

A hand is holding a large, light-brown burlap sack filled with grain. The sack has a printed illustration of a stack of gold bars and several gold coins. In the background, there is a vast green agricultural field under a cloudy sky.

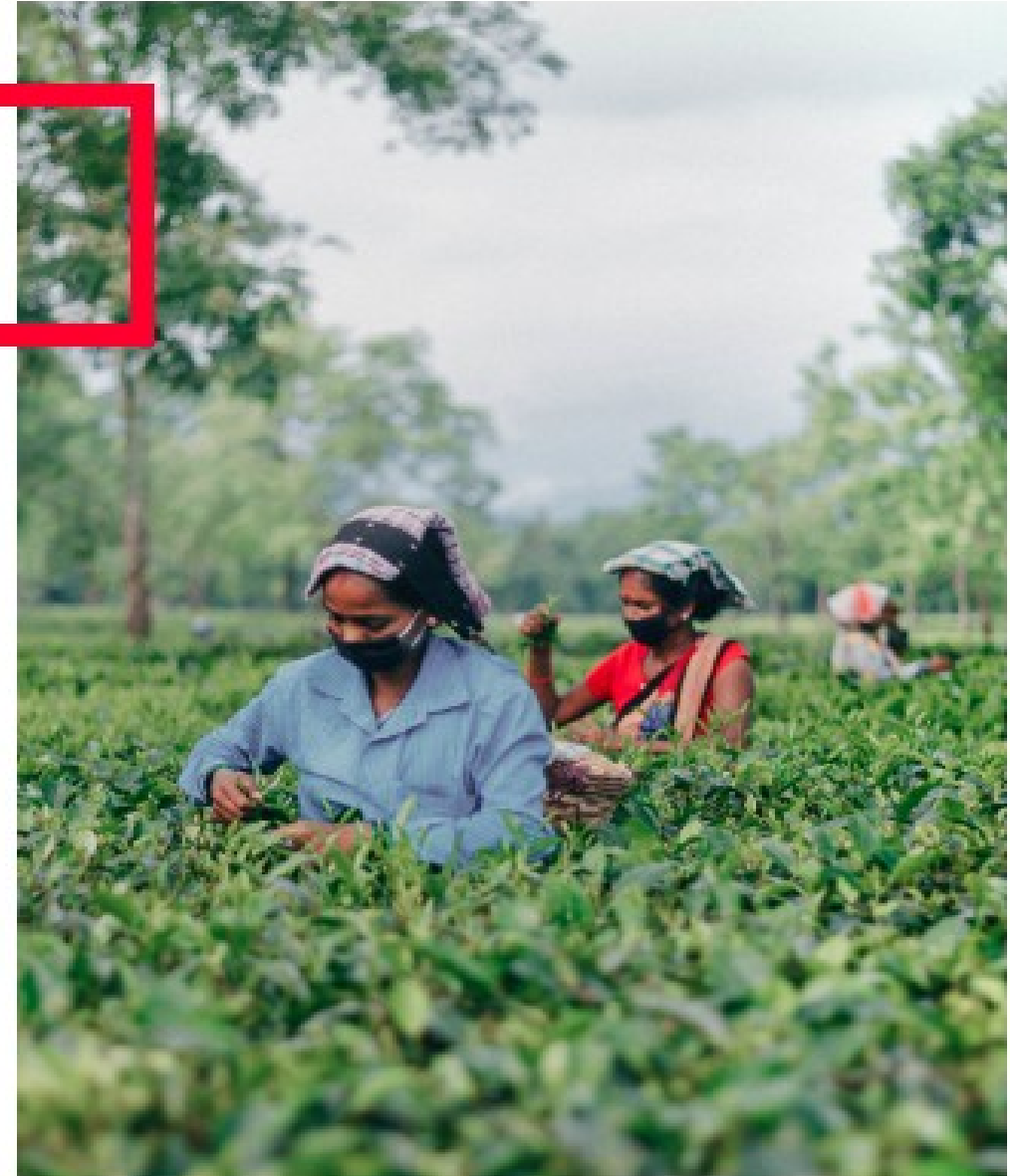
**FUND**

# **MY FARM**

Agriculture, the new Gold

# THE PROBLEM

In Nigeria, among other things, lack of finance is one of the fundamental problems hampering food production, productivity, and income of rural farm households. Since access to institutional finance is very limited, the majority of the poor are forced to search for financial services through informal channels which are expensive and sometime not even available.





## AFRICA

The 36 million smallholders farmers need access to credit facility to boost production, productivity, and income generation.

## NIGERIA

The 80% of Nigerian farmers require informal credit facility to ensure food security the country is seeking for.

# TARGET MARKET & OPPORTUNITY



# THE SOLUTION

FundMyFarm is an Agritech solution that connects smallholder farmers (lendeers) to an informal credit facility, by the use of a campaign funding process where people (lenders) who love agriculture but do not have time to do it can lend their resources to farmers and get back their money and profit at a set date usually after harvest.

# TRACTION AND VALIDATION / ROADMAP



**36M**

Farmers reachable



**1,000**

Farmers ready to sign up by  
January 2020

## CURRENT PARTNERS INCLUDE:



Shankara Ltd



Kano State Government



Jigawa State Government



Farmers Association

# BUSINESS MODEL

5% commission on each transaction



# COMPETITIVE ADVANTAGE

	Hello Tractor	FarmForMe	FarmCrowdy	FundMyFarm
AgriTech	✓	✓	✓	✓
Credit Facility				✓
Digital Farming		✓	✓	✓
No education required / Ease of use				✓
Economic sharing	✓			✓

# FundMyFarm's Team



Ibrahim Saliman  
Zainab

**Team Lead and Manager**

Agricultural Engineering Expert  
and Full-stack Software  
Engineer



Umar Muhammad

Business Developer  
and Full-stack  
Software Engineer



Badiru Sulaiman

Product Manager & Designer  
and Mobile App Developer



Yahaya Hassan

Mobile App  
Developer and Field  
Researcher



An aerial photograph of terraced rice fields, showing a series of green, stepped terraces that follow the contours of a hillside. The terraces are separated by narrow, dark paths or ditches. In the bottom left corner, a small white building with a red roof is visible, nestled among the fields. The overall scene is lush and green, with the terraces creating a rhythmic, geometric pattern across the landscape.

# Thank You