

bridging the gap while paving the future.

# 1/3

of the world's population holds the key for the rest of us.



## KNOWLEDGE GAP

Lack of information regarding commodity pricing, weather and international and local relations



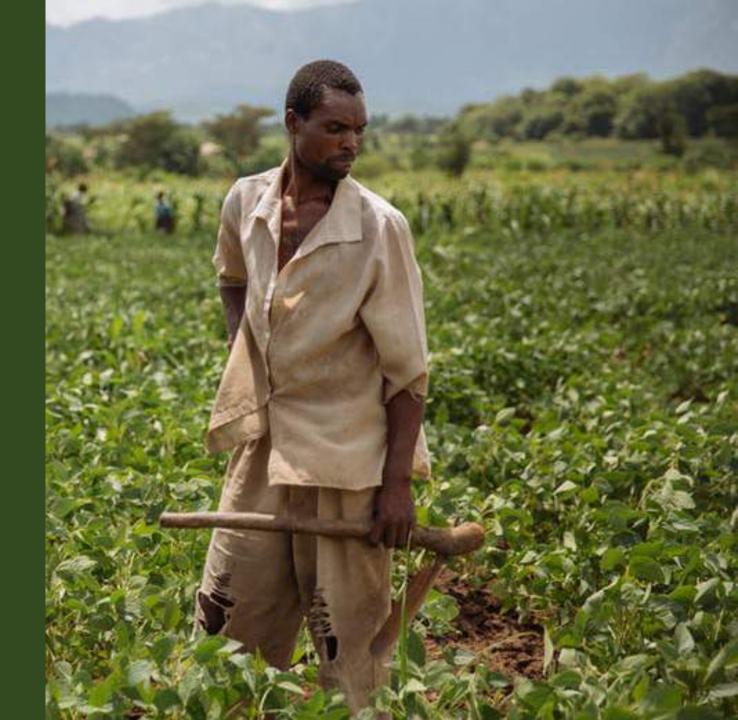
#### MARKET ACCESSIBILITY

The cost of transportation of goods to a central market results in a barrier to market participation



#### **POST-HARVEST LOSS**

Post-harvest loss reduces smallholder farmer's incomes by at least 15%











Agriculture Insight



**Accessibility** 



# Agriculture Insight



Anticipated Changes
Improved Resource Allocation
Harvest Planning

# **Knowledge Enrichment**



Daily Metrics
Information Equality
Bargaining Power

## Accessibility



Reduced Shipping Costs
Minimize Waste\*
Small Scale Visibility

# Accessibility 2.0: SMS Capabilities

9:42 am

11:37 am

Offline Integration 24/7 Access

Sell crop

What is your volume in kg?

40

What is your price?

12.50

Sale posted. Offer text pending.

Offer from: Moses K. Pick-up: 10-11am Accept? (yes/no)

yes

Order confirmed

#### TECHNOLOGICAL IMPLEMENTATION

Weather & political Based forecasting

**UBER** style route optimization

NLP/sentiment: Twitter & News

Automated Scraping For Alerts



#### **Future Outlook**

Time	Temp	Huimidity	Soil	Condition
1 Day	27.71	1008	moist	okay
5 Days	24.25	1007	moist	okay
2 weeks	19.53	1012	moist	okay

**NEWS ALERTS** 

poor farming conditions

EMBARGO IN SUDAN

**CMEGroup** 

**Market Insider** 

WebScraping

Flask Server

**Open Weather API** 

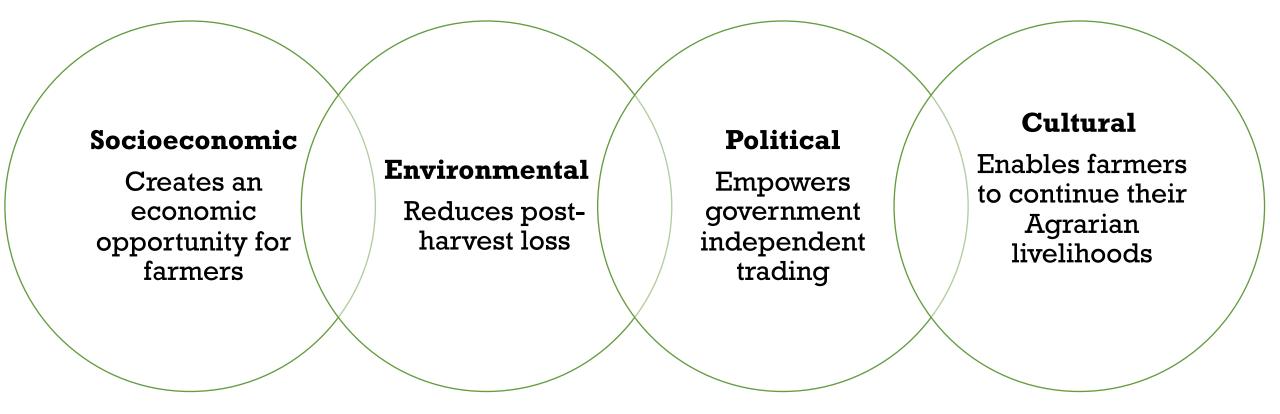
**AccuWeather** 

## **GROWTH & OUTREACH**

ORGANIC GROWTH

COMMUNITY
BASED
ROLLOUT

**PARTNERSHIPS** 



#### **OUR MARKET**



## MID & SMALL SCALE FARMERS IN KENYA

- GROWING RURAL INTERNET INFRASTRUCTURE
- ADAPTIVE TO MOBILE TECHNOLOGY
- HIGH CELL PHONE PENETRATION

#### POTENTIAL REVENUE STREAMS

Monthly subscription

**Percent Of Sales** 



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# Thank You! Questions?

#### **IMPLEMENTATION PLAN**





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