An introduction tagline + short intro paragraph

Beakbook: Improving harvest predication and ethical, sustainable farming through innovative technological hardware.

Our brand introduces a new way of weighing poultry that aims to enhance ethical animal welfare practices, increase accuracy in data collection, and generate higher revenues in farming. Beakbook offers state-of-the-art, intelligent software and hardware analytic systems that collect information on the weighed chickens. This technology is an accurate tool to predict harvest performance, which becomes a positive decisive factor for economic success of the farm. In the long run, our business will improve profits for farmers and positively influence the environmental impact we leave behind.

A short presentation of the industry / problem

Millions of chickens go through the manual process of being weighed by farmers every year. Stress levels increase as they are collected and hung on a weighing scale, causing negative growth impacts on the chickens and increased anxiety eating which creates food waste.

Manually weighing poultry takes time, so farmers attribute a small percentage to the larger population, which skews data. There are more errors involved with manual weighing, such as limited sampling capacity, non-random sampling, and typos during data transfers. Costs to weigh each chicken are much higher than using an automated technological system, and the environmental carbon footprint is higher.

The alternative to manual weighing would be low-tech weighing scales. These are automated, which lowers labor and manual error, but the technology can be unreliable and inefficient due to hardware glitches. This option is also expensive.

What poultry farmers need is technological innovation in the weighing process that tackles the problems of animal welfare, cost, and accurate data. Our brand offers an effective and efficient solution that improves each area of this issue.

A short presentation of our product and its advantage:

Our goal as a company is to provide a product that increases profits and saves time. Our custom-built machine eliminates the need for manual labor, which saves time and hassle of collecting the chickens and will in turn increase revenues and allow farms to expand.

Technologically Advanced Processes:

Beakbook's method of weighting is a scale that can collect data from multiple chickens at once, sending the information to the cloud and then interpreting it to be used for predictions and beneficial measurements. The data gets collected and used in a three-step process. First, the scales are placed and chickens' step on them naturally. Then, the algorithm weighs multiple chickens at once. Lastly, the dashboard on the app shows the data and developers can easily integrate it into their analysis.

Accuracy:

Our technology uses systems tested for accuracy and precision. Since our company provides newer and more advanced scales, you can be assured that the measurements you receive are correct. Also, more chickens can be weighed on our scale, so a more cohesive measurement can be obtained for the total population. Many of the current technology is outdated, so we strive to provide products that you can rely on in the long run.

Lower Costs:

Though our products are more technologically advanced than many of the currently used systems, we've found a way to reduce costs and provide an inexpensive solution. Beakbook offers affordable scales that farmers can use for long-periods of time. This will limit the spending on farm equipment for weighing chickens and help increase profits. This will allow farmers to put their money into other aspects of the farm to continue to grow.

Sustainable:

Our product is also environmentally friendly and transparent, allowing the end consumers to get a clearer view into the life cycle and feel more secure in the quality of the chicken they are buying. Fundamentally, our technology is addressing the bigger issues of climate change and sustainability, therefore creating a benefit to all of humanity now and for generations to come. As we expand, our team is also looking into using these systems for data collection in other fields of agriculture as well.

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