Empowering Farmers with Technology.

www.farmcrowdy.com
The Problems

Adequate agricultural production and general food security in Africa is threatened by:

- **Farmers lack of access to Capital & Resources**
  - 38 million smallholder farmers lack access to finance, certified inputs and superior knowledge of good agronomic practices

- **Farmers lack of access to market**
  - Smallholder farmers do not have access to superior markets locally & internationally

- **Widespread post-harvest food loss**
  - 37% of food produced in SSA is lost between production & consumption with value lost estimated at a minimum value of $4 billion/year
<table>
<thead>
<tr>
<th><strong>38 Million</strong></th>
<th><strong>1.2 Billion</strong></th>
<th><strong>$102 Billion</strong></th>
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<tbody>
<tr>
<td>Small scale farmers currently have an average of 7.5 acres but utilize only 30%</td>
<td>Chickens consumed annually in Nigeria alone (3.3 million daily vs 20 million in the US daily)</td>
<td>Generated from Agriculture business in Nigeria annually contributing to 22% GDP</td>
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<table>
<thead>
<tr>
<th><strong>$11 Billion</strong></th>
<th><strong>5 Million MT</strong></th>
<th><strong>$697 Million</strong></th>
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<tr>
<td>Investment opportunity in import substitution in wheat, rice, sugar and chicken annually</td>
<td>Shortfall of Maize production currently stands at 60% of expected production. Targeting 20 million MT by 2020</td>
<td>Generated from Agro-exports in Nigeria annually showing 11% growth year-on-year</td>
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<tr>
<th><strong>720 Million</strong></th>
<th><strong>592 Million</strong></th>
<th><strong>$660 Billion</strong></th>
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<td>People employed by Agriculture in Africa with 60% of the entire continent population</td>
<td>acres of uncultivated arable farmland in Africa &amp; only 12% cultivated annually</td>
<td>Generated from Agriculture businesses in Africa accounting for more than 30% of the continent’s GDP for 2017</td>
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Our Mandate

- Empower rural farmers
- Contribute to food security in Africa
- Engage more people (youths) in Agriculture
Farmcrowdy empowers small-holder farmers with the necessary resources to utilize untapped farmland, expand operations and feed the growing population.

Sponsors participate in a humanitarian cause that improves the economy and yields a healthy return.

Farmcrowdy = Impact + Return
Farmcrowdy is Nigeria’s leading agritech platform focused on optimizing the African agriculture value chain by technology to:

- Connect smallholder farmers to superior markets locally and internationally.
- Provide smallholder farmers with finance for necessary inputs (seeds, fertilisers, tractors, etc).
- Train farmers on good agronomic practices and provide them with tools required to increase productivity.
- Connect HNIs and middle-class Nigerians with alternative investment vehicles.

Where Farmcrowdy Started
Our Solutions for the Food Value Chain Today

**Farmcrowdy Structured Finance**
Provides farmers with access to capital for inputs:
- Raised $15m USD for 25,000 farmers in 3 years
- Used to cultivate on over 17,000 acres of farmland
- Raised 3,000,000 chickens and processed 2,000 bulls

**Farmcrowdy Aggregator**
Provides smallholder farmers with access to superior markets via a tech-powered network of agro commodity aggregation centres.
- Harvest aggregation
- Input sales and collection
- Provision of technical expertise of GAP
- 102 Centers launched in 8 states in Nigeria

**Farmcrowdy Foods**
Digital marketplace for food supplies.
- **Meathub** (Franchise model for meatsales)
- **Best Foods** (Operates the 3rd largest beef processor in Lagos, Nigeria; Tech-enabled facility with 100-bull daily capacity)
- **Farmcrowdy Foods & Meathub apps**

**Farmcrowdy Insurance**
Provides access to life, health, crop & property insurance for farmers & other low-income agro value chain participants.
- Structured partnership with AXA Mansard & Nigerian banks
- Target launch date: August 2020
- Target of 120,000 beneficiaries in 12 months

**Farmcrowdy Tech & Data**
Platform for tools for processing & analysis of data to help improve farmer decisions and outcomes:
- Building data & market analysis tools
- Pricing decision making tools for farmers
- **Agricsquare** (largest online agricultural community in Nigeria with 25,000+ members)
Farmcrowdy Finance

Farmcrowdy Finance is a digital solution platform focused on connecting smallholder farmers to market and 40 million middle-class Nigerians to investments across the agricultural value chain.

So far, we have used Farmcrowdy Finance to achieve the following:
- Raised $15 million to engage 25,000 farmers in 3 years
- Cultivated on over 17,000 acres of farmland
- Raised 3 million chickens with lower than average mortality rate.
- Processed 2,000 fit-for-Slaughter, traceable & disease-free bulls

Farmcrowdy Finance uses technology to:
- Connect HNIs and middle-class Nigerians with alternative investment vehicles in agriculture
- Provide smallholder farmers with finance for necessary inputs (seeds, fertilisers, tractors, etc)
- Connect smallholder farmers to superior markets locally and internationally
- Facilitating funds from DFIs and Banks for farmer communities through cooperatives and associations.
Farmcrowdy Aggregator

A network of tech-enabled aggregation centres sited in rural communities which are managed by youth entrepreneurs and come equipped with our Grainpoint application.

The aggregation centres come with:
- 500kg digital scale and hand-held moisture meter
- Entrepreneurship framework for youths.
- Value added services (input disbursement, produce procurement, financial services and GAP training).

The Grainpoint application can provide the following services:
- Input disbursement
- Produce procurement
- Financial services
- Micro-insurance services
- Other value added services

Grainpoint enables us meet growing export demand for organic, Nigerian commodities including;
- Ginger
- Cashew
- Sesame
- Moringa

The Grainpoint Off-taker/Processor web platform then allows major off-takers and processing factories from around the world purchase produce directly from farmers at farmgate prices; eliminating otherwise multiple layers of intermediaries required for farmers to sell their produce and ensuring better returns for farmers.

Current Traction

38,000 Smallholder farmers registered on the Grainpoint app
101 Aggregation centres commissioned across Nigeria
12,000MT Minimum Commodity Aggregation Capacity
Farmcrowdy Insurance

HAPI Insurance is an insurance product developed via a structured partnership with AXA Mansard & major Nigerian banks focused on helping farmers and low-income earners create and protect their wealth by leveraging technology to provide access to life, health, crop & property insurance services at affordable and convenient premiums.

- **Target launch date:** August 2020
- **Target of 120,000 beneficiaries in 12 months**

**Seamless & Digital**

Farmers can get insured in less than 2 minutes and make claims instantly via the Grainpoint app.

**Affordable**

The average farmer insured by HAPI Insurance pays as low as N100 as premium; this is much lower than standard insurance premiums anywhere!

**Zero Poverty**

Access to HAPI insurance builds helps smallholder farmers recover from unforeseen economic, social and environmental shocks and disasters.
Farmcrowdy Foods

An integrated food supply ecosystem that implements
- The use of technology in sorting, inventory and marketing of food products
- Production and processing of high-quality meat.
- Entrepreneurship framework for youths.
- A one-stop digital marketplace that allows customers to conveniently purchase highly affordable fresh food produce from the comfort of their homes.

Current Traction (22 weeks)

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<td>$27,000</td>
<td>2,084</td>
<td>246</td>
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<tr>
<td>Revenue from transactions</td>
<td>Unique orders</td>
<td>Unique customers</td>
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Best Foods Processing & Sorting Facility
The Best Foods facility processes and stores high-quality meat that meets consumer demands in a timely, cost-effective manner using modern technology. The facility can process 1,000 bulls daily.

Digital Tech
Users can order and pay for products online via a Mobile app, Whatsapp or via a phone hotline.

Last Mile Delivery
Produce is delivered to the convenience of users homes thus reducing the need to go to a physical marketplace.

Meathub Shops (Franchise Model)
Strategically located physical shops that adhere to hygienic practices & safety precautions, where people can pick up the meat they’ve ordered online and walk in to buy meat.
Farmcrowdy Tech & Data

We are currently expanding our capacity to build platforms and tools for processing & analysis of data to help improve farmer decisions and outcomes. This will cut across:

- Data analysis
- Market Research points
- Weather and Yield predictions
- Price data comparison
- Yield forecast data

Built Agricsquare, the largest online community of Agriculture enthusiasts in Nigeria with over 25,000 active members.
Farmcrowdy Technology

Our in-house tech-team has wide ranging expertise building agritech solutions.

They have been responsible for the design, development and deployment of all Farmcrowdy web & mobile tech solutions capable of processing secure local & int’l payments; equipped with biometric features & real-time record access.

Some of these solutions include:
- Farmcrowdy [web platform](#)
- Farmcrowdy Foods [web platform](#) and mobile apps (Android and iOS)
- Meathub [web platform](#) and mobile app
- Grainpoint mobile app and Off-taker/Processor web platform
- Inventory Management System for our Best Foods facility
- Farmcrowdy Farmers [mobile app](#)
Growing our footprint across more states in Nigeria

**Short-term Business Plans**

116,000+ Farmers

Engage and Empower more Farmers across different value chains in the **next 6 months**

300,000 Farmers

16 States currently with Farmcrowdy activities

10 States earmarked for activities in next 12 months

Growing our footprint across more states in Nigeria

States currently with Farmcrowdy activities

States earmarked for activities in next 12 months
Medium - Long term Business Plans

Empower Farmers

Impact and capture farmers’ data with full biometrics whilst growing their income by 80%:

- Q4, 2020: 300,000 Farmers
- Q4 2021: 1,000,000 Farmers
- Q4 2022: 3,000,000 Farmers
- Q4 2023: 10,000,000 Farmers

Global Expansion

Replicate model targeted countries across the world including:

- The Carribeans
  - Jamaica
  - Barbados

- West Africa
  - Ghana
  - Togo
  - Benin

- North Africa
  - Egypt

- East & South Africa
  - Kenya
  - Rwanda
  - Uganda
  - Tanzania
  - Zimbabwe
New Business Opportunities/Partnerships

We are looking for partners to take our solutions into other African countries. Interested? Send me an email onyeka.akumah@Farmcrowdy.com

Ministries of Agriculture across Africa

Farmers Cooperatives/Associations in African countries

Financial Institutions/Banks

Online Agriculture Communities

Agribusiness Consultants

Development Funding Partners
Backed by the Best

Investors
- Social Capital
- COX Enterprises
- Techstars
- Hallett Capital
- GreenTec Capital Partners
- Niche Capital
- GSMA
- Josephine Group
- Ajayi Solutions

Partners
- FCMB
- AXA
- MANSARD
- OCP
- Leadway Assurance Company Limited
- AFEX
- Syngenta
- CASTC
- Notore
- hello tractor
- Amo Farm Sleberer Hatchery Limited
Some of our Awards...

**Disruptive Innovation**
May 2019

**Next Bull’s Award**
May 2019

**Companies to Inspire in Africa**
May 2019

Digital Business Of The Year 2018 (Global African Business Awards)

ITU Telecom World Awards 2018 - Recognized

Best Agritech Solution (Apps Africa Innovation Awards 2018)

AgriTech Company of the Year 2018 // Agric-Tech Website/Platform of the Year 2017 // Tech Start-Up of the Year 2017

One of 10 Global Start-ups in Techstars Atlanta 2017 Batch

National Productivity Order of Merit 2018 - Awarded by the Federal Govt. of Nigeria
What People Say...

This is an incredible story and you know it connects everyone on us who’s interested in Agriculture and the returns but who are not green-fingered in any way but want to benefit from Agriculture, and want to participate one way or the other. I think it’s just a creative incredibly intelligent way.

- His Excellency, Vice President of Nigeria - Prof. 'Yemi Osinbajo

This is a welcomed innovation. With the involvement of the ministry, I think this innovation could be played up... The Federal Government can get involved. It is an idea I would like to look into.

- The Minister of Agriculture in Nigeria speaks about Farmcrowdy.

In 2016, there were notable innovative approaches across the value chain which includes Farmcrowdy that connects investors to farmers allowing them to engage in digital agriculture -

Empowering farmers with technology.

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