

SOFTWARE AND APPLICATION INNOVATION AGRICULTURE PRODUCTIVITY IN ETHIOPIA

Our team



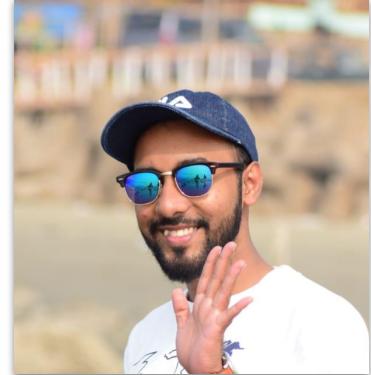
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01

INTRODUCTION OF CHALLENGES

Target



ETHIOPIA



Land degradation or
soil erosion



4
Shortage of
farmland



3

Supply chain
market



5

Political instabilities.



6

7
Pest and disease
outbreaks



General Challenges

1

Lack of modern
equipment



2
Lack of modern
agricultural
knowledge





02

MARKET ANALYSIS



Stakeholder analysis

Name of the stakeholders	Impact	What is important to the stakeholder?	How could the stakeholder contribute to the project?	Strategy for engaging the stakeholder
Farmer	High	High productivity Easy access to market and modern tools	Agree for learning and using the more effective technology	Training and education programs tailored to their needs and preferences
Private sector - Agriculture Trading Finance Group	Medium	Support business growth, access to stable supply chains market	Financing, technology and equipment provision, and partnerships with the public sector and civil society organizations.	Showing them value from investing in sustainable farming
Government	High	Food security and economic development	Give better incentive for private sector funding, when they help the project Advocate for policies and regulations that support sustainable agriculture practices	Partnership on infrastructure development initiatives.
Local and National Media	Low	Good recognition and Income	Advertisement Raise awareness	Encourage them to report on sustainable agricultural practices and benefits

Competitor Analysis

Strong government backing and support

Extensive network of field agents and partnerships

Strength

Established partnerships with government and non-governmental organizations

Wide range of services to support farmers

Limited focus on sustainability

Heavy reliance on donor funding

Weakness



Works to increase productivity and profitability of smallholder farmers by providing access to improved technologies, inputs, and markets.

Strength



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Competitor Analysis

Strong focus on environmental sustainability and conservation

High-quality and locally adapted seed varieties

Limited reach and scale of operations

Limited access to modern technologies and inputs

Strength

Organic and sustainable farming practices

Strong relationships with local farmers and suppliers

Weakness



Provides organic and sustainable seed varieties to smallholder farmers, as well as training and support for sustainable farming practices.

Strength



Weakness

Higher prices compared to conventionally produced foods

Limited access to financing and investment

Greenpath Food is a worldwide food supplier of the highest quality organic, regeneratively-grown produce from small-scale East African Farms

03

Solution Description

AgriAssist

Connecting Ethiopian Farmers to a Sustainable Future

Empowering Farmers, Enriching Agriculture with AgriAssist!

Solution Description

Tech	Features
Harvest recommendation and training 	Harvest Forecasting (Problem 2) Recommendation on Seed types (Problem 2) Articles on farming tips (Problem 2) Materials for Sustainable Farming Instruction (Problem 2,5)
Pest and disease control 	Disease detection (Problem 7) Sell pesticides and fertilizers (Problem 2,5,7)
Investment 	Modern Farming Instruments Renting (Problem 1) Transportation & Vehicle Renting (Problem 1)
Employment 	Translator (Problem 2) Educating farmer to use application (Problem 2)
Supply chain market 	E-marketplace (Problem 3)

SDGs and the domain fundamentals



No-Poverty

Increase production



Zero-Hunger

Better food for everyone



Good Health and Well-Being

Good well-being for farmers



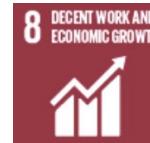
Industry, Innovation and Infrastructure

New technology and agricultural education



Gender Equality

Same chances for everyone in agriculture field



Decent Work and Economic Growth

Opening new market and work opportunity

Technical selections and Mockups

Implications of the lack of modern equipment on productivity and efficiency in agriculture?

How can modern equipment improve the quality and quantity of agricultural products in Ethiopia?



The image displays two screenshots of the AgriAssist mobile application. The left screenshot shows a grid of six agricultural equipment icons: Tractor, Wheelbarrow, Automatic Irrigation, Automatic Harvester, Leveler, and Truck. The right screenshot is a detailed view of the Tractor category, showing two tractor models with their respective prices and capacities:

Model	Price	Capacity
SM-325	100 Birr/Day	75 CFT
SM-385	80 Birr/Day	70 CFT

At the bottom of each screenshot, there is a navigation bar with five icons: Harvest, Training, AgroMart, CropCare, and AgroService.

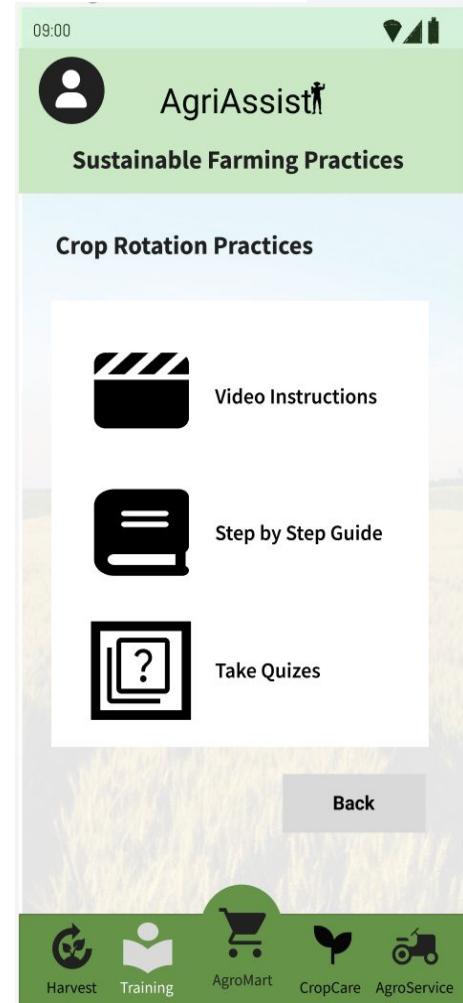
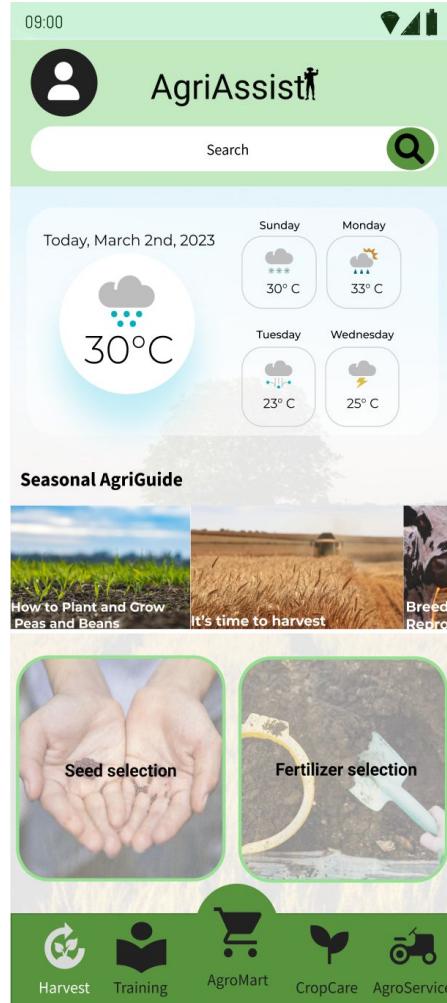
Technical selections and Mockups



How do low literacy rates affect farmer to adapt modern agricultural practices?

What are the implications of low literacy rates on the adoption of new technologies in Ethiopian agriculture?

How can literacy rates be improved to support the growth and development of the agricultural sector in Ethiopia?



Technical selections and Mockups



What are the most common pests and diseases affecting crops in Ethiopia, and how do they impact the agricultural sector?

What measures can be taken to prevent and control pest and disease outbreaks in Ethiopian agriculture?

09:00

AgriAssist

RETRY

DETECT DISEASE

Harvest Training AgroMart CropCare AgroService

09:00

AgriAssist

Search

Septoria leaf spot

Septoria leaf spot is caused by a fungus, *Septoria lycopersici*. It is one of the most destructive diseases of tomato foliage and is particularly severe in areas where wet, humid weather persists for extended periods.

ARTICLE

Identifying and Controlling Septoria Leaf Spot

CURE MY PLANT

Harvest Training AgroMart CropCare AgroService

Technical selections and Mockups



What are the challenges faced by farmers in accessing markets and selling their products in Ethiopia?

How can the supply chain market be improved to support the growth and development of the agricultural sector in Ethiopia?

The image displays two side-by-side mobile phone screens representing the AgriAssist app interface.

Left Screen (Product Submission):

- Header: AgriAssist
- Section: Agromart
- Form fields:
 - Upload Image (with camera icon)
 - Enter Product name
 - Enter Product price
 - Enter Product description
- Button: Submit Product
- Bottom navigation bar icons: Harvest, Training, AgroMart, CropCare, AgroService

Right Screen (Product Listing):

- Header: AgriAssist
- Section: Agromart
- Product list:
 - Carrot (fresh vegetable)
Original Price: ETB.70000 / **ETB.60000** (Available)
 - Wheat (Organically grown and fresh)
Original Price: ETB.75000 / **ETB.70000** (Available)
 - Coffee (Sweet and fruity flavour)
Original Price: ETB.30000 / **ETB.25000** (Sold)
- Bottom navigation bar icons: Harvest, Training, AgroMart, CropCare, AgroService

05

Impact Analysis



Perception of Sustainability

Economic

Supply chain
management

Environmental

Enhancing the lifespan
of plants and preserving
the lands material

Social

Employment and
training and easier
access for farmers

Technical

Equipments investment,
forecasting and disease
control

Known Sustainability Effects

Wise placement of irrigation, will decrease land erosion

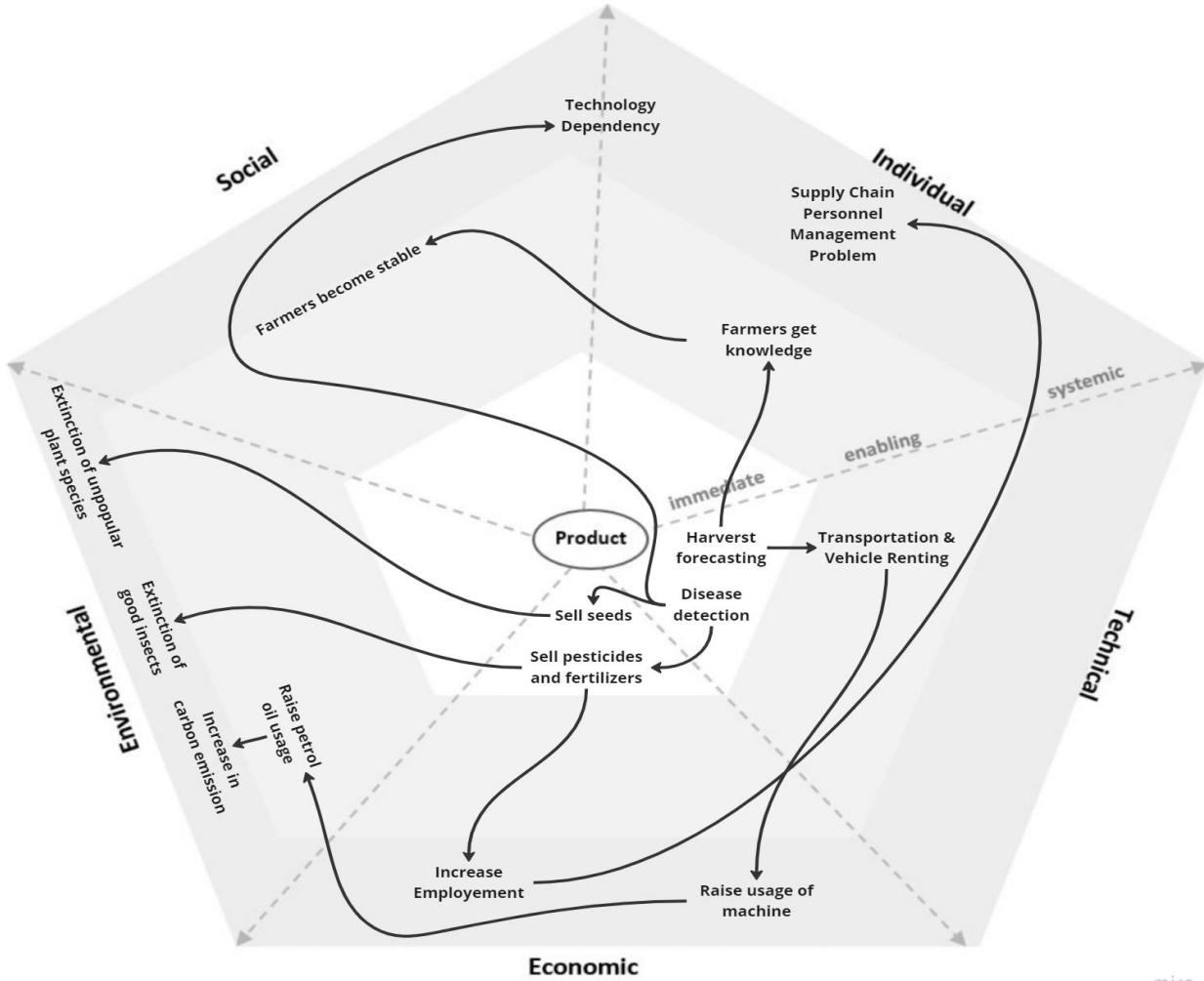
Increase income of smallholder farmers by increasing crop yields leading to overall economic development.

The increase of agricultural output will decrease the price of food, thus ensuring food security and nutrition for all.

Employment opportunities for literate people through our application.

Technology will decrease the load of menial work, which will open the same job scope for males and females.

SusAF Framework Analysis Potential Effects



06

Business Canvas

Business Canvas

THE BUSINESS MODEL CANVAS

KEY PARTNERS

- Farmer
- Government
- Private sector: Agriculture Trading Group
- Young Volunteer
- Financial institutions
- Local and National Media

KEY ACTIVITIES

- Harvest recommendation and training
- Sell pesticides & fertiliser
- Renting agricultural tools
- Running supply chain market

VALUE PROPOSITIONS

- Variety of features, including harvest recommendations.
- Free training.
- Modern agricultural tool renting.
- Marketplace for farmers to sell their products.
- Automatic plant disease detection, and recommendation to cure it.

KEY RESOURCES

What Key resources do our value propositions require?

- | | |
|-------------|--------------|
| • Branding | • Vendors |
| • Employees | • Farmers |
| • Investors | • Government |

Business Canvas

THE BUSINESS MODEL CANVAS

CUSTOMER RELATIONSHIPS

- On demand support
- Easy to Use
- Long-time support
- Free training

CUSTOMER SEGMENTS

- Farmers
- People doing agricultural business
- Unemployed people
- People with low access to modern technology

CHANNELS

- Mouth-to-Mouth
- Offline Advertising
- TV Advertisement
- Radio Advertisement
- Seminar at the village hall.



Waterfall management plan

Customer Segments

Farmers, Agri business holder, Unemployed people

Channels

Offline Advertising, TV & Radio Advertisement, Seminar at the village hall.

Customer relationships

- On demand support
- Long-term collaboration with vendors
- Free training
- Discounts on renting tools

Cost structure

Marketing & advertising
General Operational
R&D

Social
discrimination
More dependency
on technology

Economic
Cost

Social Cost

Environmental
Cost



Carbon emission
Extinction of good
insects

THE BUSINESS MODEL CANVAS

REVENUE STREAMS

- Fees charged for farming tool renting
- Sales price of pesticides and good quality seeds
- Commission fees on sales made through the marketplace.

BENEFITS

SOCIAL BENEFITS

- Opening new employment.
- Knowledge sharing and training.
- Same job opportunity for male and female.
- Decreasing hunger.
- Raising the life quality of famers.

ENVIRONMENTAL BENEFITS

- Positive impact on the environment from promoting sustainable farming practices.
- Reducing chemical usage in farming.
- Plants more durable to the disease.
- Preserving land solidness.

Kiitos!

Does anyone have any questions?



QR code to Prototype

References

- https://www.theglobaleconomy.com/Ethiopia/Employment_in_agriculture/
- <https://data.worldbank.org/?locations=ET>
- <https://www.usaid.gov/ethiopia/agriculture-and-food-security>
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- International Monetary Fund. (2017). The Federal Democratic Republic of Ethiopia: Selected Issues. In <https://www.imf.org/9781484388662/1934-7685>). Retrieved February 16, 2023, from
<https://www.imf.org/en/Publications/CR/Issues/2018/12/04/The-Federal-Democratic-Republlic-of-Ethiopia-Selected-Issues-46435>
- Matouš, P., Y. Todo, et al. (2013). "Roles of extension and ethno-religious networks in acceptance of resource-conserving agriculture among Ethiopian farmers." International Journal of Agricultural Sustainability 11(4): 301-316.

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- <https://www.usaid.gov/ethiopia/agriculture-and-food-security>
- CIA (Central intelligence agency) World Factbook, 2019;
<https://www.indexmundi.com>
- https://europa.eu/capacity4dev/project_psnp_ethiopia
- <https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=677&menu=1515>
- <https://www.ifpri.org/donor/ethiopian-agricultural-transformation-agency-ata>

Competitor Analysis

Ethiopian Agricultural Transformation Agency (ATA)

Interests



Interest 1



Interest 2



Interest 3



Interest 4



Interest 5



Interest 6

Salem Wilson



Age: 25 years old
Occupation: CEO
Location: Nicaragua
Hobbies: volunteering, reading, business

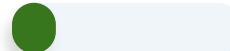
Works to increase productivity and profitability of smallholder farmers by providing access to improved technologies, inputs, and markets.

Budget

Art - 70%



Country - 25%



Church - 05%



THE BUSINESS MODEL CANVAS

COST STRUCTURE

- Marketing
- Advertising
- General operational expenses
- Research and developments

COSTS

ENVIRONMENTAL COSTS

- Carbon emission due to the usage of petrol oil on machineries
- Extinction of traditional plant species
- Extinction of good insects

SOCIAL COSTS

- Not everyone will be able to access the app easily which might increase social discrimination.
- The app could contribute to a social cost of increasing dependence on technology in farming practices.

MARKET

—Someone **Famous**

Problem Statement And Arguments

“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

—Someone **Famous**

References

- https://www.theglobaleconomy.com/Ethiopia/Employment_in_agriculture/
- <https://data.worldbank.org/?locations=ET>
- <https://www.usaid.gov/ethiopia/agriculture-and-food-security>
- International Monetary Fund. (2017). The Federal Democratic Republic of Ethiopia: Selected Issues. In <https://www.imf.org/9781484388662/1934-7685>). Retrieved February 16, 2023, from <https://www.imf.org/en/Publications/CR/Issues/2018/12/04/The-Federal-Democratic-Republic-of-Ethiopia-Selected-Issues-46435>
- Matouš, P., Y. Todo, et al. (2013). "Roles of extension and ethno-religious networks in acceptance of resource-conserving agriculture among Ethiopian farmers." *International Journal of Agricultural Sustainability* 11(4): 301-316.



01

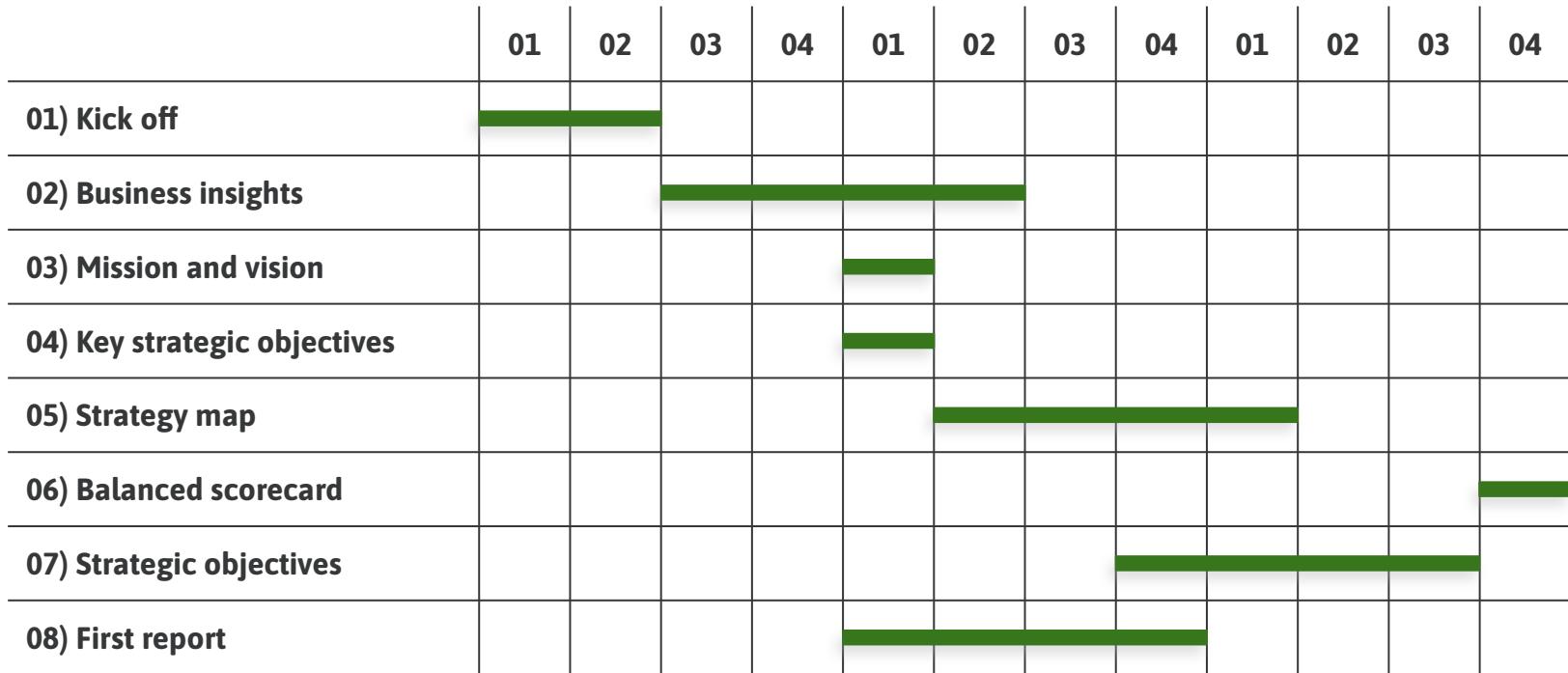
Project & strategy

You can enter a subtitle here if you need it

Project & **strategy definition**

You can give a brief description of the topic you want to talk about here. For example, if you want to talk about Mercury, you can say that it's the smallest planet in the entire Solar System

Strategic planning project plan



Strategic planning project plan



Mission

Venus has a beautiful name and is the second planet from the Sun



Vision

Earth is the only planet known to harbor life



Objectives

Despite being red, **Mars** is actually a cold place. It's full of iron dust



Key initiatives

Jupiter is a gas giant and the biggest planet in the Solar System

Strategic options: risks

New



**Market
development
strategy**



**About
diversification
strategy**

Current



**Market
penetration
strategy**



**Product
development
strategy**

Current

New

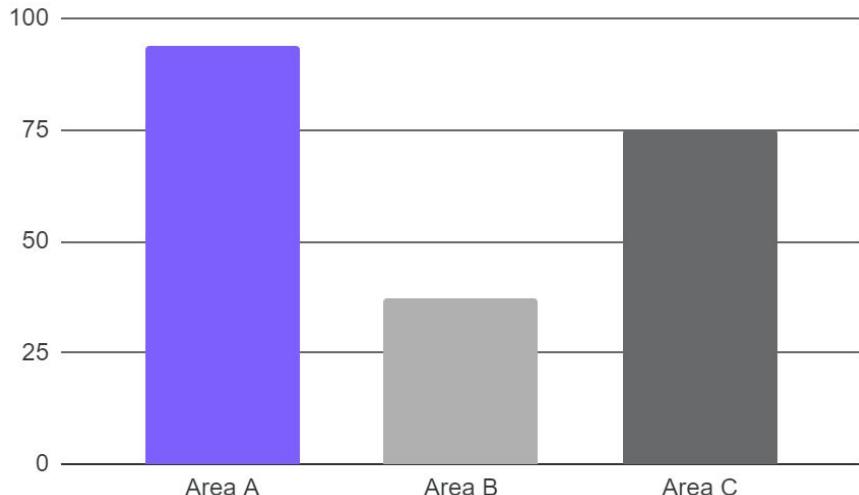


Not recommended
strategic options



Recommended
strategic option

Impact of the risks



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**



Area A

Mercury is the closest planet to the Sun



Area B

Venus has extremely high temperatures



Area C

Earth is the only planet that harbors life

Corporate strategies



Insurance

The **Neptune** is the farthest planet from the Sun



Banking

The **Sun** is the star that we all orbit around



Health

The **Moon** is Earth's only natural satellite

Key drivers of the profit

	Description	Example
	The situation	A neutral description with agreeable facts
	The complication	It is a desired change of the current situation
	The question	The question that results from the complication

Strategic perspectives



Perspective #1

Mercury is the smallest planet of them all



Perspective #2

Venus has a beautiful name and is very hot



Perspective #3

Earth is the only planet known to harbor life



Perspective #4

Despite being red, **Mars** is actually a cold place



Perspective #5

Jupiter is the biggest planet in the Solar System



Awesome words

Strong business plan

Political

Mercury is the closest planet to the Sun

P

Environmental

Saturn is a gas giant and has several rings

E

PESTLE

S

Legal

Jupiter is a gas giant and the biggest planet

L

T

Economical

Venus is the second planet from the Sun

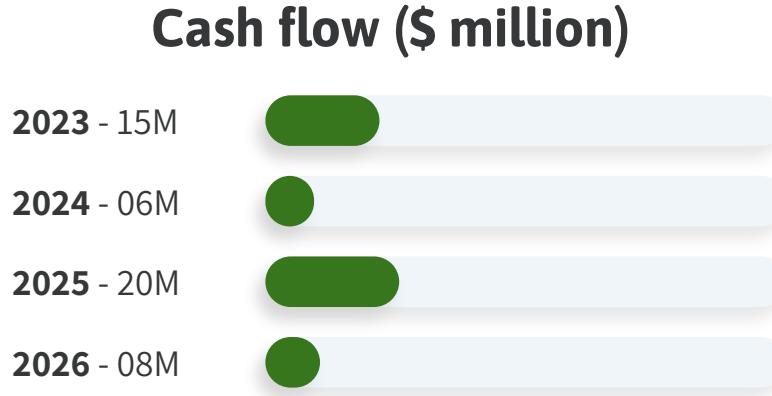
Social

Earth is the third planet from the Sun

Technological

Despite being red, **Mars** is actually a cold place

Strong business case



Project costs	\$4M
Tangible benefits	\$15M
Net present value	\$8M
Resources	Impact
	Low
	Medium
	High

Intangible benefits

The **Sun** is the star that we all orbit

Strategic alignment

The **Moon** is Earth's only natural satellite

Ceres is in the main asteroid belt

Financial model

Inc model	Historical results				Forecast period			
	2020	2021	2022	2023	2024	2025	2026	2027
Cash	\$13,500	\$14,000	\$14,000	\$10,000	\$8,000	\$13,500	\$14,000	\$15,000
Accounts	\$45,000	\$50,000	\$50,000	\$35,000	\$25,000	\$45,000	\$50,000	\$75,000
Inventory	\$100,000	\$105,000	\$105,000	\$25,000	\$50,000	\$100,000	\$105,000	\$150,000
Current assets	\$50,000	\$55,000	\$55,000	\$30,000	\$80,000	\$50,000	\$55,000	\$80,000
Property	\$200,000	\$220,000	\$220,000	\$200,000	\$180,000	\$200,000	\$220,000	\$280,000
Goodwill	\$75,000	\$80,000	\$80,000	\$10,000	\$16,000	\$75,000	\$80,000	\$100,000
Total	\$483,500	\$524,000	\$524,000	\$310,000	\$359,000	\$483,500	\$524,000	\$700,000

Financial model

Legal

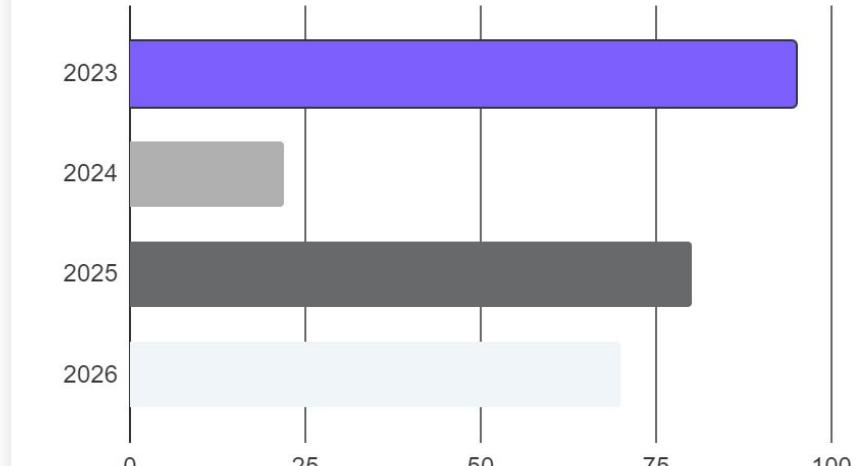
Jupiter is a gas giant and the biggest planet

40%

Health

Saturn is a gas giant and has several rings

60%



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

Pricing strategy

Basic



20%

Level: 1

Mercury is the smallest planet of them all

Standard



70%

Level: 2

Venus is the second planet from the Sun. It's terribly hot

Advanced



10%

Level: 3

Earth is the only planet known to harbor life

Leading



<1%

Level: 4

Despite being red, **Mars** is actually a very cold place

02

Consulting proposal

You can enter a subtitle here if you need it

Consulting proposal



Services

Mercury is the smallest planet of them all



Fees

Venus has extremely high temperatures



Invoices

Earth is the only planet known to harbor life



Expenses

Despite being red, **Mars** is actually a cold place



Materials

Jupiter is the biggest planet in the Solar System



Terms

Saturn is one of the many planets with rings



A picture is worth a thousand **words**

A picture reinforces the concept

Images reveal large amounts of data, so
remember: use an image instead of a long text.
Your audience will appreciate it



Initiative prioritization matrix



Impact

An initiative with a high impact would mean one of the following:

- The initiative needs to happen in order to achieve the desired future state
- The initiative will significantly reduce the cost or increase our revenue



Effort

The “effort” criteria is assessed based on the following concepts:

- Ease of implementation
- Time frame required
- Resources required (number of people, capital investment, etc.)

Prioritization matrix

Initiative	Impact		Effort
Name your potential initiatives and describe them here			High
Name your potential initiatives and describe them here		Gray	Normal
Name your potential initiatives and describe them here	Dark Gray		Low
Name your potential initiatives and describe them here			High
Name your potential initiatives and describe them here		Gray	Normal
Name your potential initiatives and describe them here		Gray	Normal
	Low		Normal
	High		

03

Change management

You can enter a subtitle here if you need it

Change management approach



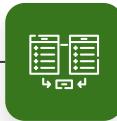
Do you know what helps you make your point clear?
Lists like this one:



- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!



And the most important thing: the audience won't miss the point of your presentation



Business case

Field: manager



Mercury is the closest planet to the Sun and the smallest one in the entire Solar System

Characteristic	Description
Venus	Venus has a beautiful name
Earth	Earth is the third planet from the Sun
Mars	Despite being red, Mars is a cold place
Jupiter	Jupiter is a gas giant and the biggest planet
Saturn	Saturn has several rings and it's of gas

Competitor comparison table

Attribute	My business	Business A	Business B	Business C
Price	\$300	\$320	\$280	\$350
Quality	High	Medium	Low	High
Age	18-50	20-40	18-45	40-50
Review	Good	Bad	Average	Good
Location	United States	Spain	Italy	England

Target

Interests



Interest 1



Interest 2



Interest 3



Interest 4



Interest 5



Interest 6

Salem Wilson



Age: 25 years old

Occupation: CEO

Location: Nicaragua

Hobbies: volunteering,
reading, business

About him

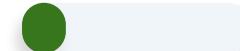
Neptune is the farthest planet from the Sun. It's a large object by diameter

Budget

Art - 70%



Country - 25%



Church - 05%



Implement, track & manage process



Stand-by



In progress



Completed

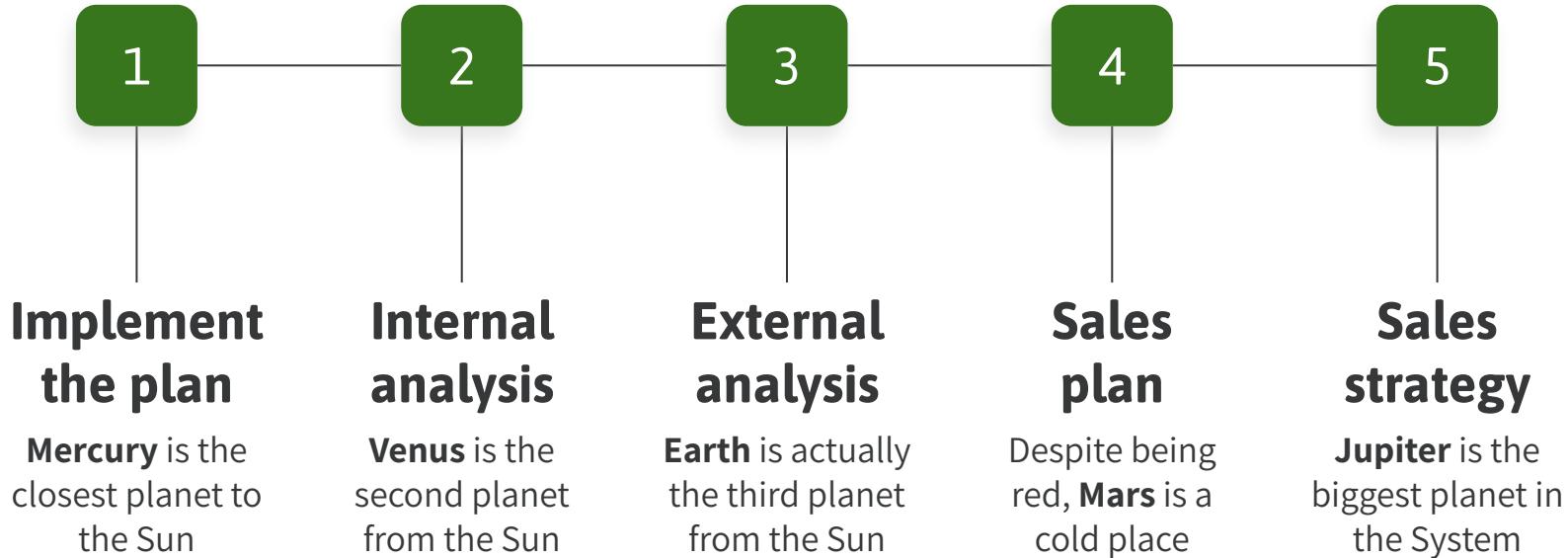
Progress		Status			Link
Activity A - 05%	<div><div style="width: 5%;"></div></div>	<div style="background-color: #666; width: 15px; height: 15px;"></div>			www.slidesgo.com
Activity B - 20%	<div><div style="width: 20%; background-color: #009640;"></div></div>	<div style="background-color: #666; width: 15px; height: 15px;"></div>			www.slidesgo.com
Activity C - 15%	<div><div style="width: 15%; background-color: #009640;"></div></div>	<div style="background-color: #666; width: 15px; height: 15px;"></div>			www.slidesgo.com
Activity D - 30%	<div><div style="width: 30%; background-color: #009640;"></div></div>		<div style="background-color: #ccc; width: 15px; height: 15px;"></div>		www.slidesgo.com
Activity E - 15%	<div><div style="width: 15%; background-color: #009640;"></div></div>			<div style="background-color: #009640; width: 15px; height: 15px;"></div>	www.slidesgo.com
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04

Implementing changes

You can enter a subtitle here if you need it

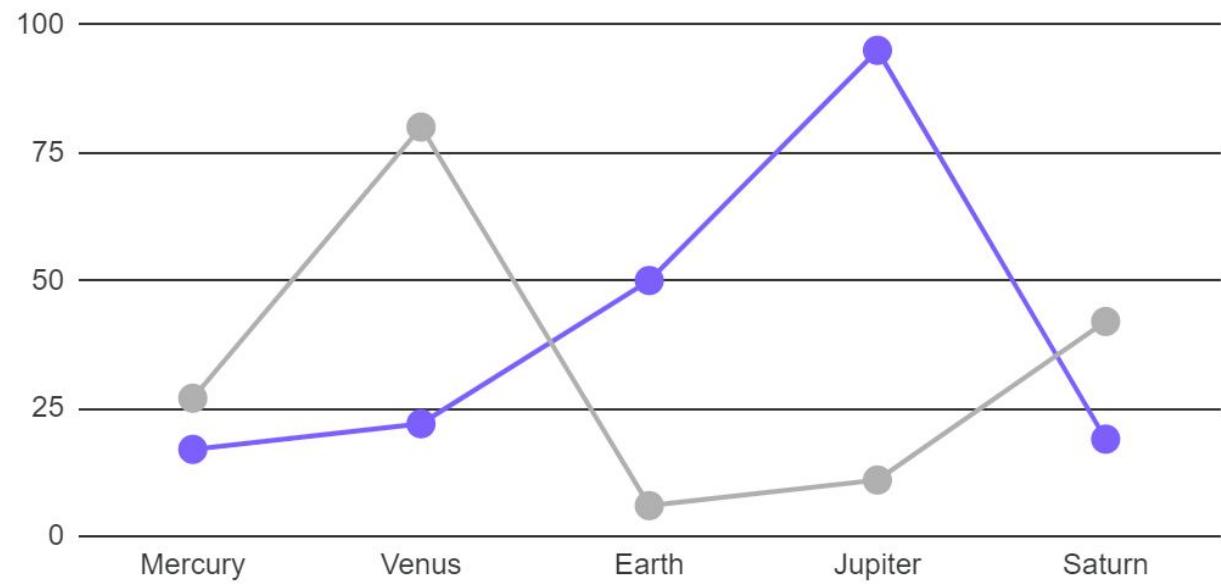
Sales & strategy plan



\$489,300

Big numbers catch your audience's attention

About the terms of the **agreement**



Term A

Saturn has actually many rings



Term B

Neptune is very far away planet

Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

74%

Mercury is a small planet

\$45,129

Venus is a hot planet

\$23,587

Earth is the planet with life

\$202,652

Mars was named after a god

Management approach



Mercury is the closest planet to the Sun

January



Venus has a beautiful Greek name

February



Earth is the third planet from the Sun

March

April

Despite being red, **Mars** is actually a cold place



May

Jupiter is a gas giant and the biggest planet



June

Saturn is a gas giant and has several rings

Strategic alliances



Alliance #1

The **Sun** is the star
that we all orbit



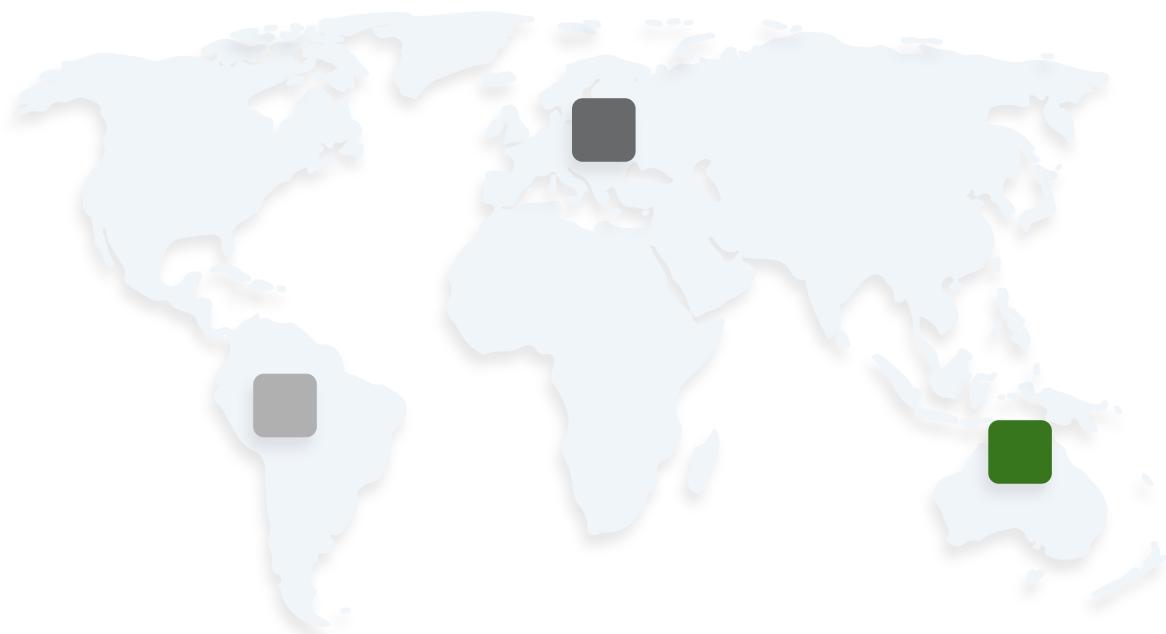
Alliance #2

The **Moon** is Earth's
only satellite



Alliance #3

Pluto is now
considered a dwarf



Answers & arguments



**Write in here
your question**

**Write in here
your answer**



First outcome

Mercury is the closest planet to the Sun

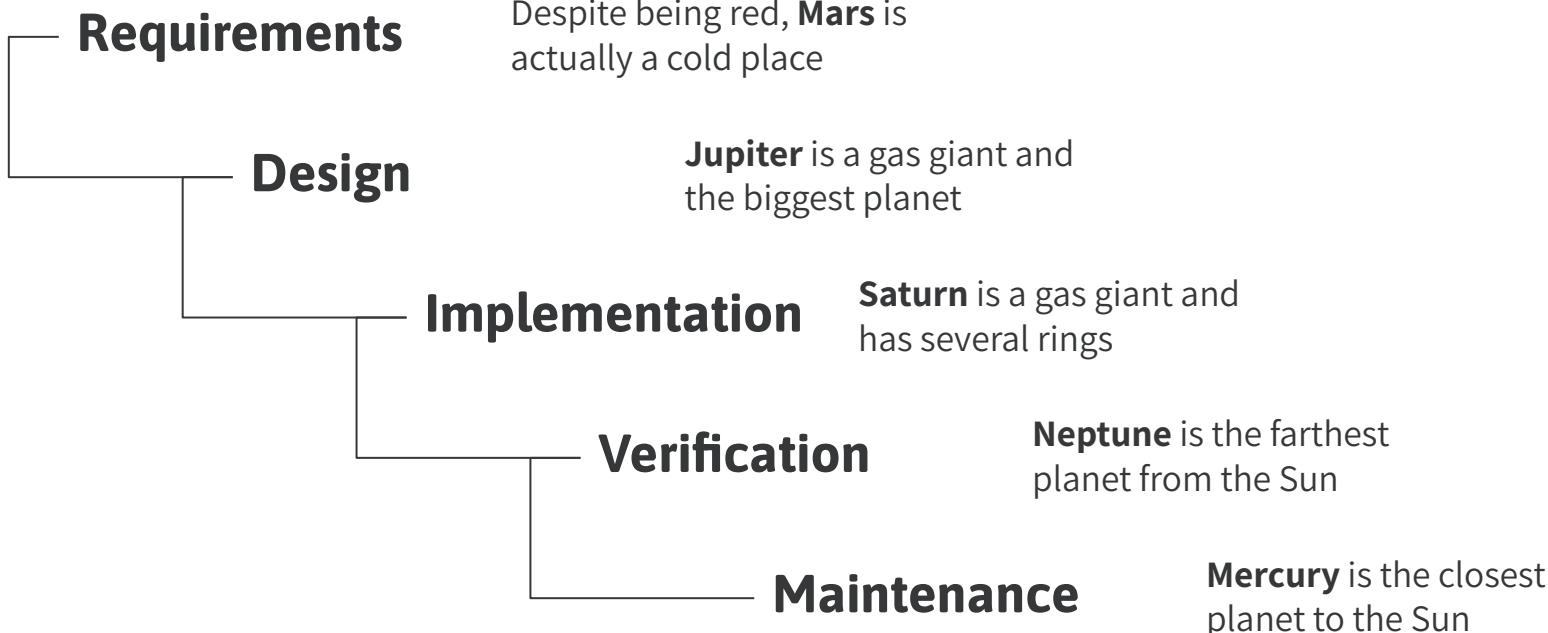
Second outcome

Venus is the second planet from the Sun

Third outcome

Earth is the third planet from the Sun

Waterfall management plan



Maturity model

30%

Basic

Mercury is the closest planet
to the Sun

50%

Standard

Venus is the second planet
from the Sun

70%

Advanced

Earth is the third planet from
the Sun

Profitability ratios

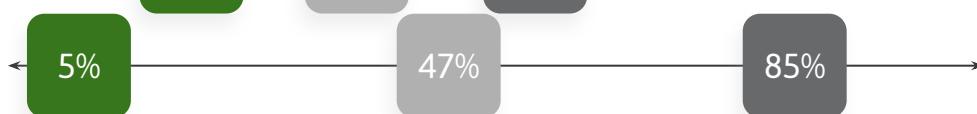
Return on sales

Worst peer ← → **Best peer**

Return on equity



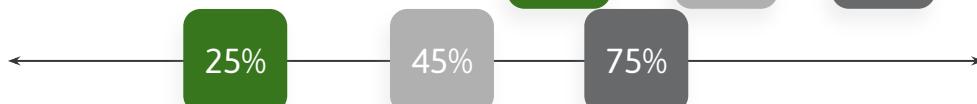
Return on net assets



Return capital employed



Return on funds



Company A



Company B



Company C

Top 10 questions of business **plans**

1	What is your situation ?	6	Who are the key players ?
2	What is your vision ?	7	How to make a difference ?
3	How to reach your vision ?	8	What is your marketing plan ?
4	What do you offer ?	9	What are your economics ?
5	How big is the market ?	10	What do you need to start ?

Our team



Cecyl Cheshire

You can speak a bit about this person here



Gwen Grantham

You can speak a bit about this person here



Thomas Wells

You can speak a bit about this person here

Thanks!



Does anyone have any questions?



addyouremail@freepik.com
+91 620 421 838
yourcompany.com



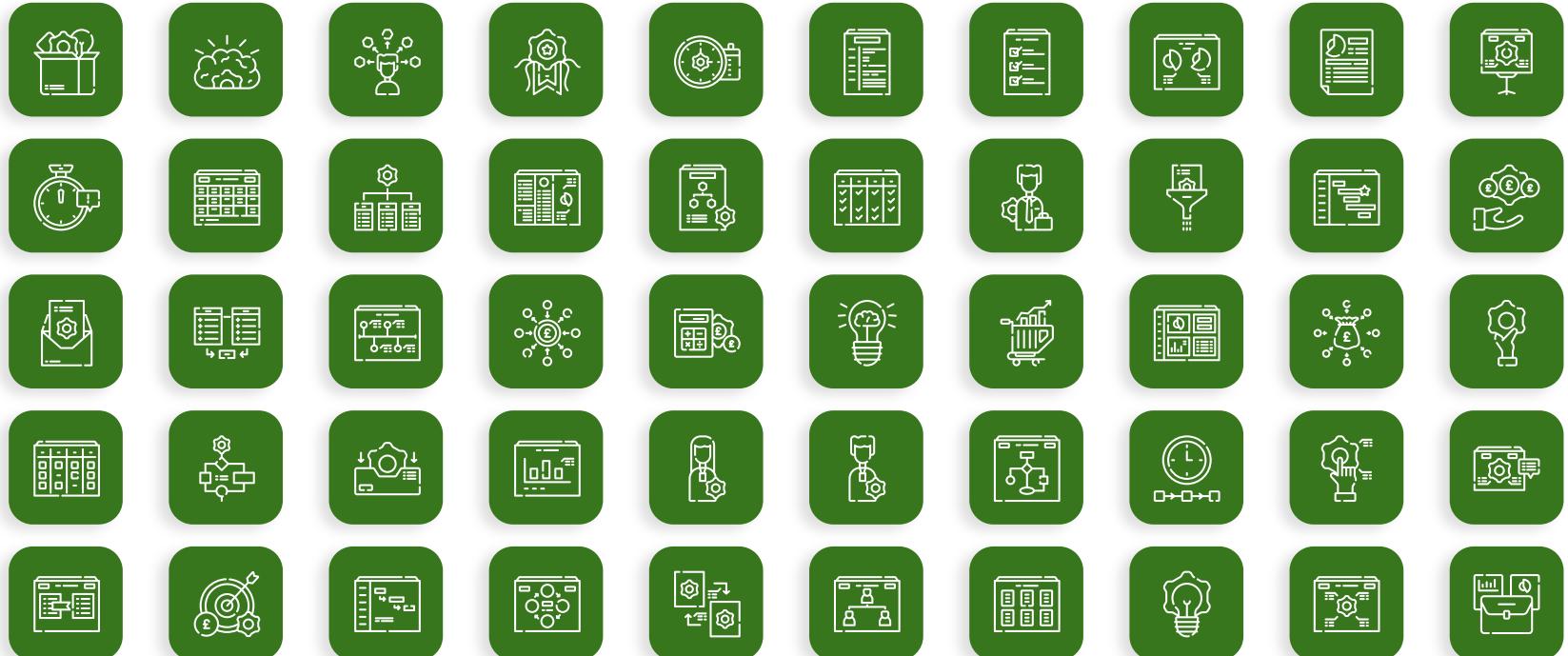
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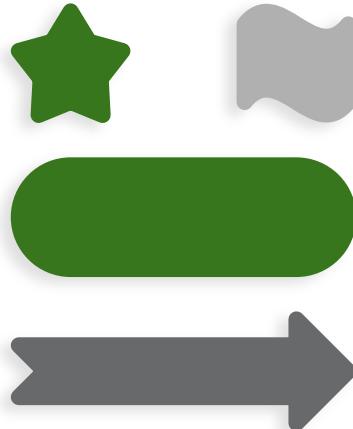
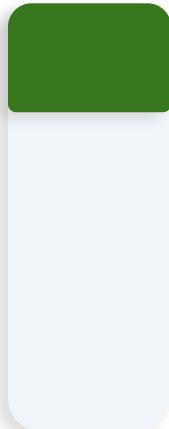


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- People taking part of business event
- Medium shot smiley colleagues going to work
- Trans person working at office with colleagues
- Designers team working on 3d model I
- Designers team working on 3d model II

Vectors:

- Flat design business presentation templates

Icons:

- Icon Pack: Task and Project Management | Lineal

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#b0b0b0

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Pana



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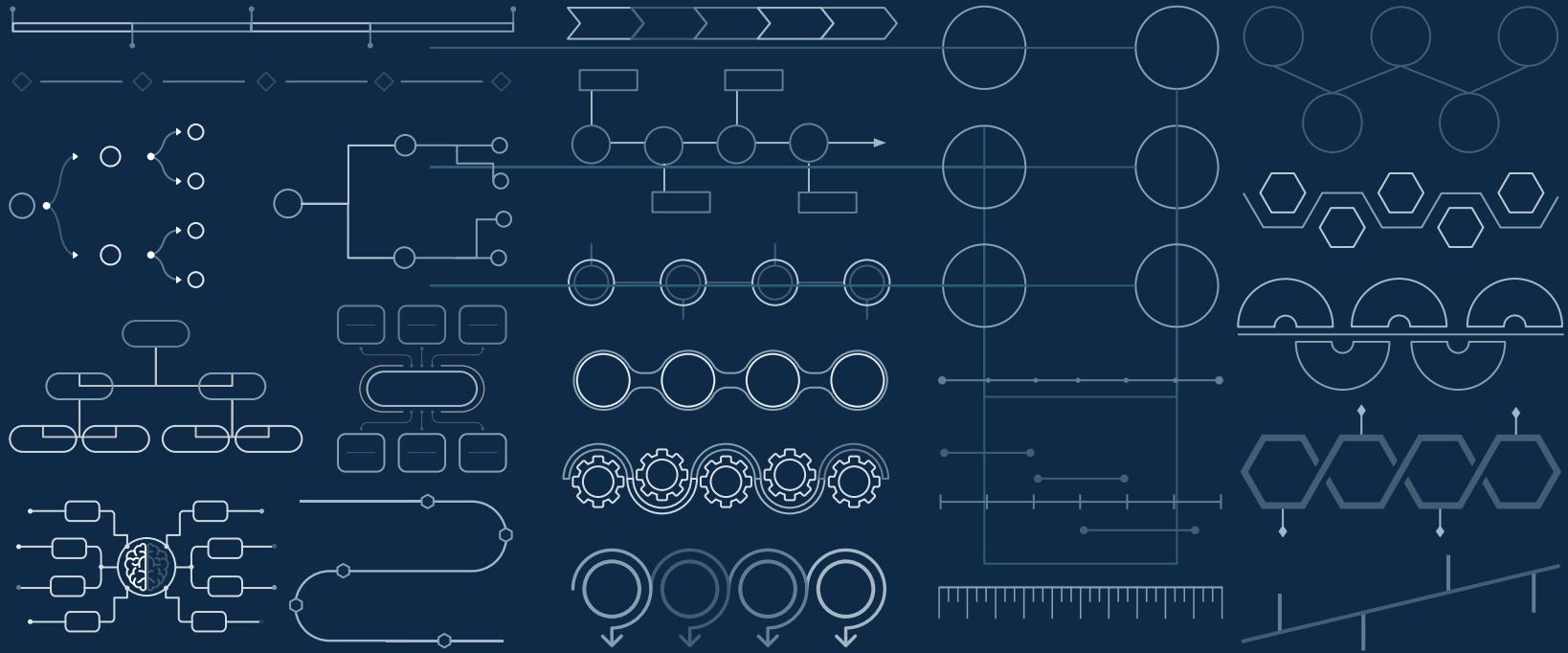
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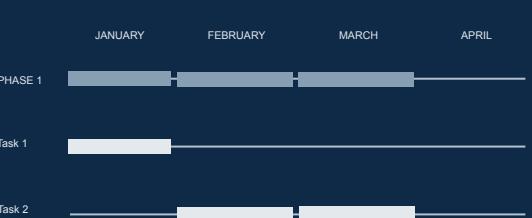
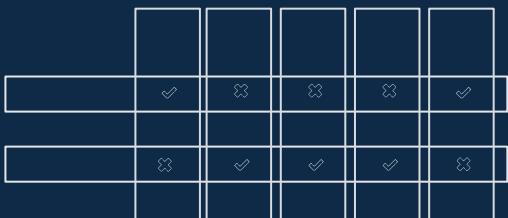
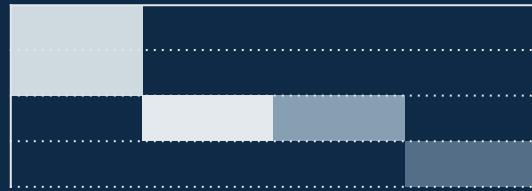
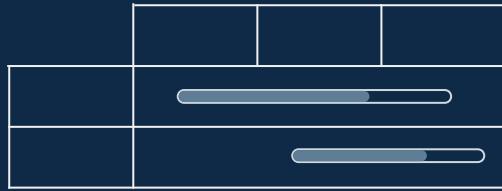
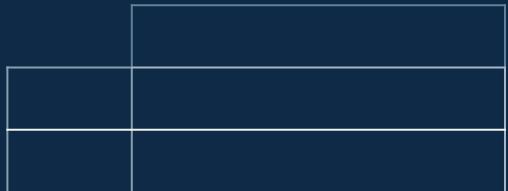
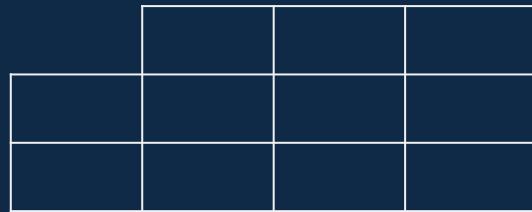
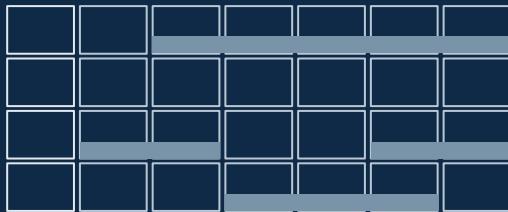
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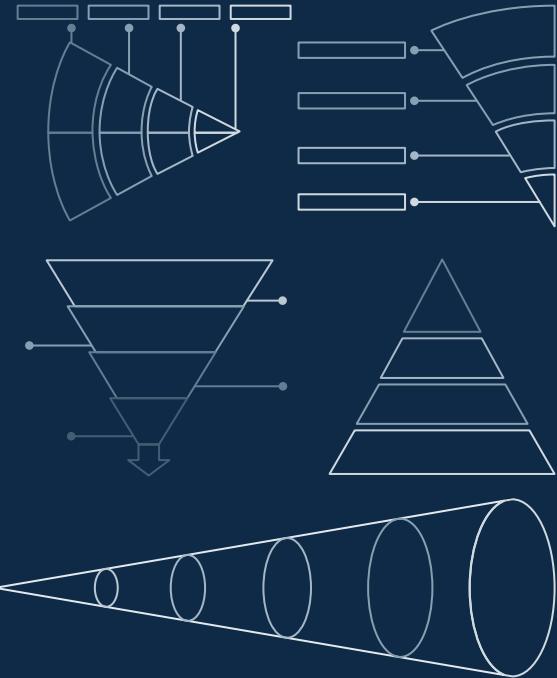
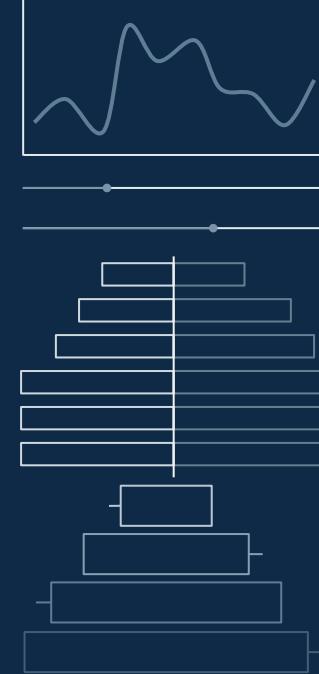
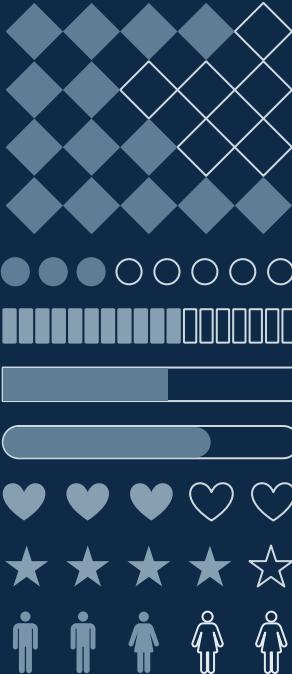
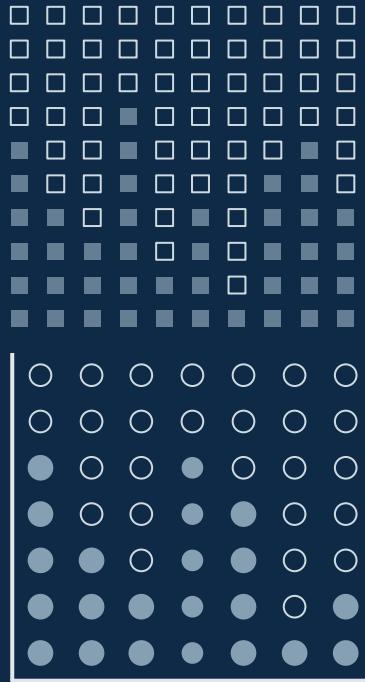












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