



uFarm

Online farming platform for
Emerging Markets

Pennvention Competition 2015

February 2015

Need: CIS agriculture sector needs strong community and trust to access and exchange information, knowledge & other resources



Despite **very fast growth** in agriculture, CIS farmer today is largely **underappreciated** and **underserved**

Ukrainian farmer today...

- ...buys **cheaper but familiar** agriculture input materials
- ...does **not trust or talk** much to anyone...
- ...is **very traditional** and **conservative**...
- ...**skeptical** about value from new products

Reasons being...

- ...**difficulty to reach and service** due to high market fragmentation
- ...**lack of access** to full quality **data**, product **offering** and independent **advice**
- ...limited **availability** of **best practices**...
- ...**weak community**

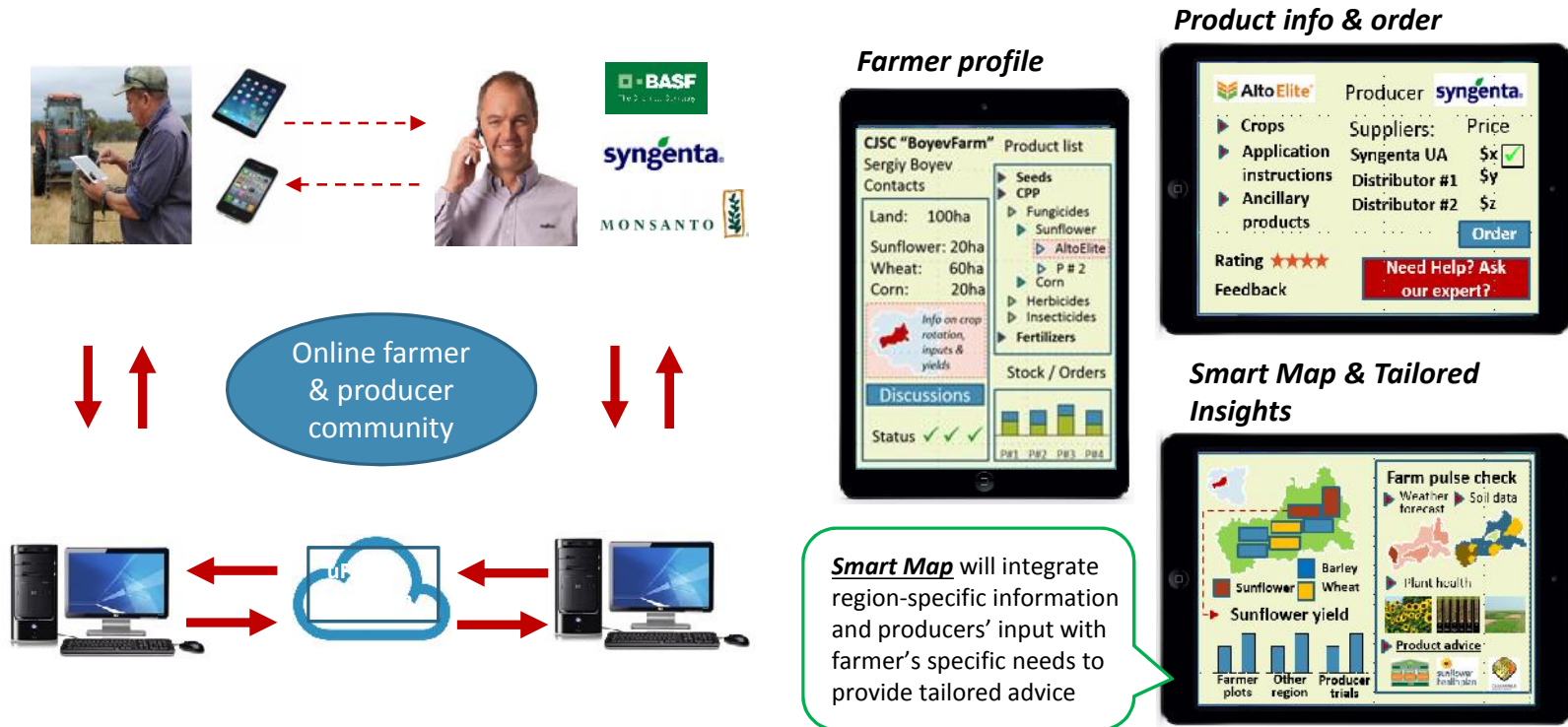
Urgent need for **low-cost farmer community platform** bridging trust, information exchange and capability gap

Note: CIS agriculture sector is primarily Russia, Ukraine and Kazakhstan

Product: uFarm mobile & desktop application linking farmers directly to producers who help provide farmer-centric analytics and tailored advice

Mobile & desktop application links farmers directly to producers

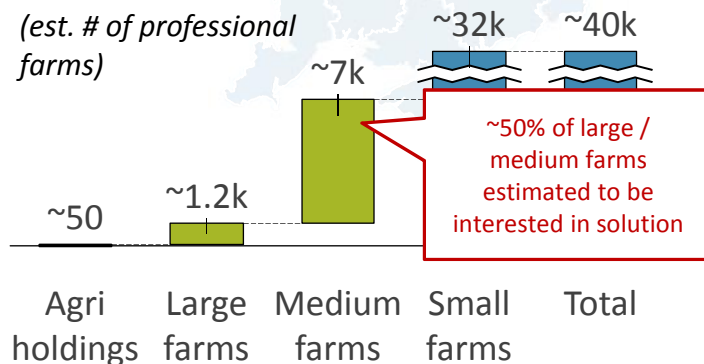
Farmer-centric interface & analytics provide tailored offering




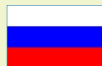




Market: uFarm will be pilot launched in Ukraine with further expansion into the CIS and other monolingual emerging agriculture markets

Ukraine will become the pilot market for the platform launch

- **Deep, dynamic**, sufficiently **advanced** and relatively **easy to launch** market
- Total # of **professional farms** ~40k with 2.5-3m more of farming households
- **Total professional farmer spend** on key agri inputs (seeds, crop protection, fertilizers) is estimated at **~\$2-3bn**

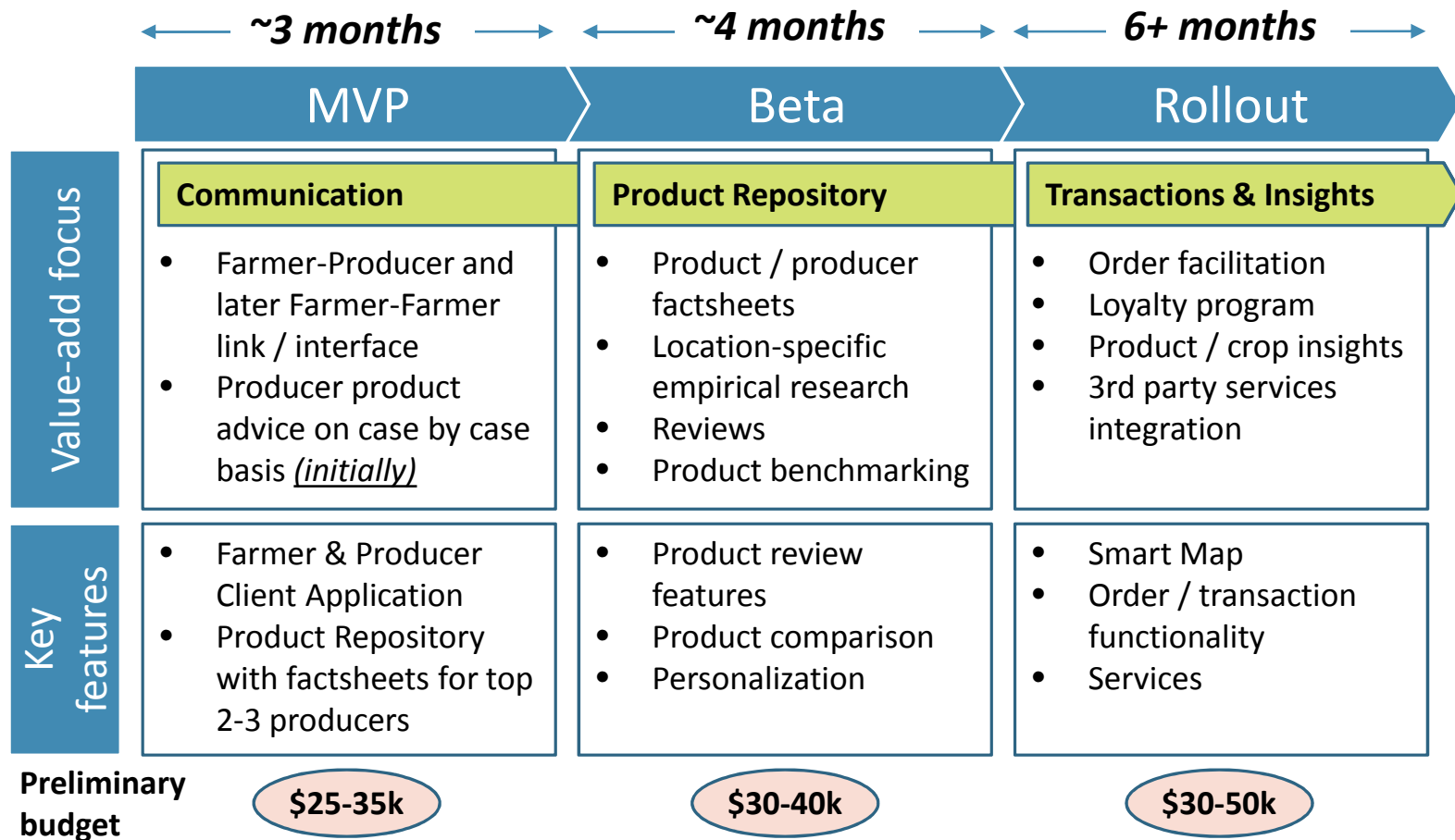


uFarm will further scale to other monolingual EM agri markets

Market	Agri sector value & % of GDP/export	Wheat yield, % of US level
	\$20bn 10/19%	34%
	\$85bn 4/4%	25%
	\$350bn 18/9%	42%
	\$130bn 6/25%	39%
	\$45bn 7/37%	39%
	\$900bn 10/-%	64%

Note: Estimates are rounded and based on 2013 data or latest available information

Roadmap: Three stages focus on establishing communication, building product repository and adding transaction & insights features



Team: Our team is a great combination of business & financial skills, experience in agri sector and technology capabilities



Sergiy Boyev
CEO & Head of Sales

Wharton MBA
Class of 2016

**The Boston Consulting Group,
Project Leader (2010-2014)**

- Developed a go-to-market model for a top 3 global agrichemical player in the CIS
- TV ad sales optimization for a #1 Ukraine media group

**Credit Suisse, Analyst / Associate
(2006-2009)**

- Completed a number of IPOs / M&As in FI sector in the CIS



Benedikt Lotter
CTO & VP of Product

Wharton JF M&T
Program Class of 2016

**Multiple startup launching
experience**

- Worked as a CTO, VP of Product, programmer, engineer in a number of startups in energy management, energy utilities, finance

Applications development

- Experience in web / mobile applications development



Svyatoslav Samko
Advisor

HBS MBA Class
of 2011

**Abris Capital Partners, Country
Manager for Ukraine & Baltics**

- Oversees three investment projects with invested capital over \$150m in Ukraine/Poland in retail, agro & FI sectors
- Deal pipeline development in Ukraine, Baltics and SEE of 10+ deals in FMCG, telecom, IT, agro processing / service