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For immediate release:

“BMP Innovation AB receives funding from Lely Group to accelerate growth.”

BMP Innovation AB today announced an investment from Lely International to dynamically increase growth, marketing and execution of product road-map.

BMP, a Swedish technology company founded in 2016 develops, build and market leading solutions for smart farming, using camera-based infrared technology to provide a range of non-invasive diagnostic tools.

“The successful investment round found our company in the right momentum, especially regarding Lely participation, where I believe it is the materialisation of years of cooperation and a shared mission in increasing value for animal health and farmer business”

/ Graham McCarthy, CEO at BMP Innovation AB

“Lely is convinced that an important aspect of the future dairy farm lays within the monitoring of cows and barn conditions via camera's and vision technology. With startup BMP innovations as a proud partner we will move fast towards a vision revolution for our farmers.”

/ Jannet de Jong, Program Manager Startups, Lely International

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About BMP Innovation

BMP Innovation AB develops advanced camera-based sensor systems powered by built in AI as well as cloud solutions.

Our mission is to modernise farm management, increase animal welfare, and contribute to profitability by providing solutions combining agricultural research, farmers experience and technological expertise. Our applications range from non-invasive illness detection, metabolic efficiency, weight measurements to fertility detection.

Funded by founders and capital raised in a seed investment round with partners like Lely International we are also proud to have our applications approved by EIP-Agri (European Innovation Program) with a budget right under SEK 6 million.

Please read more at www.bmpinnovation.se



About Lely.

Innovation is part of Lely's DNA since its foundation in 1948. The family business started as a 'studio for invention' and became a global pioneer and leading supplier of robotics and farm management data for the dairy farm. Now they are looking for new talent and a pool of ideas to discover new solutions that will revolutionise, innovate and address the needs of farming today and in the future!

Please read more at www.lely.com