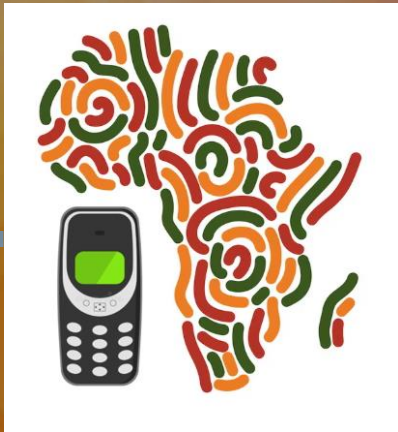


# AgroTrack-Lite

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=2KSLEDBWIAE](https://www.youtube.com/watch?v=2KSLEDBWIAE)

NOTE THAT “LIVE” MESSAGE TOPICS GENERATED  
ARE AT:

[HTTPS://HASHSCAN.IO/TESTNET/TOPIC/0.0.7165737/MESSAGES](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

\*HCS



# AgroTrack-Lite

Buyer gets matched and farmer  
accepts offer via SMS



**FARMER → "YES OTP <NNNNNNN> "**

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



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AgroTrack-Lite  
Edward Johnson

Thank you



# The AgroTrack business model

## High Volume Utility

### Customer

Smallholder farmers using feature phones (the "unbanked" or "undigitalized").

### 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.





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# 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](mailto: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

