Challenges
Smallholders.

Over a billion smallholder farmers are in need of mechanized services to drive agricultural productivity, increase land under cultivation and close the yield gap.

Tractor ownership is uneconomical in these smallholder environments with less than 2 hectares.

- **Wasted Money**
  Manual labor 2.5x more expensive than tractor service

- **Wasted Time**
  Manual labor 40x slower, leading to planting delays of up to 30 days

- **Loss Yields**
  50% of Africa’s yield gap can be attributed to a lack of mechanization
Hello Contractors.

Over 20 million tractor owners are in need of technology to profitably service farmer demand.

Tractors in emerging markets are overwhelmingly sold to contractors who purchase low-hp equipment with no technology to address their unique challenges.

1. **Fragmented Markets**
   - Lack of farmer coordination across the last mile

2. **Lack of Oversight**
   - Fraud and misuse of assets by tractor operators

3. **Poor After-Sales Support**
   - Scarcity of technicians and parts
Rural Power Gap.

Rapid urbanization, aging farm populations, and other demographic shifts are increasing the need for tractor investments, but contractors must see it as a worthy investment.

Nigeria has a 750K tractor deficit.
Agri-Sharing Solutions
Unifying an Ecosystem.

Hello tractor is connecting a global marketplace at local levels crowding in IoT technology that integrates critical links of the tractor service supply chain.
Telematics Device
Hardware to connect, protect, and track tractor fleets
Device Price: $110

Tractor Contractor Application
SaaS to manage equipment, operators, and farmer bookings
Annual Price: $200

Tractor Booking Application
SaaS to book services from connected tractors
Transaction Fee: 5%

Enterprise Applications
SaaS for banks and customized solutions
Price: Bespoke
The Growth Flywheel.

Working with existing tractor owners to optimize the productivity of their assets, we help unleash pent-up demand, increase transparency and quality service delivery and unlock liquidity needed to finance additional tractors into more markets.

1. Grow Tractor Supply
   Engage existing tractor supply in markets by offering tools for tractor owners to optimize their equipment

2. Learn & Improve Service
   Greater efficiency leads to decreased wait times for farmers and tractor owners, improve service quality & higher levels of reliability

3. Grow Farmer Demand
   Reliability attracts more farmers into the marketplace demanding services

4. Improve Profits
   More farmers means busier routes and more profits for tractor owners and booking agents

5. Grow Tractor Supply
   As profits grow, tractors become more attractive, leading to more investments and flexible financing
Train booking agent and contractor on booking farmers and on Hello Tractor technology

Agent & contractor identify and market to farmers for pre-booked jobs, using HT playbook

Technology assess quality of pre-booked jobs and creates optimal tractor route

Contractor repays tractor loan while making profit and farmers have lower costs and higher yields

Contractor services jobs and is paid balance upon work completion

Booking agent collects down-payments on pre-booked jobs

Contractor buys (or finances) a tractor, with our tech pre-fitted, from a certified dealer

Contractor buys device and fits it onto their existing tractor fleet

"The insights we gain from the data Hello Tractor collects allow for better planning and improved outcomes – for us and the farmers we work with." — Von Kemedi, Alluvial
Our Company
Industry Leadership.

We are a global leader in tech enabled tractor contracting services. With a lean approach, we look to continue this success, expand our offerings, and grow into new markets.

- Confidential & Proprietary -
Thank You!

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Break Ground."