Where we are | What is the plan

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1. Company & Branding

- Name: **Alma Harvest** (UAE Registration planned)

- Web Ecosystem:

    o **Corporate site:** <mark>almaharvest.com</mark> — brand & corporate face

    o **Core product site:** <mark>almamaps.ai</mark> — "Google Maps for agriculture fields" globally; core GTM tool

    o **Community site:** <mark>forum.almaharvest.com</mark> — will move to own domain (*almasocial.ai* / *almaforum.ai*) for farmer–investor–government engagement

- Strategic Focus: Targeting UN FAO World Food Forum 2025 *Hand-in-Hand Investment Countries* program(14-18th October 2025), building year-round engagement beyond the World Food Forum

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2. Founders

Shakil Ahmed Tanvir — Co-founder & CEO

Serial entrepreneur, agri-supply chain leader, and global advocate for fair agricultural finance. Shakil began his entrepreneurial journey at 18 while funding his Computer Science degree at the American International University–Bangladesh. His early thesis on remote sensing and crop monitoring, presented at an international GIS conference in Bangkok, laid the groundwork for two decades of agri-tech innovation.

- Pioneering Ventures: Founded *GreenGrain International* (first yellow maize exports from Bangladesh) and *Grace Commodities* (multi-country agri-trade network). In 2013, launched *GreenGrain Cashew*

Processing Industry, pioneering Bangladesh's cashew processing sector and influencing a USD 30M national cashew & coffee development project.

- Policy & Finance Leadership: Worked with Md. Nasiruzzaman (then Secretary of Agriculture, later Chairman of Bangladesh Krishi Bank) on national cashew policy and later on agricultural finance reform. Collaborated with Green Delta Insurance, SwissContact, and UNFAO to address traceability and insurance gaps in agri-finance.

- Global Recognition: Invited by the Chief Economist of UNFAO to the World Food Forum 2023, connecting with agri-ministers, policymakers, and innovators worldwide. Engaged with Wageningen University & Research and Agritechnica (Germany) to integrate cutting-edge IoT, fintech, insuretech, and satellite remote sensing into Alma's platform.

- Vision for Alma: To transform agricultural finance into a transparent, traceable, and globally connected ecosystem that attracts investment, protects farmers, and enables sustainable food systems.

Dr. Yann Chemin — Co-founder & CTO

Head of Hyperspectral Applications at ORUS.SPACE (France) with 30+ years' experience in remote sensing, GIS, hydrology, and space-based agricultural monitoring.

- Open-Source Pioneer: Core maintainer and developer of GRASS GIS with over 50 geospatial modules created, advancing global capabilities in satellite data analysis.

- Prolific Scientist: Author of 90+ peer-reviewed papers and technical reports with 4,000+ citations; global expert in evapotranspiration modeling, flood early-warning systems, and crop monitoring.

- Startup & Product Innovation: Currently leading hyperspectral imaging product development for ORUS.SPACE; past roles include *Harvesting Inc.* (USA) applying EO data for FinTech in agriculture and designing OSHW-based early-warning systems for the World Bank GFDRR.

- Major Project Leadership: Directed EU-JRC crop yield forecasting for the G20, implemented multi-million USD flood early-warning systems in Sri Lanka, and developed large-scale evapotranspiration monitoring for Australia's Murray-Darling Basin Authority.

- Global Scope: Professional engagements in 20+ countries across Asia, Africa, and Europe, advising governments, multilateral agencies, and scientific institutions.

- History with Alma: Co-authored the 2006 MapAsia paper with Shakil Ahmed Tanvir on Web GIS for genetic algorithm–based crop model data assimilation—an early conceptual foundation for Alma's tech platform.

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3. Additional Co-founders

Md. Nasiruzzaman — Co-founder

Former Secretary, Ministry of Agriculture, Bangladesh | Former Chairman, Bangladesh Krishi Bank (annual agriculture finance portfolio: USD 382M)

- National Policy Leader: As Secretary of Agriculture, led major agri-sector reforms, including the introduction of new export-oriented cash crops such as cashew and coffee. In 2020, partnered with Shakil Ahmed Tanvir to design and secure a USD 30M government project to develop the cashew industry, including processing infrastructure and export policy frameworks.

- Banking & Finance Expertise: As Chairman of Bangladesh Krishi Bank, oversaw an annual agriculture lending portfolio exceeding USD 382M. Engaged Shakil to explore solutions for structural challenges in agricultural finance and insurance, focusing on traceability, farmer inclusion, and risk management.

- Global Network & Institutional Relationships: Deep experience liaising with the UN FAO, WFP, IFAD, and other multilateral agencies, with decades of relationships across government ministries, development finance institutions, and agricultural cooperatives.

- **Endorsement & Commitment:** In a formal letter as Chairman of Bangladesh Krishi Bank, explicitly endorsed the Alma platform's potential to revolutionize agri-finance, citing its ability to address the "traceability gap" and "insurance deficit" that limit farmer prosperity.

- **Full-time Role in Alma:** Will lead high-level engagement with governments, banks, and multilateral agencies, ensuring Alma's adoption within national agricultural finance programs and alignment with global food security strategies.

Emrul Kais — Co-founder

- 15+ years in Agri supply chains, from South Asia to East Africa (Madagascar, Kenya, Uganda, Tanzania)

- Long-term co-founder of Shakil in scaling agriculture supply chain ventures across South Asia and East Africa

- Deep knowledge of government affairs, agriculture ecosystem in East African countries

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4. Founding Team Members

Ataul Mukit — Founding Team Member (Social Platform Architect)
CTO of Kotha.app | Specialist in scalable social and community platforms

- **Product & Tech Expertise:** Co-founder and CTO of Kotha.app, a leading social media and communications platform for the Bangladeshi diaspora. Oversaw architecture, scalability, and product growth to global reach.

- **Strategic Contribution to Alma:** Designed Alma's community/social layer, enabling farmer–investor–government interaction via dedicated national forums connected to AlmaMaps.ai.

- Cross-Platform Vision: Brings expertise in building interactive, content-rich, and high-traffic platforms—critical to Alma's goal of maintaining year-round engagement for FAO Hand-in-Hand countries beyond summit events.

- Part-time Strategic Role: While continuing to lead Kotha.app, Mukit will advise Alma on the social platform roadmap, tech stack selection, and integration strategy.

Michael Isakowski — Tokenization architecture lead.

- Concept designer for fractional farm ownership and crypto investment integration in Alma.

- Previously worked with Shakil on product design for his crypto arbitrage platform 21seconds2mars.com.

5. Technology & Product

Alma's platform unites live global crop mapping, traceable finance, automated insurance, and tokenized investment within a single, interoperable ecosystem. At its core is a visionary community layer—a dedicated social platform (planned as *almasocial.ai* or *almaforum.ai*)—designed to keep agricultural stakeholders connected, coordinated, and commercially engaged year-round.

For World Food Forum 2025 Hand-in-Hand initiative countries, Alma will provide a custom subdomain linked to AlmaMaps.ai, displaying verified farm boundaries enriched with farmer profiles, financing and insurance status, and climate risk insights. This not only enables continuous investor follow-up and marketing beyond the summit but also acts as a real-time operational hub where governments, banks, insurers, and development agencies can directly engage with field-level data, stakeholders, and decision tools.

Six Pillars of the Alma Agri-Finance Ecosystem

Alma integrates cutting-edge geospatial intelligence, fintech, Insurtech, and blockchain into one seamless platform. These six interconnected pillars turn farmland into a fully transparent, investable, and insurable asset class—linking farmers, financiers, insurers, governments, and global markets in real time.

1. **Live In-Season Crop Map** — a "Google Maps for agriculture" where every farm plot is clickable, showing verified details of the farmer, financing, insurance, and climate risks. Each plot becomes a working asset for bankers, investors, insurers, and development agencies to act on in real time.

2. **Traceable Finance** — delivers daily live updates to banks and investors, enabling them to redesign Agri-credit products, release need-based financing instantly, and attract global capital into local agriculture. This transforms subsidized Agri-finance into a commercially viable market, filling a major gap flagged by FAO.

3. **Intelligent Insurance** — provides plot-level live data that insurers can use to launch automated products, build a reinsurance market, and close up to 90% of the current agri-insurance gap.

4. **Tokenized Investment** — converts verified plots and harvests into blockchain-based digital assets, opening funding from both traditional investors and crypto markets worldwide.

5. **Country-Level Community Hubs** — give each participating nation its own online space with maps, forums, and tools to connect investors, governments, and farmers beyond event cycles like the World Food Forum.

6. **National Food Security Dashboard** — equips governments with a live, interactive map to track crop output, farmer costs and prices, finance and insurance access, and climate risks, making it a central decision-making tool for food security.

6. Target Geographies (Pilots Active/Planned)

- UAE

- Bangladesh

- Barbados

- Bhutan

- Philippines

- Uganda

- Tanzania

Additional countries expected after World Food Forum 2025 (Oct 14–18).

7. Pre–World Food Forum 2025 Launch Plan

Alma Harvest will arrive at the World Food Forum (October 14–18, 2025) with a **fully operational AlmaMaps.ai platform**, an **active community forum, verified pilot programs** in seven countries, and a **global market demand map** to demonstrate adoption potential and scalability.

Key Execution Steps (Next 60 Days):

1. **Controlled AlmaMaps.ai Launch**

   o Roll out first in invited pilot countries (UAE, Bangladesh, Barbados, Bhutan, Philippines, Uganda, Tanzania) with Google Maps–style usability, multi-stage verification, and restricted contributor access to ensure high-quality data.

2. **Institution-Led Field Seeding**

   o Partner with universities, ministries, banks, and insurers to map verified farm plots.

   o Each verified plot auto-generates a forum thread with analytics snapshots and partner attribution.

3. **Global "Interest Map" Campaign**

   o   Invite farmers, NGOs, and agri-businesses in non-pilot countries to register interest in Alma.

   o   Display results as a live heat map, showing adoption demand to investors and donors.

4. **Data Storytelling Assets**

   o   Produce whitepapers, data visualizations, and short documentary clips from pilot countries to demonstrate measurable impact and real-world use cases.

5. **WFF Showcase**

   o   Conduct live ministerial demos on stage, showing real-time farm, finance, and climate data.

   o   Present pilot dashboards, global interest maps, and formal expansion announcements.

Outcome: By WFF 2025, Alma will demonstrate verified adoption, strong data credibility, and clear market pull, positioning itself as the **default traceability and finance platform** for FAO Hand-in-Hand countries.

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8. Strategic Market Approach

Alma's market entry strategy is designed to **prove adoption before scale** — ensuring political trust, technical credibility, and visible impact before expanding to a global contributor base.

1. Anchor in FAO's Hand-in-Hand Network

- Deploy first in seven pilot countries where Alma is already engaged.

- Use these flagships to demonstrate Alma's ability to link ministries, banks, insurers, and farmers into one interoperable ecosystem.

2. Deliver Full-Stack Impact From Day One

- Launch the complete Alma solution in each pilot: mapping, traceable finance, insurance integration, tokenized investment readiness, and country-level community hubs.

- Position Alma as **the operating system for agricultural finance**, not a point-solution tool.

3. Leverage the World Food Forum as a Tipping Point

- Present **operational dashboards and live demos** on stage with ministers at WFF.

- Pair these with whitepapers, pilot analytics, and short documentary clips to provide both emotional and evidence-based persuasion.

4. Generate Market Pull Through the Interest Map

- Capture demand from non-pilot countries via the global "Interest Map."

- Use this dual proof — verified pilots and global demand — to drive both donor commitments and investor confidence.

5. Post-WFF Expansion Waves

- Announce and onboard the next wave of countries during WFF.

- Leverage donor and DFI financing to roll out Alma regionally, making it the default platform for traceable agricultural finance in FAO Hand-in-Hand nations.

Outcome: Alma's approach ensures that by the time it is showcased to FAO, governments, and global investors at WFF 2025, it will already be **operational, credible, and in demand** — eliminating adoption hesitancy and accelerating global scale-up.

9. Competitive Positioning — *Why Alma Wins*

- **Only integrated stack** combining **maps + finance + insurance + tokenization + community** at **plot level** with **verification-first** data.

- **Country-level hubs** for post-event follow-through (solves the FAO "engagement drop-off" problem).

- **Finance-grade telemetry** (daily updates to banks/insurers) + **government food-security dashboards** (policy-ready).

- **Tokenized investment**—opens both traditional and crypto capital to agriculture with verified geospatial proof (proof-of-land, proof-of-cultivation, proof-of-vitality).

10. Measurable Targets for WFF 2025

- **7 pilot countries live** on AlmaMaps.ai.

- **≥10,000 hectares verified** (Institution Verified status).

- **≥20 institutional partners onboarded** (gov ministries, universities, banks/insurers).

- **Interest Map signals from ≥30 non-pilot countries.**

- **3 whitepapers + 3 short films** (pilot outcomes, finance/insurance insights, climate impact).

- **On-stage live demo** by at least **2 ministers**.

(These are public, staged targets; internal stretch targets can be set higher.)

11. Execution Assurances

- **Verification SLA:** pending → decision within **5 business days**; disputes resolved within **10**.

- **Partner onboarding: ≥2 institutions + ≥1 financing partner** per pilot country in first **30 days**.

- **Uptime & data integrity: 99.5%** service availability in pilot window; versioned audit trail on all plot edits.

- **Privacy & compliance:** consented farmer data; GDPR-aligned processing; sovereign data hosting options on request.

- **Support cadence:** weekly country reviews; monthly C-level steering with pilot leads; 24-hour response for incidents.