



# Our Purpose

To use technology to transform farm management through a customer centered Data driven solution with a view to optimizing crop production.



# The Problem



Lack of real time data on soil conditions leading to poor soil nutrition



Poor farming methods leading to wastage of resources and low yields



Poor quality yields which do not fetch good prices in the market

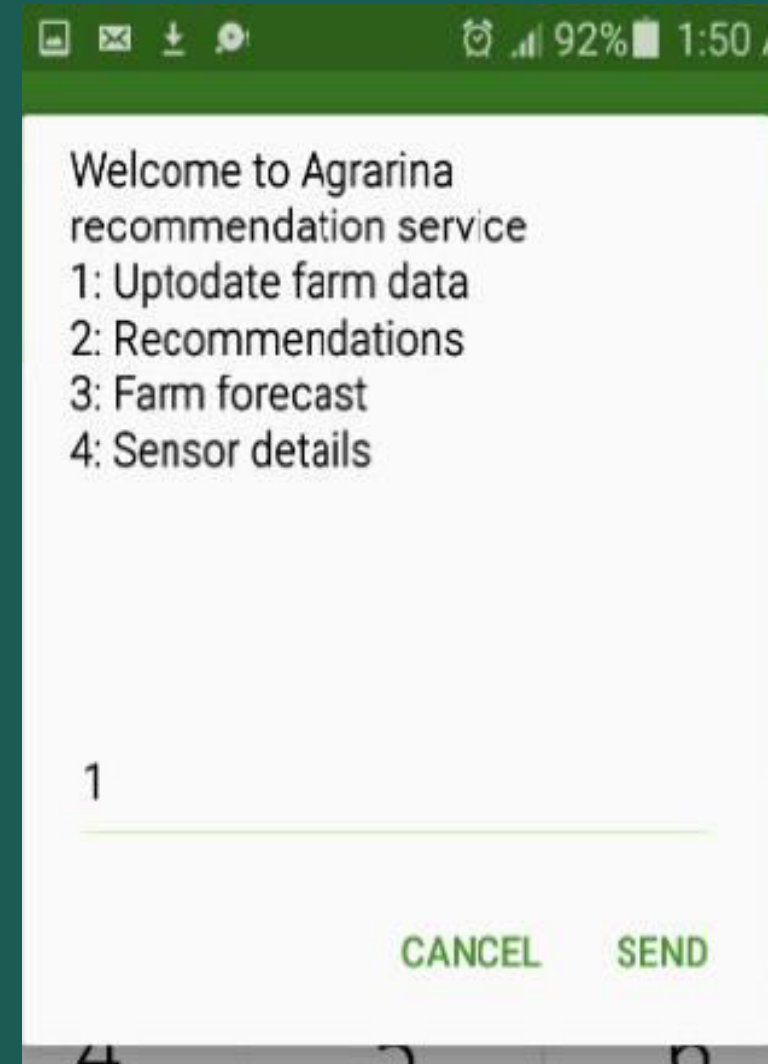


Lack of enough extension officers. Ratio is 1 for every 2000



# Our Solution

A cloud based, IoT Solution for small scale farmers to practice precision farming . It places the farm onto the farmer's hands. Solar powered sensors installed on the farm capture data(soil and atmospheric conditions)and relay the same in real time into the farmer's dash board which they can access from their phones, tablets or laptop and they are able to make informed decisions on their farms, for example "watering the farm to achieve moisture content of a specified level"





- \$1 billion total market
- \$900,000,000 addressable market
- \$100,000,000 obtainable market.

## Market Size

# The Prototype

Version 1 of Agrarian Sensor Device Prototype.  
Watch the demo from [https://youtu.be/-EBa97\\_Hh0U](https://youtu.be/-EBa97_Hh0U)



# Business Model

Initial one off fee US\$10.00 at the point of installation of the sensor and setting up of the account and web interface.

Subscription service offered to users, payable daily, weekly, monthly or yearly via mobile money at US\$0.5 per day

# What people are saying

“I was amazed at how much data we miss out as farmers. This will go a long way to enhancing urban farming.”

David Wachira, Ruai, Nairobi

“This solution is absolutely helpful because it takes a while to receive a visit from an extension officer.”

Consolata Wambui, Kiambu

“The future looks bright for us small scale farmers because with the right data we will optimize crop production.”

Joseph Mutua, Athi River



# Competition



# Go to Market and Growth Strategy

## MARKETING & SALES

Acquiring Customers

Online Marketing  
SEO, SEM, SMM  
Sales Force  
Farmers Associations  
Cooperative Unions

## CUSTOMER SERVICE

Retaining Customers

24 hour support service  
Discount programs

## PRODUCT DEVELOPMENT

Staying Competitive

Consumer product advisory board to drive  
product features

# The Team



Eric Kimani

Co-Founder & C.T.O



Daniel Mwangi

Co - Founder & C.E.O



Mathenge

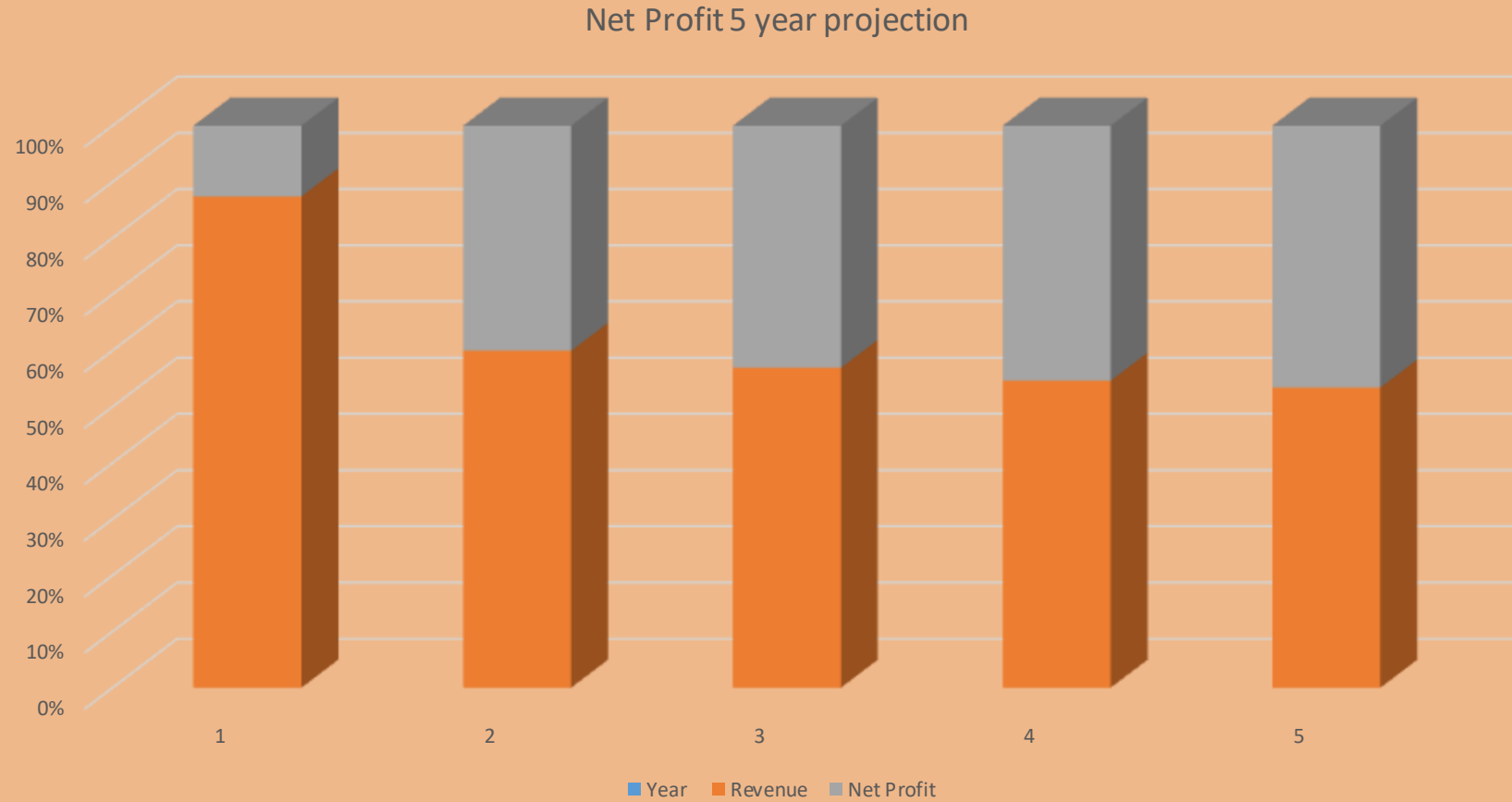
Co –Founder & C.O.O



Grace Mukulu

Chief Marketing Officer

# Financials





US\$ 75,000 for 7.5% equity, to give us a 12 month runway for:

- Completing the MVP
- Manufacturing few units for beta testing and iterating to market fit
- Early marketing efforts and customer acquisition



