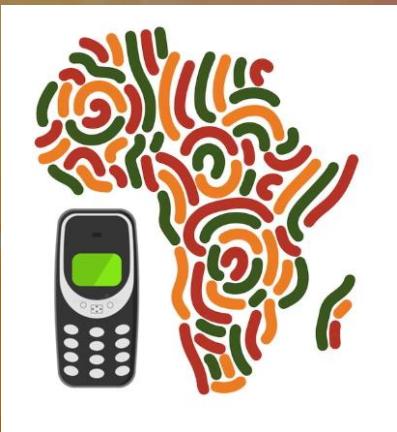


AgroTrack-Lite

HEDERA AI + DEPIN:
UNLOCKING TRUST AND VALUE
ON THE LAST MILE.





Meet Mary, farmer, with feature phone





Mary has 200kg maize ready to sell



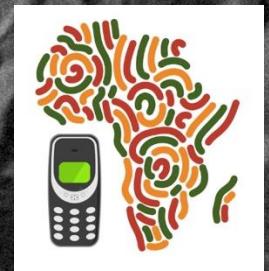


Mary, takes crops to market hoping
to sell at good price





Crops will spoil if they don't get to market or price is low, or no buyer



The problems:

No Smartphone = No Access
Middlemen take 20 - 30%
Finding buyers takes too long
Payments get delayed or gone
Farmers lose money



The solution is: AgroTrack-Lite

SMS driven – cheap to transact
Hedera speed and power
Commerce you can trust
Real market prices / buyers
No middlemen
Secure payments on delivery to farmers
Solution scalable to millions



AgroTrack-Lite

QUICK DEMO

THE DEMO VIDEO IS HERE BELOW

<https://www.youtube.com/watch?v=2KSLEDBWlAE>

NOTE THAT "LIVE" MESSAGE TOPICS GENERATED

ARE AT:

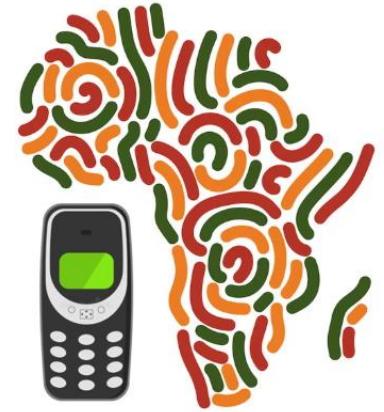
<https://hashscan.io/testnet/topic/0.0.7165737/messages>



AgroTrack-Lite

How it Works

Farmer registers (via SMS)



FARMER → “REGISTER MARY”

AI AGENT → HANDLES NATURAL-LANGUAGE EDGE CASES AND
CHECKS FOR PREVIOUS REGISTRATION, OTHERWISE REGISTERS
THE FARMER BY MOBILE NR.

*HCS

AgroTrack-Lite

Farmer sends SMS to check
product pricing at the market



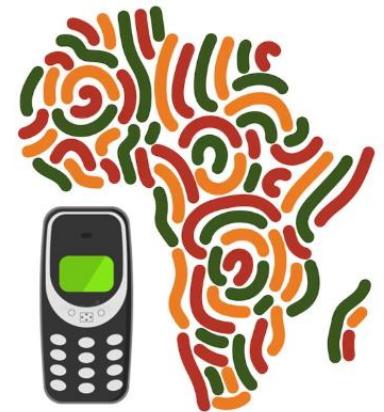
FARMER → “PRICE MAIZE NAIROBI”

AI AGENT → CHECKS MARKET DATA FOR PRICE OF MAIZE AT THAT
LOCATION AND RETURNS IT

*HCS

AgroTrack-Lite

Farmer sends an SMS offer
to the market



FARMER → “MAIZE 200KG NAIROBI”

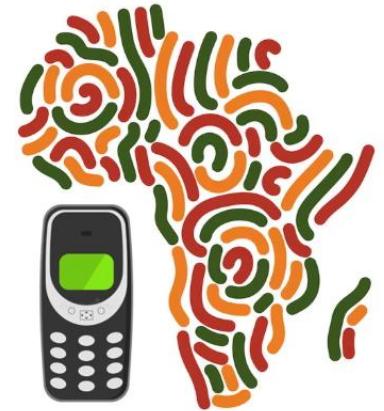
AI AGENT → CONFIRMS MARKET DATA FOR PRICE OF MAIZE

AI AGENT CHECKS RISK OF THE FARMER OR GIVES DEFAULT

AI AGENT WILL MATCH FOR A BUYER

AgroTrack-Lite

Buyer gets matched and farmer
accepts offer via SMS



FARMER → “YES OTP <NNNNNN> ”

AI AGENT → ESCROW PAYMENT WILL BE TAKEN FROM BUYER AND TOKEN
WILL BE MINTED
ESCROW HELD UNTIL FARMER DELIVERS

*HTS, HCS

AgroTrack-Lite

Farmer delivers the produce to the market central for the buyer



**FARMER → “DELIVERY 200KG OTP
<NNNNNN> GRADE A”**

ON SUCCESSFUL DELIVERY THE ESCROW IS RELEASED AND THE FARMER IS PAID WITHOUT INTERMEDIATES.
SETTLEMENT COMPLETED

*HCS 100% VERIFIABLE

AgroTrack-Lite
Edward Johnson

Thank you



The AgroTrack business model

High Volume Utility

Customer

Smallholder farmers using feature phones (the "unbanked" or "unde-digitalized").

Pain point

Lack of trust, price opacity, and 20-30% loss to intermediaries.

Value Proposition

Instant, secure, and verifiable payment upon delivery, driven by low-cost SMS and guaranteed by HCS.



Cost Revenue Model: Transactions

Fee structure

0.5 - 1% protocol fee taken from the buyer's escrowed amount upon transaction finalization (successful delivery confirmation SMS)

The “why it makes sense”

Fee is WAY lower than the 20 – 30\$ farmers currently lose, giving an incentive for platform adoption.

Financial Advantage

Tiny Hedera transaction costs (via HCS for logging, HTS for transfer) ensure that 95%+ of the protocol fee is profit, making the model highly scalable and very resilient.



AgroTrack-Lite - Team Edward Johnson

FOUNDER, LEAD DEV AND STRATEGIST

STRATEGY: DEFINED THE PROBLEM SPACE, SECURED EARLY-STAGE FARMER/BUYER CONTACTS, AND DESIGNED THE FINAL-MILE TRUST PROTOCOL LOGIC.

DEVELOPMENT: BUILT THE CORE EXPRESS SERVER, INTEGRATED HTS ESCROW LOGIC, ENGINEERED THE NLP ROUTER FOR ACCURATE SMS INTENT CLASSIFICATION, AND DEVELOPED THE MONITORING DASHBOARD.

FOCUS: HEDERA (HCS/HTS), TYPESCRIPT, AI/NLP. PROFICIENT IN BUILDING RESILIENT, LOW-COST TRANSACTION SYSTEMS USING THE HEDERA SDK WITHIN A HIGH-VOLUME, ASYNCHRONOUS ENVIRONMENT.

IT RUNS ON RENDER.COM RIGHT NOW AND IS LIVE NOT A SIMULATION



Market Validation – Real User feedback

SURVEY RESULTS (10 RESPONDENTS):

- 80% SAY POST-HARVEST LOSSES ARE BIGGEST CHALLENGE
- 70% FACE PAYMENT DELAYS AND LACK PRICE TRANSPARENCY
- 80% RATE SMS MARKETPLACE AS 4-5/5 USEFUL
- 50% OF FARMERS HAVE ONLY FEATURE PHONES (70-80% IN SOME AREAS)
- 70% COMFORTABLE WITH SMS (RATING 4-5/5)
- 80% INTERESTED IN PILOT TESTING



Market Validation – Real User feedback (2)

PRICING HAS BEEN VALIDATED:

- 70% ACCEPT 1-3% TRANSACTION FEE
- WAY BELOW 20-30% CURRENT MIDDLEMAN COSTS

KEY INSIGHT: "BIGGEST CHALLENGE WOULD BE CONVINCING FARMERS ABOUT BLOCKCHAIN AND ESCROW"

→ SOLUTION: SMS HIDES THE COMPLEXITY.
FARMERS JUST TEXT. BLOCKCHAIN WORKS INVISIBLY.



Impact and growth Year 1/2

MEASURABLE IMPACT ON HEDERA NETWORK

YEAR 1 (Q1-Q4 2026):

- 10,000 FARMERS ONBOARDED
- = 10,000 NEW HEDERA ACCOUNTS
- 5 TRANSACTIONS/MONTH/FARMER
- = 50,000 MONTHLY TRANSACTIONS

YEAR 2 (2027):

- 100,000 FARMERS ACROSS KENYA, NIGERIA, GHANA
- 500,000 MONTHLY TRANSACTIONS
- \$50M+ TRANSACTION VOLUME ON HEDERA



Impact and growth Year 3

MEASURABLE IMPACT ON HEDERA NETWORK!

YEAR 3 (2028): - 500,000 FARMERS = 2.5M MONTHLY
TRANSACTIONS = 85 TPS

- EXPAND TO TANZANIA, UGANDA, ETHIOPIA
 - 500M SMALLHOLDER HOUSEHOLDS GLOBALLY (LONG-TERM ADDRESSABLE MARKET)

HUGE NETWORK BENEFITS:

- NEW USER DEMOGRAPHIC (FEATURE PHONE USERS)
- HIGH TRANSACTION VOLUME, LOW INDIVIDUAL VALUE
- DEPIN USE CASE PROVING REAL-WORLD UTILITY ON HEDERA



AgroTrack-Lite

Bringing 33M Farmers On-Chain via SMS

EDWARD.JOHNSON@IKINIQUE.COM

HEDERA CERTIFIED DEVELOPER

LIVE PRODUCTION SYSTEM. [DEMO LIVE](#)

- HEDERA TESTNET: TOPIC 0.0.7165737
- GITHUB: [YOUR-REPO-LINK]

VALIDATED WITH REAL USERS

READY FOR Q1/2 2026 PILOT

- TARGET: 500 FARMERS, 1 KENYAN COOPERATIVE
- SEEKING: AGRICULTURAL PARTNERS & ADVISORS

