

Marketash Pitch Deck

Slide 1: Title Slide

- **Marketash** – Revolutionizing Agribusiness in Africa
- Tagline: "**Smart Farming, Fair Trade, and AI-Powered Solutions**"
- Your name & role: **Eric Kamwana, Founder**

Slide 2: The Problem

- Farmers struggle with **middlemen exploitation**, reducing their earnings.
- **Post-harvest losses** due to lack of immediate buyers & logistics.
- **Limited access to market data**, financing, and real-time farming consultation.
- **Lack of trust & transparency** in agricultural transactions.

Slide 3: The Solution – Marketash

- A **tech-driven platform** connecting farmers directly to buyers.
- **AI-powered farm consultation** – farmers take a picture, AI diagnoses crop/livestock issues.
- **Bidding system** – buyers place competitive bids, ensuring fair pricing.
- **Logistics & delivery integration** – reducing post-harvest losses.
- **Microloans & BNPL (Buy Now, Pay Later)** – financial inclusion for farmers.

Slide 4: How It Works

1. **Farmers List Their Produce** – Upload details, set base price.
2. **Buyers Place Bids or Direct Orders** – Secure, transparent transactions.
3. **AI Consultation Feature** – Farmers upload images of diseased crops/livestock, AI provides diagnosis & solutions.
4. **Logistics & Delivery** – Ensuring fresh produce reaches buyers efficiently.
5. **Payment & Financial Services** – Flexible payment options.

Slide 5: Market Opportunity

- **Agriculture contributes 33% to Kenya's GDP** – yet farmers lack direct market access.
- **Over 7 million smallholder farmers** in Kenya alone.
- **Africa's agritech market is valued at \$100B+** – huge untapped potential.

Slide 6: Business Model

💰 **Transaction Fees** – Small percentage on successful sales. 💰 **Premium AI Consultation** – Advanced disease diagnostics for a small fee. 💰 **Data Analytics Services** – Selling farming

insights to agribusinesses. 💰 **Microloans & BNPL Services** – Revenue from interest & financing partnerships.

Slide 7: Competitive Advantage

✅ **AI-powered farming support** – Real-time solutions for farmers. ✅ **End-to-end agricultural ecosystem** – Not just a marketplace but a full-service platform. ✅ **Financial inclusion tools** – Microloans & flexible payment options. ✅ **Bidding system** – Ensures fair pricing & transparency.

Slide 8: Traction & Roadmap

- **Phase 1:** Develop MVP & onboard early users (farmers & buyers).
- **Phase 2:** Expand across Kenya, integrate logistics partnerships.
- **Phase 3:** Scale regionally (East Africa) & introduce advanced AI features.
- **Phase 4:** Monetization & securing investors for further growth.

Slide 9: Team & Partnerships

- **Founder:** Eric Kamwana – Business & Tech Lead.
- Seeking partnerships with **agribusinesses, financial institutions, and tech investors.**

Slide 10: Call to Action

💡 **Join Us in Transforming Agriculture in Africa!** 🚀 Seeking investors, partners, and early adopters to bring Marketash to life. ✉️ Contact: hb.3kungu@gmail.com