

Pure Light. Zero chemicals



HortiAdvice Field Day

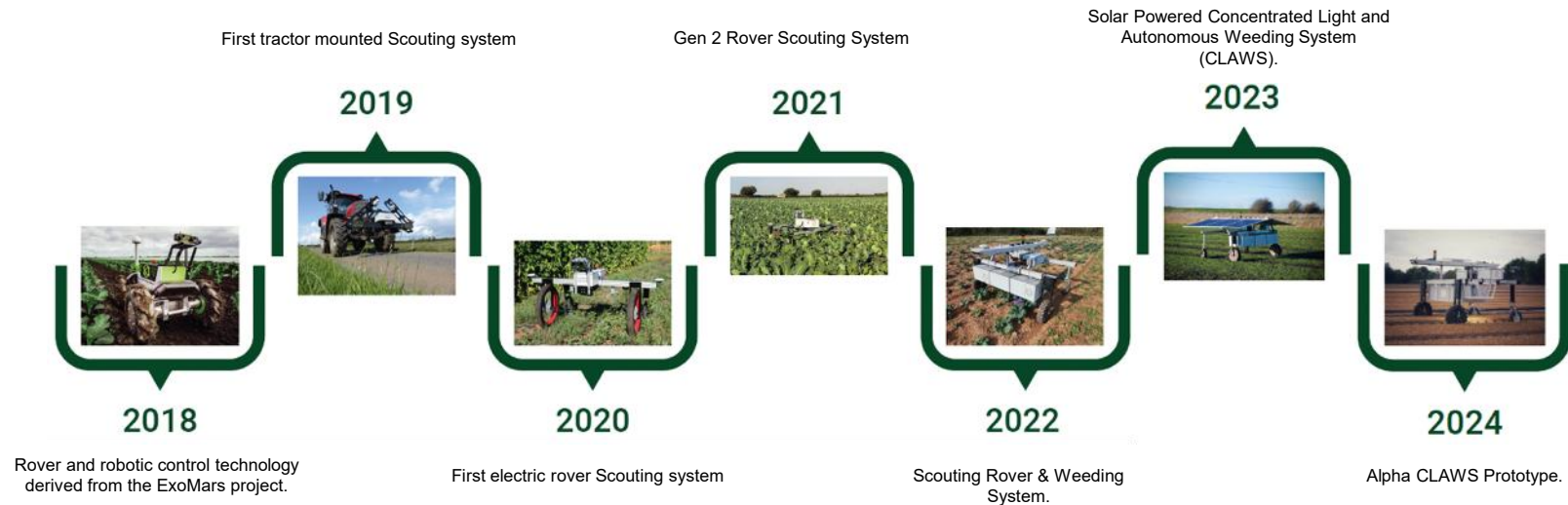
Overview | September 2026 | www.earthrover.farm



Creating a chemical-free future of agriculture

Focused on making farming and food production sustainable and accessible to everyone. We are on a mission to make fresh, chemical-free produce the new norm for all using smart innovative technologies, AI and robotics.

Established in 2017, the team at Earth Rover has been developing technology to answer the challenges faced by farmers, supported by UKRI - Innovate UK and ESA funded projects.



CLAWS Beta



2024

Alpha CLAWS Prototype
Over 6.5ha (34km) scouted
Over 3.1 ha (18 km) weeded
with 1,000,000 weeds killed in 8 weeks
Over 235 km travelled in total.....



2025

CLAWS Beta
8 Beta Pioneers across UK,
The Netherlands and Spain

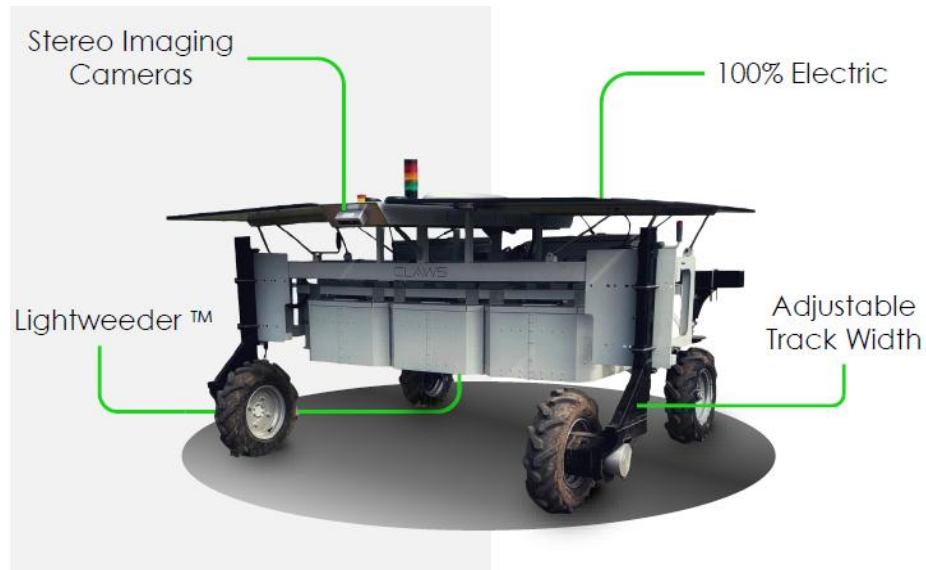
CLAWS: An autonomous, solar-powered field robot delivering precision weeding, crop intelligence, and sustainable farming operations.

Meet CLAWS

CLAWS™, an acronym for Concentrated Light Autonomous Weeding & Scouting, is a lightweight autonomous field robot designed for precision weeding, crop scouting, and real-time data analysis.

- Zero Chemicals
- Zero Emissions
- Zero Tillage

The lightweight design, fully powered by battery and solar, enables CLAWS to operate autonomously across varied terrains and weather conditions, day and night.



CLAWS utilizes geolocation technology to autonomously traverse a farm, targeting and killing weeds, without damaging the surrounding plant with the help of our proprietary weed-crop AI detection models.

Weeding



CLAWS uses proprietary AI models to detect weeds, distinguishing from crops, before targeting the meristem (the growing point) with a precise amount of light, sufficient enough to eliminate it without damaging crops.

Patented optical design

Scouting



Through proprietary deep-learning technologies, our robot is able to detect crops, collecting real-time and precise crop data, including detailed maps, crop health status, and growth rates.

Proprietary crop detection AI

Control

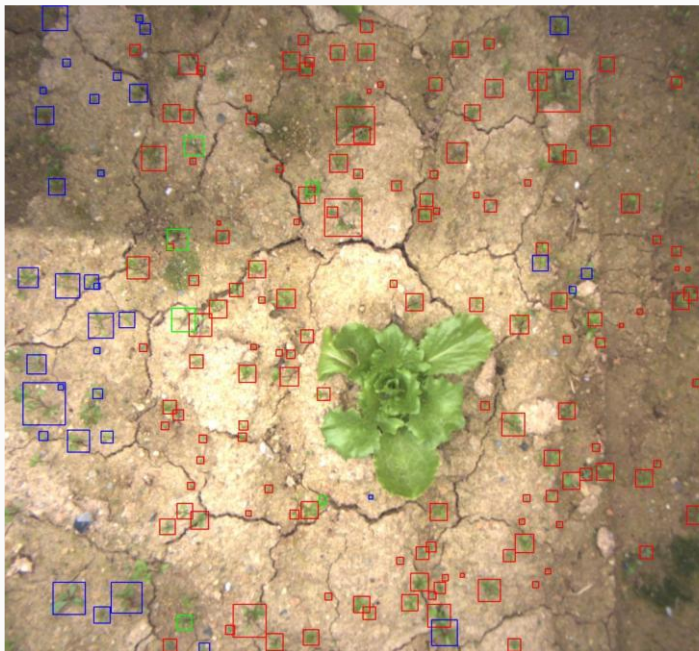


CLAWS navigates crop beds autonomously with centimeter accuracy using satellite-based navigation control with RTK position correction.

European Space Agency collaboration

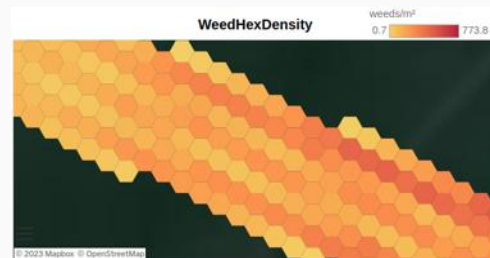
Weed Detection Visualisation

The weed detection is developed for each specific crop type



Scouting Dashboard

Crop Scouting, Weed Detection and Weed Density Mapping





Crop Species

Tree species

Existing capability (crop segmentation) :

Sitka Spruce
Hawthorn
Downy Birch
Common Alder
Rowan
Dogwood
Field maple
Dog Rose
Cherry
Silver Birch
Aspen
Goat Willow



Developing new algorithms...

- Takes about 12 weeks
- Plus 1 season to refine

Pricing

CLAWS + optional extras + annual subscriptions

Full price

CLAWS unit

Approx. £150k/ 1.3mill DKK

- Ex. Transport and taxes

Optional Extras

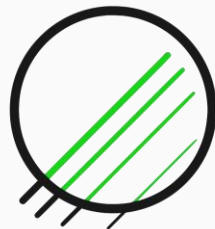
Approx. £12k/ 104000 DKK

- Solar panels
- Extra batteries
- CLAWS trailer
- RTK pole

Annual Subs

Approx. £11k/ 95678 DKK per year

- Operators licence
- Service and maintenance
- Crop Algorithms



EARTH ROVER

Pioneer discount

CLAWS unit

Approx. £125k/ 1.09mill DKK

- Ex. Transport and taxes

Optional Extras

Approx. £12k/ 104000 DKK

- Solar panels
- Extra batteries
- CLAWS trailer
- RTK pole

Annual Subs

Free for 2 years

- Operators licence
- Service and maintenance
- Crop Algorithms

Thank you

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