

# CoCoon Bee Life

Saving the Honeybee [www.beelife.fr](http://www.beelife.fr)



## Media & investor information pack





# Press release

Las Vegas, 6 January 2019.

## **BEELIFE unveils the new generation CoCoon hive - CES 2019 Best in Innovation award - designed to solve the Bee mortality disaster and to save 8,100 million Tons of CO2 each year.**

Mother Nature gave to the bees the responsibility to maintain our earth biodiversity by pollinating the ecosystems. But over the last decades, the worldwide beekeepers' communities have alerted about the CCD (Colony Collapse Disorder), characterized by a massive drop of bees populations. Research labs have discovered that a mite, the Varroa destructor, was the key mortality factor of the CCD. According a French national research study, 40 % of the deaths are due to this plague.

**Pain point:** today, the proliferation of the Varroa Destructor can only be limited by using chemical treatments with a low performance level. Naoufel DRIDI, beekeeper and CEO of BEELIFE says *"We as beekeepers are looking for the impactful weapons to change drastically the situation"*.

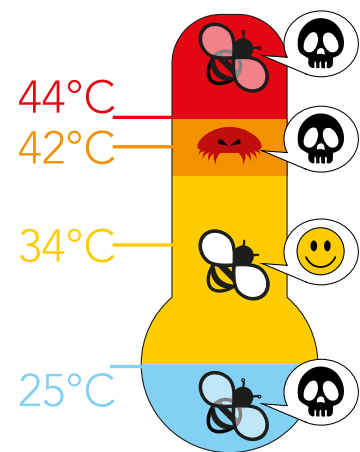
The **CoCoon process** aims at raising the hive temperature to 42°C / 107.6°F to kill the mites while keeping the bees safe . *"CCD may be very soon under control thanks to the very simple idea to use solar energy as a natural way to combat the mite"* says Pascal NUTI, partner and CTO. In addition, this new generation of hive is able to deliver a good thermal comfort during peak seasons with an optimal temperature inside. During cold winter, bees do less effort to raise their body temperature while in summer, they have to ventilate less.

On the long run, this helps to **reduce the mortality rate of the bee populations.**

**CoCoon impacts** - for the bees: a natural treatment that kills the varroa mite and a better thermal comfort to increase their lifetime; for the beekeepers: cost cuts on chemical treatments (100 USD/year) and increase of 30 % of honey production; for the community: a contribution to maintain a safe and ecological food chain; for the planet: CO2 savings estimated to 8 100 Million Tons/year due to bees pollinating 89 % of the plants on earth.

**Next step for BEELIFE in 2019** will be to launch an investment round with VCs in order to finance the Go-to-Market phase simultaneously in North America, Europe and Asia. Based on the patented technology, the value of the company is currently estimated to 11 million USD on a conservative basis.

# Product factsheet



## SELF POWERED AND T° REGULATED

PV/T solar energy  
Insulation materials  
100% BIO

CoCoon is a 2.0 beehive with active thermal system and IOT features. The system is a way to fight against climate change and an embedded treatment for the most dangerous bees' killer, the varroa destructor. This is a self-powered product, with complete remote control and monitoring via GSM/LoRa.

**Impact on Bees' health  
and activity: field tests  
with beekeepers have  
proven a rise of 30 % of  
honey production.**



**REMOTE SUPERVISION** IOT + BLUETOOTH MESH + 3G/LoRa

Insulated core version:  
249 EUR / 280 USD -  
Full option :  
950 EUR / 1070 USD

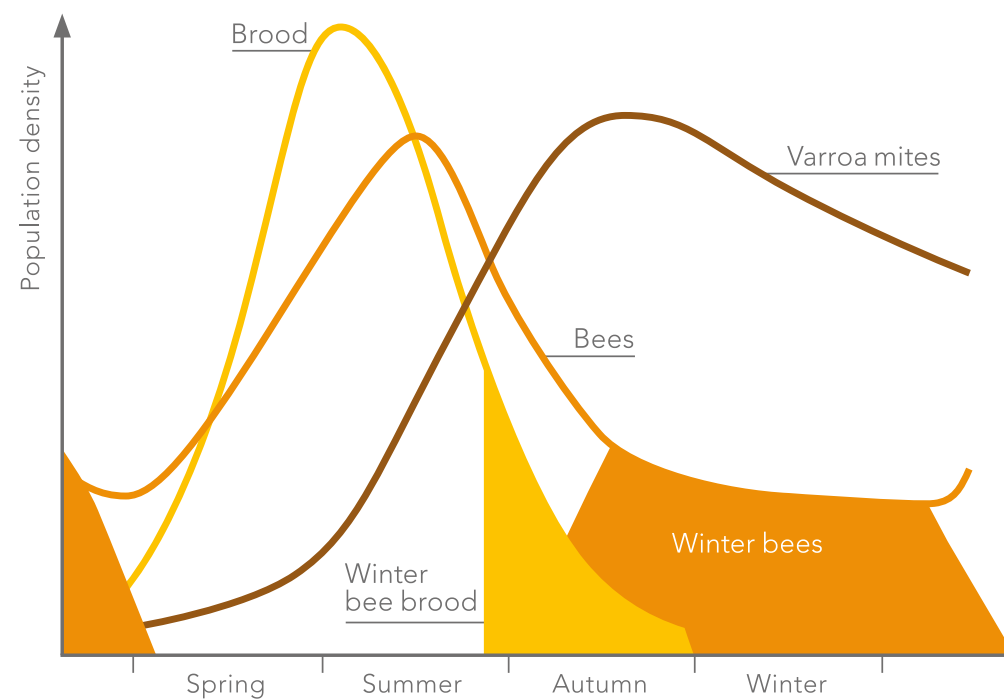
Pay back for the  
beekeeper: 3 years



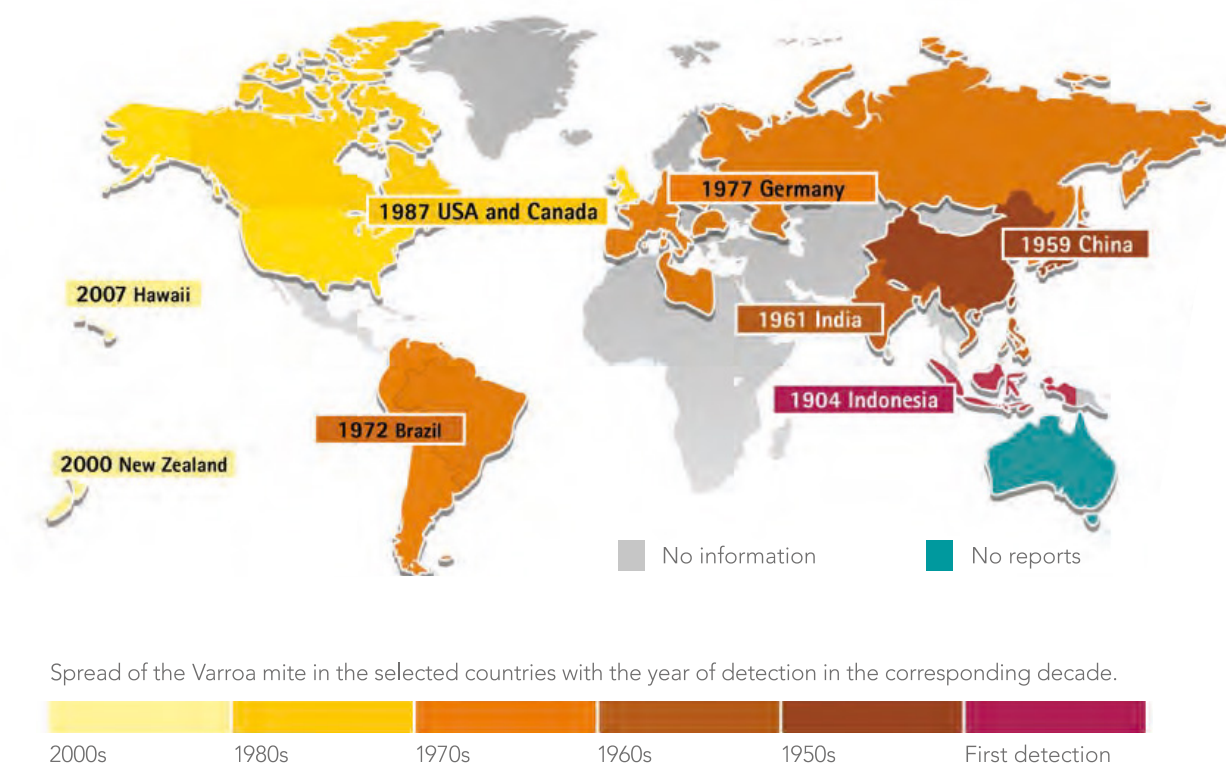
# Facts and figures

About the CCD: [https://en.wikipedia.org/wiki/Colony\\_collapse\\_disorder](https://en.wikipedia.org/wiki/Colony_collapse_disorder)

## The varroa mite population



## The worldwide propagation



## CO2 IMPACT OF BEES ACTIVITY

### Inputs

A - World CO2 Emissions	36,400 MT (1)
B - Plant Absorption Ratio of Emitted CO2	25% (2)
C- % plants kept alive by bees	89 % (3)



(1) World Bank datas – Million Tons in 2014, (2) IPCC – 2013, (3) CTA environmental expert - 2018

### Annual CO2 savings due to pollinating activity by bees

- Calculation formula ( $A \times B \times C$ ) 8,100 MT



Research by BEELIFE with the support of the CTA (Consumer Technology Association)

### Impact challenge

- CoCoon market penetration : 30 %
- Impact on bees mortality : 50 %
- Impact on CCD : 100 %



- The market: 6,600,000 beekeepers worldwide with 50,000,000 hives

## BEELIFE, the company project

BEELIFE has been created in July 2018 around Naoufel Dridi, CEO, beekeeper and vet medicine doctor, by aggregating partners with entrepreneurial and technical competencies. The R&D work is now patented and the first prototypes running.

Plan for 2019: based on the prototyping and tests, we are now seeking investor partners and/or licensing partners to expand our product strategy on a worldwide scale.

## THE BEELIFE TEAM in CES 2019, LV

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