

Farmville

**Incentivizing Independent Smallholders
to be Productive and Traceable**

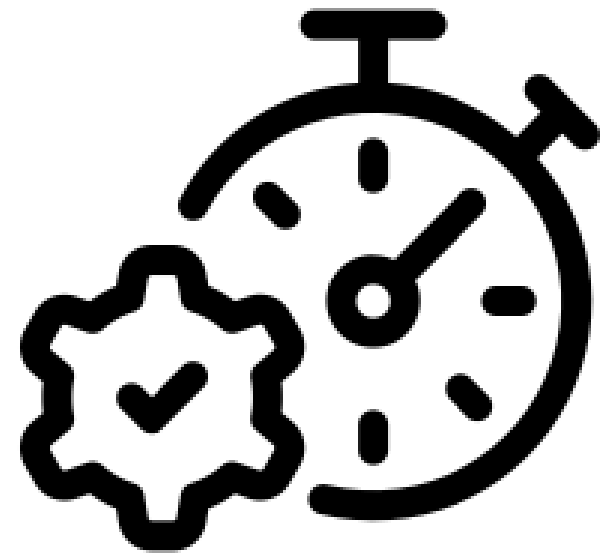
Individual Smallholders



**Low
Digital Literacy**



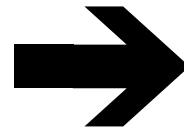
**Fewer than
25% owns
smartphones**



Least productive

Problem

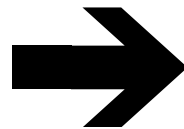
**1. Lack of
knowledge on
good farming
practices**



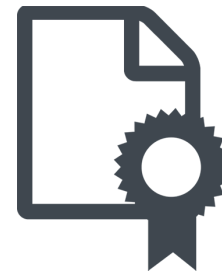
Productivity



**2. Lack of
Smallholder
information**



**Simple
Traceability**



Solution



UniPad Device

User-friendly

**Displays Vital
Information**

Individual Grade



Unilever

Centralised Platform

**Visual Display of
Smallholder
Information**

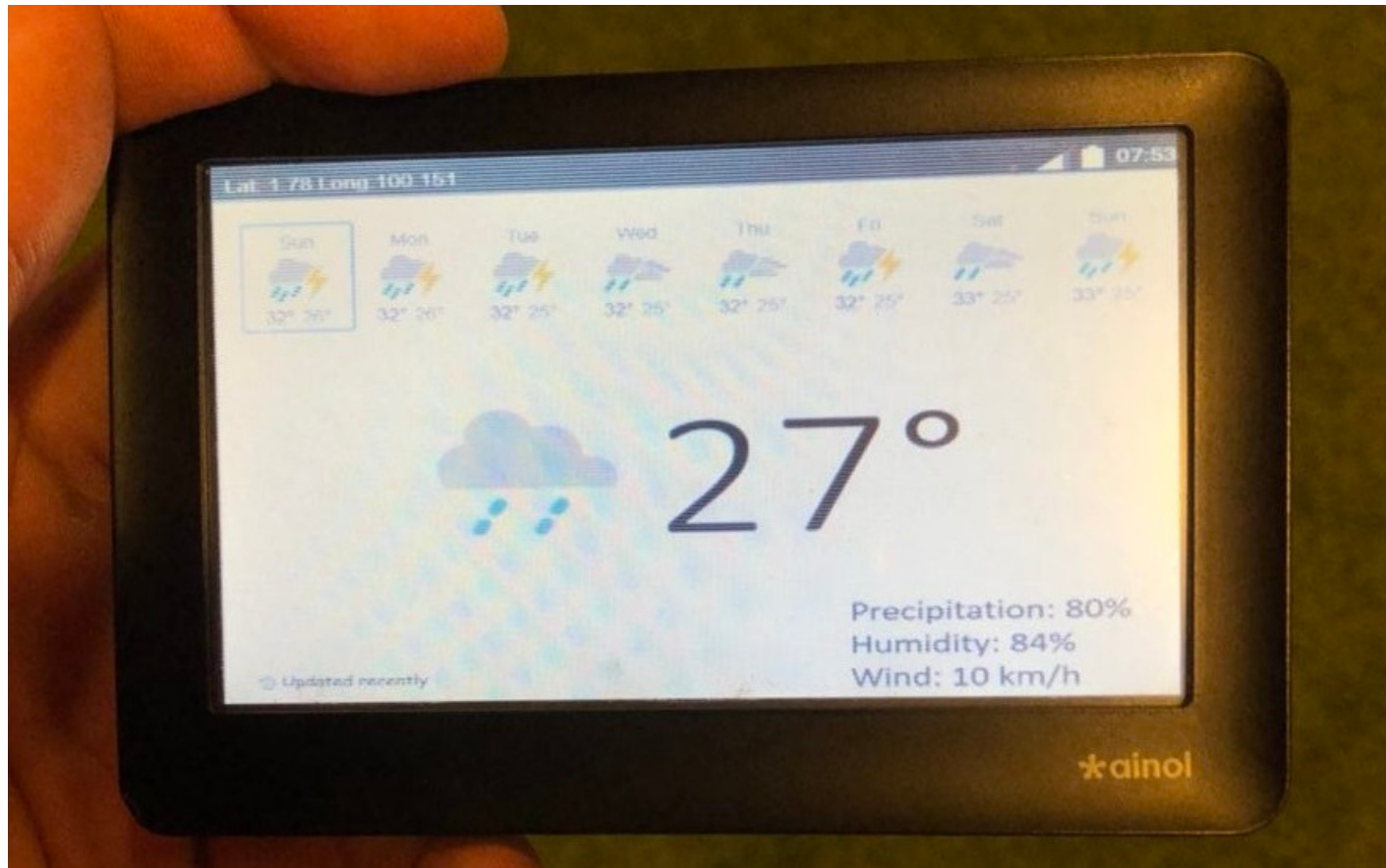
**Tracking of
Overall Grading
System**



VITAL INFO

**Direct
productivity
gains**

UniPad



**Weather Forecast
for GPS location**

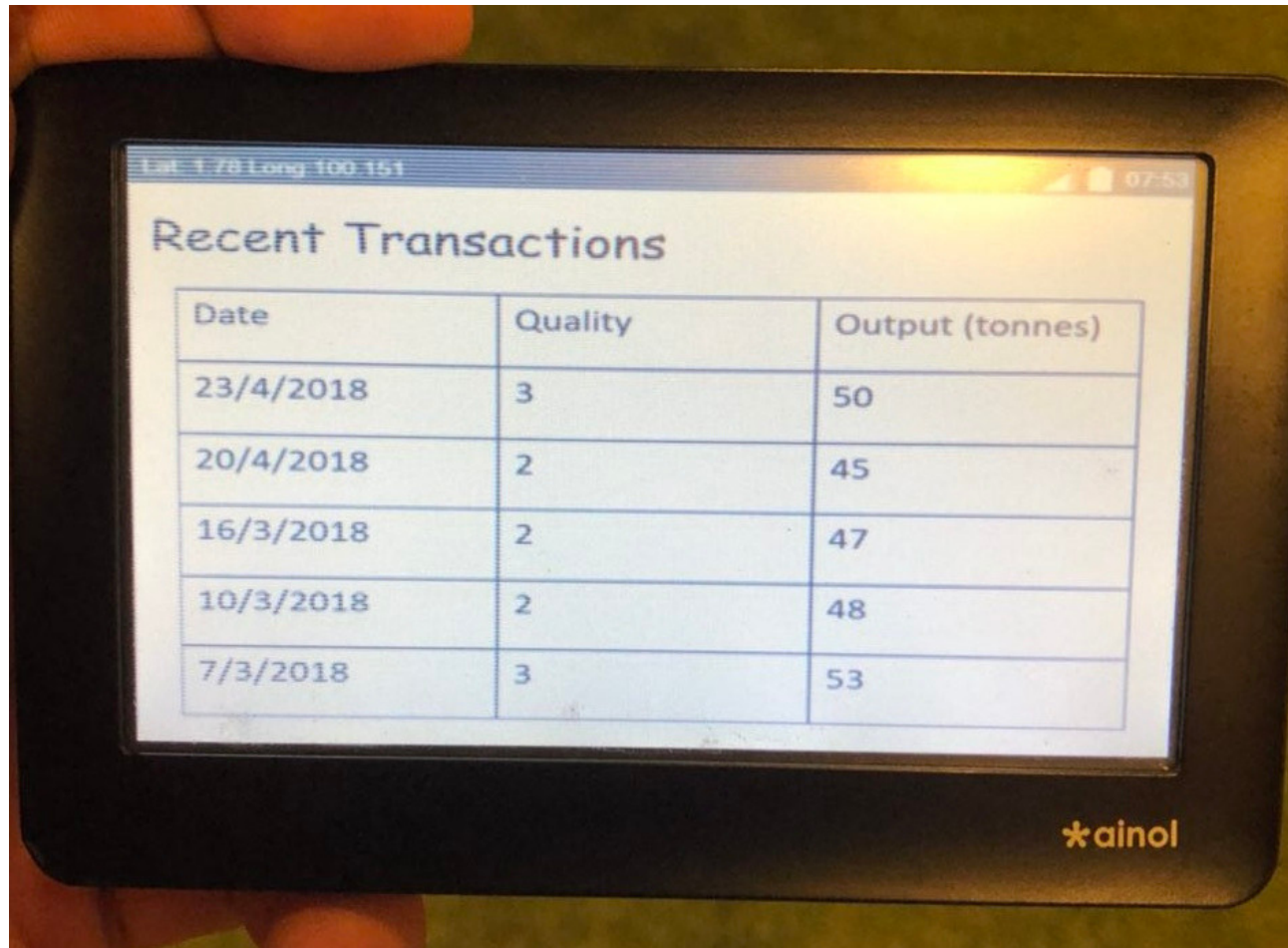
UniPad



SOIL DATA

Nutrient, PH, Moisture levels

UniPad



Lat: 1.78 Long: 100.151 07:53

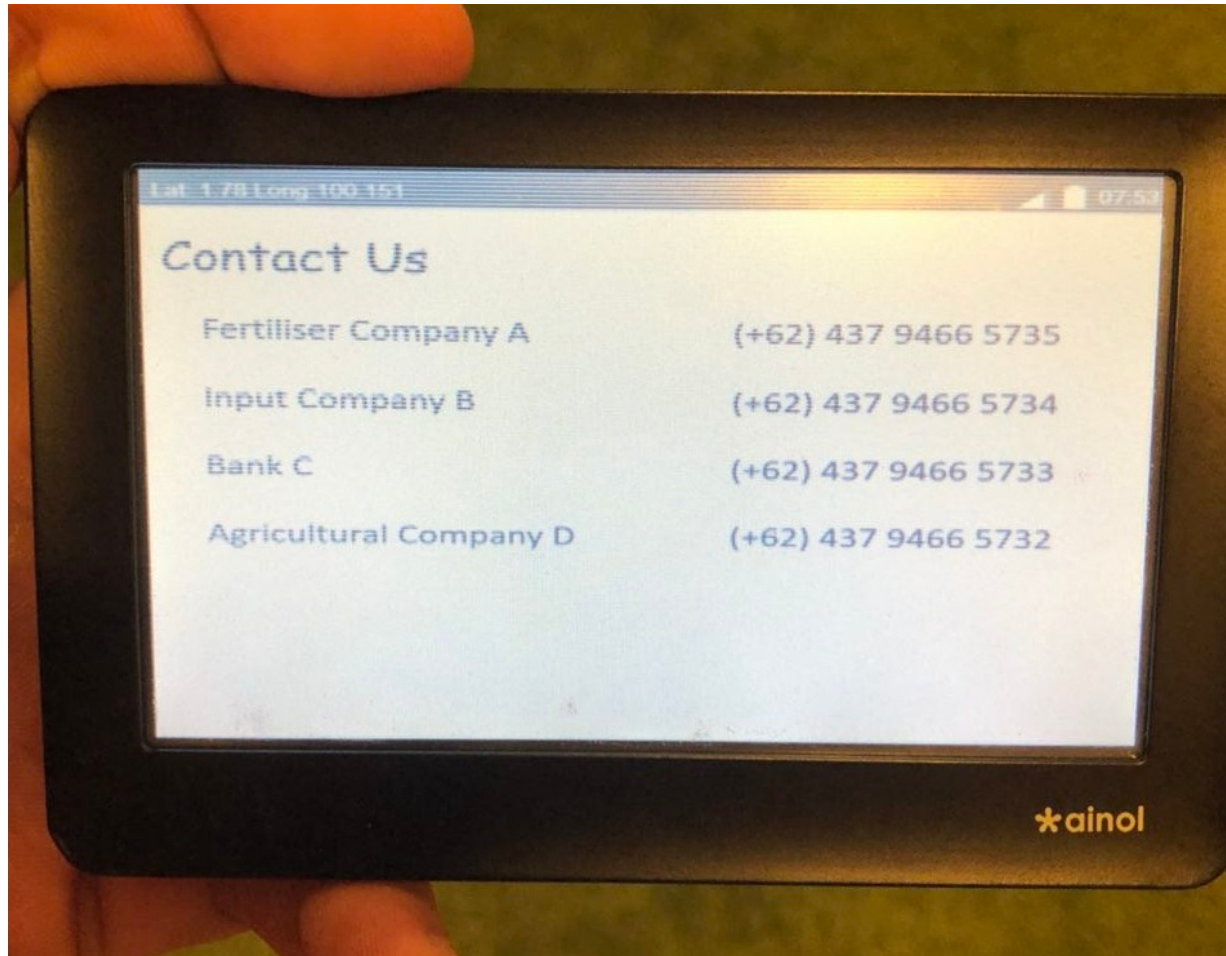
Recent Transactions

Date	Quality	Output (tonnes)
23/4/2018	3	50
20/4/2018	2	45
16/3/2018	2	47
10/3/2018	2	48
7/3/2018	3	53

*ainol

Stock Taking
Qty of FFB / transaction

UniPad



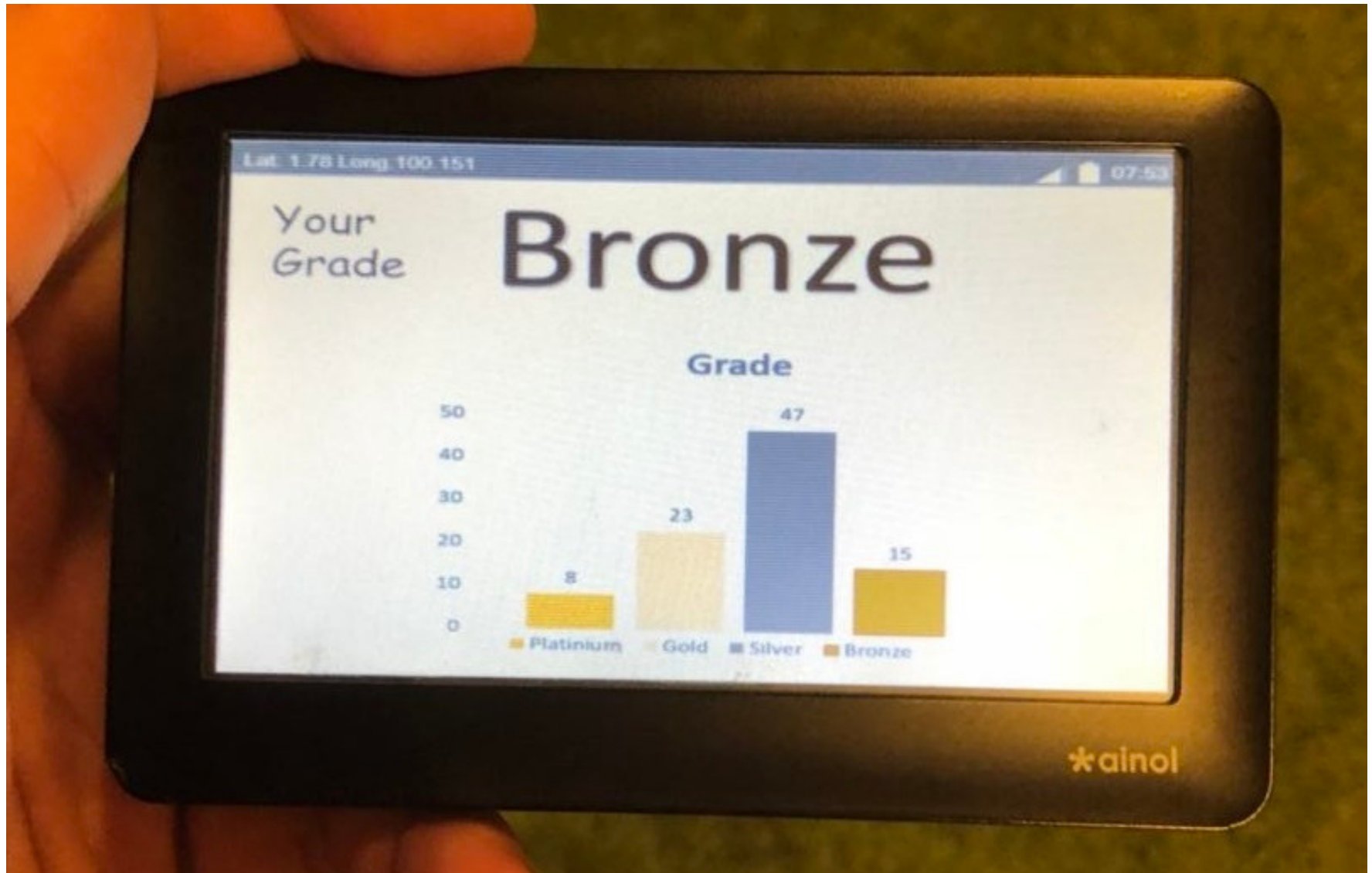
Contact Information
Farming/Financial Support



GRADING SYSTEM

**Competition
to increase
productivity**

UniPad



PLATINUM GOLD SILVER BRONZE

Grading Criteria for Smallholders

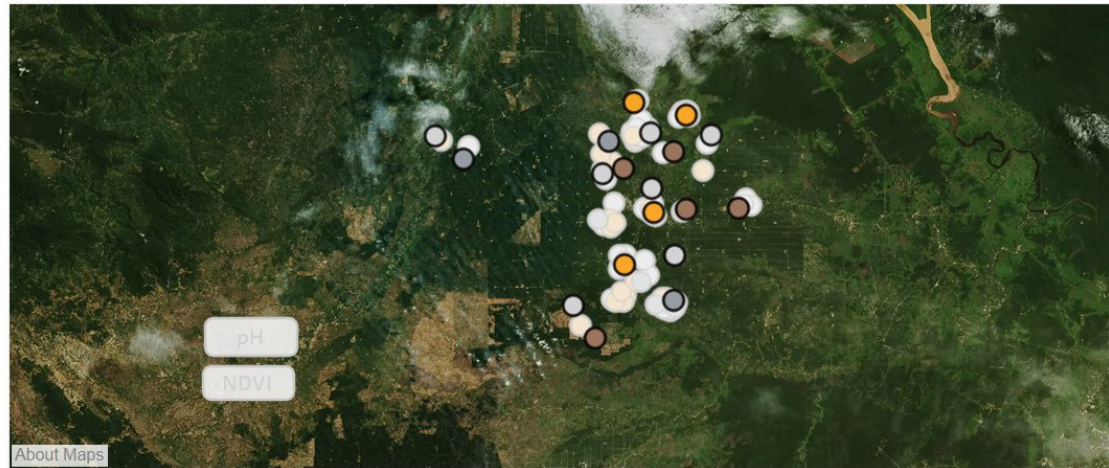


Nutrients • PH level • Moisture

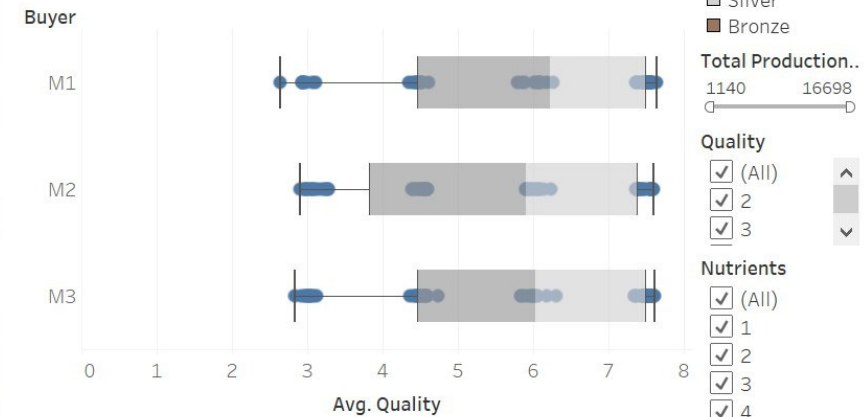
FFB Quality • Output / ha

Live Platform

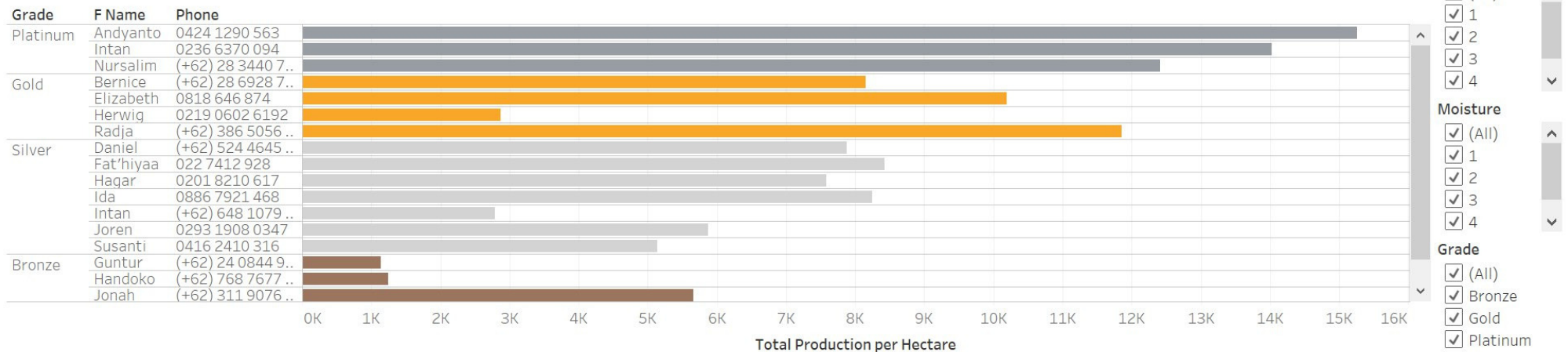
Location of Farmers



Average quality of each farmer's FFB for each Mill



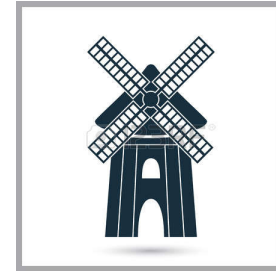
Farmers



Incentives



**Agents
Brokers
Traders**



Mills

**Competitive Smallholders
become more productive**

Higher Output

Incentives

Buyer



Unilever

Closer to NDPE target

**Productivity upstream
Advertising revenue**

Data insights from Grading



Smallholders



**Agents record FFB
quality and quantity
collected from each
Smallholder**



**Mills enter info
into database
(connected live
to platform)**



**Analyze
platform**



Smallholders

**Geo-Spatial &
Weather Data**



Geo-Spatial & Weather Analytics



**Centralized Database
& Platform**



Smallholders



**Approach with
ranking strategy**



**Financiers
Micro-Lenders**



Crop Science



**Fertilizer
Pesticide
Companies**

Grading Insights



Unilever



ocean

**Centralized Database
& Platform**



Smallholders

Approach with
ranking strategy



Financiers
Micro-Lenders



Crop Science



Fertilizer
Pesticide
Companies

Geo-Spatial &
Weather Data

Grading Insights



Unilever

Geo-Spatial & Weather Analytics



ocean

Centralized Database
& Platform

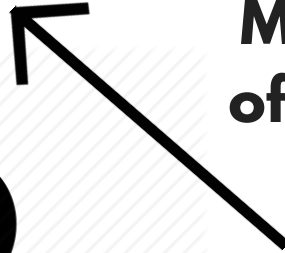


Smallholders



UniPad Distribution

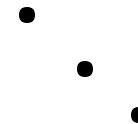
**Mills inform smallholders
of UniPad through Agents**



**Agents bring
Smallholders to Mills**



**Mills register
smallholders
& issue
UniPads**



Unilever

**Produce & distribute
UniPads upstream**

Price of UniPad



Circuit Board
\$0.50 USD

+

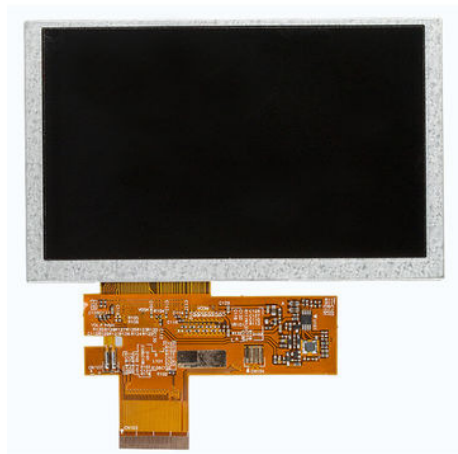


3G Antenna
\$2 USD

+



GPS Chip
\$1.80 USD



TFT LCD
\$12 USD

+



Plastic Casing
\$0.30 USD

=

**\$16.60
USD**

Thank you!



Jason Yip
Year 1 Business Analytics
NUS



Teo Jin Ming
Year 2 Business Analytics
NUS



Jerome Lim
Year 1 Business
NUS



Teo Bin Jie
Year 1 Business
NUS



Lee Shi Ming
Year 2 Business Analytics
NUS