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Det du ikke deler, kan du ikke lære av

Kristian Blom — Tidal

All-in-one AI platform in the pen

Observes. Analyses. Acts autonomously.

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Many monitor. We act.

Tidal builds autonomous decision systems — not monitoring tools.

AUTONOMOUS FEEDING

The camera reads appetite and behaviour — the system adjusts feed rate and stops on its own

SEA LICE TREATMENT

The camera detects and track lice continuously — the system delivers directed energy to kill the lice

The platform is built to expand — what's the next closed loop?

Data sharing for AI success

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What is AI success?

Working with me and Tidal, we will over time — together — deliver

0.03 – 0.10

improvement in economic feed conversion ratio (eFCR).

- ↑ Increased capacity
- ↓ Fewer treatments
- ↑ Better harvest planning
- ↓ Reduced operational overhead and cost
- ↓ Lower mortality
- ↑ Better control of fish health

and much more ...

To realise this we need to do it together — data sharing, engagement and a shared strategy.

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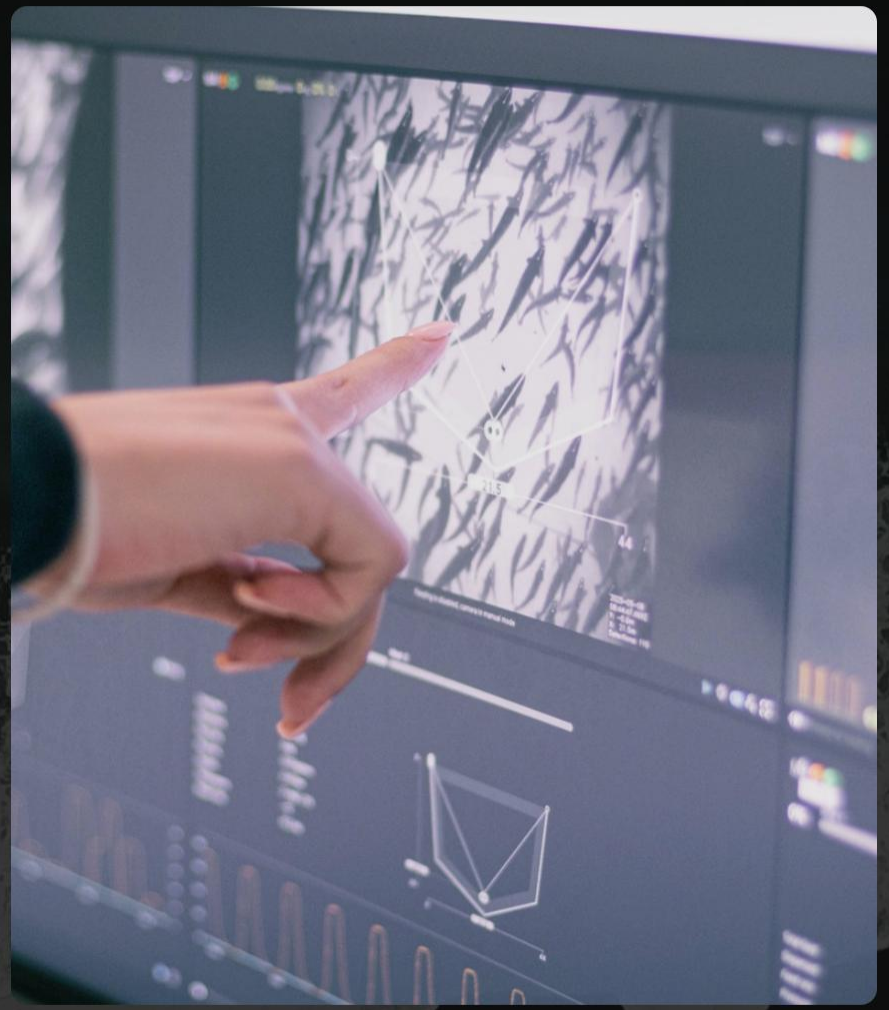
From signal to action — observations from a farming site

The site shares data with Tidal, allowing us to continuously track feed conversion ratio, mortality and feeding percentage.

- Customer uses autonomous feeding and monitoring products
- All pens show solid growth and good appetite — same strategy
- Higher **mortality** in some pens due to **predators** outside of the pen
- Over time: pens with higher mortality show weaker FCR



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Subtle signals — early enough to adjust

Good appetite. Good growth. All visual signals OK. Even with predators.

But **outside feeding time** behaviour changed — swim speed, tilt and breathing activity shifted noticeably.

The difference between pens lay in behaviour when the fish were not eating.

Clear stress signals.

With this information, feeding strategy could be adjusted and FCR "rescued" for this group.

Direct and measurable value.

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From one case to a pattern

The camera observes 24/7. Context and data from the farmer unlocks the meaning. Autonomous systems can act on this directly — that is where costs are actually affected.

THE FARMER

Understands their own data better and makes decisions with more context behind them.

AI MODELS

Learn from every real case and improve across the entire fleet.

NEXT TIME

We get better from what we learned today.

Sharing data and context is what sets this in motion.

Why don’t we share?

Value

> *"I have not shared my data with other suppliers because I haven't seen that they can deliver value I can't create myself."*
>
> — Large aquaculture company, 2026

THE SUPPLIER

Must be more than a sensor. AI requires domain knowledge — not just data.

THE FARMER

The curious farmer who shares data, context and knowledge gets far more from their investment.

Value doesn't emerge on its own — it belongs to those willing to share.

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What you don’t share, you can’t learn from

- You can't demand value from shared data **before** you choose to share.
- Data in silos describes the silo well — and nothing more
- Aquaculture data is exceptionally well-suited for AI — large volumes, high complexity and demanding biology

Everything starts with willingness to share, data quality and integration.

AI MODELS

Don't learn without data. Don't improve without context.

THE FARMER

Loses the perspective that only cross-site data can provide.

THE INDUSTRY

Repeats mistakes already made — and solved — elsewhere.

Sharing is not a cost. It's the choice that gives AI investments the multiplier effect that drives change.

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How can you succeed with AI in the pen?

- **Set concrete goals** — not "we'll introduce AI", but "we'll reduce FCR by X%" or "halve the number of treatments from the last three-years average"
- **Ownership in the line, not in IT** — IT enables, but you and your suppliers create the value. AI as an IT project almost always fails.
- **Dedication and mandate from leadership** — insight doesn't emerge on its own, and action requires room to act
- **Choose the right partners with open APIs** — domain-strong actors with a long-term vision for in-pen technology, who let you own and access your own data freely

AI in everyday operations

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This presentation was built with Claude Code

The process behind this presentation is the same as value creation with AI at the pen.

Data

Domain knowledge in aquaculture, data sharing and digitalisation

Context

My role, the audience and the topic — who I'm speaking to and about what

AI

Structure, iteration speed and knowledge from previous projects

Visuals generated with gpt-image-2 via OpenAI API, with prompts created by Claude. No PowerPoint, no Figma.

You bring the context. The system brings the capacity. Value emerges in the connection.

How I work — agents, data and domain knowledge in a loop

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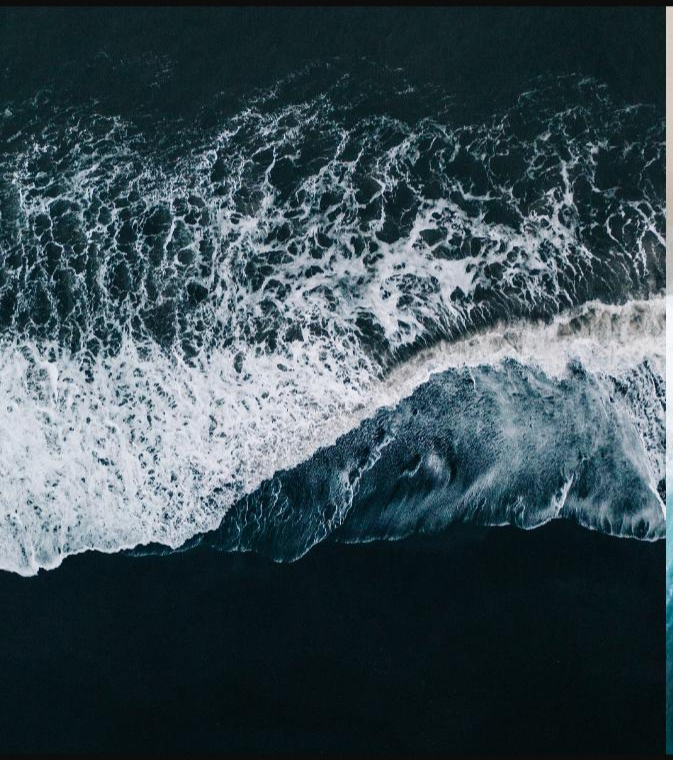

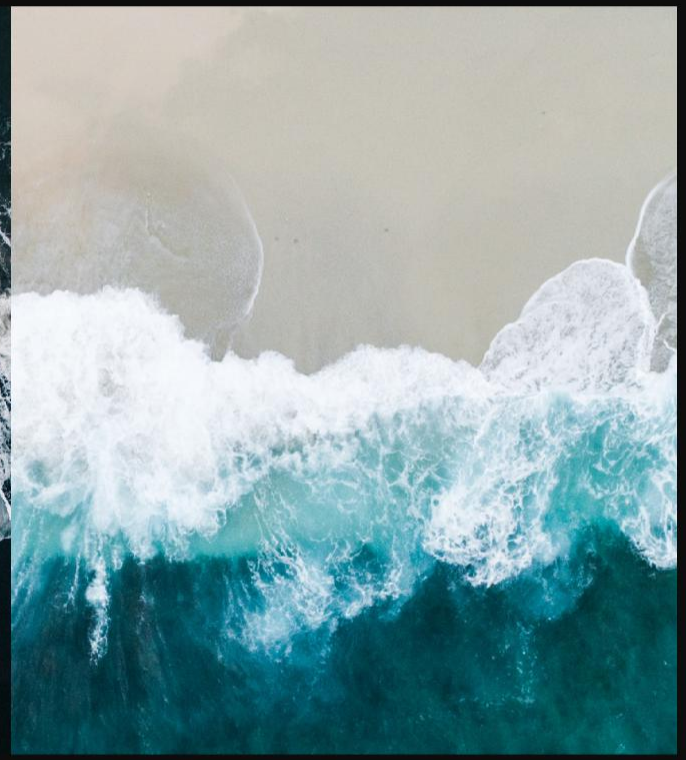

Thank you

GET IN TOUCH

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