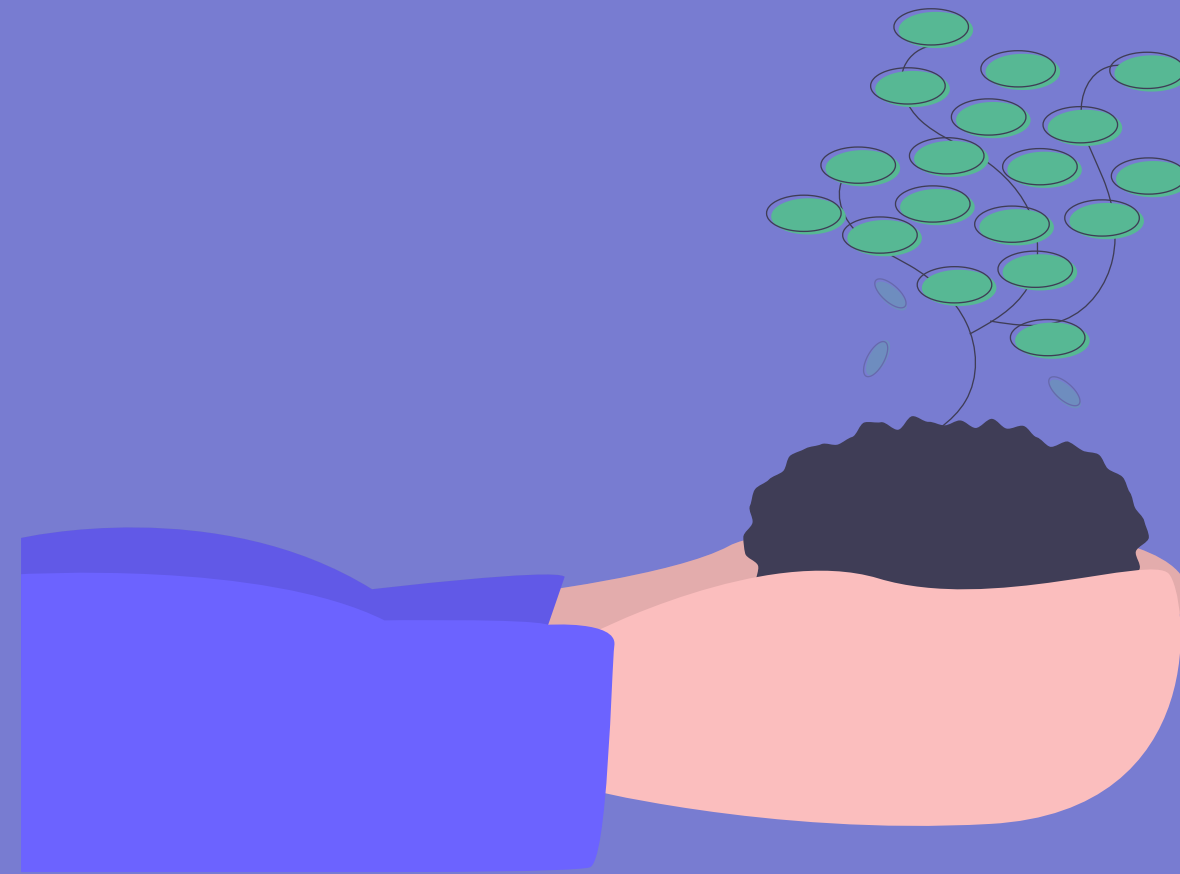


# Oregano


*Transforming the agricultural landscape for good.*





**"All humans are born entrepreneurs,  
otherwise we'd all still be cavemen"**

*Muhammad Yunus*  
*Nobel Laureate*  
*The Inventor of Microfinance*



## **Accessibility For Farmers & Wholesalers/Corporates**

Bringing the best deals to both farmers and wholesalers/corporates by allowing them to not be restricted to the backward and forward linkage traders that they already know and have always worked with.

## **Fresh & Safe Produce For Everyone**

Making the transition to organic farming as seamless as possible for conventional farmers, by getting them the financial & technical support they need whilst also encouraging the formation of FPCs.

## **Minimization Of Risk For The Suppliers**

Making sure that the producers know at least roughly how much the consumer demand will be for any particular produce, to minimize unnecessary surplus.

## **Poverty Alleviation**

To introduce the farmers to a competitive market place and giving them the best of chances to maximize the profits on their produce by offering them as many options as they can have.

# **Our Vision**



# PROBLEMS

## 1. Excessive Intermediation In Supply Chains

Traditional supply chains involve 6 to 7 transactions between the production point and the end use, thus widening the gap between the price at which the farmers sell and the price at which the end consumers buy.

## 3. Numerous Risks And Barriers To Going Organic

Fragmented land holdings and the lack of capital make farmers reluctant to transition into producers of organic food. Farmers also do not have the assurance that their produce will be completely bought out.

## 2. Farmers Have Limited Options & Are Price Takers

The wholesalers/corporates dictate the cost at which they purchase farm produce and the lack of competition to acquire it results in the exploitation of farmers as they are unable to sell their produce at the best price.

## 4. Lack Of Data Availability For The Farmers

Farmers do not have sufficient data to maximise their output or even to know how much demand there is for a particular good in the market which ends up being one of the major causes of food surplus.

# 20-25%

...is how much India will be required to sell from the incremental agri-food production in overseas markets in the coming years.

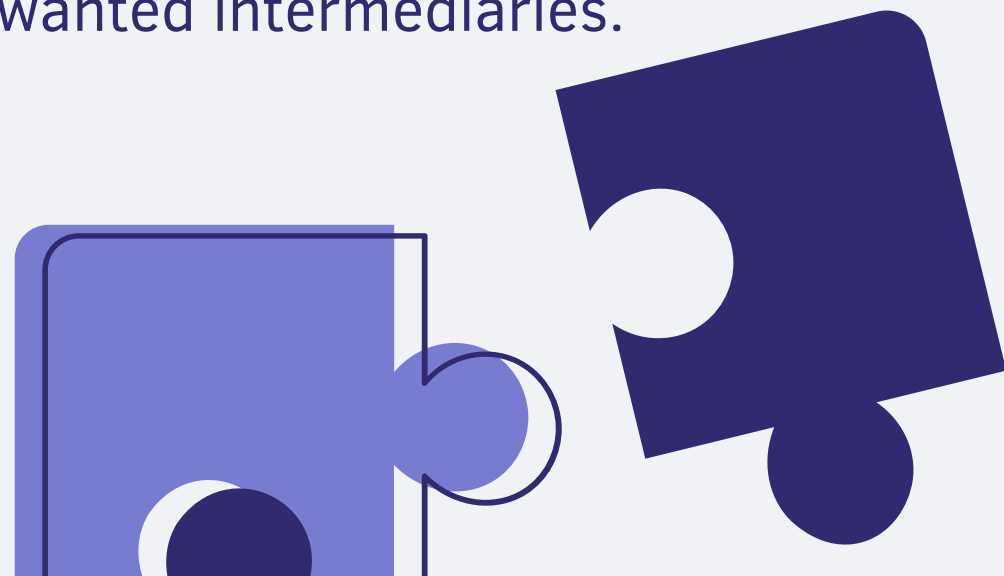
# 310 thousand metric tons

...is the volume of pesticides that have been produced across India in the last two financial years alone.

# Our Solutions

## 1. Platform Driven Accessibility

Our open and accessible platform allows the farmers to discover a wide spectrum of wholesalers/corporates and vice versa, as well as contact each other for finalizing deals and providing updates throughout the production process effectively eliminating unwanted intermediaries.



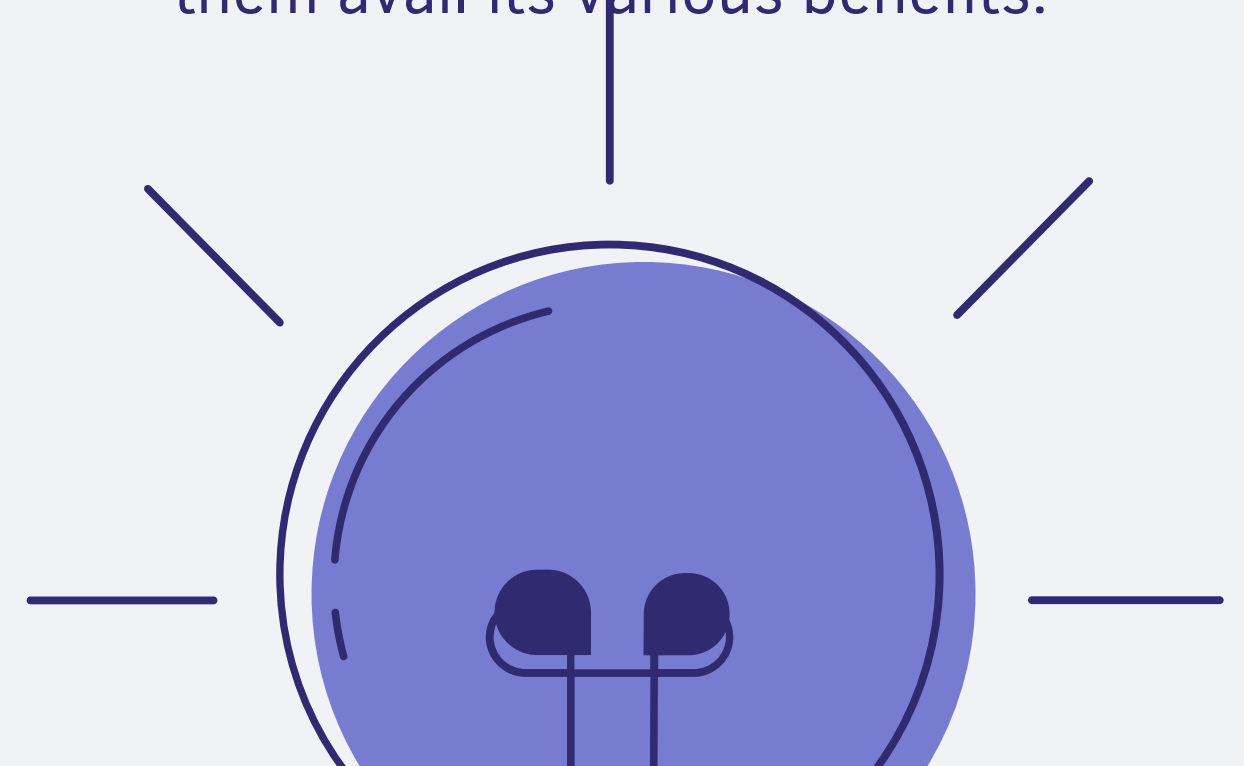
## 2. Reputation Based Transactions

We allow both farmers and wholesalers/corporates to rate each other based on the past deals they have made on our platform, thus encouraging the best performance from both parties.



## 3. Facilitating FPC Formation

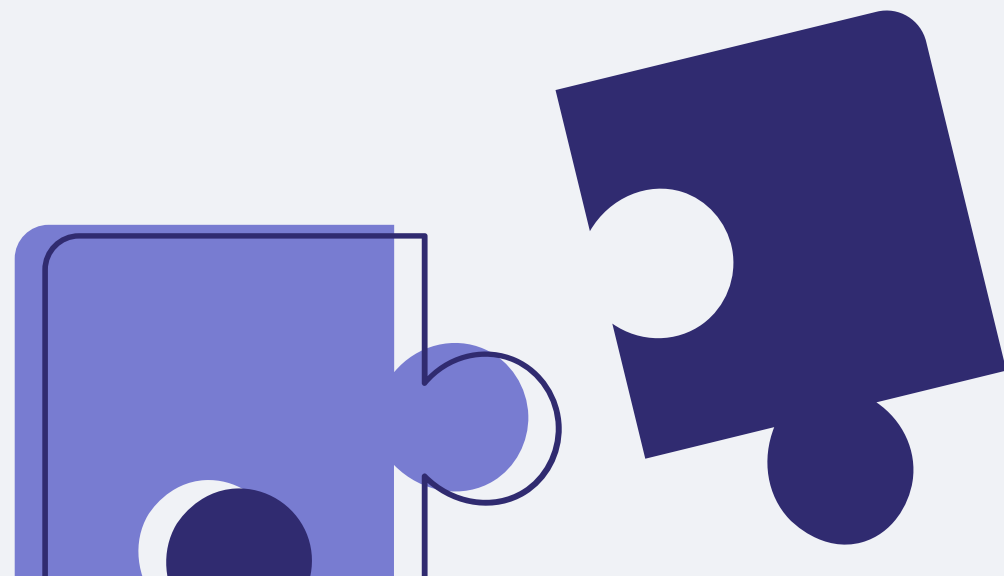
We provide a platform for farmers to connect with various other farmers and form FPCs or alternatively join pre-existing FPCs so as to help them avail its various benefits.



# Our Solutions

## 4. Transitional Farming Support

We help the farmers connect with micro finance solution providers and provide a marketplace for their produce during the transitional phase from conventional farming to organic farming.



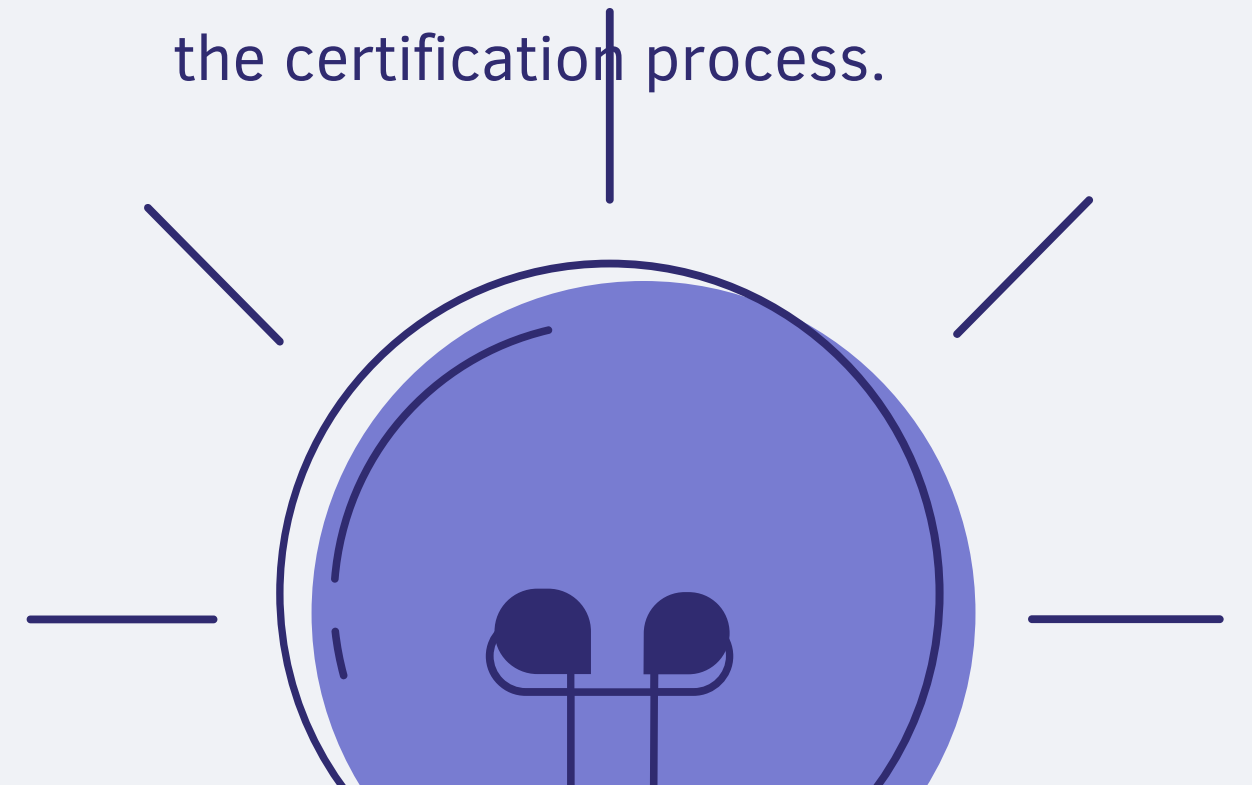
## 5. Data Driven Insights

Farmers are provided with insightful analytics to optimize their output, receive data regarding demand from the wholesalers/corporates, as well as get alerts when what they intend to produce might simply contribute towards a surplus of that good in the market.



## 6. Certification Assistance

We help farmers connect with the nearest government agents for availing organic certification and consulting services with respect to the certification process.



# Why Organic Farming?





# Market Size



## Why Agriculture?

Agriculture is the primary source of livelihood for about **58%** of India's population. India's gross irrigated crop area of **82.6 million hectares** is the largest in the world.

## Where We Stand, Globally

India is among the **15** leading exporters of agricultural products in the world. Agricultural export from India reached **US\$ 38.54 billion** in FY19 and **US\$ 28.93 billion** in FY20 (till Jan 2020).

## Potential Of Organic Farming

The organic food segment in India is expected to grow at a CAGR of **10%** during 2015-25 and is estimated to reach **US\$ 10.73 billion** by 2025 from **US\$ 386.32 million** in 2015 (USDA report).

## Global State Of Organic Farming

As of 2020, organic agriculture is practiced in **186** countries, and **71.5 million hectares** of agricultural land are managed organically by approximately **2.8 million** farmers.

# Our Process

FOR THE EXISTING ORGANIC FARMER IN THE SUPPLY CHAIN



# Our Process

FOR THE CONVENTIONAL FARMER LOOKING TO BEGIN TRANSITIONAL FARMING



# Our Process

FOR THE WHOLESALERS/CORPORATIONS LOOKING TO JOIN OUR PLATFORM



## Access To Our Platform

The wholesalers/corporates can contact all the farmers on our platform and view their ratings and harvest data.

## Uploading Requirements

Wholesalers/corporates provide their requirements on our platform and have farmers take up their orders.

## In-Platform Communication

With the added convenience of recommendations based on proximity, wholesalers or corporates can chat with farmers/FPCs to finalize deals and provide updates throughout the production process.

## Access To View & Submit Ratings

Wholesalers/corporates can rate the organic produce of the farmer after having worked with them.

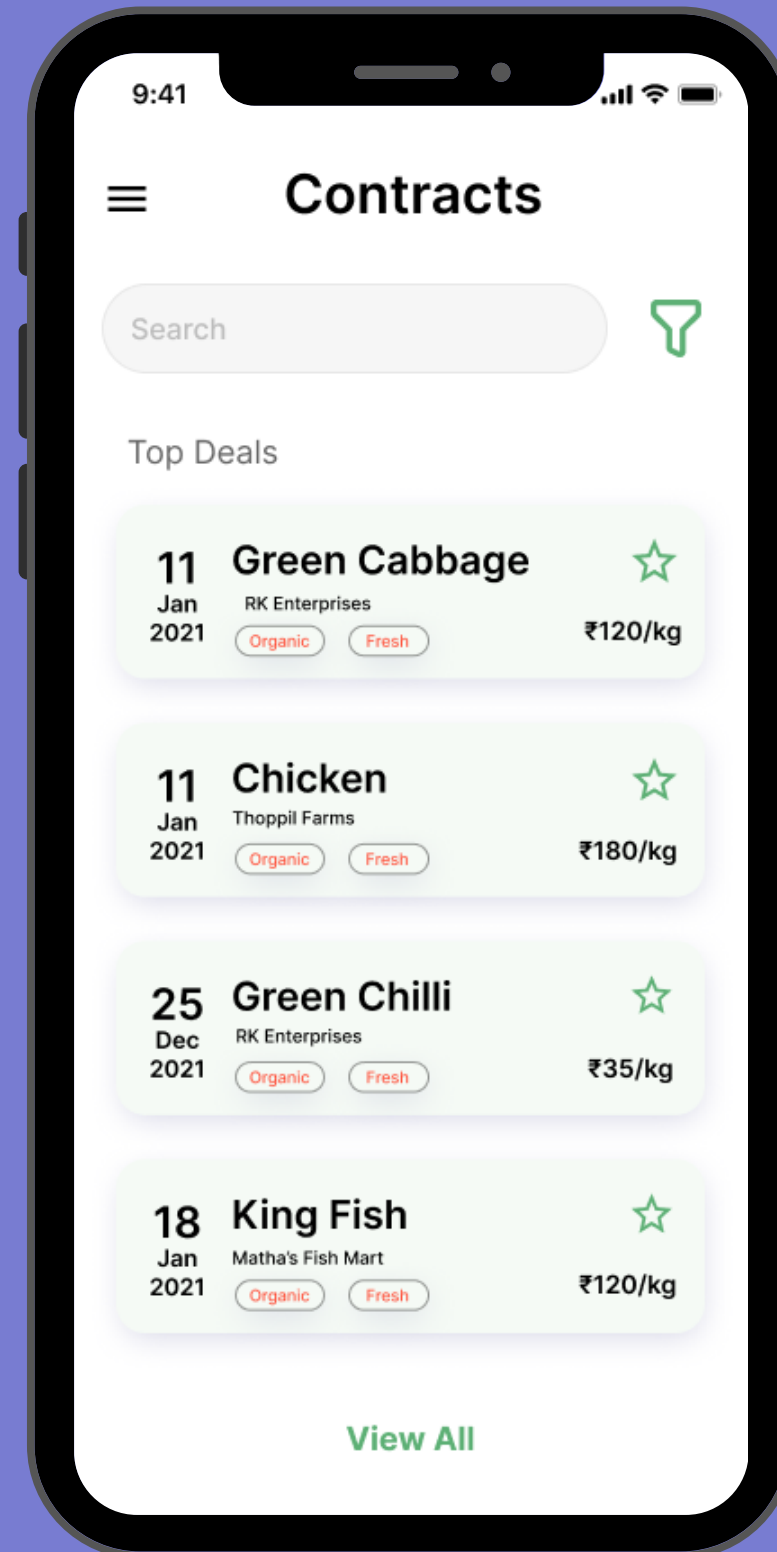
## Surplus Alert

Wholesalers/corporates will be provided with surplus alert as well to avoid losses on their end.

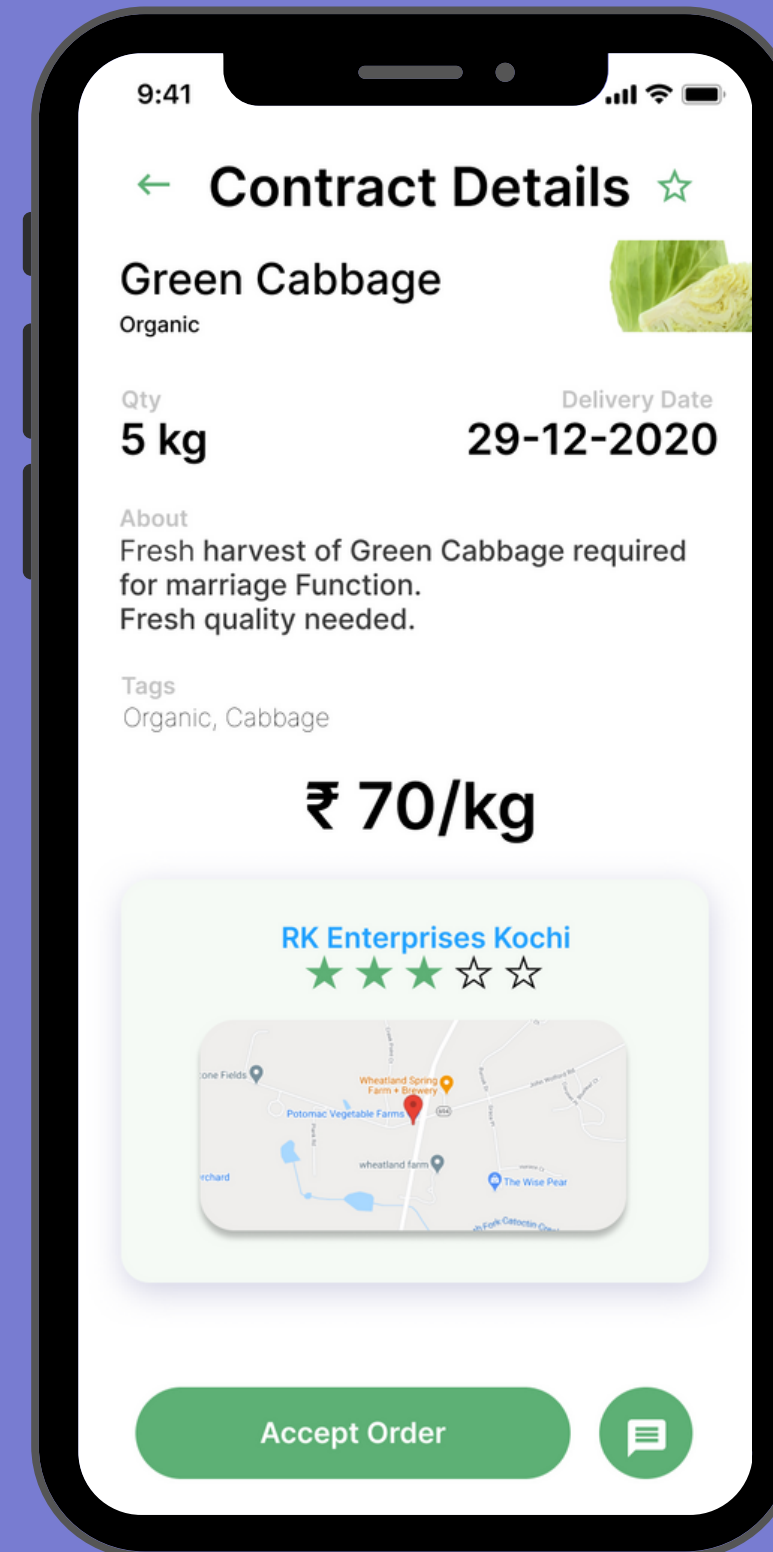


# Our Product

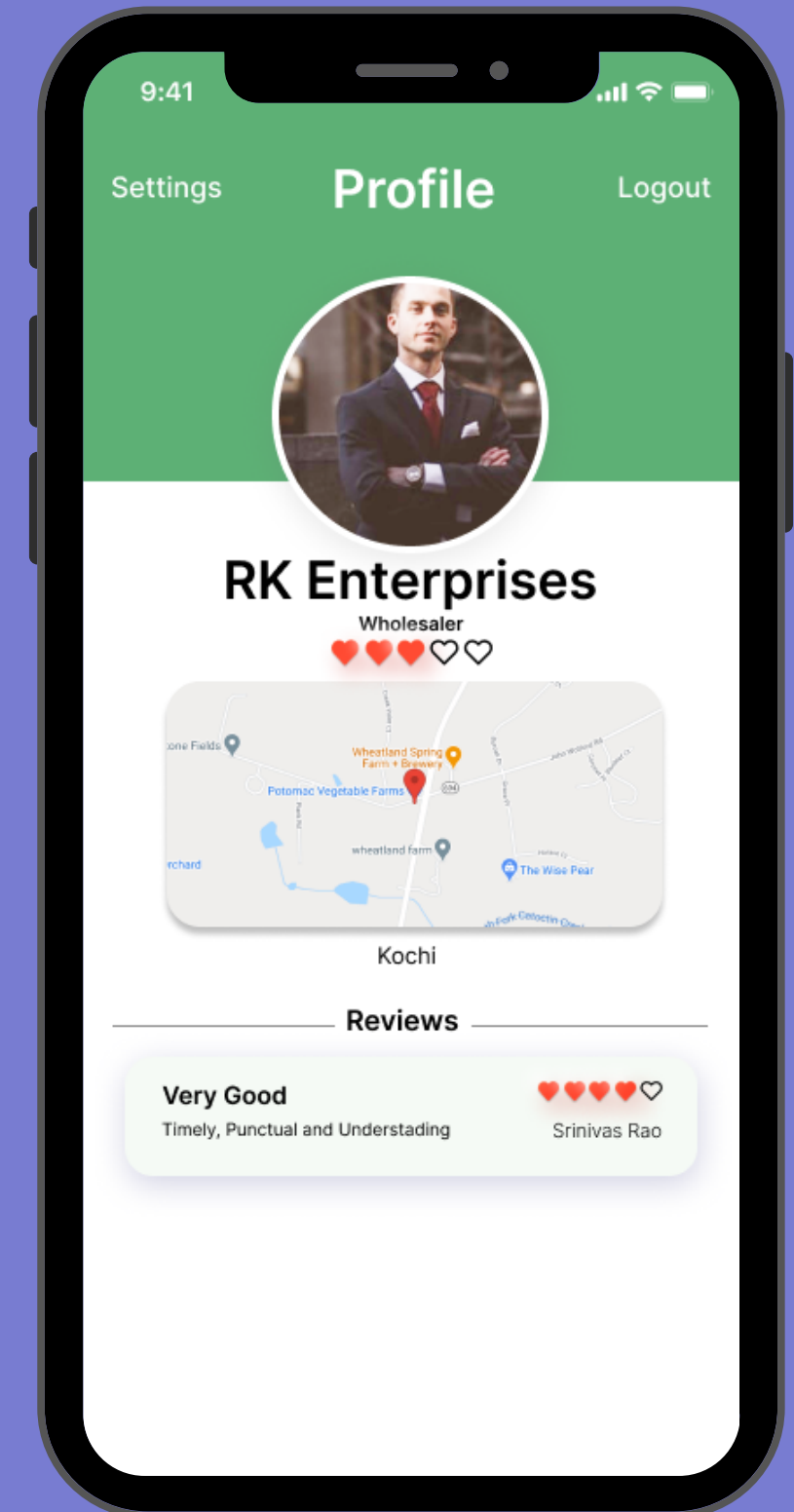
## FARMER'S PERSPECTIVE



Contracts



Contract Details

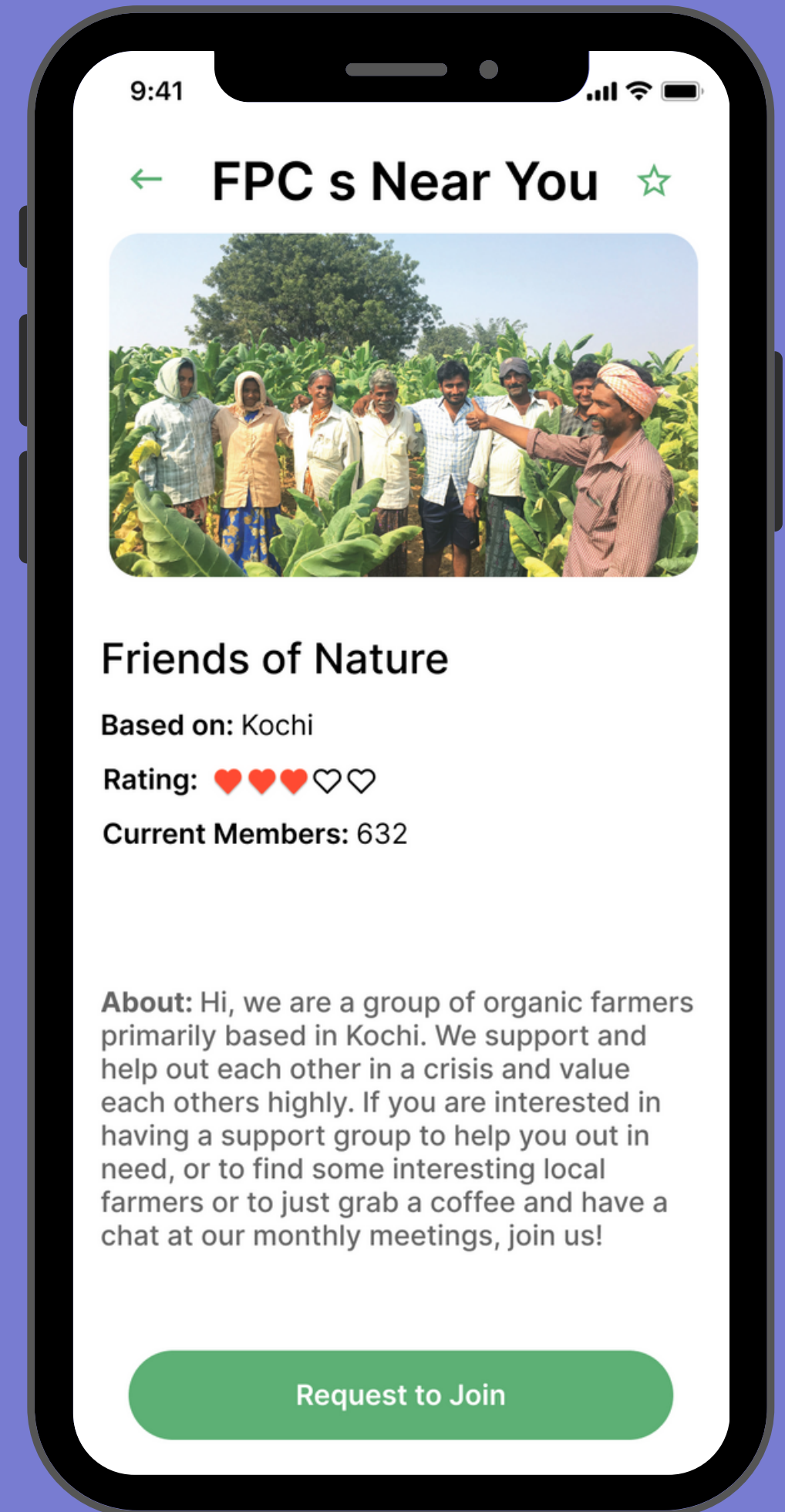
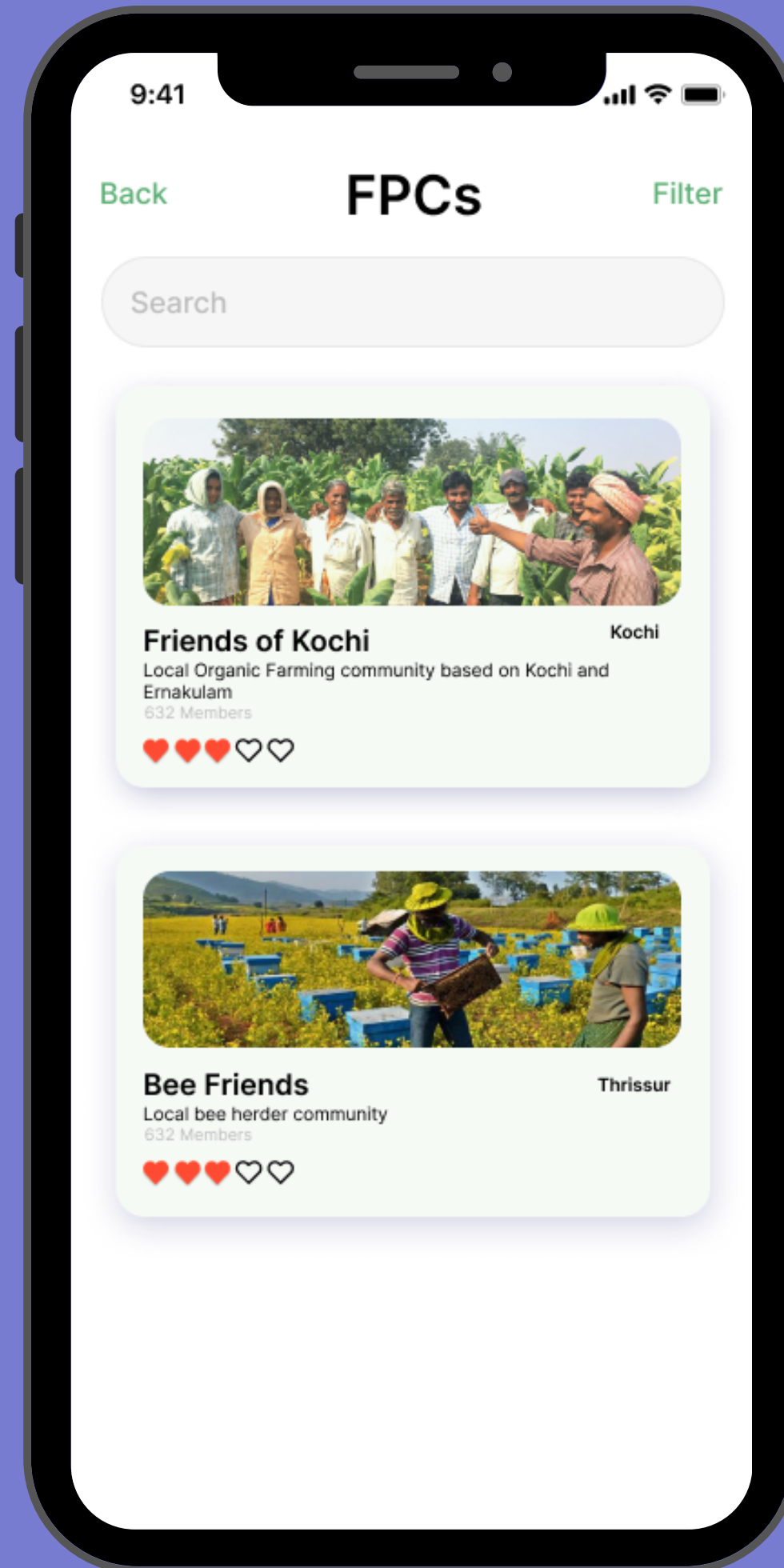


Wholesaler Profile



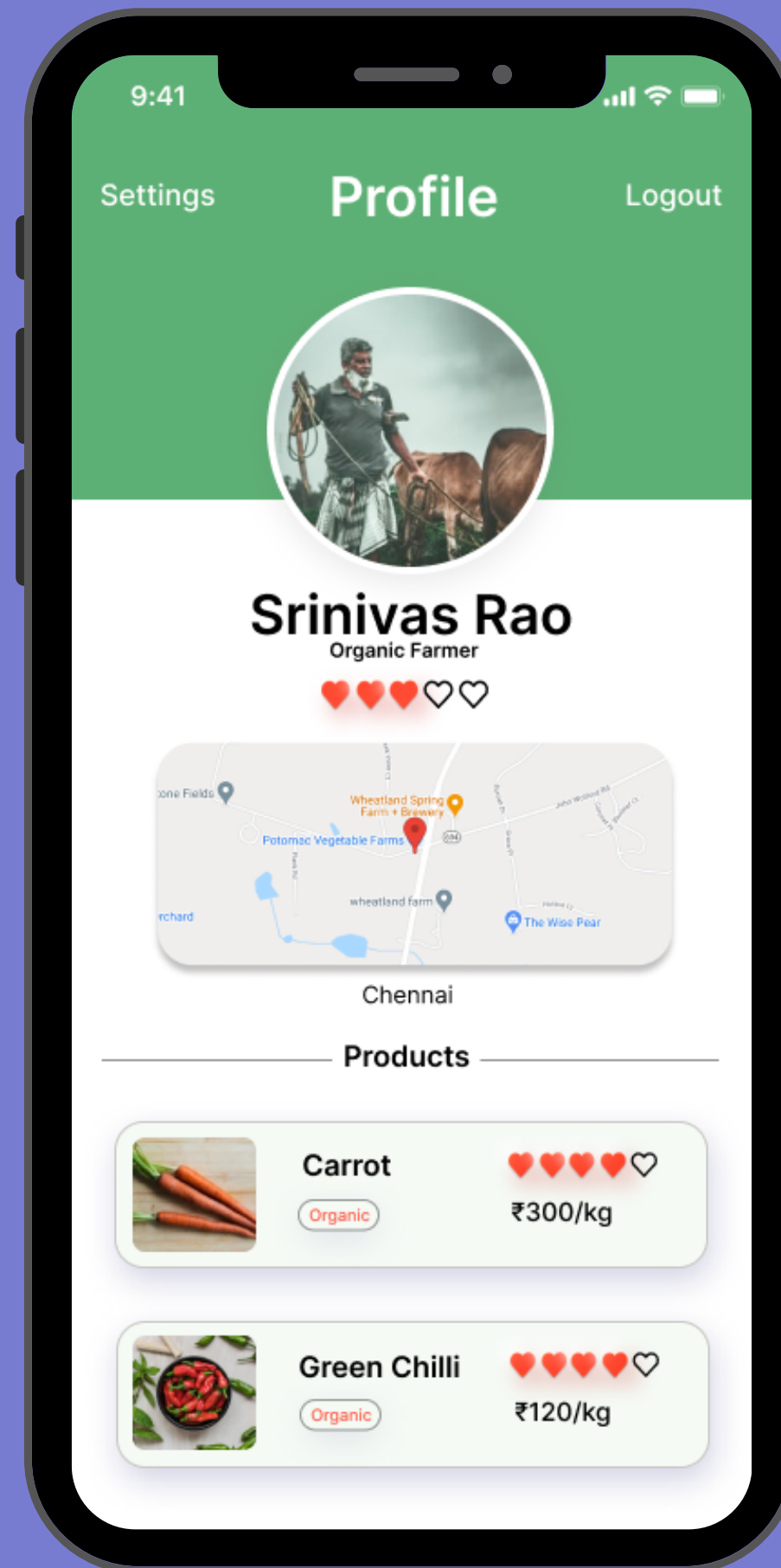
# Our Product

FARMER'S PERSPECTIVE

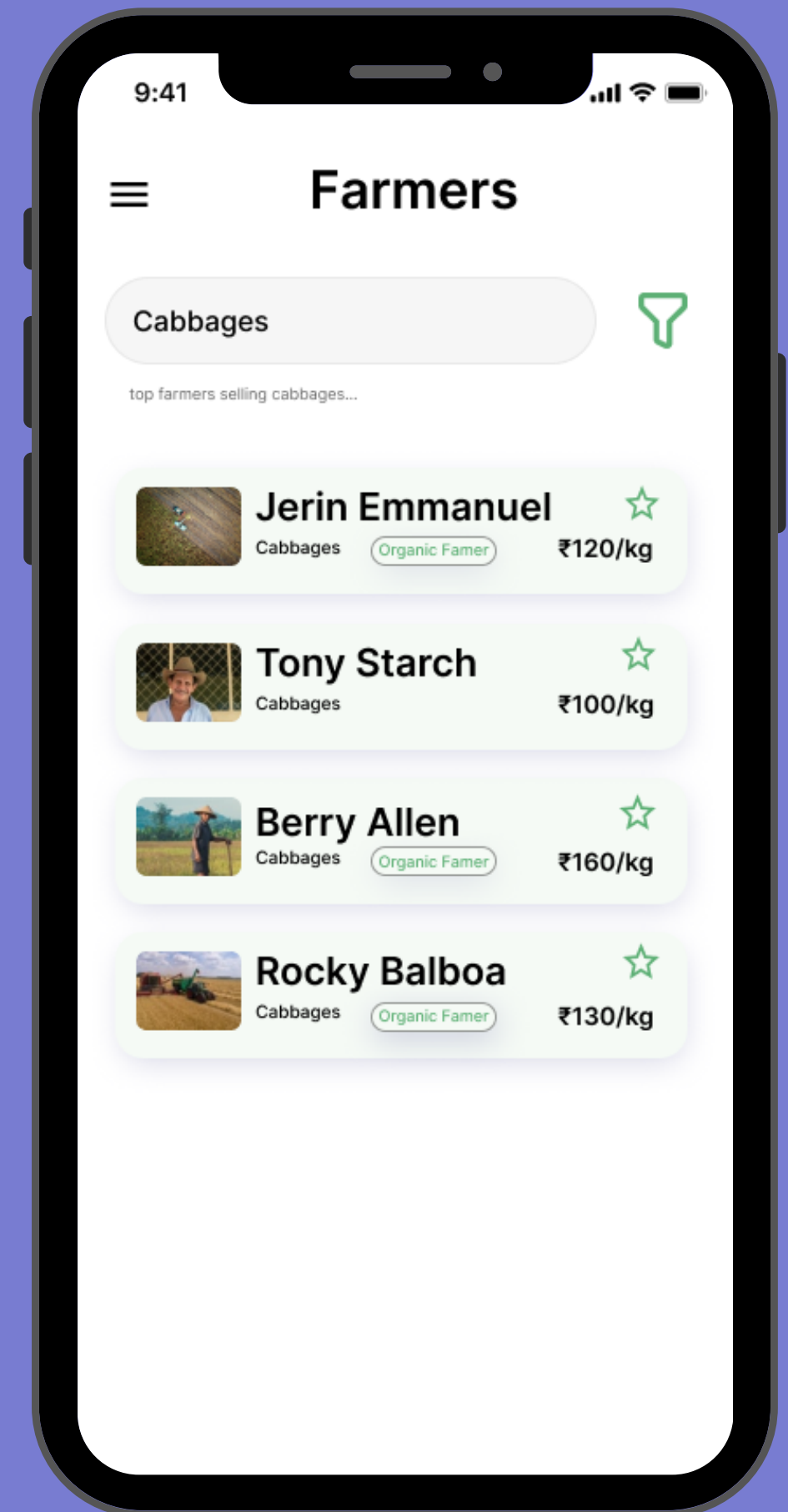


# Our Product

WHOLESALER'S PERSPECTIVE



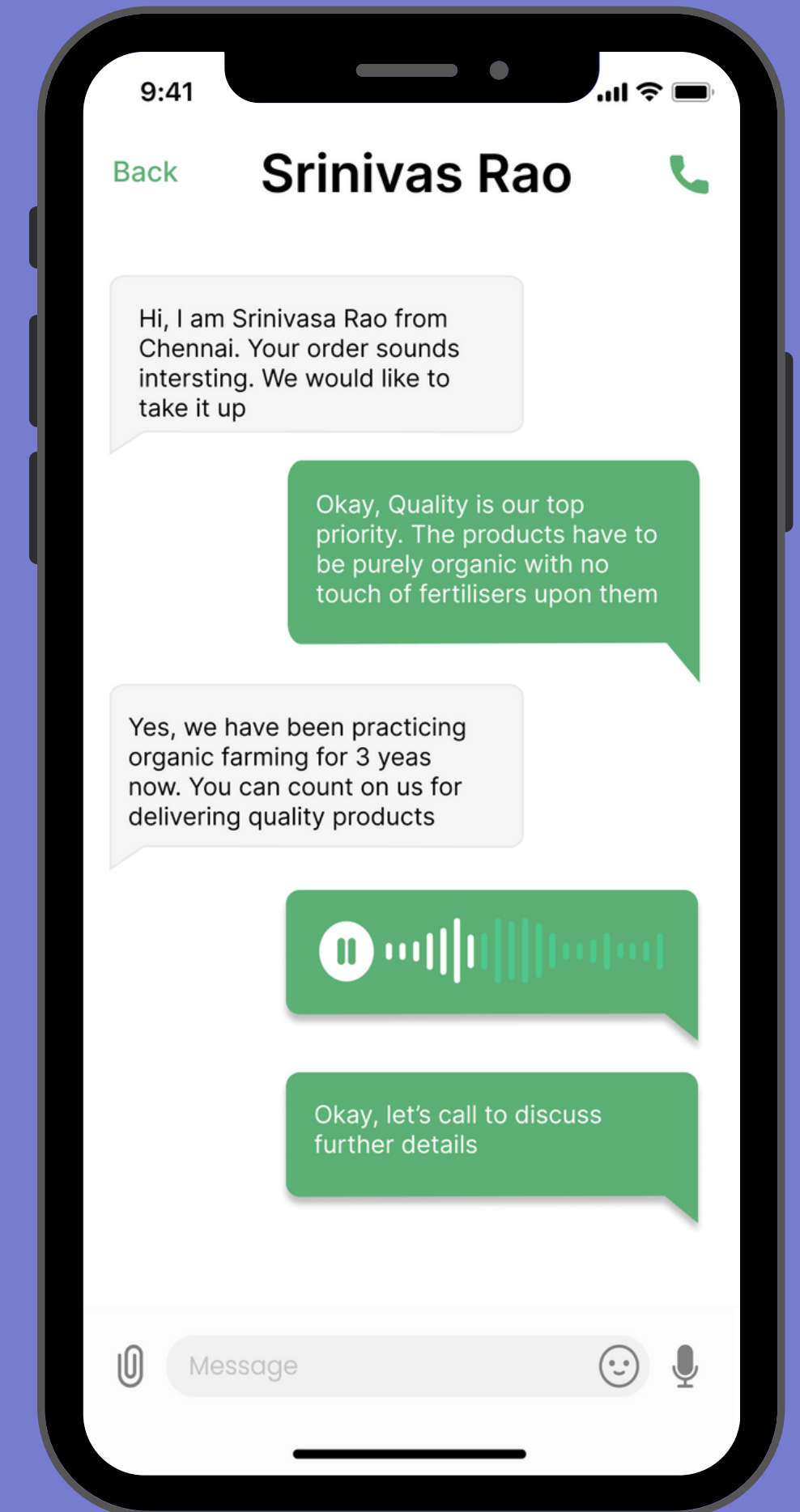
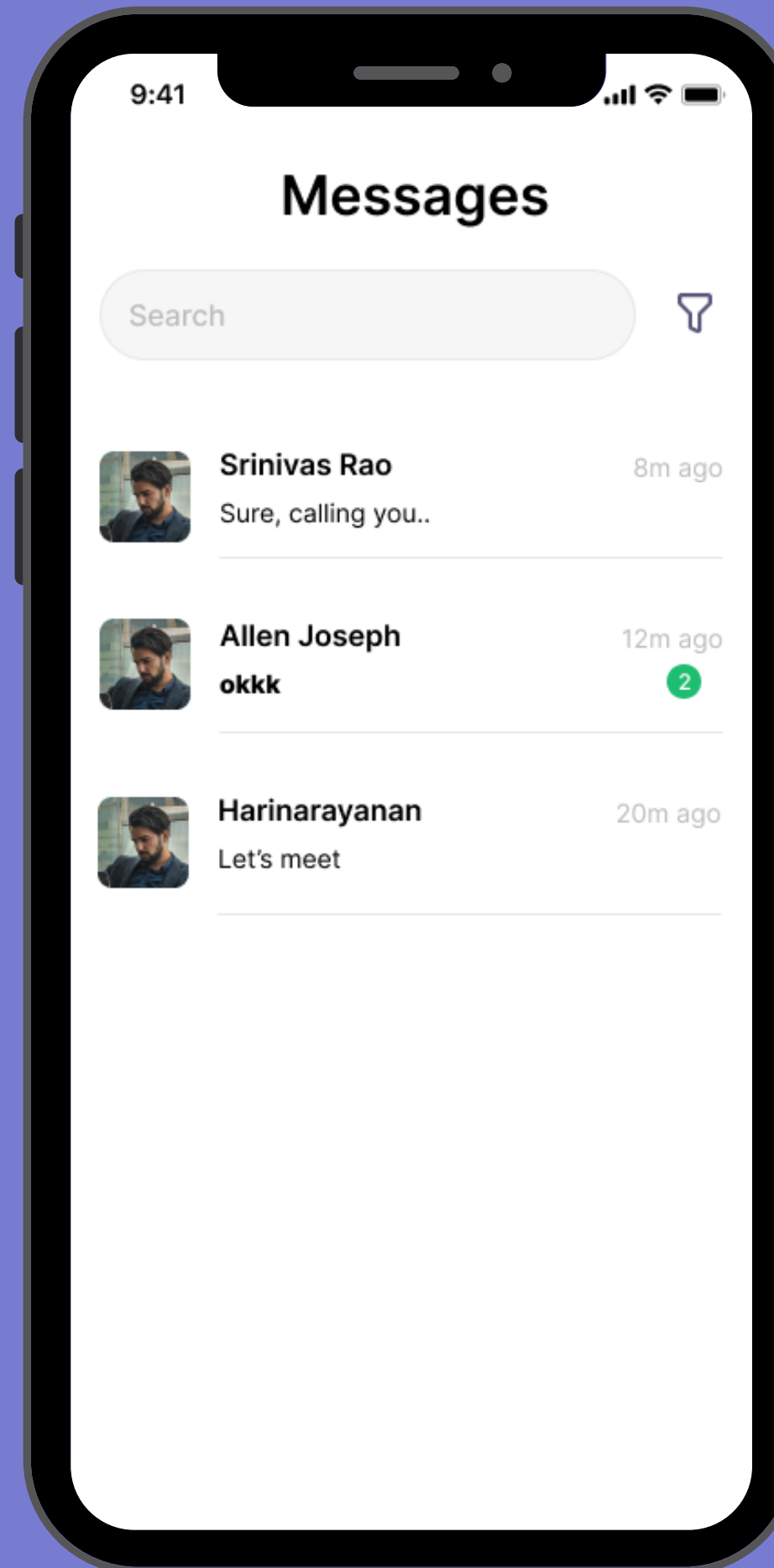
Farmer Profile



Farmer Search

# Our Product

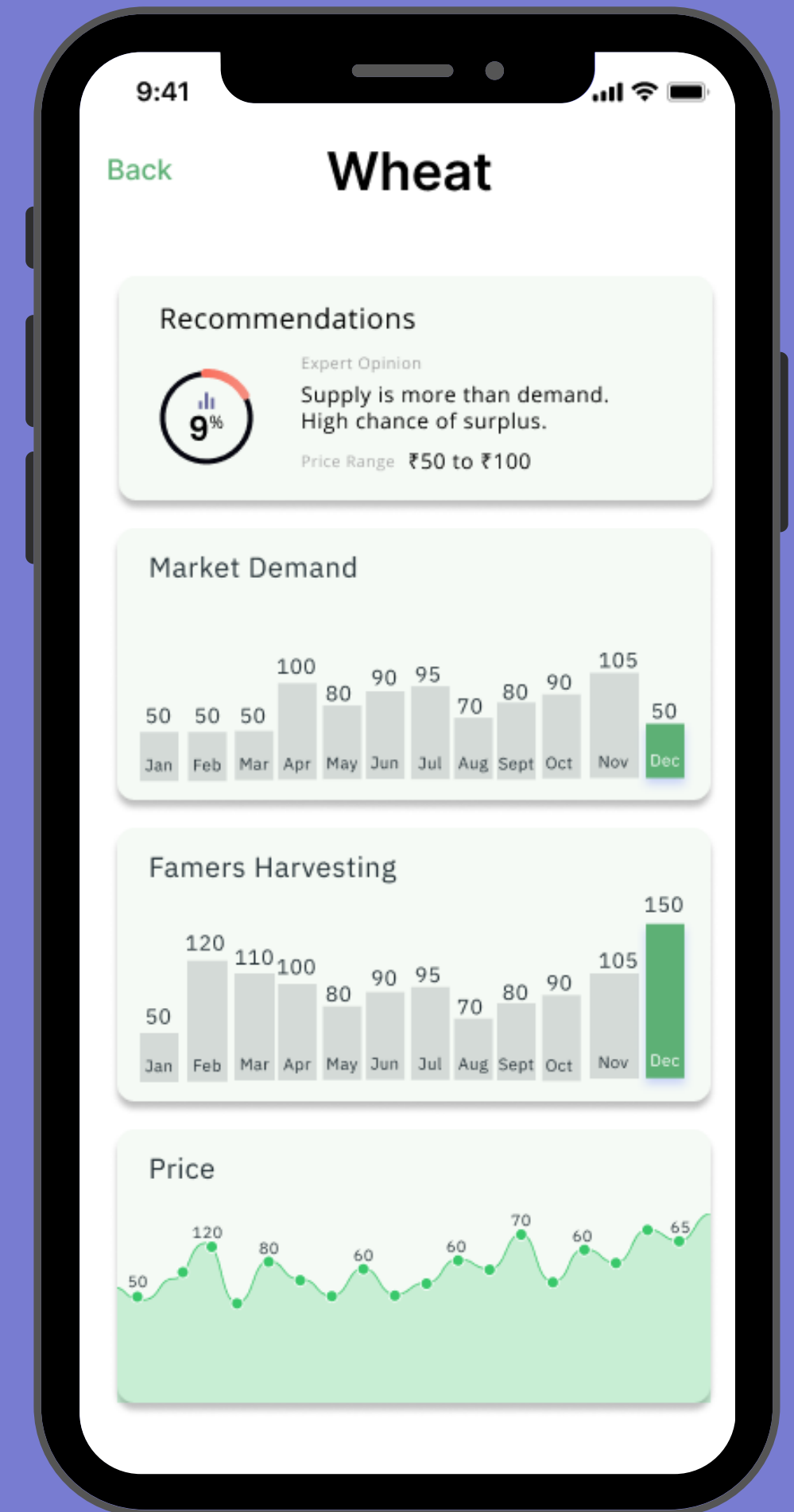
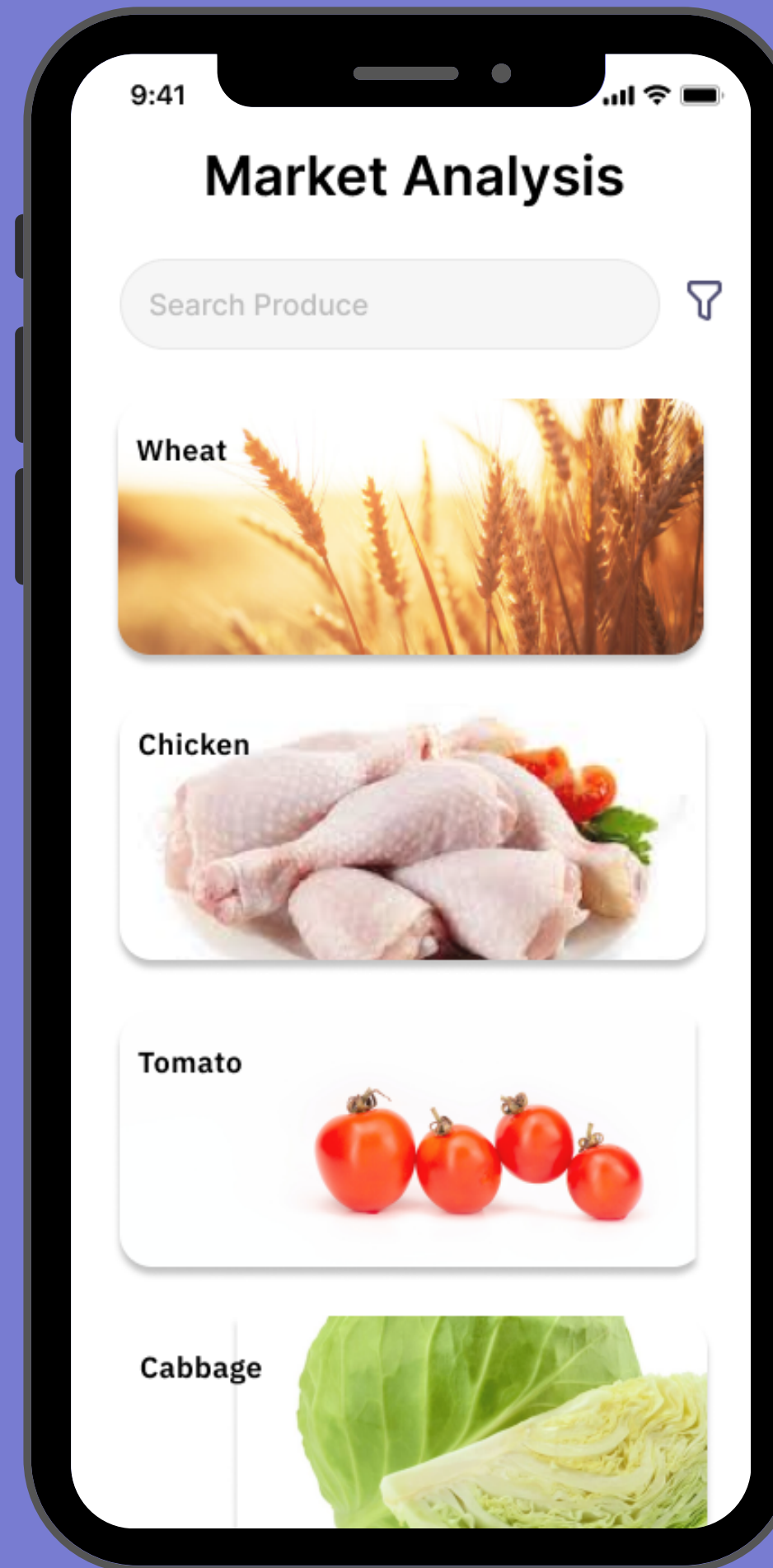
## IN-APP COMMUNICATION





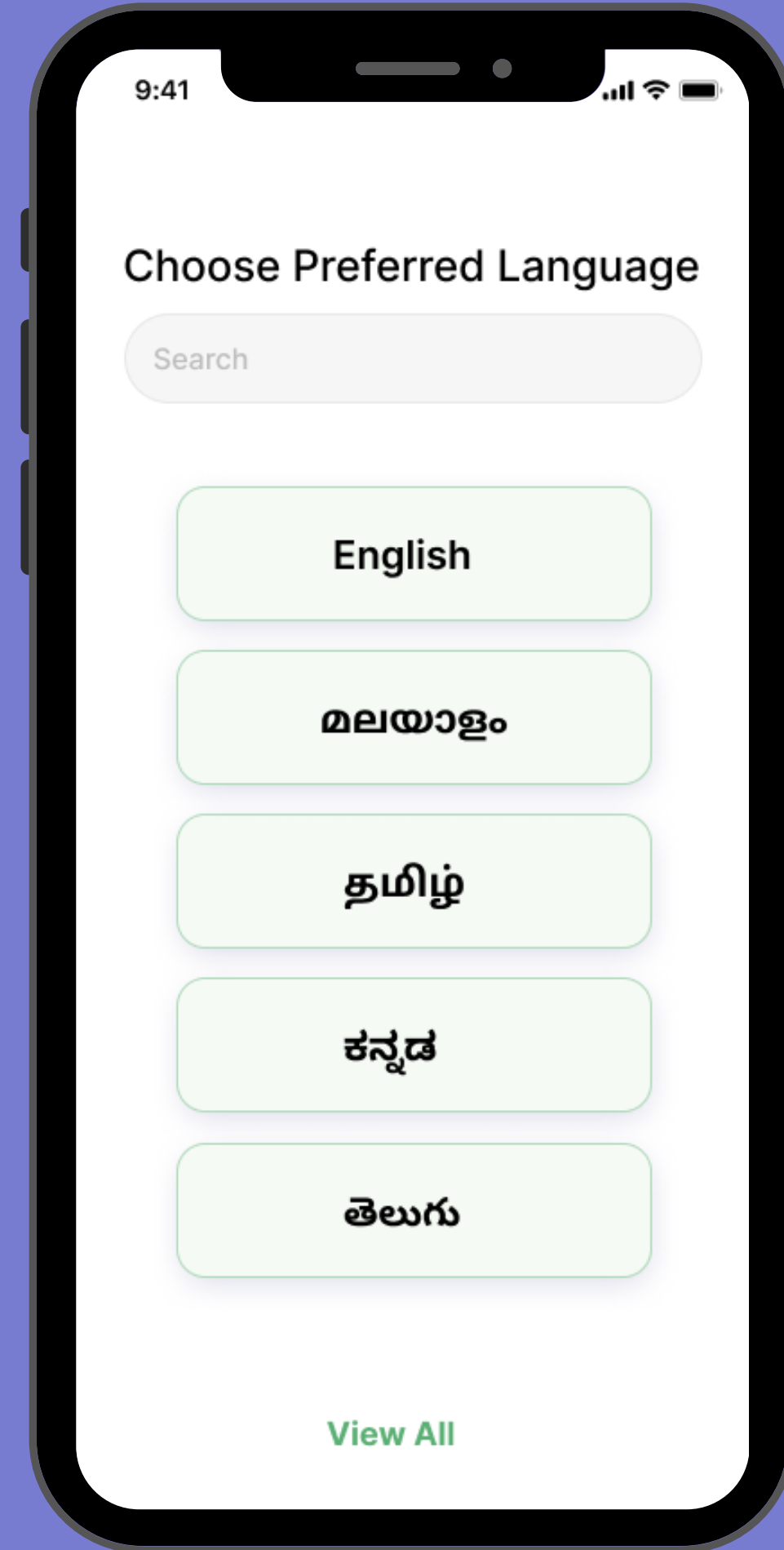
# Our Product

## ANALYTICS



# Our Product

LOCAL LANGUAGES



# Competitors

## eNAM

- Not focused on Organic products
- No FPCs

## Agmart

- Just price discovery is available
- No FPCs
- No chat or in-app call feature

## Agri-map

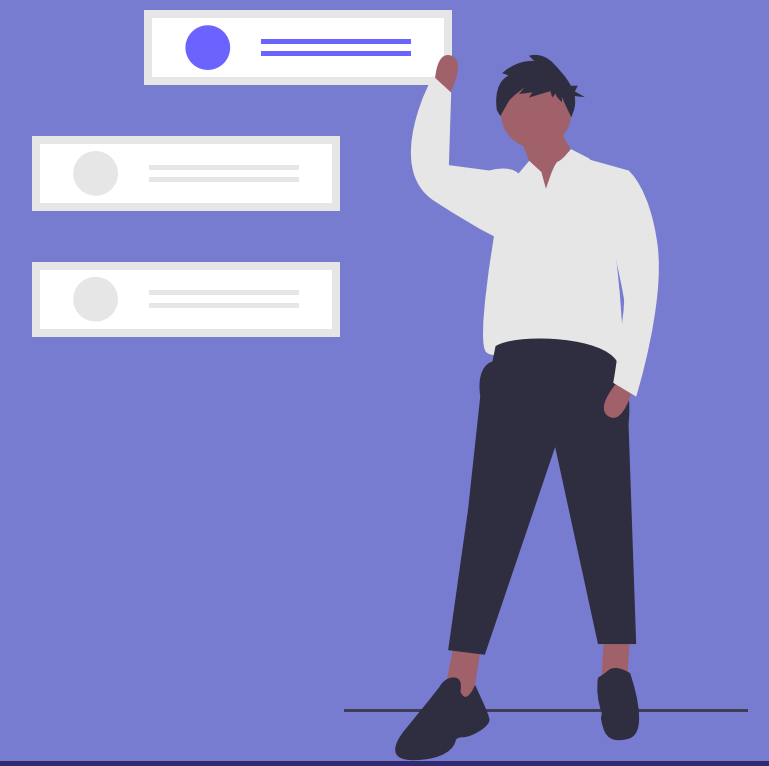
- Focused on Data analysis part alone
- No FPCs

## AgriMart

- No FPCs
- Ad cluttered



# Our Value Proposition



## Seamless Integration of data driven features on both the supply and demand side

Oregano provides a seamless integration of features which are user friendly and extremely data driven to provide useful insights for farmers and wholesalers.

## Micro finance services to encourage organic farming

Envisioned by Nobel laureate Muhammed Yunus, we provide access to micro finance to farmers to help them transition from conventional to organic farming.

## A Marketplace for Transitional farmers

Although Oregano provides assistance during the transitional phase with micro credits and certification, we feel this isn't enough. Therefore, we provide them a marketplace to sell their harvest.

## Facilitating the formation of FPCs

We believe in inclusive development of farmers, therefore, we allow farmers with limited resources to collaborate with each other and form FPCs for greater harvest and profits.

# Revenue Model



A minimal entry fee for the wholesaler/corporation.

2% Commision for each transaction made.

Fee interest accrual from micro finance services (at some point in the future).

# Go To Market Strategy



## 1. Partnering With Farmers And Wholesalers/Corporates

We will partner with farmers and wholesalers through platform so that they can migrate their deal making process to our online platform.

## 2. Attending Events For Further Exposure

We will target the various events regarding market trends and government schemes, to carry out funnel marketing & attract more users to our platform.

## 3. Digital Marketing and Awareness

We will make our target audience aware of our services through social media and build a consistent user base over time.

# SWOT Analysis



## Strengths

- Seamless Integration of Various Features
- Data Analytics & Insights
- Accessible & User Friendly
- Promoting Localizaton

## Weaknesses

- Initial reluctance to move the process online
- Full potential only reached with mass adoption

## Oppurtunities

- Favorably disrupting the Agri-sector for good
- Accelerated Development of the Organic Industry
- Growing a health-conscious community

## Threats

- Willful default by farmer beneficiaries of microfinance support received.
- Both farmers and corporates may negotiate on the user fee, thus affecting viability.

# Future Roadmap



**Distribution:** Forming a distribution system to further aid both farmers and wholesalers/corporations

**Food Traceability:** Planning of traceability with an alternative to blockchain.

Implementing Beckn Protocol on our platform once it is available.

Tracking the scope for willful default of microfinance and evolving an appropriate credit rating instrument similar to those used by existing rating agencies like CIBIL.

Following a Bottom-Up Approach to scale our operations on a global level.

Surplus food that accounts as food waste can be processed for various purposes.



# UN SDG Goals We Intend To Fulfill



SDG 3: Good Health & Wellbeing

SDG 8: Decent Work & Economic Growth

SDG 9: Industry, Innovation & Infrastructure

SDG 11: Sustainable Cities & Communities

SDG 12: Responsible Consumption & Production

SDG 13: Climate Action

# The Team



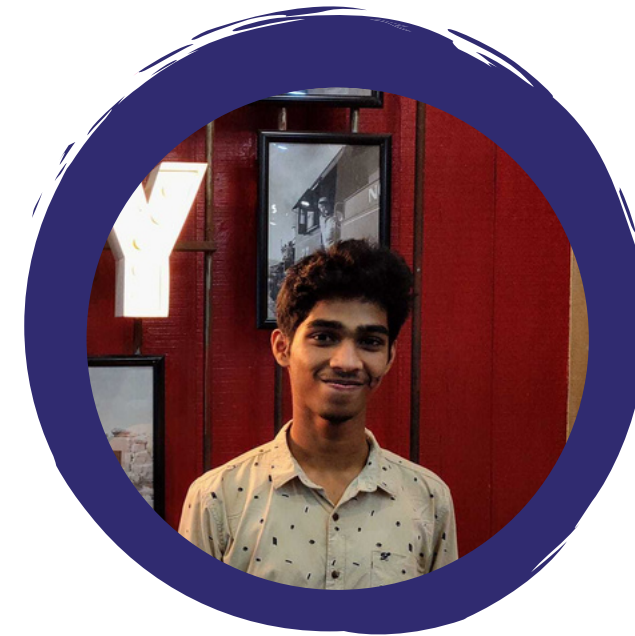
**Nikita Menon**

Business Development  
and Brand



**Allen Joseph**

Business Development  
and Brand



**Aldrin Jenson**

Product Development  
and UI/UX



**Vivek R**

Product Development  
and UI/UX