

DELIVERING A SUSTAINABLE FUTURE OF PEST CONTROL

Platypus



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WATCH NOW

Platypus

Platypus introduces a **fresh approach** and **innovative formulation technology** to the pest control industry with the PlatyForm gel. With PlatyForm, pest control companies will develop new solutions that are more economical, ecological, and efficient.

The Problem

The time and cost to market of a new pest control product are 12 years and \$300 m. It includes long R&D and registration processes.

Today, each company inefficiently develops a different chemical formulation (delivery system) for each product.

Our Mission

Platypus aims to accelerate and lead the shift of the pest control market toward economical, ecological, and efficient practices.

Our Product

The PlatyForm is the first ready-to-use delivery system for volatile bioactive ingredients, including terpenes, terpenoids, pheromones, and essential oils.

- Using a single delivery system for multiple products is the **new approach** to reduce years of lengthy and costly R&D stages and operational expenses.
- The exceptional control release **technology** of the Platyform and its inherent compatibility with many volatiles boost the biologicals market.

Field trials showed triple the use time with 65% less active ingredients while increasing profitability for the manufacturer and the farmer.

Competitive Advantage

- **Less R&D time and resources** are required to develop new products.
- The **controlled release effect** extends the use time from weeks up to a year.
- **Platform** material compatible with **hundreds of active ingredients**.
- Raises the **final product value** with longer use time.
- **Sustainable & Ethical** – Biodegradable, biobased, and safe for the farmer.
- Favorable regulations.

Go-to-Market

As a B2B company, we offer the PlatyForm as a raw material to pest control manufacturers in North America and Europe. The PlatyForm will be tailored to meet the customer's unique needs.

Relevant Markets

Beachhead markets:

- Agriculture Plant protection
- Home & Garden
- Food supply chain

Later stage markets:

- Veterinary (livestock and pets)
- Antimicrobial packaging
- Post-harvest treatments

How it works?

When the PlatyForm gel is mixed with an active ingredient (AI), it slowly releases the AI over time. This steady release repels, attracts, or eliminates pests like insects, rodents, molds, fungi, or bacteria, ensuring longer-lasting, safer, and more effective results.

