



# Let's MONITORFISH

For a Profitable and Sustainable Aquaculture

# MONITORFISH

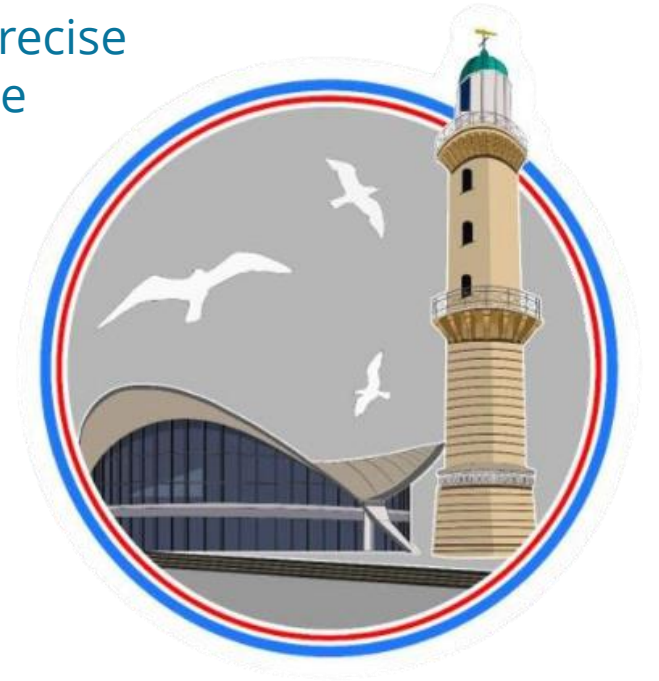
AgrarTech Company - Animal Welfare Monitoring



Based in Rostock, Germany, MonitorFish is a multicultural team of innovation-driven experts.

We provide local fish farmers with a precise action plan in real-time to maintain the highest quantity and quality of the fish.

We focus on reducing the fish mortality in ponds so that the farmers' investments are secured.



# — THE MONITORFISH TEAM —

AgrarTech Company - Animal Welfare Monitoring



**Chaitanya Dhumasker**  
**CEO & CO - FOUNDER**  
[dhumasker@monitorfish.com](mailto:dhumasker@monitorfish.com)



**Dominik Ewald**  
**CSO & CO - FOUNDER**  
[ewald@monitorfish.com](mailto:ewald@monitorfish.com)



**Maren Anastasiou**  
**COO**  
[anastasiou@monitorfish.com](mailto:anastasiou@monitorfish.com)



**Jan Viktor Apel**  
**CTO**  
[apel@monitorfish.com](mailto:apel@monitorfish.com)

# — THE MONITORFISH TEAM —

AgrarTech Company - Animal Welfare Monitoring



**Martin Ramm**  
Product Owner  
ramm@monitorfish.com



**Ralf Fisch**  
Fish Expert  
fisch@monitorfish.com



**Volker Edling**  
Data Scientist  
edling@monitorfish.com

# THE MONITORFISH TEAM

AgrarTech Company - Animal Welfare Monitoring



**Tobias Haug**  
Senior Sales Manager  
[haug@monitorfish.com](mailto:haug@monitorfish.com)

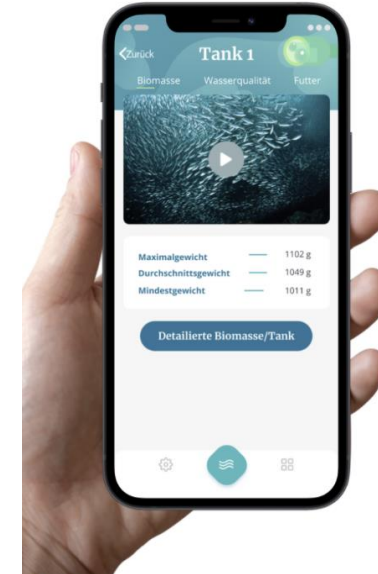
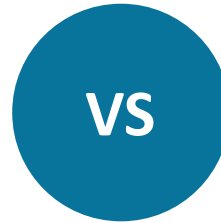
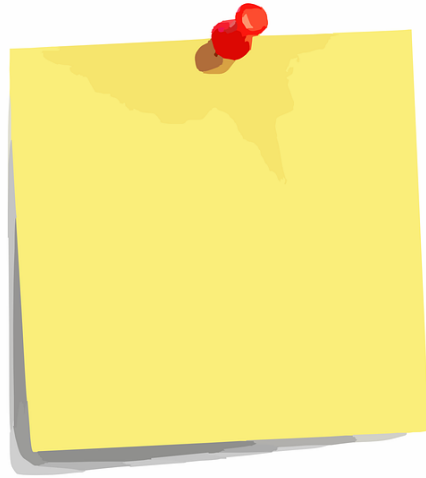


**Lisa-Johanna Arndt**  
Marketing Manager  
[arndt@monitorfish.com](mailto:arndt@monitorfish.com)



**Annika Kübler**  
Assistant to Co - Founder  
[kuebler@monitorfish.com](mailto:kuebler@monitorfish.com)

# Digital Transformation



Digitalization is about connecting users, storage, processing and the evaluation of data, as well as the transformation of analogue processes into digital workflows.

Through digitalization, the company can access its data regardless of time and location, and thus is able to make better decisions or simply save time.



# Our Digital Universe



# OUR DIGITAL SOLUTION

A Three-Level Model to Achieve Effective and Sustainable Aquaculture



## 1. Understanding Farm History

A browser based drop-in interphase that allows the processing of the historic fish growth values, unique to each farm.



## 2. IoT - Sensor Data Integration

The digital sensor integrator to facilitate automatic and continuous collection of real time values.



## 3. Expert knowledge

A proprietary of MonitorFish, built-in mathematical models, derived based on the observation recorded by the fish experts as per real-life farm scenarios.

Findings from aquaculture research, practical and expert knowledge as well as data already available at the customer's site are networked with the sensory recorded parameters such as pH, temperature, oxygen, redox potential plus fish geometry in order to be processed via our IT under reflection with fish experts.

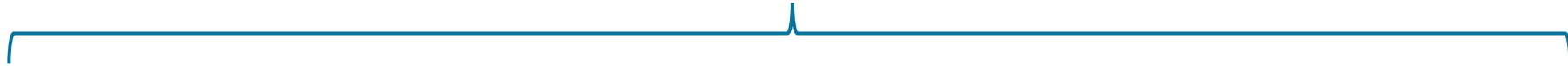


# SENSOR DATA INTEGRATION

The Four Important Levels to Achieve Effective and Sustainable Aquaculture



IoT – Sensor Data  
Integration



TEMPERATURE

The ideal temperature is determined according to productive goals, fish welfare, economics and sustainability.



PH

The targeted pH value is being focused in such a way that a balance of production, fish welfare and chemical parameters is established.

O<sub>2</sub>

OXYGEN

The oxygen level is balanced to match its co-values such as CO<sub>2</sub>, redox potential, pH-value and fish behaviour.



BIOMASS  
ESTIMATION

The biomass is recorded contactless in order to manage the entire system with its objectives and influencing variables.

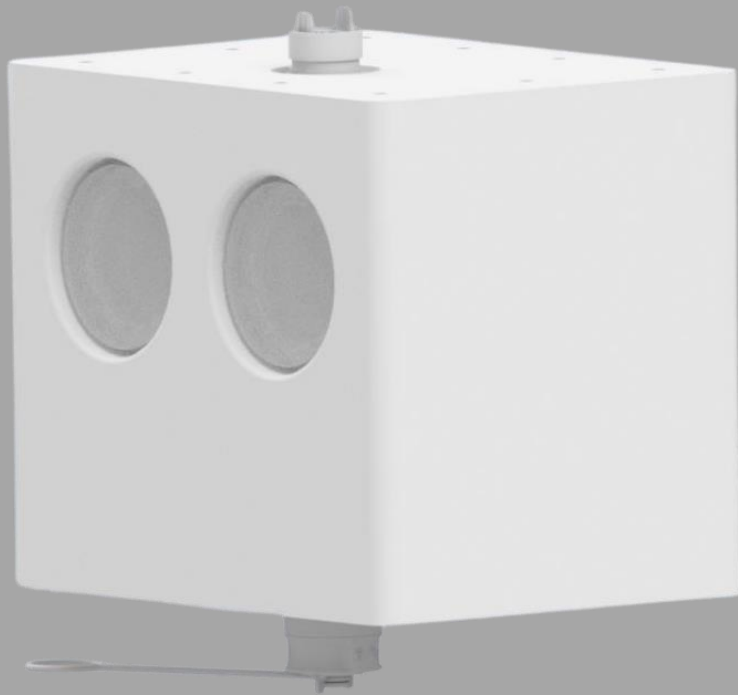
# ONSHORE CAMERA SYSTEM 1.0

**MONITORFISH**  
Automated Biomass  
Estimation

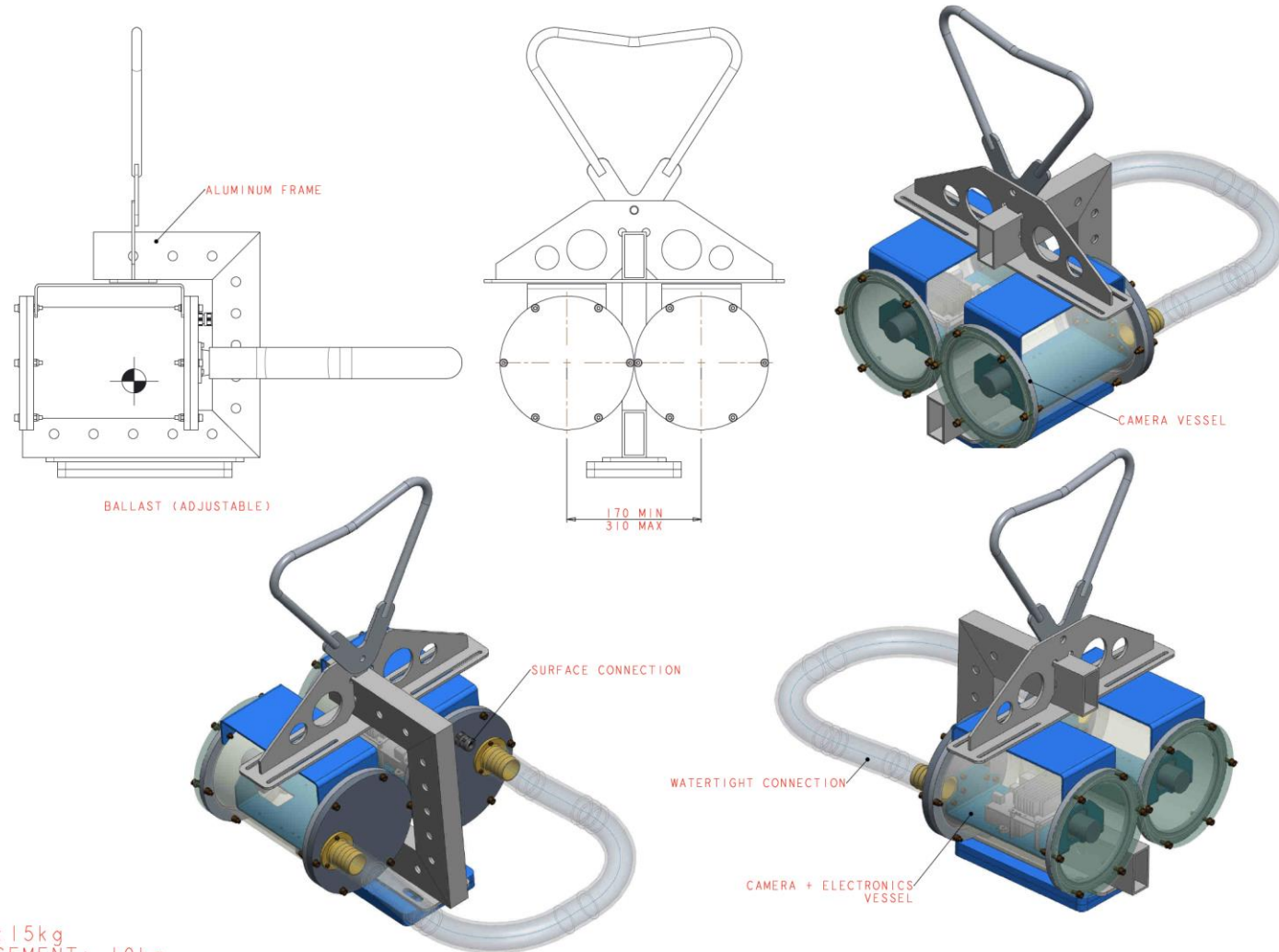


# ONSHORE CAMERA SYSTEM 2.0

**MONITORFISH**  
Automated Biomass  
Estimation

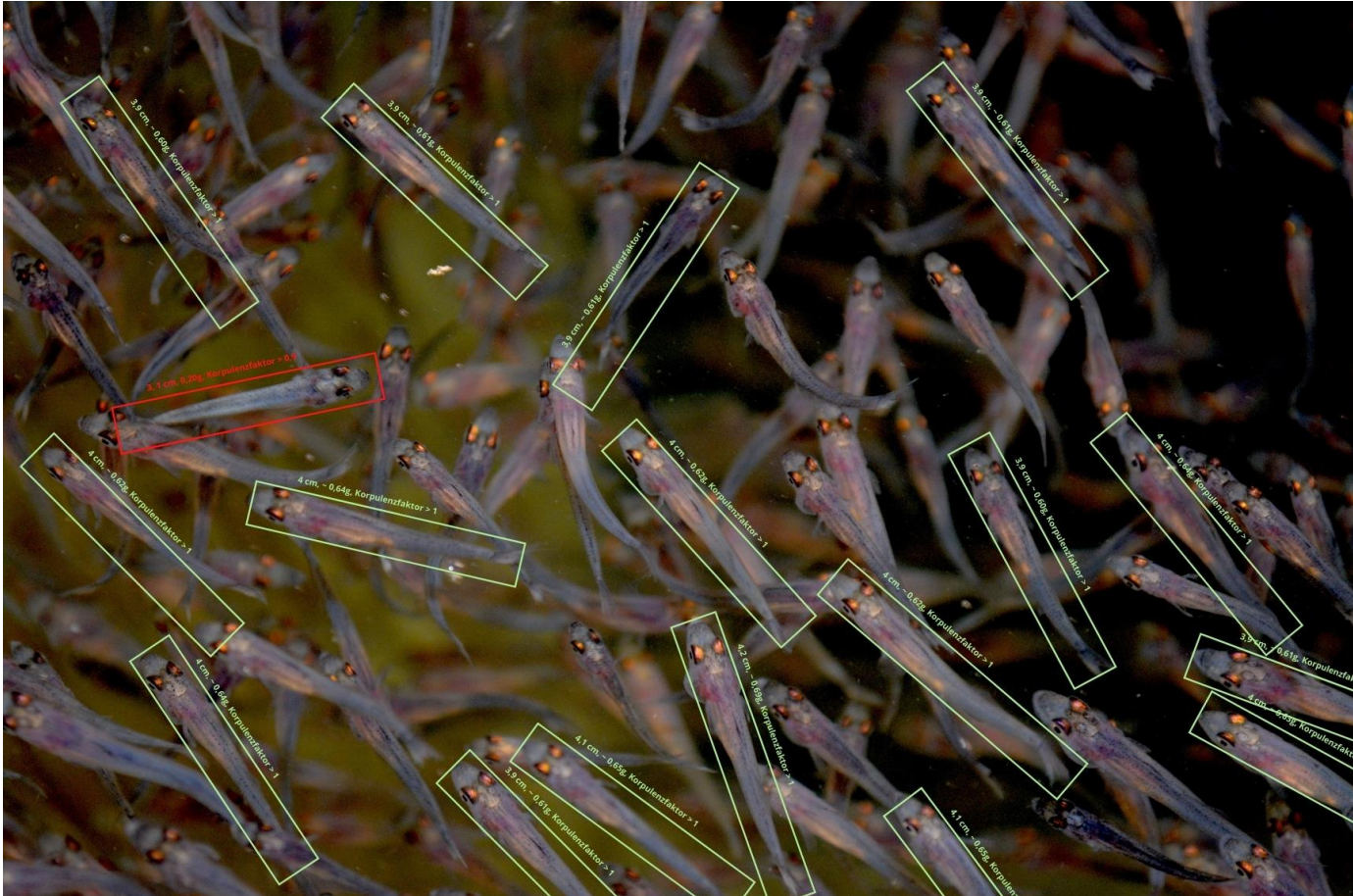


# OFFSHORE CAMERA SYSTEM



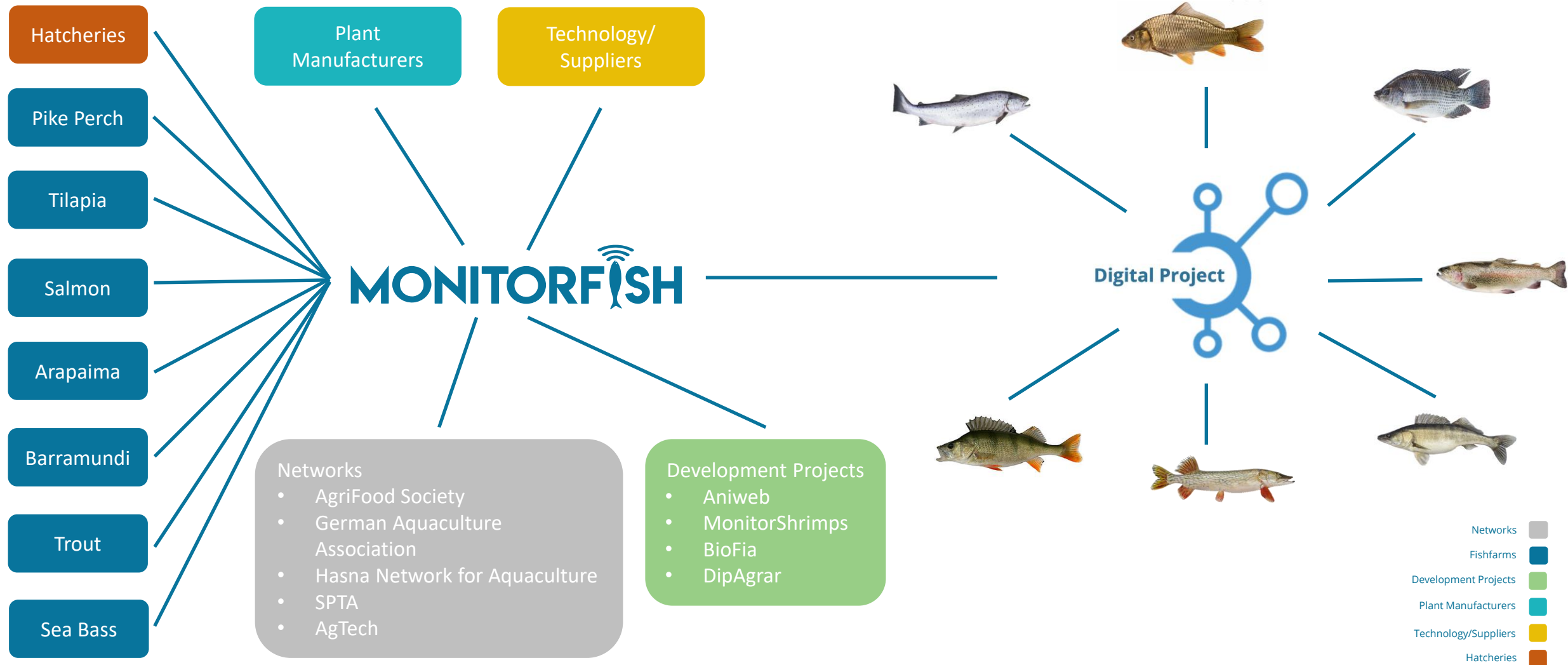


# — IMPORTANT HIGHLIGHTS —

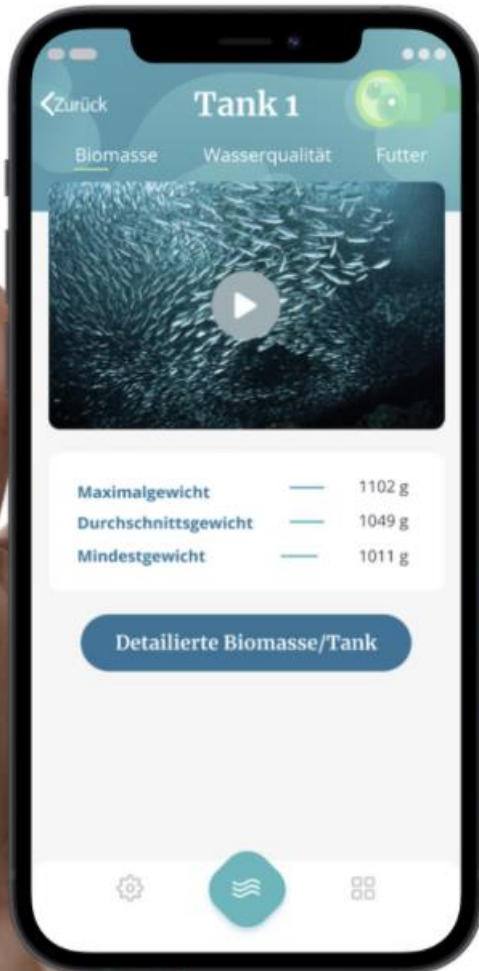


- ✓ Regular software and hardware maintenance by MonitorFish as an additional service.
- ✓ Possibility to develop new functions or adaptations as required.
- ✓ Cloud-based updates

# The Monitorfish universe in action







## Take your expertise to the next level!

Become a Digital Fish Farm pioneer and an expert in your industry to take your farm and your career to the next level.

SCAN ME



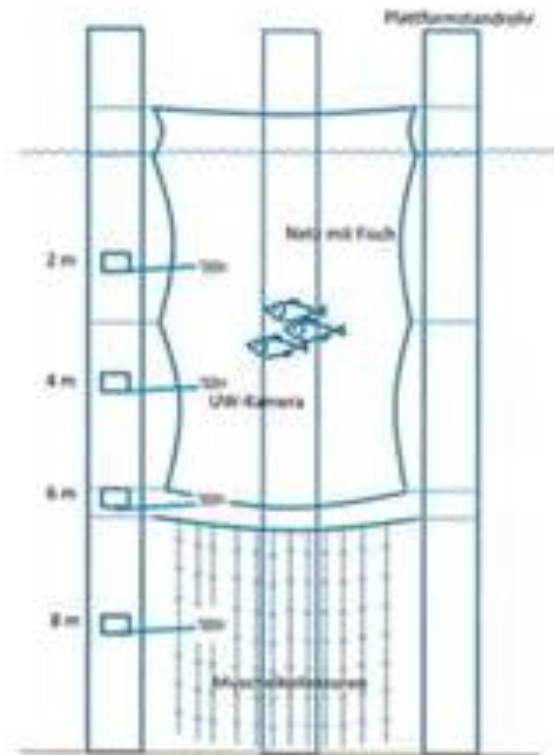
# MONITORFISH a member of the OTC

AgrarTech Company - Animal Welfare Monitoring

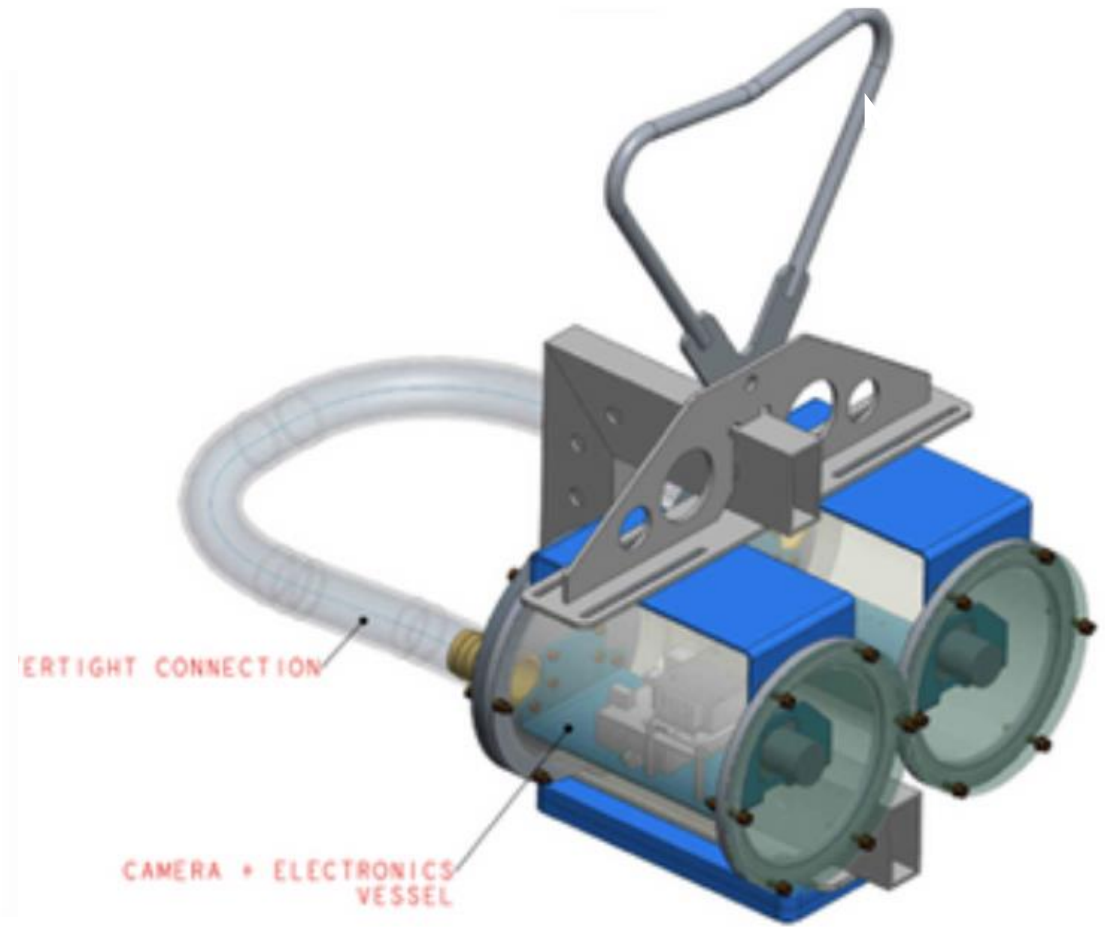
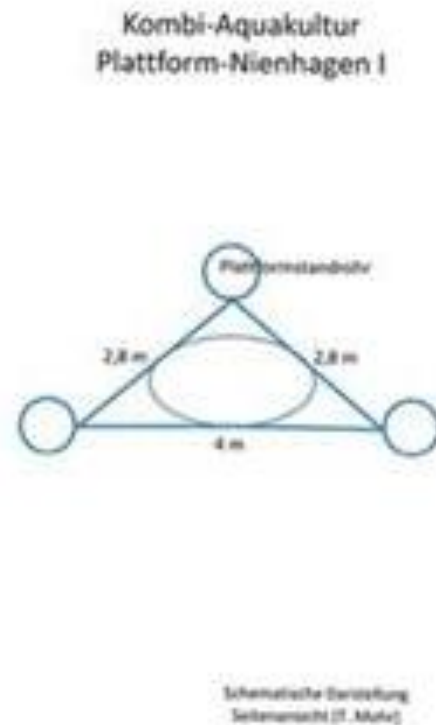
MONITORFISH



# Cluster4Future - OTC Rostock – Mariculture

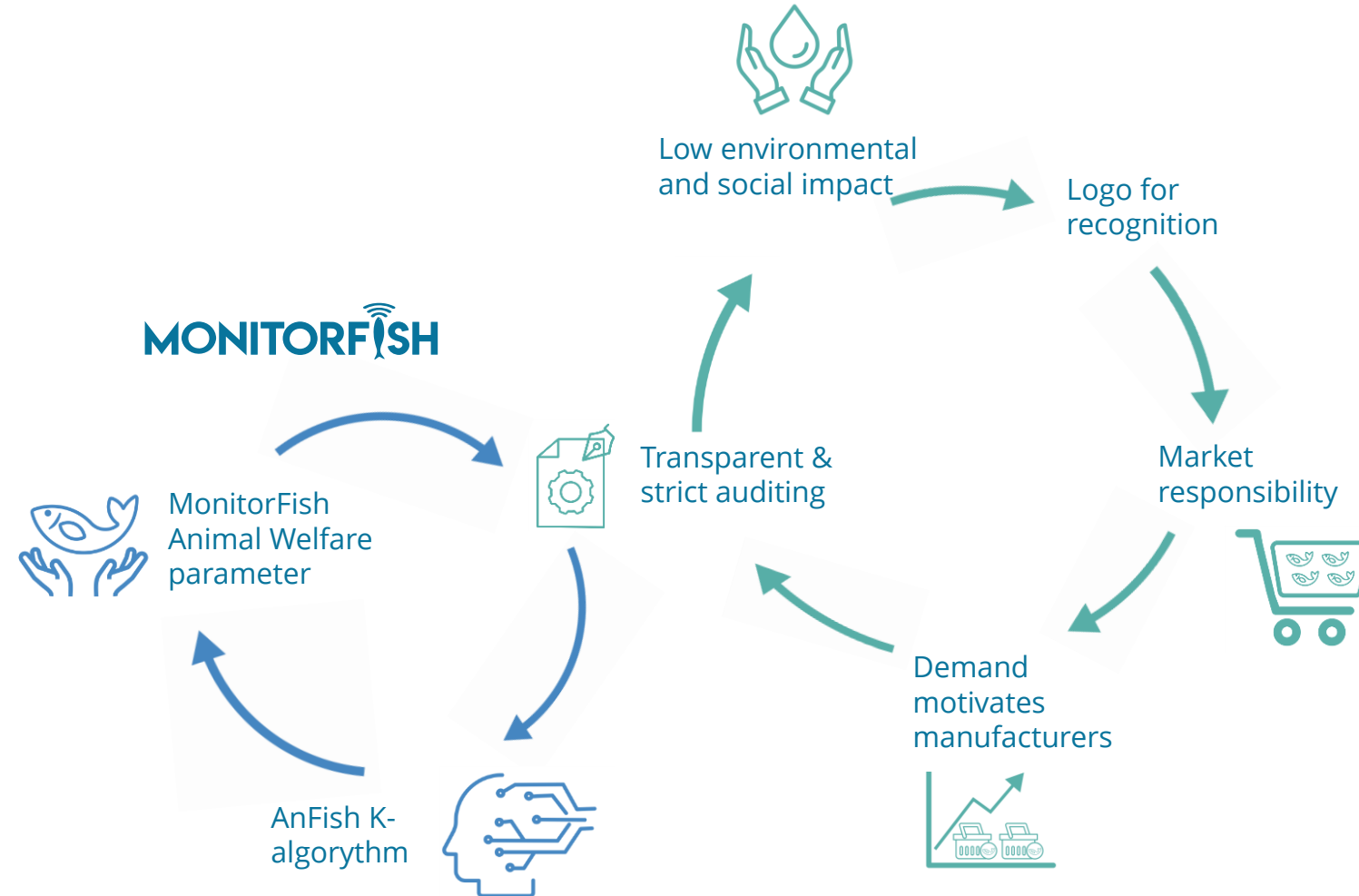


\*Good legible quality - OTC Rostock



# — OUTLOOK DIGITAL TRACKING & LABELING

Be there even before your customer wants you to be!





aquaculture  
europe 21

SCAN ME



# MONITORFISH

**BOOK  
YOUR  
APPOINTMENT  
NOW!**

## AQUACULTURE EUROPE '21



October 4 - 7 - Madeira, Portugal  
Booth #36

Together we can bring your expertise to the next level!

To book an appointment scan the QR Code OR send an email to  
[sales@monitorfish.com](mailto:sales@monitorfish.com)

[www.monitorfish.com](http://www.monitorfish.com)





**Book an appointment with our Tech & Sales Team - together we'll design a digital vision for the future of your fish farm!**



**Dominik Ewald**  
CSO  
[ewald@monitorfish.com](mailto:ewald@monitorfish.com)

