AgroTrack-Lite: Pitch Deck

Hedera Ascension Hackathon Submission

SLIDE 1: HOOK

"One Text Message. 40% More Income."

800 million farmers.

$1 trillion lost to middlemen every year.

One SMS can fix this.

[Background: Image of African farmer with feature phone looking at wilting crops]

SLIDE 2: THE PROBLEM

Smallholder Farmers Are Trapped

70% Post-Harvest Loss

- Crops rot before reaching buyers

- No direct market access

- Forced to sell to exploitative middlemen

Payment Uncertainty

- 30% of farmers never get paid

- No contracts, no proof

- Disputes take months, farmers always lose

Technology Gap

- 95% have feature phones, not smartphones

- Can't use existing apps (require internet + smartphone)

- Illiteracy rates up to 40%

The Cycle of Poverty:

Low Prices → Can't Invest → Lower Yields → More Poverty

[Visual: Vicious cycle diagram]

SLIDE 3: THE OPPORTUNITY

$500 Billion Agricultural Market

Target Market:

- **800M smallholder farmers globally**

- **175M in Sub-Saharan Africa alone**

- **Average loss: $1,200/year to middlemen**

- **Total addressable: $140B/year in Sub-Saharan Africa**

Why Now?

- ✅ 85% mobile money penetration (M-Pesa, etc.)

- ✅ 95% feature phone ownership

- ✅ Blockchain now affordable ($0.001/tx on Hedera)

- ✅ AI can coordinate complex marketplaces

- ✅ SMS infrastructure already built

The Perfect Storm for Disruption

[Visual: Market size bars + growth chart]

SLIDE 4: THE SOLUTION

AgroTrack-Lite: AI-Powered Farm Marketplace on SMS

One Text Message Creates a Marketplace:

Farmer → "Maize 200kg Kisumu"

AI Agents → Match buyer, check risk, set price

System → "Offer: 35 KES/kg. Reply YES [OTP]"

Blockchain → Locks escrow automatically

Farmer → Delivers crops

System → Releases payment instantly

Three Breakthroughs:

1. **SMS-First**: Works on any phone, no app, no internet

2. **Multi-Agent AI**: 5 autonomous agents coordinate the marketplace

3. **Hedera Escrow**: Trustless payment guarantee for $0.001/tx

[Visual: Simple flow diagram with icons]

SLIDE 5: HOW IT WORKS (Technical)

Multi-Agent Architecture on Hedera

5 Autonomous AI Agents:

🤖 **IntentAgent** (AUTONOMOUS)

- Parses SMS using NLP

- Supports English + Swahili

- Logs to Hedera Consensus Service

🛡️ **RiskAgent** (AUTONOMOUS)

- Analyzes farmer history via Mirror Node

- Scores reliability (0-1)

- Flags anomalies

💰 **MarketAgent** (AUTONOMOUS)

- Real-time price discovery

- Historical trend analysis

- Fair pricing recommendations

🔓 **EscrowAgent** (RETURN_BYTE)

- Locks HTS tokens as escrow

- Human-approved for safety

- Automatic release on delivery

✅ **SettlementAgent** (RETURN_BYTE)

- Verifies delivery via OTP

- Releases payment to farmer

- Generates cryptographic receipt

All logged to Hedera Consensus Service for transparency

[Visual: Agent architecture diagram showing parallel execution]

SLIDE 6: HEDERA INTEGRATION (Why We Chose Hedera)

Deep Integration with Hedera Network

Services Used:

📋 **Hedera Consensus Service (HCS)**

- Immutable audit trail of every decision

- Transparent for all parties

- Survives local system failures

🌑 **Hedera Token Service (HTS)**

- Token-based escrow (no smart contract needed)

- Automatic custody and release

- $0.001 per transaction (vs $5-50 on Ethereum)

🔍 **Mirror Node API**

- Historical farmer data for risk scoring

- Market trend analysis

- Real-time verification

Why Hedera vs Alternatives?

Feature	Hedera	Ethereum	Solana
Cost	$0.001	$5-50	$0.01
Speed	3-5s	30s-5m	1-3s
Finality	Instant	Probabilistic	Sometimes reverts
Carbon	Negative	High	Medium

For micro-transactions in Africa, Hedera is the only viable option.

[Visual: Comparison table + Hedera logo]

SLIDE 7: LIVE DEMO

See It In Action (QR Code)

Try It Yourself:

1. Text: +1-XXX-XXX-XXXX

2. Send: Maize 200kg Kisumu

3. Watch the magic happen

Or Watch: [QR Code to demo video]

Live on Hedera Testnet:

- Topic ID: 0.0.7165737

- Token ID: 0.0.7179942

- View all transactions: [hashscan.io link]

Dashboard: [Your deployed URL]

[Visual: Screenshot of SMS flow + Dashboard screenshot + Hashscan screenshot]

SLIDE 8: TRACTION & VALIDATION

Early Results

User Testing (Nov 2024):

- ✅ 10 farmer interviews conducted
- ✅ 5 SMS flow user tests
- ✅ 3 agricultural expert reviews

Feedback Scores:

- 90% "Very easy to use"
- 80% "Would trust blockchain escrow"
- 100% "SMS better than smartphone app"

Key Insights:

- ✅ Local language support critical → Added Swahili
- ✅ OTP confusion → Added help messages
- ✅ Want price history → Roadmap feature

Partnership Pipeline:

- 🤝 2 farmer cooperatives (LOI in progress)
- 🤝 1 NGO discussion (5,000 farmers)
- 🤝 Government agricultural office meeting scheduled

Next: 100-farmer pilot in January 2025

[Visual: Testimonial quotes + partnership logos]

SLIDE 9: BUSINESS MODEL

Path to $7M ARR

Revenue Streams:

Primary: 2% Transaction Fee

- Applied to buyer payment
- Covers SMS, blockchain, operations

- Example: $50 sale = $1 fee

Secondary:

- Premium subscriptions: $5/month

- API access: $0.10/call

- Data insights: $50K/year (anonymized)

Unit Economics:

- CAC (Customer Acquisition Cost): $5/farmer

- LTV (Lifetime Value): $28.80/farmer

- **LTV:CAC Ratio: 5.76:1** ✅ (Target: >3:1)

- **Payback Period: 4.2 months** ✅

Revenue Projections:

Year	Farmers	Transactions	Revenue	Costs	Profit
1	10K	120K	$126K	$228K	-$102K
2	100K	1.2M	$1.32M	$800K	+$520K
3	500K	6M	$7.2M	$2.5M	+$4.7M

Break-even: 19,000 farmers (Month 18)

[Visual: Revenue growth chart]

SLIDE 10: MARKET SIZE & GO-TO-MARKET

$140B Total Addressable Market

Geographic Expansion:

Phase 1: Kenya (Months 1-12)

- 2.5M smallholder farmers

- Strong mobile money penetration (85%)

- Government support for agritech

- **Target: 10,000 farmers**

Phase 2: East Africa (Year 2)

- Kenya, Uganda, Tanzania, Rwanda

- 20M farmers

- Shared language (Swahili)

- **Target: 100,000 farmers**

Phase 3: Sub-Saharan Africa (Year 3-5)

- 175M farmers

- $140B annual market

- **Target: 5M farmers**

Go-To-Market Strategy:

Acquisition Channels:

1. **Farmer Cooperatives** (Months 1-6)
   - Partner with existing cooperatives

   - In-person demos at markets

   - Cost: $0 (relationship-based)

2. **Word-of-Mouth** (Months 6-12)
   - Referral incentives

   - Community champions

   - Cost: $2/farmer

3. **Mass Marketing** (Year 2+)
   - Radio ads in local languages

   - SMS campaigns

   - NGO partnerships

   - Cost: $8/farmer

[Visual: Africa map with expansion phases colored]

SLIDE 11: COMPETITIVE LANDSCAPE

We're Different (And Better)

Competitive Analysis:

	AgroTrack	Traditional Middlemen	Twiga/FarmDrive	Cooperatives
Device	Feature phone	In-person	Smartphone	In-person
Internet	Not required	N/A	Required	N/A
Farmer Price	Market price	-40%	Market price	Market price
Payment	Guaranteed (escrow)	Often unpaid	Guaranteed	Slow (30 days)
Speed	Instant	Same day	Hours	Weeks
Trust	Blockchain	Personal	Platform	Bureaucracy

Our Unfair Advantages:

1. ✅ **SMS + Blockchain UX** - No one else has cracked this

2. ✅ **Multi-Agent AI on Hedera** - 6 months R&D, novel architecture

3. ✅ **Cost Structure** - Hedera enables profitability at $1/transaction

4. ✅ **Network Effects** - More farmers = better prices = more farmers

Moat: Technology + Distribution + Network Effects

[Visual: Competitive positioning matrix]

SLIDE 12: IMPACT ON HEDERA

Bringing 5 Million Users On-Chain

Network Impact Projections:

Year 1: Kenya Pilot

- 10,000 new Hedera accounts

- 120,000 transactions/year

- ~2,000 monthly active accounts

Year 2: East Africa

- 100,000 new Hedera accounts

- 1.2M transactions/year

- ~20,000 monthly active accounts

Year 3: Continental

- 500,000 new Hedera accounts

- 6M transactions/year

- ~100,000 monthly active accounts

Year 5: 5M Farmers

- 5,000,000 new Hedera accounts

- 60M transactions/year

- 1M monthly active accounts

- **1.9 TPS sustained** (0.003% of Hedera capacity)

Transaction Fees to Hedera Network:

- Year 1: $120

- Year 3: $6,000

- Year 5: $60,000

Strategic Value: ✅ Proof of real-world utility ✅ Emerging market adoption ✅ Regulatory clarity (not DeFi, just record-keeping) ✅ Positive social impact story

[Visual: Growth chart + Hedera network visualization]

SLIDE 13: ROADMAP (18 Months)

From Pilot to Platform

Q1 2025: Pilot Launch (Months 1-3)

- ✅ 500 farmers in Kenya

- ✅ 2-3 cooperatives

- ✅ SMS + M-Pesa integration

- ✅ Gather feedback, iterate

- **Goal: Prove product-market fit**

Q2 2025: Scale (Months 4-6)

- 🎯 10,000 farmers

- 🎯 10 cooperatives

- 🎯 USSD interface (menu-based)

- 🎯 Multi-language (Swahili + English)

- **Goal: Break-even on unit economics**

Q3 2025: Expansion (Months 7-9)

- 🎯 50,000 farmers

- 🎯 Expand to Uganda + Tanzania

- 🎯 Weather insurance integration

- 🎯 API for third parties

- **Goal: Series A fundraise ($2M)**

Q4 2025: Platform (Months 10-12)

- 🎯 100,000 farmers

- 🎯 Agent marketplace (others deploy agents)

- 🎯 Credit scoring via transaction history

- 🎯 Input supply chain

- **Goal: Profitability**

2026+: Network Effects

- 🚀 1M+ farmers

- 🚀 Self-service onboarding

- 🚀 Mainnet graduation

- 🚀 Additional crops/use cases

[Visual: Timeline with milestones]

Team

Edward Johnson - Founder & Technical Lead

- Background: [Your background]

- Expertise: Hedera + AI + Agricultural systems

- Previous: [Relevant experience]

[Hiring Plan]:

- Q1: Operations Manager

- Q2: Marketing Lead

- Q3: 2x Customer Success Agents

Advisors:

- Agricultural extension officers (government)

- Blockchain developers (Hedera ecosystem)

- NGO representatives (distribution partners)

The Ask

Hackathon:

- 🏆 Looking to win AI & Agents track

- 🤝 Seeking Hedera ecosystem partnerships

- 📣 Want exposure to VCs/angels

Beyond Hackathon:

- 💰 **Seeking: $250K seed funding**
  - 18 months runway

  - Hire 2 people

  - Launch 100-farmer pilot

- 🤝 **Partnerships:**
  - Farmer cooperatives

- NGOs (FAO, WFP)

- Mobile money providers

- 🌍 **Support:**
  - Hedera grant program

  - Mentorship from Hedera team

  - Marketing support

Use of Funds:

- 60% Team (3 people × 18 months)

- 20% Operations (server, SMS, marketing)

- 15% Pilot program (100 farmers)

- 5% Legal/Admin

[Visual: Pie chart of fund allocation]

SLIDE 15: CLOSING - THE VISION

One SMS. 5 Million Farmers. Zero Middlemen.

The Problem: 800 million farmers trapped in poverty by middlemen.

The Solution: Multi-agent AI + Hedera blockchain + SMS = instant, trustless marketplace.

The Impact:

- 🌾 **Farmers:** +40% income, guaranteed payment

- 🏪 **Buyers:** Direct access, quality produce

- 🌍 **Hedera:** 5M new accounts, proof of real-world utility

- 🌱 **World:** Reduced food waste, sustainable agriculture

The Opportunity: $140B market. 175M farmers. $0.001 transaction costs.

The Team: Built it. Tested it. Ready to scale it.

Join us in bringing the next 5 million users to Hedera.

Contact:

- ✉️ Email: [your email]
- 🌐 Website: [your site]
- 💻 GitHub: [your repo]
- 🎥 Demo: [video link]

Live Demo:

- Testnet: hashscan.io/testnet/topic/0.0.7165737
- Dashboard: [your deployed URL]

Try It Now: Text: [Your test number] Send: "Maize 200kg Kisumu"

"From feature phones to blockchain. From poverty to prosperity."

#HederaAscension #AIAgents #AgricultureRevolution

[Background: Inspiring image of farmer with harvest + smartphone showing transaction]