



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"



Market Size



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

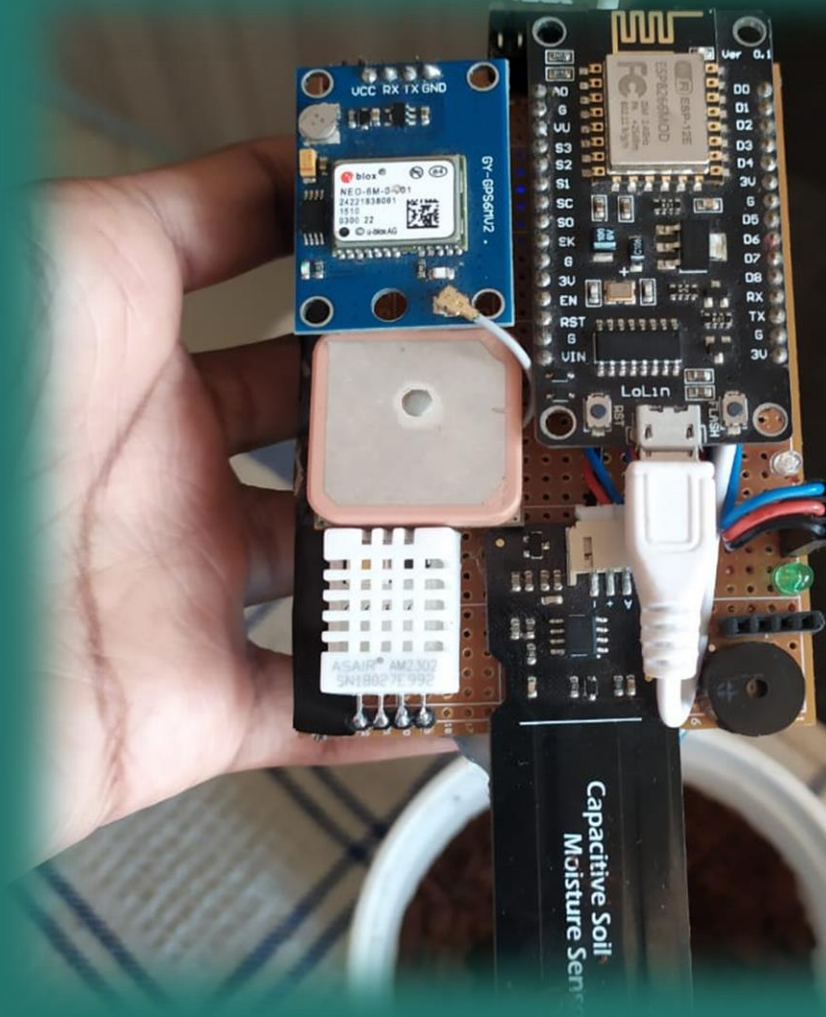
The Prototype



Version 1 of Agrarian Device AG11.

Watch the demo from

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



Strategic Plan

MARKETING & SALES

Acquiring Customers

Online Marketing

CUSTOMER SERVICE

Retaining Customers

24 hour support service
Discount programs

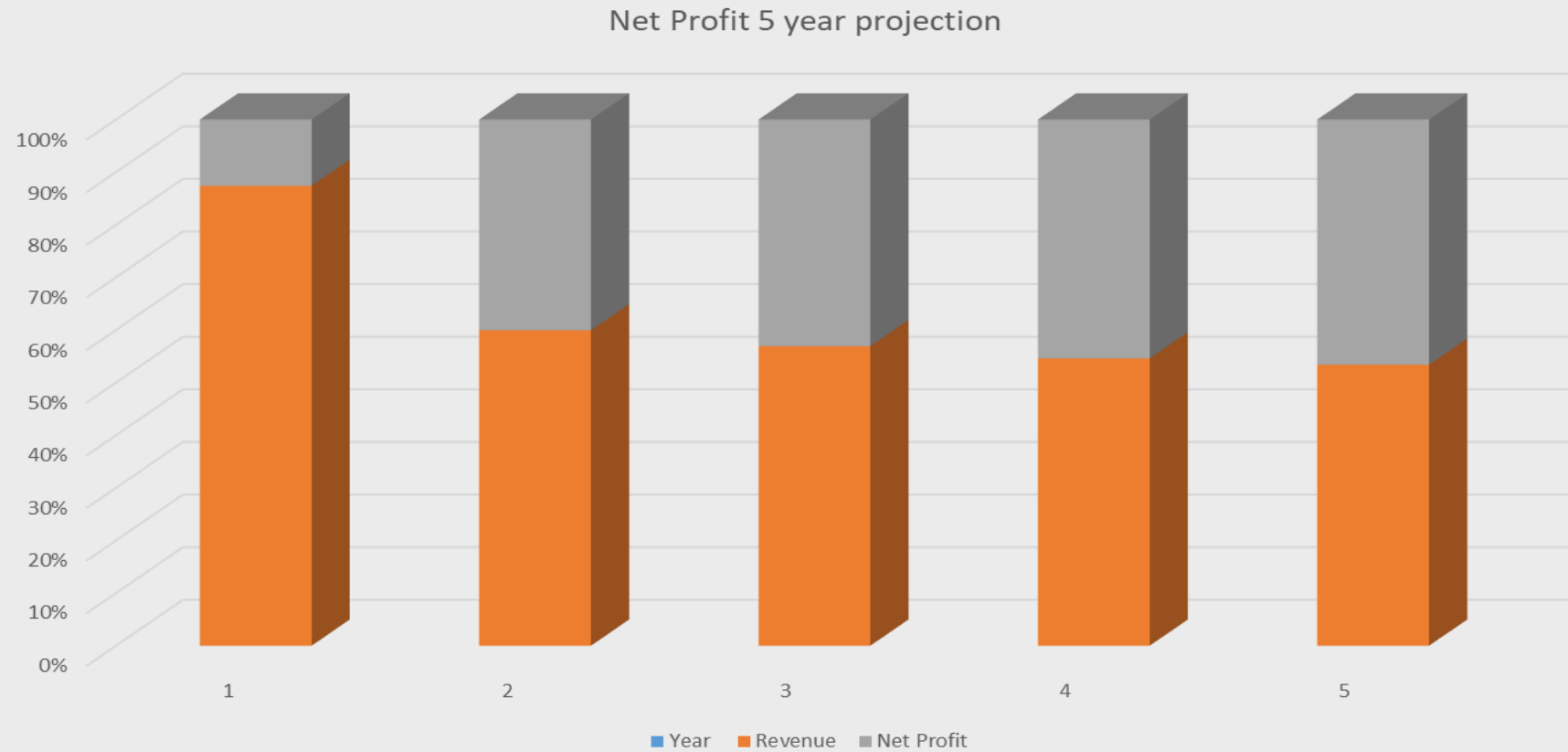
PRODUCT DEVELOPMENT

Staying Competitive

Consumer product advisory board to drive
product features

Go to Market and Growth Strategy

Financials





INVESTMENT

USD \$7500 for 7.5% Equity to give us a 12 months run away for :

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

