyclable materials (Goal: 100%)

Known Toxic Components (Goal: Zero)

Certifications (Goal: Cradle to Cradle)

2. Conducting itself responsibly: socially, environmentally, & economically

Infractions on agreed upon standard (Goal: zero)

(Standards outlined within specific policies)

Lives positively impacted

Income/profit gain for customers

Firm cradle to gate carbon footprint: 3 tco2e

Following year goal, accounting for expected revenue growth: 6 tco2e

Firm cradle to gate water footprint: 423 m³

Following year goal, accounting for expected revenue growth: 725 m³

(Carbon Analytics)

This is the first year we have measured our carbon and water footprint so there is no historical comparison.

3. Creating and maintaining a supportive work environment

Metrics still under development

CONCLUSION

Fiscal Year 2014-15 was a monumental year for Odyssey Labs Ltd. Achievements in product development, partnership creation, operations, funding, and product field testing have positioned the company to take advantage of the growing demand for its products.

Goals for Fiscal Year 2015-16 include:

- Recognition as a B-Corp in the United Kingdom
- Retention of a Technical Project Manager
- Successful field trials of both launch products
- Mass production of both launch products
- Sales of both launch products in their respective markets
- Retention of a Chief Technology Officer to develop product pipeline

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