

BEETLESS to Debut at FIRA USA 2024: Pioneering Chemical-Free Pest Control Through Robotics

SACRAMENTO, CALIFORNIA - October 22-24, 2024 – We're thrilled to announce that BEETLESS, a 100% woman-founded startup, will be making its debut at FIRA USA 2024, the leading global platform for agricultural robotics and innovation. Born from Ukrainian expertise in agriculture, BEETLESS represents a breakthrough in non-chemical, eco-friendly pest control, bringing cutting-edge technology to safeguard crops without compromising the environment.

The challenge of feeding a growing global population while safeguarding the environment is at the heart of BEETLESS's mission. Traditional chemical pesticides harm not only pests but also pollinators and the entire ecosystem, creating long-term damage. With BEETLESS, we're offering an innovative solution that allows farmers to protect crops without compromising biodiversity.

The company's founding members bring decades of experience in pest control and robotics from two pioneering Ukrainian companies—Mosqitter, which specializes in non-chemical pest control solutions, and DroneUA, a leader in agricultural robotics and drone technologies. Together, their expertise—multiplied by the successful launches of their products in international and U.S. markets—allows BEETLESS to offer sustainable and scalable solutions to farmers across the globe.

BEETLESS is at the heart of the significant changes shaping the future of farming. Today, agriculture is no longer about choosing between productivity and sustainability; it's about finding innovative ways to achieve both. At BEETLESS, we are harnessing advanced technologies to ensure that agriculture thrives while preserving the ecosystems it relies on. The company is driven by a commitment to protect crops and safeguard the planet for future generations, reflecting the core values of innovation, sustainability, and responsibility that guide BEETLESS in all its endeavors.

At FIRA USA 2024, BEETLESS will showcase its robotized, software-driven system, which leverages insect instincts to target harmful pests while preserving beneficial species such as pollinators. The technology promises a revolutionary shift in how crop protection can be approached:

- Chemical-Free Pest Control: Effective protection without the need for toxic pesticides.
- Smart Robotics: Our advanced robotic systems provide precise targeting of pests, minimizing collateral damage.
- Scalable Solutions: Designed to cover large-scale agricultural areas, ensuring robust crop protection.
- Preserving Pollinators: Our system ensures that essential species like bees are unharmed, promoting healthy ecosystems.

The harmful effects of pesticides on both human health and the environment cannot be overlooked. With traditional methods threatening pollinators and contaminating the ecosystem, the need for sustainable alternatives is more pressing than ever. BEETLESS offers a way forward—safeguarding biodiversity while ensuring that farms maintain high

productivity. Our technology is scalable and adaptable, making it suitable for a wide range of agricultural settings.

Meet Us at FIRA USA 2024

We invite you to join us at Booth D3 during FIRA USA 2024 to witness the future of eco-friendly crop protection firsthand. We will be showcasing our innovative solutions and discussing how BEETLESS can help your farm become both productive and sustainable. With more than 225 exhibitors from 22 countries and thousands of visitors expected, FIRA USA is the perfect venue for collaboration and partnership.

Register here: <https://fira-usa.com/>

About BEETLESS

BEETLESS, founded by a team of experienced innovators from Ukraine, brings together world-class expertise in pest control and agricultural robotics. Our background in non-chemical pest control and AgTech, combined with the proven success of our founding companies—Mosqitter and DroneUA—in the U.S. and international markets, positions us as leaders in revolutionizing agricultural pest control. We're committed to developing chemical-free, eco-friendly solutions that not only protect crops but also preserve pollinators and the ecosystems essential to our planet's health.