

NOVO  STABLE  
CARE FOR HORSES

The smart solution for the health and welfare of horses

**HIKVISION<sup>®</sup>**





**NOVO**S**TABLE**  
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# NOVO SENSO is a French startup created in 2019



## OUR MISSION

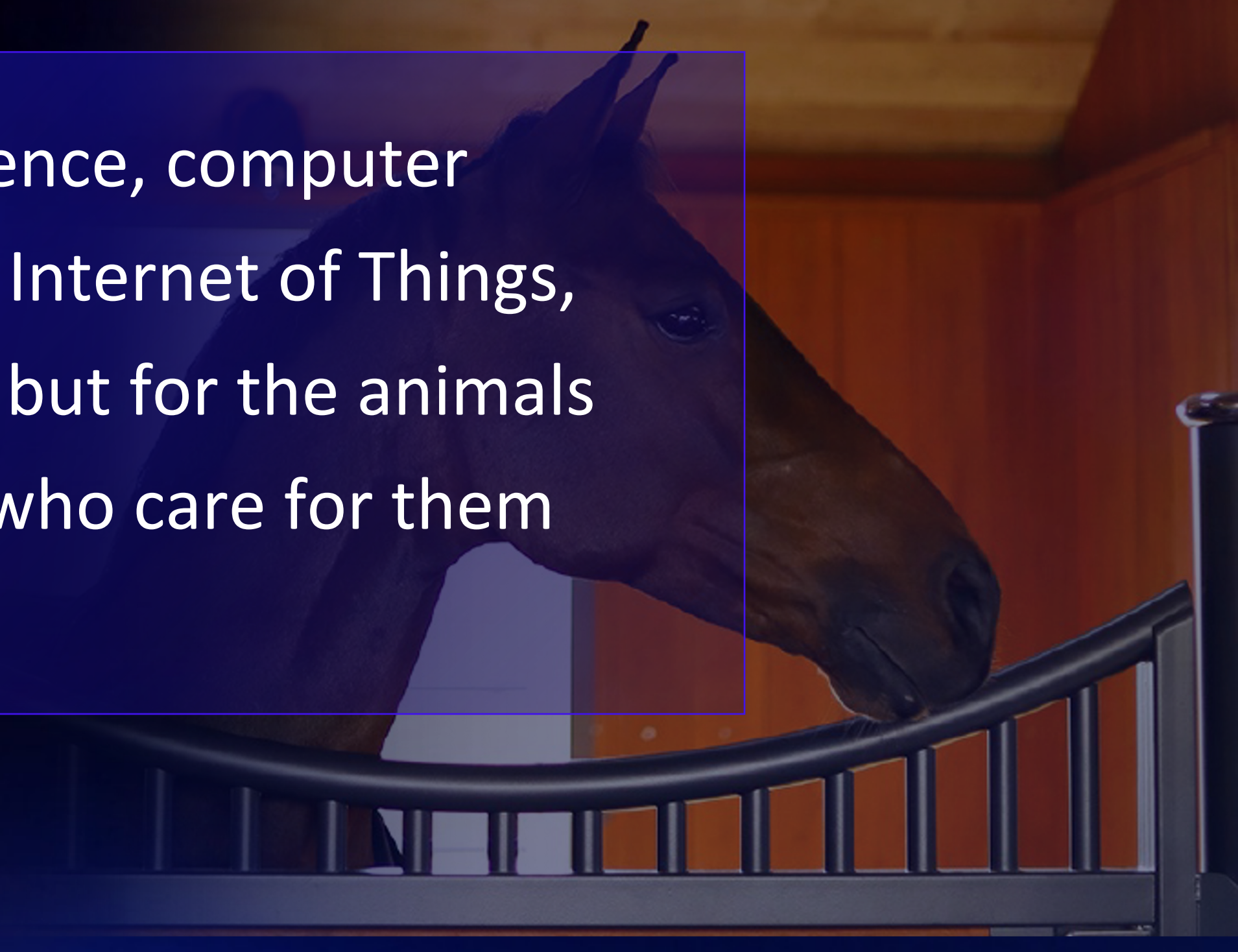
Put the power of Artificial Intelligence at the service of animal welfare and animal caretakers

## OUR VISION

Revolutionize the world of intelligent animal surveillance solutions thanks to 360 innovations, all in one, adapted to each profession

## OUR EXPERTISE

Artificial intelligence, computer vision, data, the Internet of Things, user experience but for the animals and the people who care for them





# NOVO STABLE

CARE FOR HORSES

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**HIK** VISION<sup>®</sup>





# Facts Colic is the leading cause of mortality

95%

of colic happen in stall

40k

Yearly deaths

60%

survival chance if a horse is treated  
maximum 6 hours after clinical signs

NOVOSTABLE alerts 4h BEFORE the first clinical signs





# Tech for a Better World

24/7 behavior monitoring and analysis

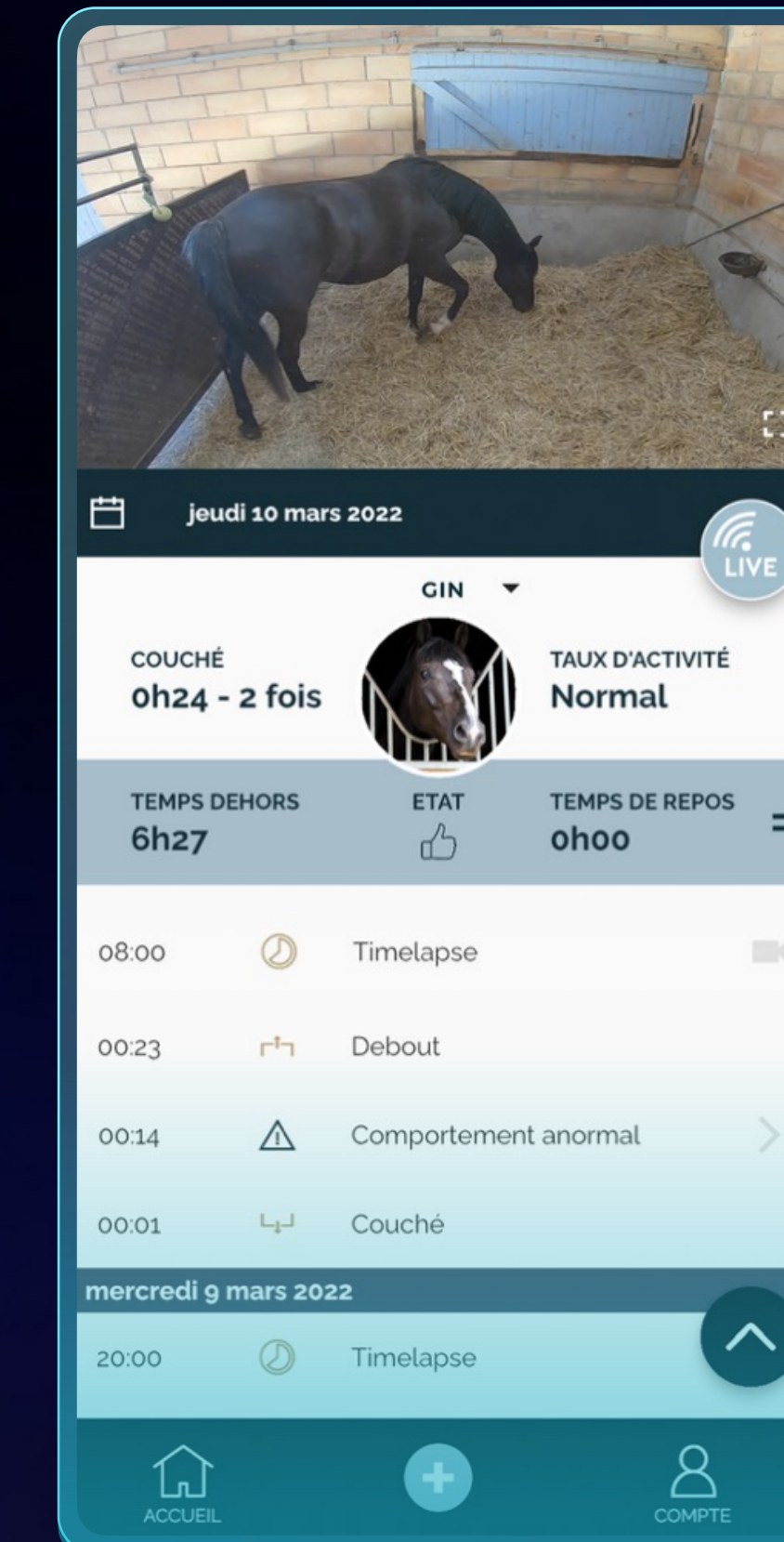
## Unusual behavior?

An alert !

- Prediction of health problems
- Foaling detection
- Welfare assessment
- Performance monitoring and recovery
- Surveillance and security

### DATA PROCESSED

Over 5 millions data records processed per horse per day!



POWERED BY LANA





# THE SPORT HORSE MARKET

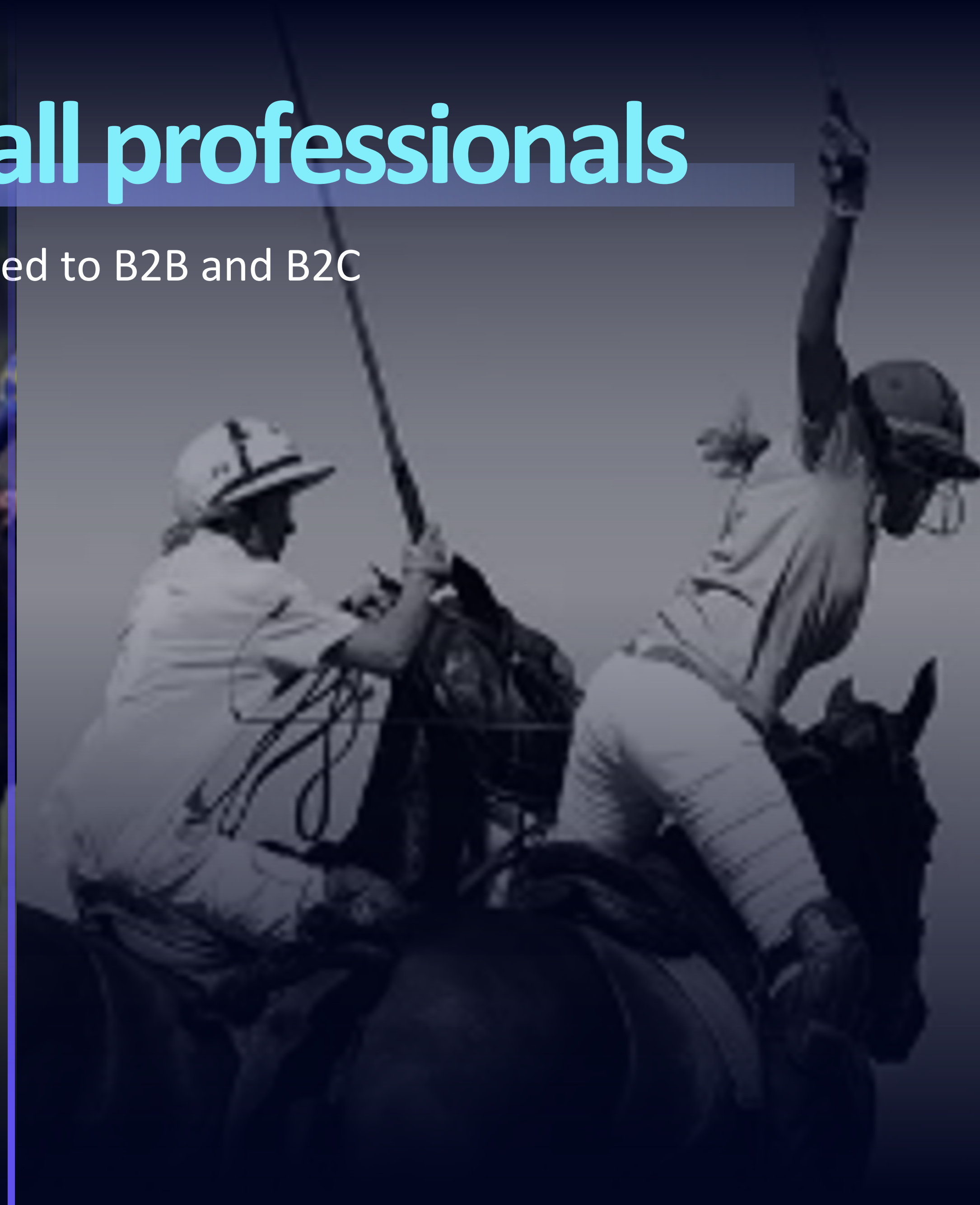
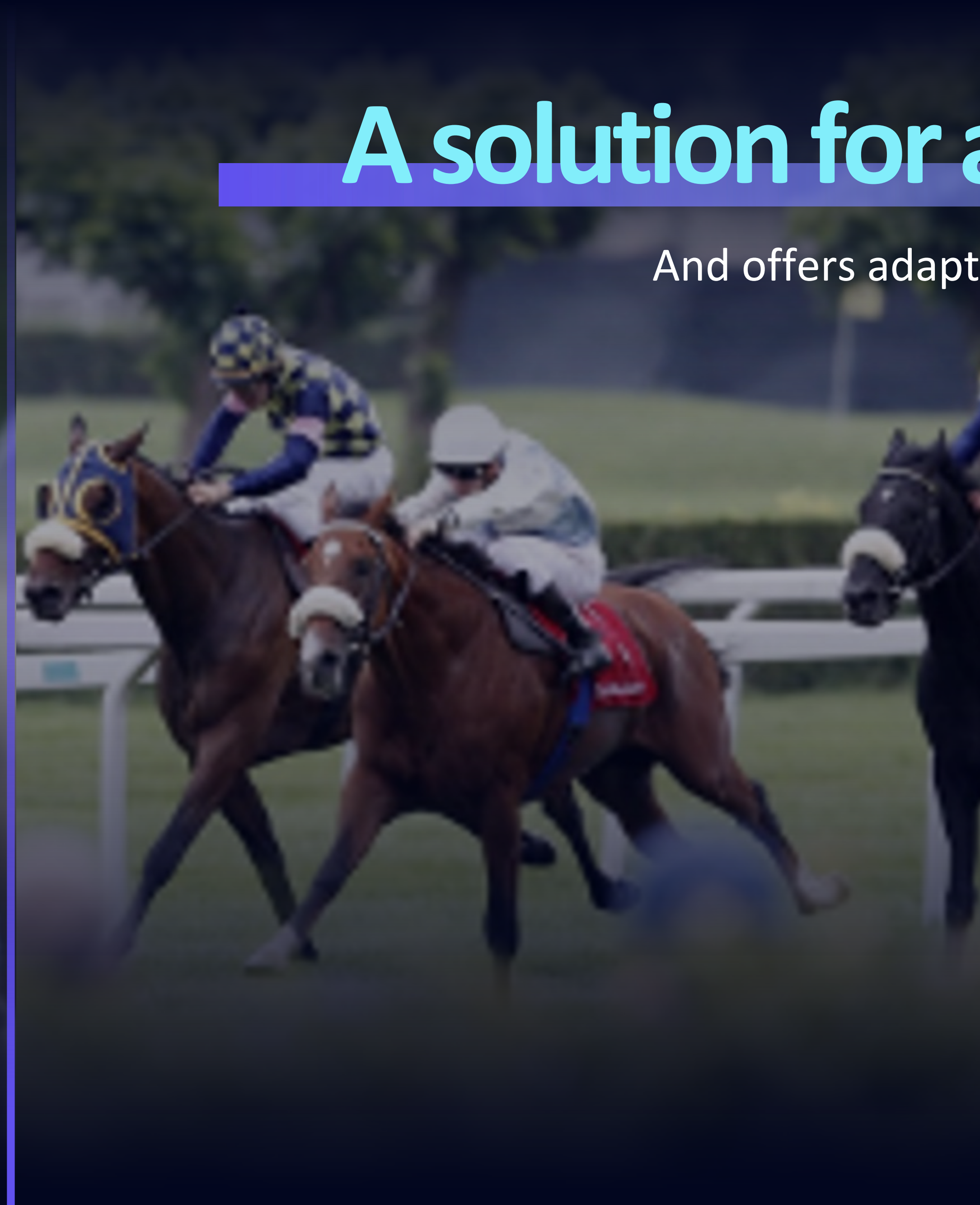
Value of the global horse industry: 300 billion





# A solution for all professionals

And offers adapted to B2B and B2C





# TECHNOLOGICAL PARTNERSHIP

Thanks to our partnership with HIKVISION, we can go faster and further to become leader in AIoT horse welfare analysis

**HIKVISION**



Added functionality

Hikvision embedded open platform

Hikvision network camera



**NOVO**STABLE  
CARE FOR HORSES

POWERED BY LANA

Analysis

Detection

Recognition

Counting



# TOMORROW'S SOLUTIONS

With HIKVISION, we can move quickly forward both Technically & Business wise

## New features

Sound analysis Temperature variation Thermic vision



## New Business

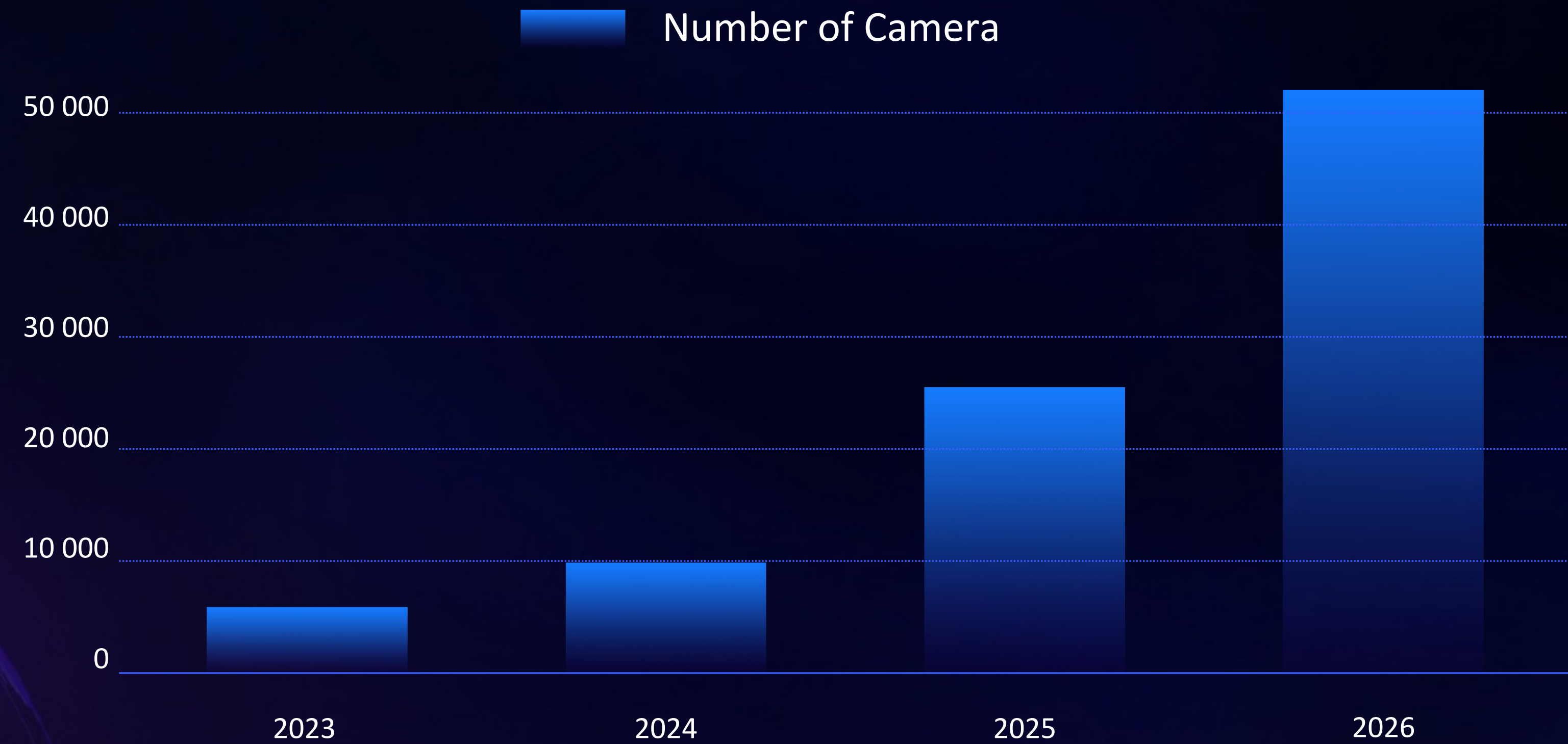
Outdoor (paddock) Clinics Non powered stables





# Sales Plan

50,000 solutions deployed by 2026 (0.25% of target market)



## Sales strategy

Direct sales

E-commerce

Specialized Resellers

HIK Distributors

HIK Installers



# Joint Effort with HIKVISION



HIKVISION revealed in EQUITA HORSE SHOW  
Lyon France 2022

Outcomes : Many leads waiting for HIK Vision cameras!

Thanks to the active involvement of  
HIK VISION France  
HIK VISION Belgium  
Much more to come...





NOVOSTABLE

CARE FOR HORSES

THANK YOU

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



HIKVISION

aws activate

bpi france

