

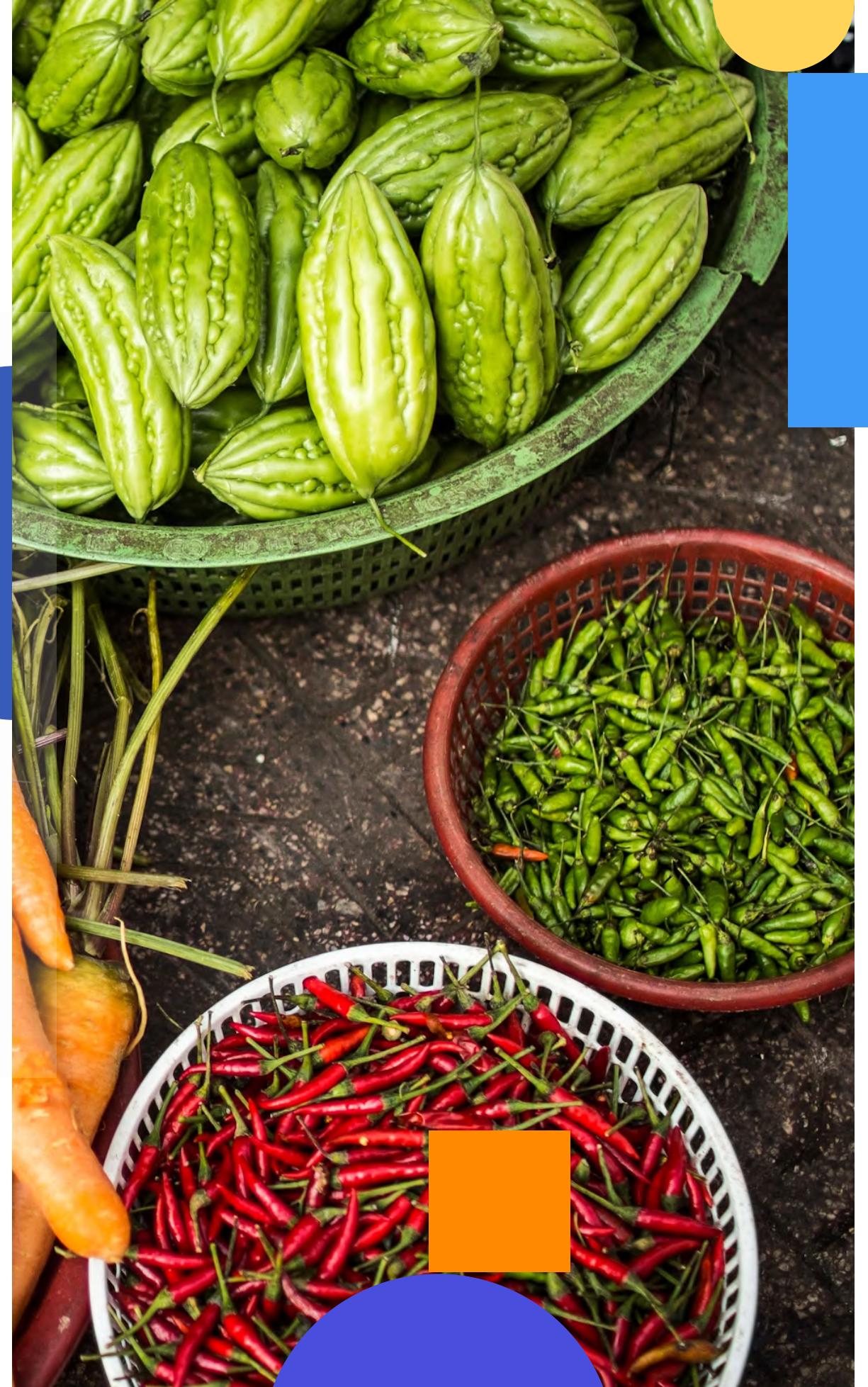
ZETTA ANALYTICS



JUNE 2024

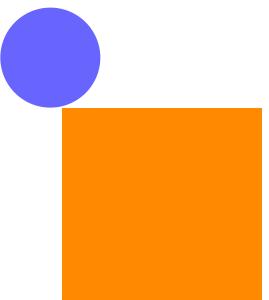
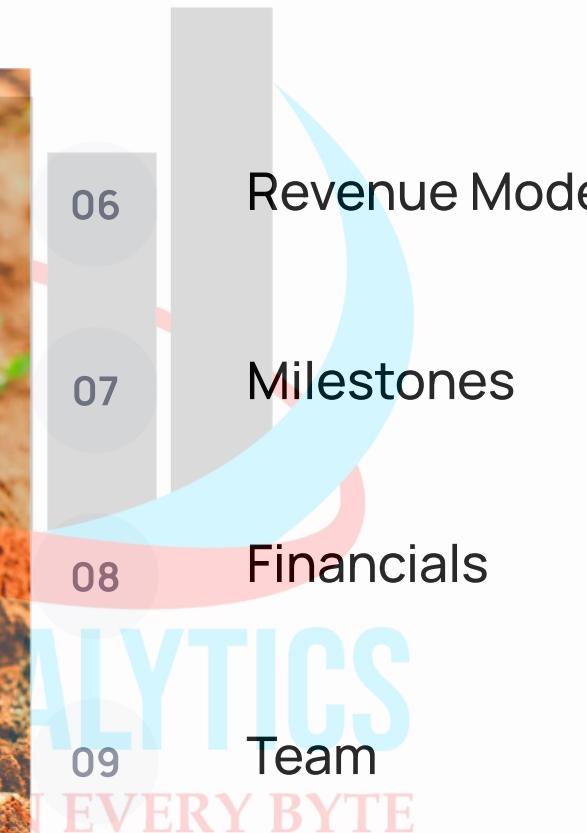
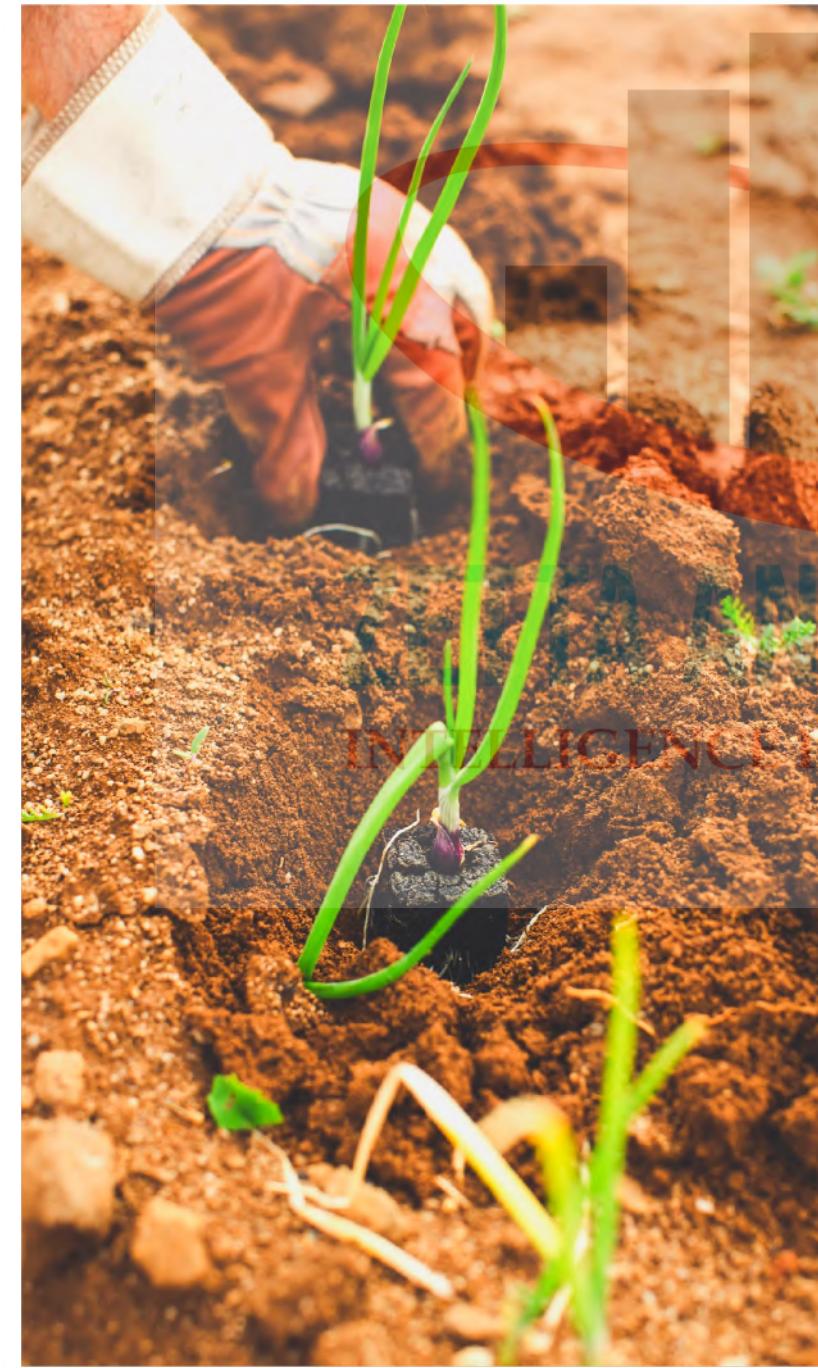
# Zetta Analytics

## Pitch Deck



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- 01 Vision & Value Proposition
- 02 The Problem
- 03 Market & Target Audience
- 04 The Solution
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# Zetta Analytics



## About

**Innovative Technology Company:** Focused on transforming the agricultural sector in Africa.

**Advanced Data Analytics:** Utilizes cutting-edge data analytics to provide smart farm management solutions.

**Enhanced Productivity and Sustainability:** Aims to improve agricultural productivity and promote sustainable farming practices.

INTELLIGENCE IN EVERY BYTE

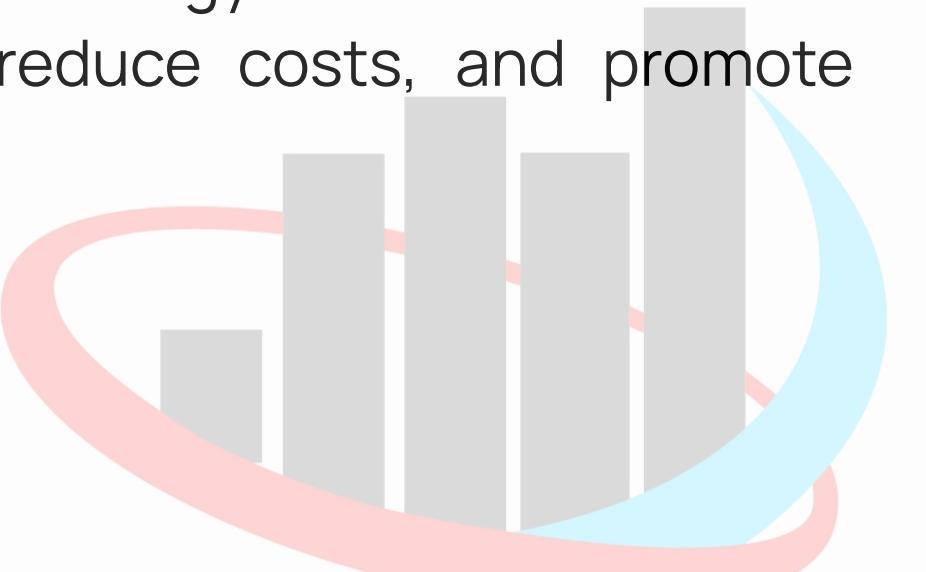
**Empowering Farmers:** Provides tools and platforms that offer actionable insights and support data-driven decision-making.

**Comprehensive Solutions:** Offers a suite of advanced tools designed to address various challenges in agriculture.



## Mission

To empower farmers with advanced technology and actionable data insights that enhance productivity, reduce costs, and promote sustainability in agriculture.



## Vision

To revolutionize the agricultural landscape in Africa through innovative data analytics and smart farm management solutions, ensuring sustainable farming practices and food security for future generations.

A faint watermark text "AFRIANALYTICS" is overlaid on the bottom left of the slide, with the tagline "INTELLIGENCE IN EVERY BYTE" positioned below it.

## Objectives

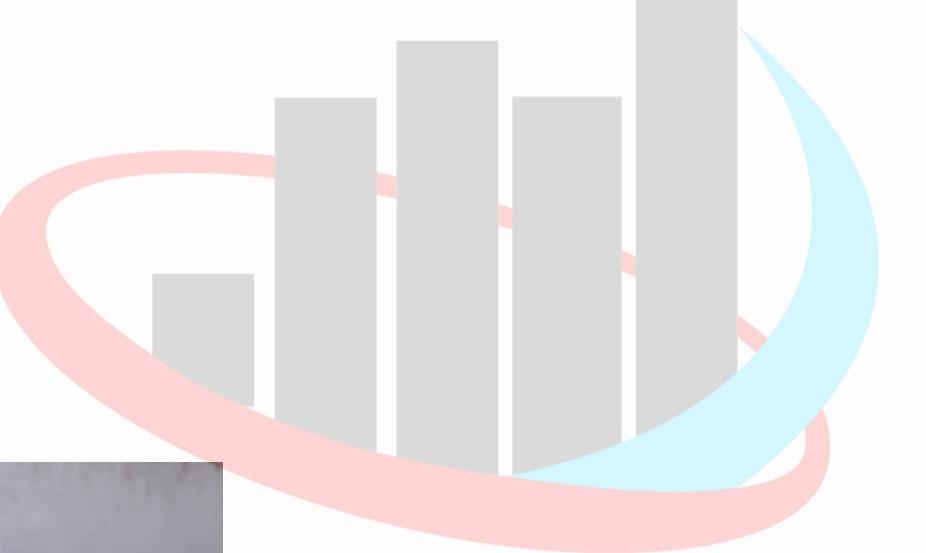
- Enhance farm management efficiency.
- Promote sustainable Farming practices.
- Improve farmer Profitability.
- Expand Market access for farmers.
- Provide comprehensive Training and support.
- Foster Innovation through collaboration.



# The Problem



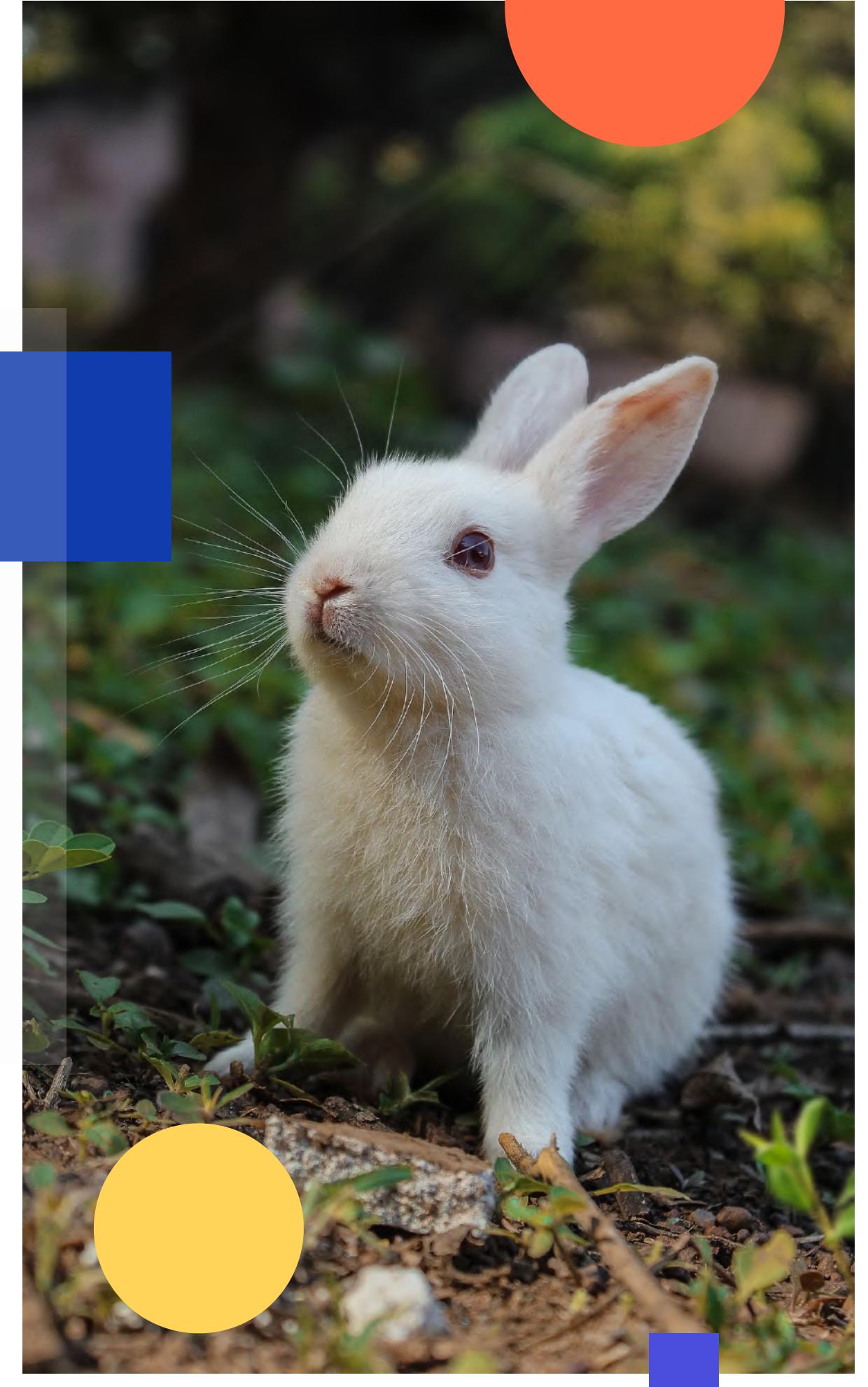
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# Inception and Motivation

**Personal Challenge:** Originated from the difficulty in managing a remote rabbit farm while working as a Data Engineer/software developer.

**Initial Solution:** Started with a Google Sheet to track rabbits.



# Realization and Broader Problem

**Remote Farm Management:** Many Kenyan farmers struggle to manage their farms remotely.

**Farm Mismanagement:** Issues with mismanagement by farm workers and managers are common.

**Unreliable Markets:** Farmers face challenges in accessing reliable markets for their produce.

**Inaccurate Data:** Lack of accurate data hinders effective farm management.

**Historical-Based Decision Making:** Decisions are often based on outdated information rather than real-time data.

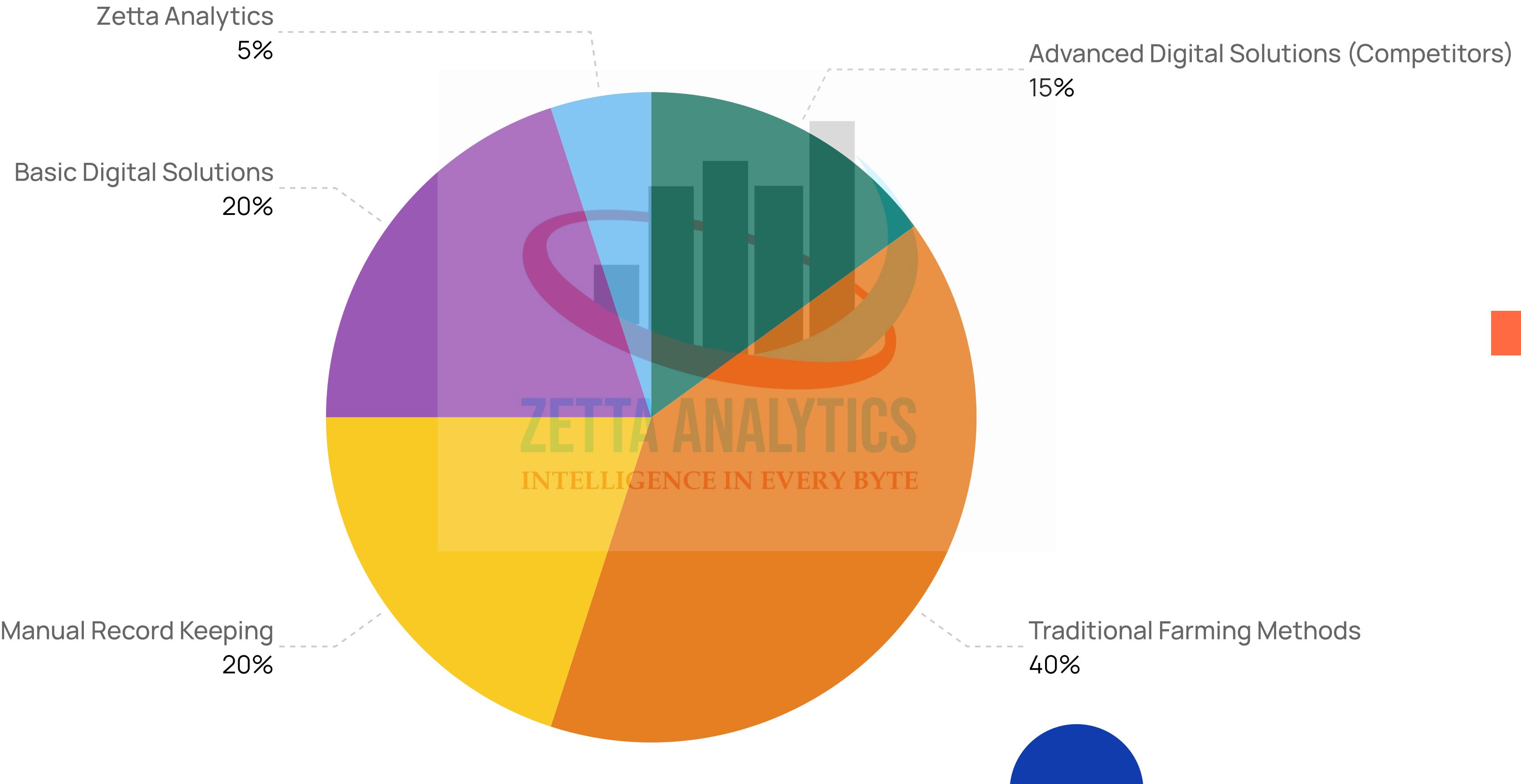
**Financial Losses:** These challenges lead to significant financial losses.

**Comprehensive Impact:** The problems affect all aspects of livestock, crops, and assets on farms.



# Current Market

The current market share and the projected kenyan market share for Zetta Analytics in percentage (%)



# Target market



## SMALLHOLDER FARMERS

Small-scale farmers in rural, peri-urban and urban areas who can benefit from subsistence to commercial farming.



## AGRICULTURAL STAKEHOLDERS

Cooperative extensions, agricultural organisations and farming associations that can partner with the project to promote sustainable practices



## LOW INCOME COMMUNITIES

Individuals and families living on less than \$5 a day, who can achieve economic empowerment from increased income.



## LOCAL AND INTERNATIONAL CONSUMERS

Consumers with increased demand for high protein and sustainable meat sources and by-products.

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# The Solution

SOLUTION AND MARKET POTENTIAL  
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SOLUTION

**TeknoKilimo:** A comprehensive data-driven Smart Farm Management System aimed at transforming farming practices.

**SUNGURA BORA:** A specialized module within TeknoKilimo focusing on management of rabbits, advanced analytics, real-time monitoring, and predictive insights in rabbit farming.

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**Impact:** Enhances efficiency, reduces costs, promotes sustainability, and contributes to food security and economic growth.



## MARKET POTENTIAL

### Comprehensive Data analytic solutions

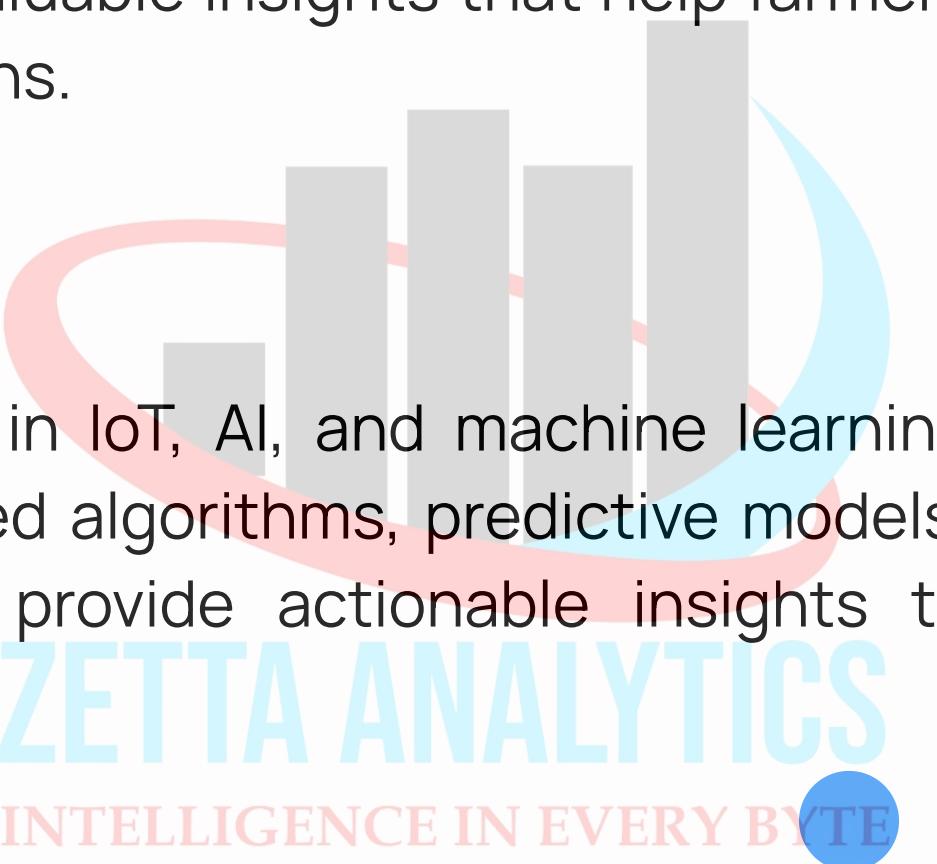
Advanced data analytics and big data solutions tailored for the agricultural sector by leveraging technology to offer valuable insights that help farmers and agribusinesses optimize their operations.

### Advanced Technology Integration.

Integration of cutting-edge technologies in IoT, AI, and machine learning enabling the development of sophisticated algorithms, predictive models, and real-time monitoring systems that provide actionable insights to farmers.

### Industry and Market Growth.

Capitalize on the rising adoption of precision agriculture and expanding role of digital solutions by focusing on partnerships and collaborations to offer innovative farming solutions in Africa.



## Competitive advantages.

Sophisticated algorithms and predictive modelling tools that enable farmers to make data-driven decisions, enhancing yields, reducing costs and mitigating risks . Decentralised federated learning data management approach through customizable dashboards that provide real-time monitoring and alerts, significantly improving farm management efficiency. Resource optimization by analyzing feed conversion rates, water consumption patterns, and energy use, thereby promoting sustainability and reducing operational costs.

## Strategic Market Positioning.

Continuously testing of new products with farmers to gather feedback and refine solutions. Clear communication on return on investment (ROI) by demonstrating tangible benefits.

## Focus on Sustainability and SDGs.

Alignment to the United Nations SDGs by promoting sustainable agriculture practices, climate actions, and environmental conservation appeal on stakeholders committed to sustainability.



# Features and Benefits

- Decision Support System
- Predictive Analytics
- Market Intelligence
- User-Friendly Interface
- Integrated Farm Management
- Decentralised Federated Learning Approach



# Features and Benefits

## DECISION SUPPORT SYSTEMS

Platforms and applications that provide real-time insights and recommendations by integrating data analytics capabilities to help farmers streamline their operations, manage resources, track equipment, and conduct financial analysis.

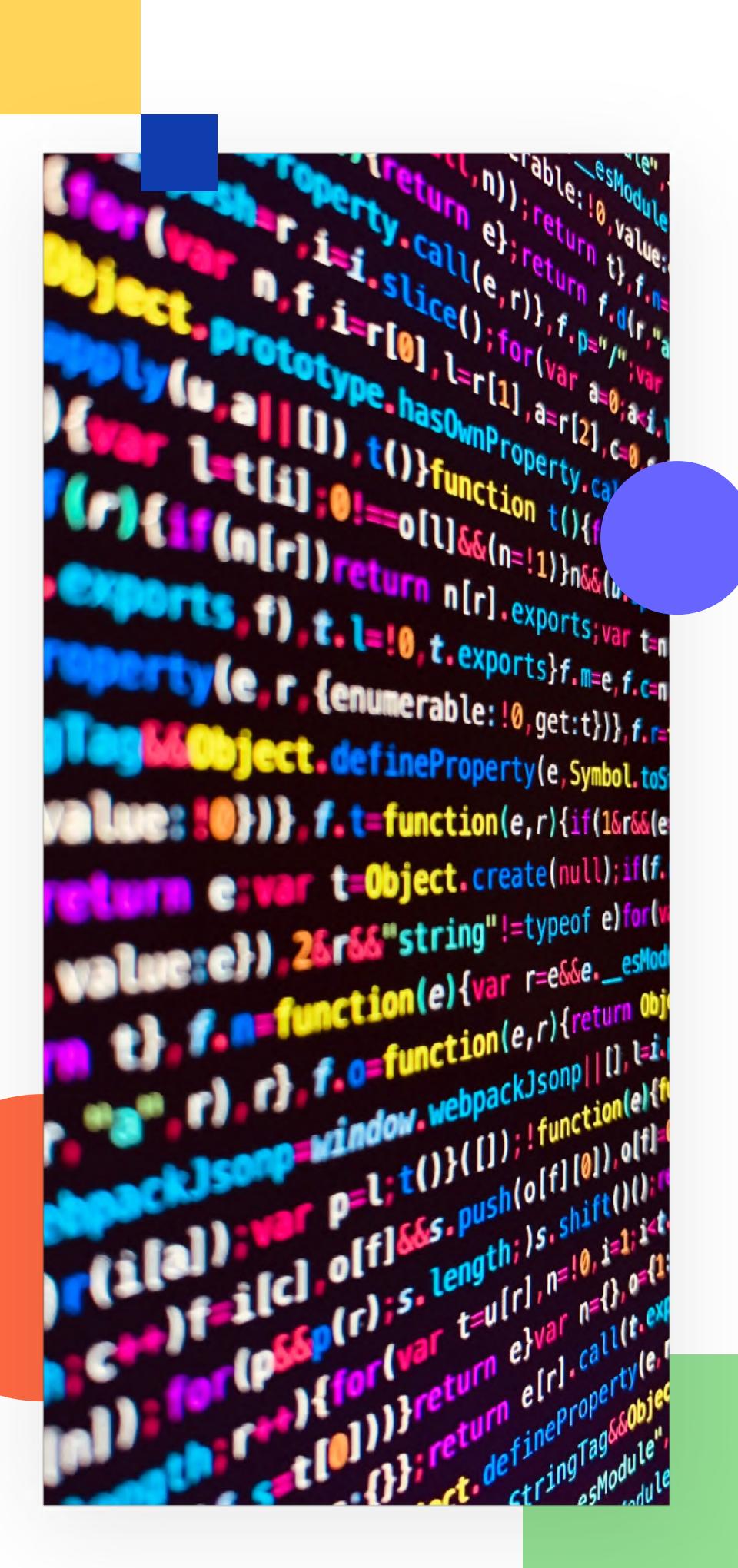
## PREDICTIVE ANALYTICS

Models that forecast disease risks, equipment failures, and market trends using historical data. This proactive approach helps farmers prevent losses and optimize equipment reliability

## MARKET INTELLIGENCE

Analyzing market trends, pricing dynamics, and demand-supply patterns to inform crop selection and pricing strategies

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# Features and Benefits

## USER FRIENDLY INTERFACE

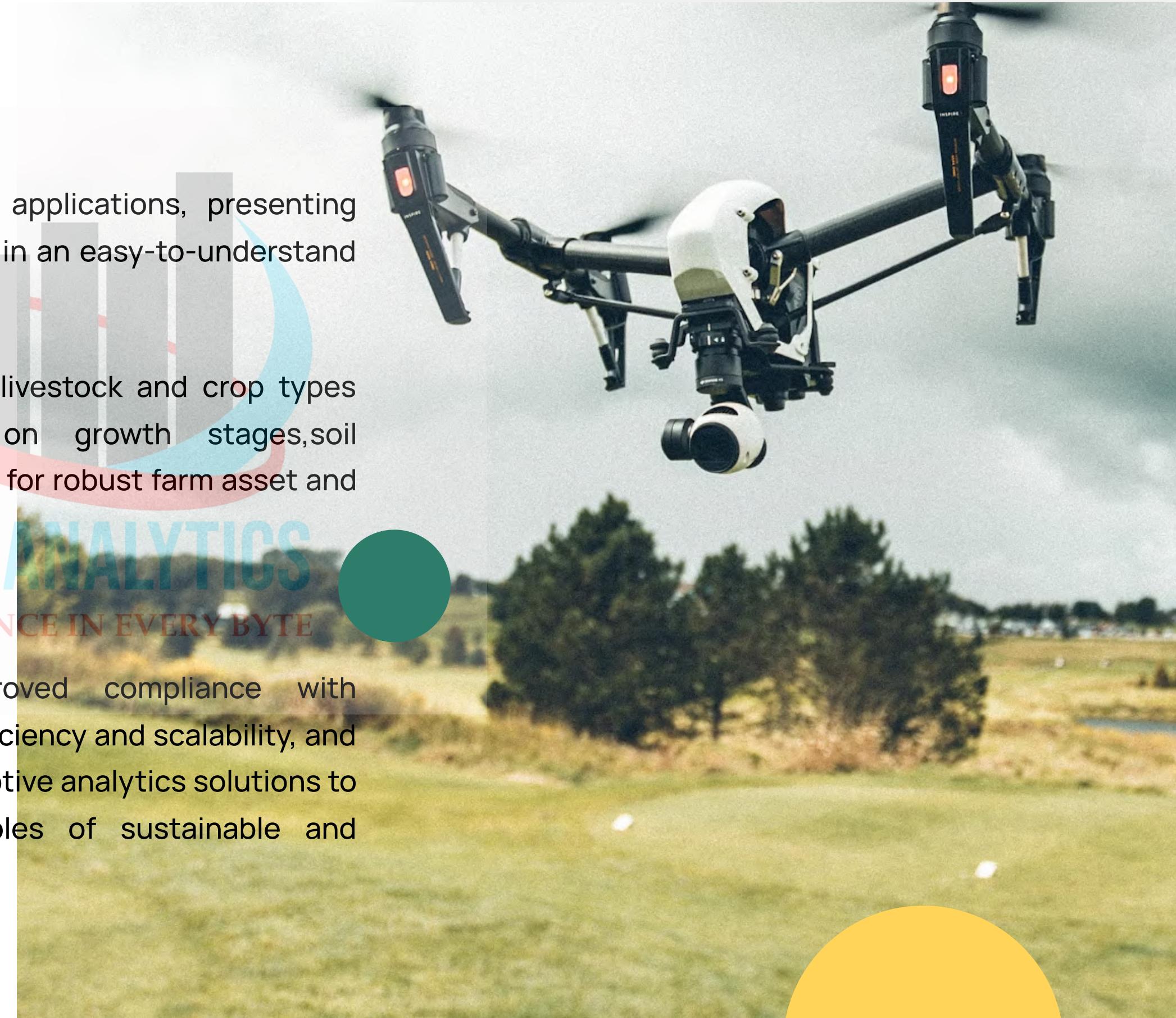
Accessible via web and mobile applications, presenting comprehensive data and insights in an easy-to-understand format.

## INTEGRATED FARM MANAGEMENT

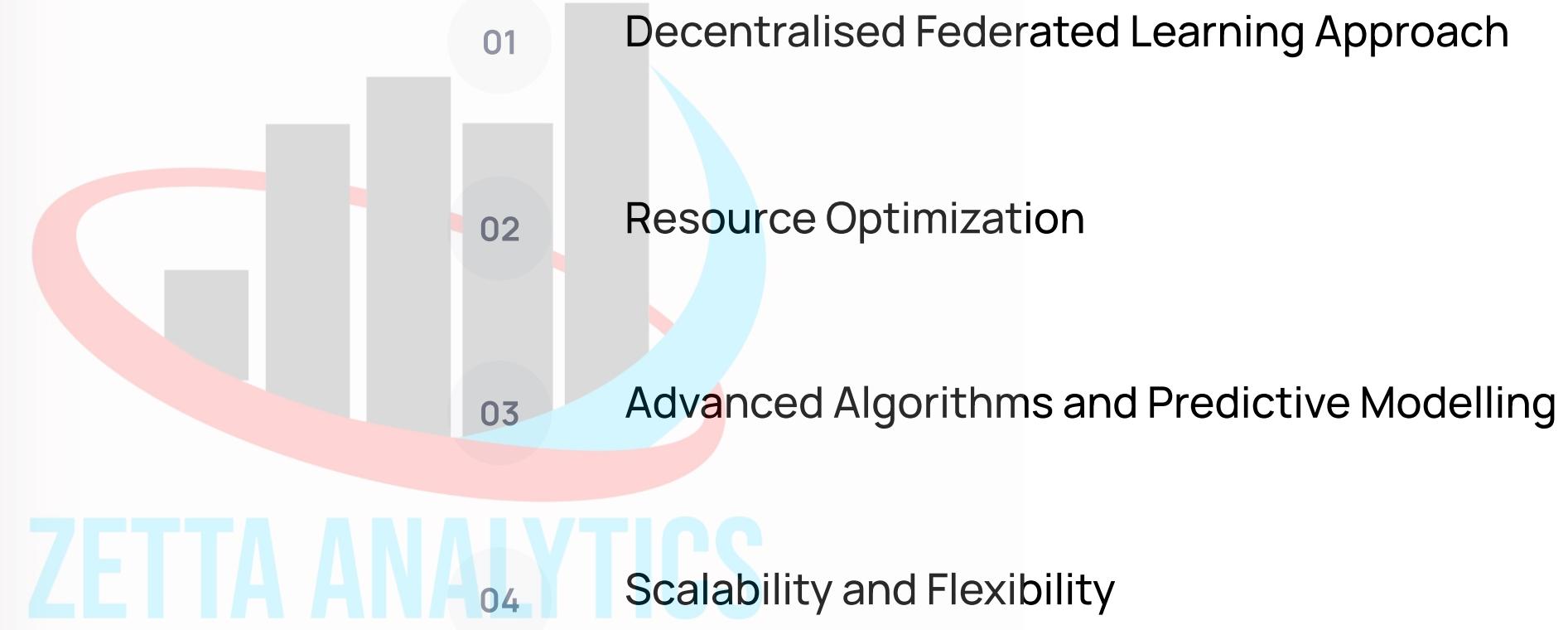
Specialized modules for various livestock and crop types providing detailed analytics on growth stages, soil health, and pest control with tools for robust farm asset and inventory management.

## DECENTRALISED FEDERATED LEARNING APPROACH

Enhanced Data privacy, improved compliance with regulations, increased system efficiency and scalability, and delivering more personal and adaptive analytics solutions to farmers aligned to the principles of sustainable and responsible data management.



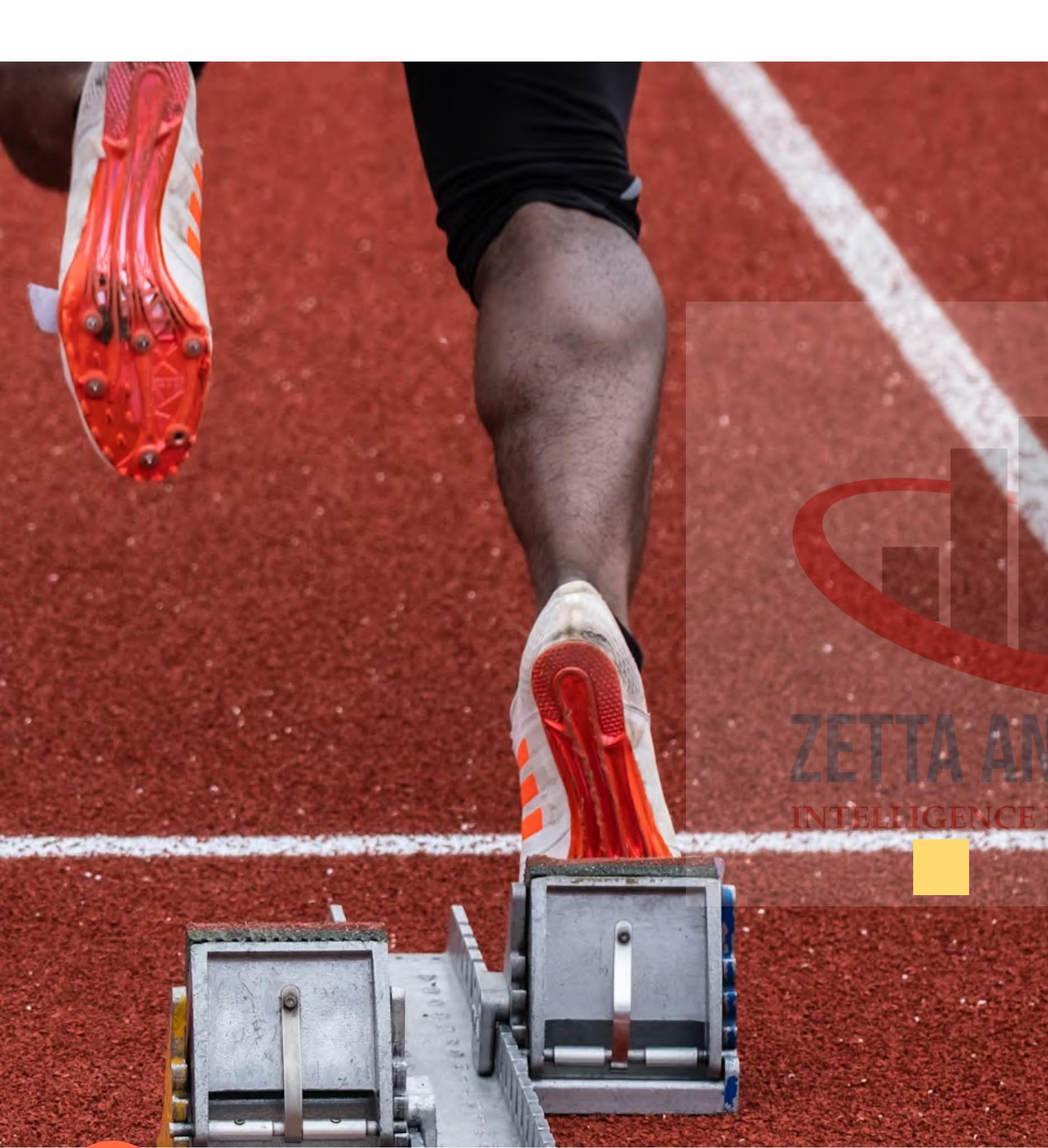
# Competitive Advantages



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# Competitive Advantages

05

Clear Articulation of ROI

06

Continuous Improvement and feedback Loop

07

User-friendly interfaces.

08

Integration of cutting edge technologies.



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# The Competition



## APOLLO AGRICULTURE

Combines machine learning and data analytics to provide farmers with customised farming recommendations, financing, and inputs.



## AGRIPREDICT

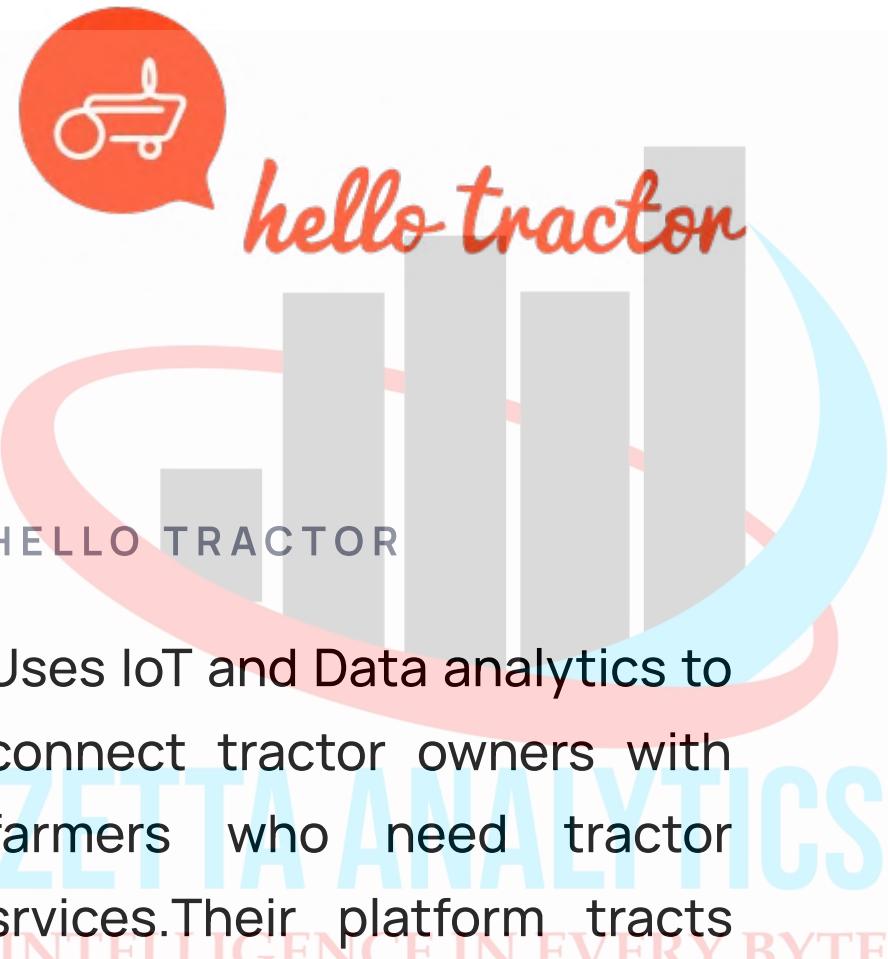
Offers AI-powered platform that provides farmers with real-time information on weather conditions, pests and disease outbreaks, and market prices

# The Competition



FARM DRIVE

Uses Data analytics and mobile technology to provide credit scores and financial solutions to smallholder farmers



Uses IoT and Data analytics to connect tractor owners with farmers who need tractor services. Their platform tracks tractor usage and provides data on performance and maintenance.



ACRE AFRICA

Provides agricultural insurance solutions using data analytics to assess risks and design insurance products tailored to the needs of smallholder farmers. Their platform uses satellite imagery, weather data and crop models.



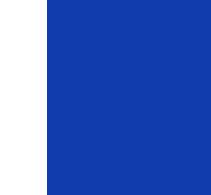
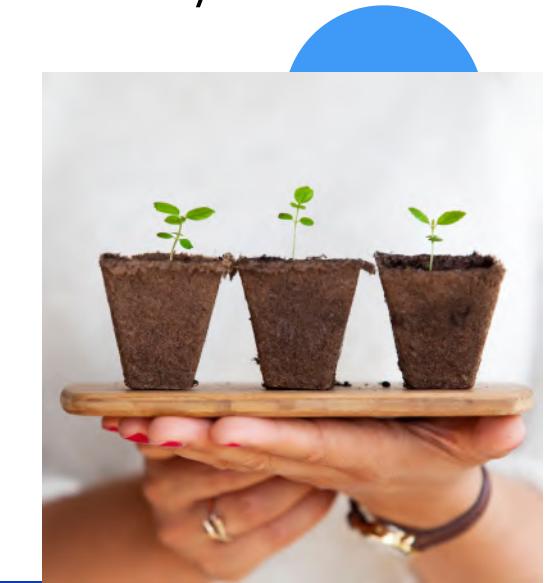
# Revenue Model

## Subscription-Based Model

**Platforms:** TeknoKilimo and SUNGURA BORA.

**Revenue Generation:** Recurring payments from users for continued access to platform features.

**Subscription plans:** Multiple tiers to cater to different user needs and budget, ensuring accessibility and scalability.



# Revenue streams and Pricing strategies



Revenue Stream	Details	Pricing
Data analytics platform Subscription	<p><b>Basic Plan:</b> Access to essential analytics tools and reports.</p> <p><b>Premium Plan:</b> Advanced Analytics, custom reports, and additional features.</p> <p><b>Enterprise Plan:</b> Comprehensive services, including dedicated support and integration with farm management systems.</p>	Basic Plan: <b>KES.5,000</b> per month. Premium Plan: <b>KES.10,000</b> per month. Enterprise Plan: <b>KES.25,000</b> per month
Consulting Services	Custom analytics projects tailored to specific client needs. Onsite consulting and implementation support.	Hourly rate: <b>KES.5,000</b> Project-Based: <b>KES.100,000 – KES.1,000,000</b>
Data Products	Customized reports and insights. Real-time data feeds from IoT sensors and Satellite imagery. <b>ZETTA ANALYTICS</b> <b>INTELLIGENCE IN EVERY BYTE</b>	Customized Reports: <b>KES.10,000</b> per report. Real-time Data feeds: <b>KES.2,000</b> per month per sensor
Training and Workshops	Online and in-person training sessions. Workshops on data-driven farming practices.	Online training: <b>KES.2,000</b> per session. In-Person workshops: <b>KES.10,000</b> per participant
Partnerships and Collaborations	Joint projects with agricultural organizations and technology providers. Revenue sharing from co-branded initiatives.	N/A

# Year One Revenue Projections

Year	Revenue Source	Customers/Session	Price (KES)	Total Revenue (KES)
<b>Year One</b>	<b>Platform Subscriptions</b>			
	Basic Plan	50 * 12 months	5,000	3,000,000
	Premium Plan	20 * 12 months	10,000	2,400,000
	Enterprise Plan	5 * 12 months	25,000	1,500,000
	<b>Total Subscription Revenue</b>			6,900,000
	<b>Consulting Services</b>	10 Projects	200,000	2,000,000
	<b>Data Products</b>			
	Customized Reports	100 Reports	10,000	1,000,000
	Real-time Data feeds	20 * 12 months	2,000	480,000
	<b>Total Data Products Revenue</b>			1,480,000
	<b>Training and Workshops</b>			
	Online Training	200 sessions	2,000	400,000
	In-Person Workshops	10 Workshops	200,000	2,000,000
	<b>Total Training Revenue</b>			2,400,000
	<b>Total year One Revenue</b>			12,780,000

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# Year Two Revenue Projections

Year	Revenue Source	Customers/Session	Price (KES)	Total Revenue (KES)
Year Two	<b>Platform Subscriptions</b>			
	Basic Plan	100 * 12 months	5,000	6,000,000
	Premium Plan	50 * 12 months	10,000	6,000,000
	Enterprise Plan	10 * 12 months	25,000	3,000,000
	<b>Total Subscription Revenue</b>			15,000,000
	<b>Consulting Services</b>	20 Projects	300,000	6,000,000
	<b>Data Products</b>			
	Customized Reports	200 Reports	10,000	2,000,000
	Real-time Data feeds	50 * 12 months	2,000	1,200,000
	<b>Total Data Products Revenue</b>			3,200,000
	<b>Training and Workshops</b>			
	Online Training	400 sessions	2,000	800,000
	In-Person Workshops	20 Workshops	200,000	4,000,000
	<b>Total Training Revenue</b>			4,800,000
	<b>Total year Two Revenue</b>			29,000,000

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# Year Three Revenue Projections

Year	Revenue Source	Customers/Session	Price (KES)	Total Revenue (KES)
Year Three	<b>Platform Subscriptions</b>			
	Basic Plan	150 * 12 months	5,000	9,000,000
	Premium Plan	100 * 12 months	10,000	12,000,000
	Enterprise Plan	20 * 12 months	25,000	6,000,000
	<b>Total Subscription Revenue</b>			27,000,000
	<b>Consulting Services</b>	30 Projects	400,000	12,000,000
	<b>Data Products</b>			
	Customized Reports	300 Reports	10,000	3,000,000
	Real-time Data feeds	100 * 12 months	2,000	2,400,000
	<b>Total Data Products Revenue</b>			5,400,000
	<b>Training and Workshops</b>			
	Online Training	600 sessions	2,000	1,200,000
	In-Person Workshops	30 Workshops	200,000	6,000,000
	<b>Total Training Revenue</b>			7,200,000
	<b>Total year Three Revenue</b>			51,600,000

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# Revenue Model Steps

01



## USER ACQUISITION

Identify and target potential users, such as farmers and agribusinesses, through marketing and outreach campaigns.

02



## ONBOARDING

Facilitate an easy onboarding process with demos and trials to familiarize users with the platform's benefits and features.

03

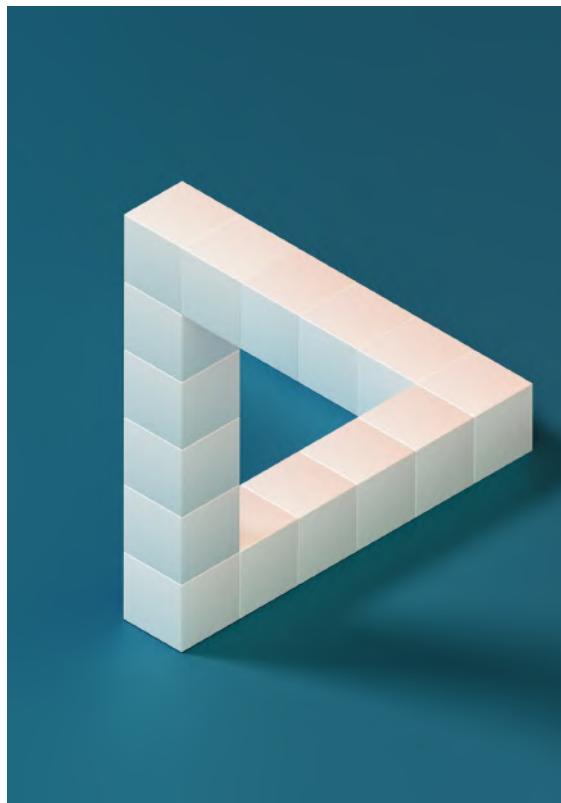


## SUBSCRIPTION PLANS

Offer various subscription tiers to cater to different user needs and budgets.

# Revenue Model Steps

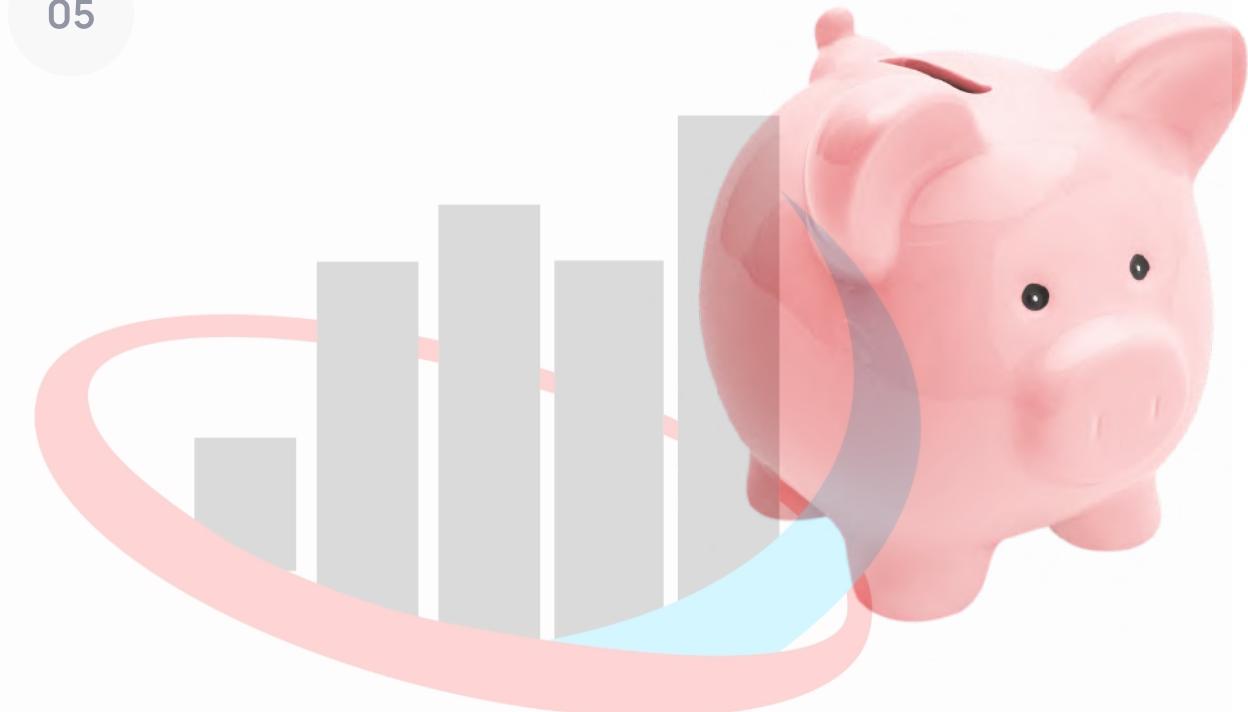
04



FEEDBACK LOOP

Collect user feedback to continually improve the platform and services, enhancing user satisfaction and encouraging renewals

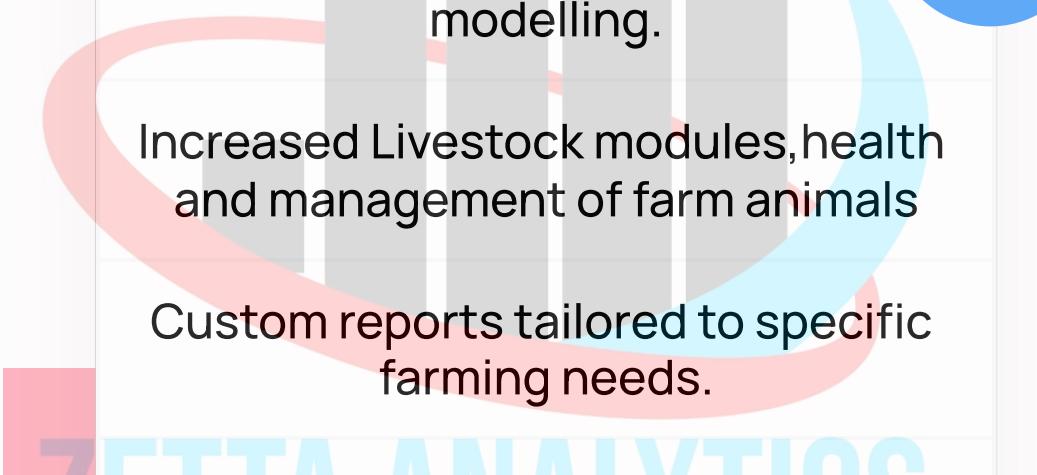
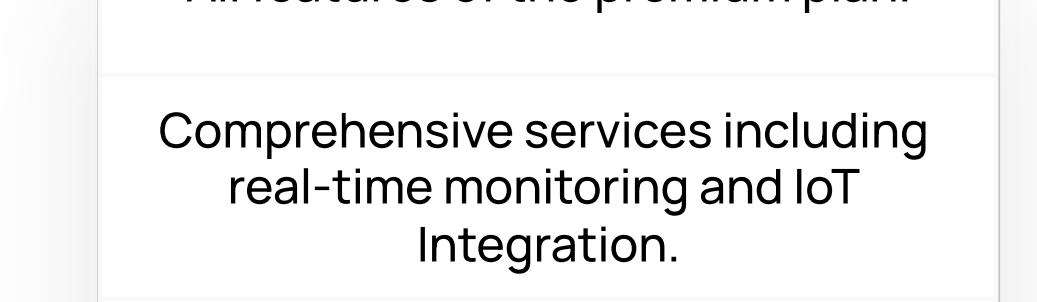
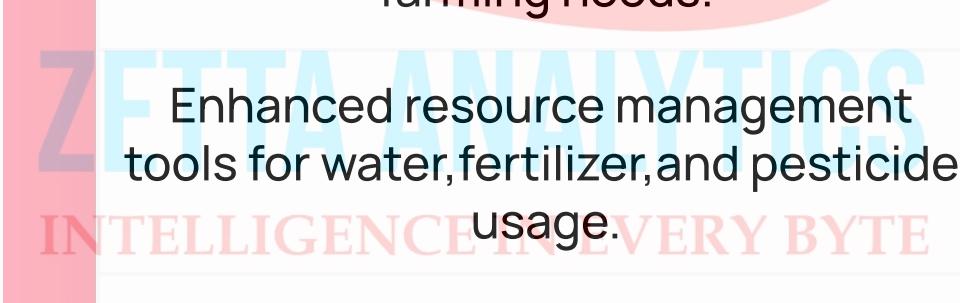
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CONTINUOUS ENGAGEMENT  
INTELLIGENCE IN EVERY BYTE

Maintain user engagement through regular updates, support, and value-added services to ensure high user retention.

# TeknoKilimo Pricing Tiers

Basic Plan	Premium Plan	Enterprise Plan
 One account	 Up to 5 user accounts	 Unlimited user accounts
Basic Reports of crop health, weather conditions, soil quality.	All features of the basic plan.   Advanced analytics and predictive modelling.  Increased Livestock modules, health and management of farm animals  Custom reports tailored to specific farming needs.	All features of the premium plan.   Comprehensive services including real-time monitoring and IoT Integration.  All the Livestock Modules, health and management of all the farm animals
Limited Livestock modules, health and management of farm animals.	 Enhanced resource management tools for water, fertilizer, and pesticide usage.  Suitable for medium scale farmers seeking more detailed insights and analysis.	Dedicated support and training sessions.  Integration with existing farm management systems.
Monitoring and alerts for critical farming metrics	15GB space	Suitable for large-scale agribusinesses and commercial farms requiring extensive data management and personalized support.
Suitable for small-scale farmers looking for fundamental data insights	KES.10,000 per Month	50GB space
10GB space		KES.25,000 per month
First one Month Free, KES.5000 per month thereafter.		

# SUNGURA BORA Module Pricing Tiers

Entry-Level Tier	Intermediate Tier	Enterprise Tier
One account	Up to 3 user accounts	Unlimited user accounts
Basic Rabbit Management features	All features of Entry-Level Tier	All features of the intermediate tier
Health Tracking and feeding Schedules	Advanced health diagnostics and alerts	Comprehensive access to advanced analytics with a wide range of IoT devices
Breeding cycles management	Resource optimization tools and some IoT devices	Real-time monitoring and alerts
Ideal for rabbit farmers starting with digital management tools	Market Insights and trend analysis	Integration with other farm management systems.
5 GB space	Suitable for medium-scale rabbit farming operations	Personalized support and training
First Month Free, KES.3,000 subsequent month	10GB Space	Designed for large Rabbit farms operations and commercial farms.
	KES.8,000	50 GB space
		KES.25,000

The diagram illustrates the relationship between the three pricing tiers. The Enterprise Tier is positioned at the top right, the Intermediate Tier is in the center, and the Entry-Level Tier is at the bottom left. A red circle highlights the Intermediate Tier, and a blue circle highlights the Enterprise Tier. A large orange circle is located at the bottom left.

# Milestones



NOV 2023 - FEB 2024

- Establishment of infrastructure and core team recruitment.
- Development of beta testing of TeknoKilimo and Sungura Bora Platforms.
- Initial market Launch and onboarding of first group of farmers.



2025

- Forming strategic partnerships with agricultural technology providers and research institutions.
- Expansion into new geographic markets, targeting other East African countries.
- Development of multilingual support for the platform to cater to a wider audience.
- Participation in international agricultural expos and conferences to showcase products.



2027 AND BEYOND

- Scaling operations to serve millions of farmers globally.
- Establishing regional offices in key agricultural hubs worldwide.
- Continuous innovation in data analytics and IoT integration to stay ahead of industry trends.
- Building a robust ecosystem of agricultural technology solutions that address diverse farming needs.



MAR 2024 - DEC 2024

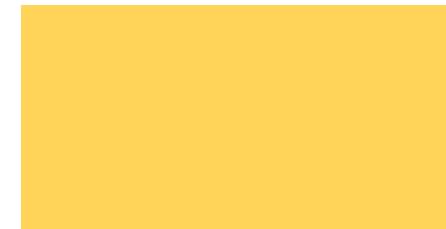
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- Continuous improvement of platform features based on user feedback.
- Expansion of customer base through targeted market campaigns.
- Introduction of new data analytics tools and integration with additional IoT devices.
- Collaboration with local agricultural organisation and cooperative to broaden market reach.



2026

- Integration of advanced technologies such as AI-driven predictive analytics and machine learning models.
- Introduction of new service offerings including real-time satellite imagery analysis and advanced climate modeling.
- Launch of a comprehensive online marketplace for agricultural products and services.
- Expansion of consulting services and on-site implementation support for larger agribusinesses.



# The Investment

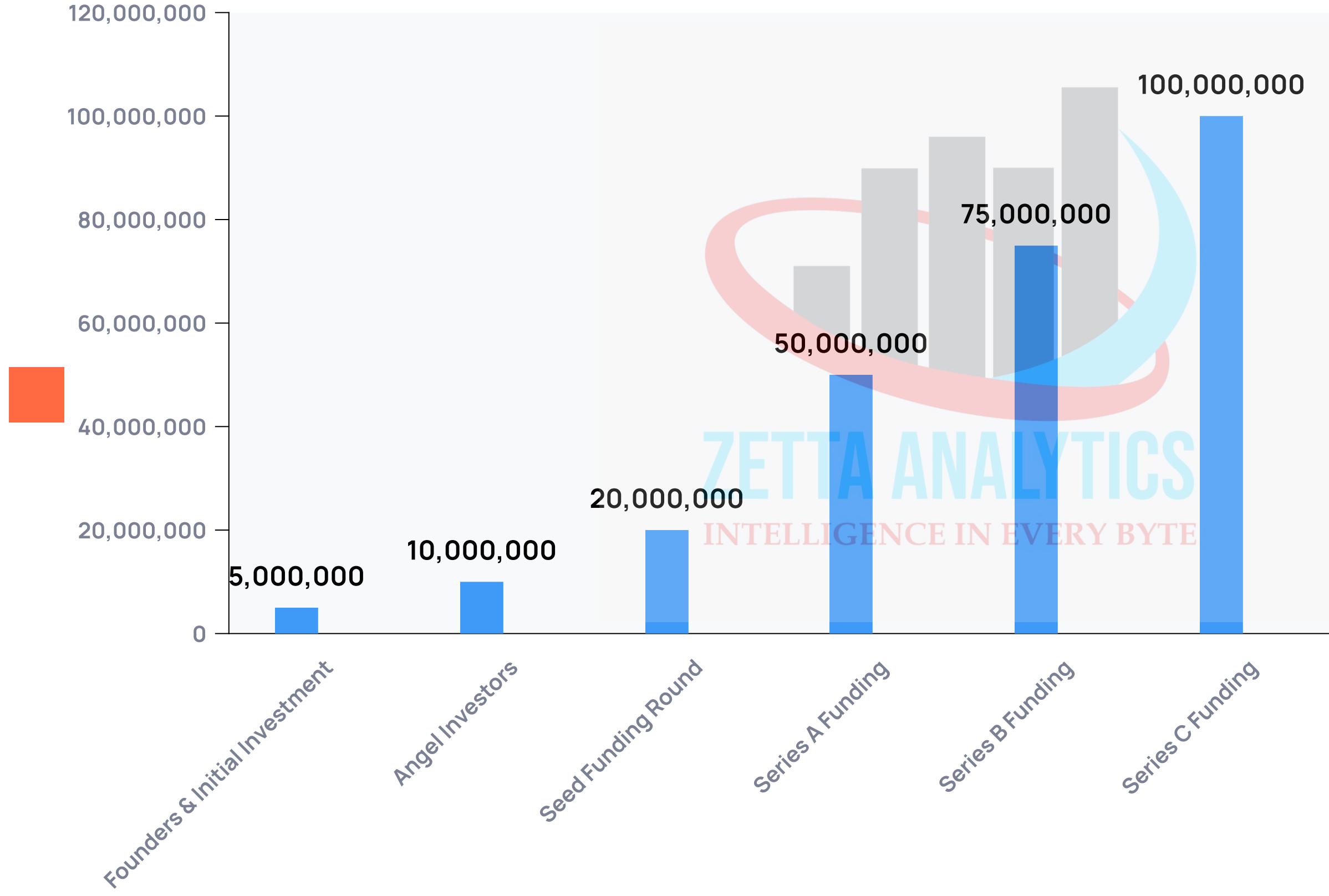


Category	Amount (KES)	Details
Technology and Development Infrastructure	20,000,000	Platform enhancement, IoT integration, AI and analytics tools
Market Expansion & Customer Acquisition	10,000,000	Marketing campaigns, partnerships, international expansion
Operational costs	8,000,000	Employee salaries, office space, operational overheads
Training and support services	6,000,000	Farmer training programs, customer support services
Research and Development	4,000,000	Product innovation, field trials
Contingency Fund	2,000,000	Reserved for unexpected expenses or opportunities
<b>TOTAL</b>	<b>50,000,000</b>	



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# Financing



# Meet the Team



CEO, JACK KUOKU

Founder of Zetta Analytics, and JQL Networks. Expert in Data analytics, ML and AI with a background in Telecommunications Engineering.



CPO, LAVIGNE KHAVERE

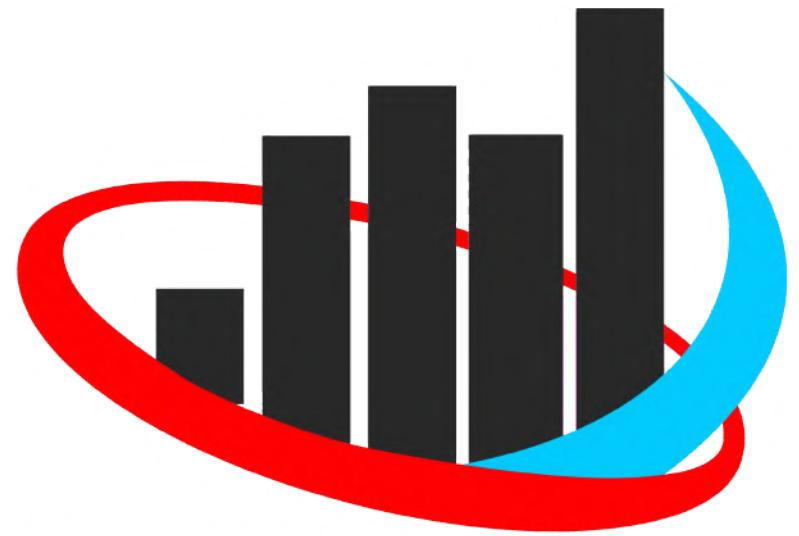
A business specialist who left the world of Entertainment to dedicate her time to promising young startups.



COO, CAROL MOLE

A blogger and trained Nutritionist. Carol has worked at many high-profile startups, including Uzima-Nutrirehab and Lavigne Sweet Treats.

# Contact



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