

Pitch Deck



Online Farmers Market

Presentation

A close-up photograph of several ripe peaches with a dark, textured skin, arranged in a cluster. The lighting highlights the natural texture and color of the fruit.

Intro

Empowering farmers through Multi_Vendor access



Problem

The agriculture industry is a critical sector that feeds the world. However, small-scale farmers have limited access to markets and often receive lower prices for their crops due to middlemen. Additionally, with the rise of online shopping, farmers need a better way to reach consumers and sell their products. Customers also have trouble accessing healthy affordable farm produce as it is expensive due to middlemen and it is not easily accessible as not all physical markets have all types of farm produce in one place. That's where Online Farmers Market comes in.



Solution

Online Farmers Market is a multi-vendor webapp that connects farmers directly to consumers, eliminating the need for middlemen. Our platform provides farmers with access to a wider market, higher prices, and increased visibility. Consumers can easily browse and purchase fresh produce directly from the source, knowing they are supporting small-scale farmers and they are guaranteed clean and fresh quality products at affordable prices at their door steps.



Market

THE MARKET POTENTIAL FOR ONLINE FARMER'S MARKET IS ENORMOUS. THE GLOBAL AGRICULTURE INDUSTRY IS PROJECTED TO REACH \$12 TRILLION BY 2025, WITH THE E-COMMERCE SECTOR GROWING AT A CAGR OF 12.5%. IN ADDITION, THE DEMAND FOR LOCALLY SOURCED AND SUSTAINABLY GROWN FOOD IS ON THE RISE, PRESENTING A UNIQUE OPPORTUNITY FOR SMALL-SCALE FARMERS.

TARGET MARKET

- FARMERS (VENDORS)
- CUSTOMERS WHO ARE IN NEED OF HEALTHY FRESH AND EASILY ACCESSIBLE FARM PRODUCTS WHICH CAN BE DELIVERED TO THEM WITHOUT LEAVING THEIR LOCATION.



Fresh Produce

Competitive Advantage

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

Revenue Model

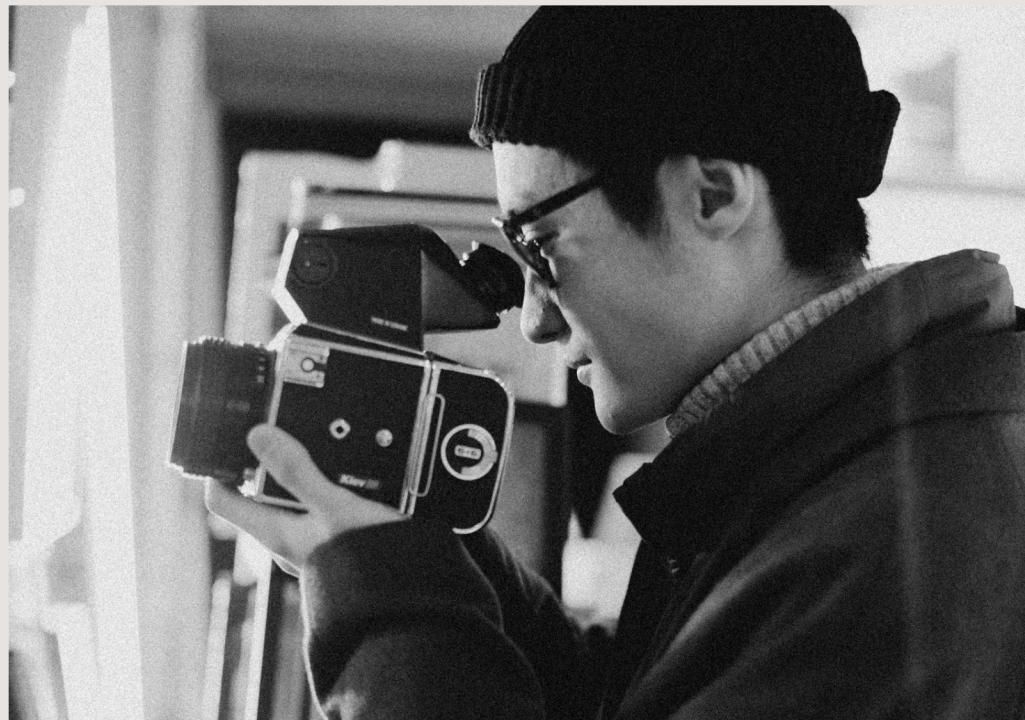
- Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.
- It is mostly presented before an audience.
- It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Future Plans

IN THE FUTURE, WE PLAN TO EXPAND OUR PLATFORM TO INCLUDE ADDITIONAL FEATURES SUCH AS FARM-TO-TABLE RESTAURANT PARTNERSHIPS AND SUBSCRIPTION BOXES. WE ALSO PLAN TO EXPAND GLOBALLY, STARTING WITH EMERGING MARKETS WHERE SMALL-SCALE FARMERS FACE EVEN GREATER CHALLENGES.

Meet The Team



James Chisha

CEO



Nandila Mulilalila

CTO



Zoey Zack

Creative Manager

Stay in Touch!

onlinefarmer'smarke@hmail.com

(+260) 456 789 056
123 Burma ST.
,Lusaka,



By Nandila Mulilalila
CTO

Online Farmer's Market

Page 10