

# AgriBackup: EUDR Compliance on Hedera

## Brief Pitch Deck for Hedera Team

### Slide 1: The Hook

#### **25 Million Farmers Are About to Lose Access to the EU Market**

**EUDR Deadline: January 1, 2025** (enforced)

- Every agricultural import to EU must prove **deforestation-free** origin
- GPS coordinates + satellite verification + complete supply chain traceability required
- Penalty: **4% of global turnover** + product seizures
- **\$1 trillion** in agricultural trade at risk

**The Problem:** Traditional compliance costs **\$50K-500K per exporter**. Smallholder farmers can't afford it.

**Our Solution:** AgriBackup on Hedera - **\$50-200 per shipment**. Full compliance in hours, not months.

### Slide 2: What We Built

#### **End-to-End EUDR Compliance Platform on Hedera**

##### **Our Platform:**

1. **Farmers** register production units with GPS coordinates
2. **Documents** uploaded (land certificates, permits) → IPFS + HCS integrity hash
3. **AI deforestation analysis** using satellite imagery

4. **Supply chain tracked** on HCS (farmer → aggregator → processor → exporter)
5. **EUDR Certificate NFT** minted on HTS for compliant shipments
6. **EU Customs** verifies certificate on Hedera in real-time

## What We've Built:

- ✅ Full-stack platform (Vue.js frontend + Kotlin/Spring Boot backend)
- ✅ Hedera Consensus Service integration (50+ event types)
- ✅ EUDR Certificate NFT on HTS (unique compliance passport per shipment)
- ✅ Multi-wallet support (HashPack, Blade, MetaMask)
- ✅ IPFS document storage with Hedera integrity proofs
- ✅ AI-powered deforestation detection
- ✅ Mobile-optimized PWA (works on \$50 phones)

## Slide 3: Why We Chose Hedera

### We Need to Process Millions of Transactions for Smallholder Farmers

Requirement	Why Hedera Won
Cost	0.0001/ <i>transaction</i> vs 5-50 on Ethereum = <b>50,000x cheaper</b>
Speed	3-5 second finality (real-time supply chain updates)
Scalability	10,000 TPS (can onboard every farmer in Africa)
Sustainability	Carbon-negative (aligns with anti-deforestation mission)
Regulatory Trust	Governed by Google, IBM, Boeing (regulators trust this)
Native Tokens	HTS makes NFT creation trivial (no Solidity vulnerabilities)

#### Use Case Fit:

- A coffee batch has **50+ supply chain events** (farmer registration, transfers, processing, etc.)
- **On Ethereum:**  $50 \times 20 = **1,000$  per batch\*\* ❌
- **On Hedera:**  $50 \times 0.0001 = **0.005$  per batch\*\* ✅
- Kenyan farmers earn **\$2-5/day** - only Hedera makes this economically viable

# Slide 4: How We Use Hedera

## Three-Service Integration

### 1. Hedera Consensus Service (HCS)

- **Every supply chain event** recorded immutably
- Farmer registration, document uploads, batch creation, transfers, deforestation alerts
- **1 million+ events** projected Year 1
- Provides **immutable audit trail** for EU regulators

### 2. Hedera Token Service (HTS)

- **EUDR Compliance Certificate NFT** = digital passport for compliant shipments
- Minted when batch passes deforestation verification
- Transferred with ownership (exporter → importer)
- **Freeze capability** for regulatory enforcement
- **5,000+ NFTs** projected Year 1

### 3. Hedera Smart Contract Service (HSCS)

- Automated risk scoring based on origin data
- Conditional certificate issuance (only compliant batches get NFTs)
- Multi-signature approval for high-risk regions
- Dispute resolution logic

# Slide 5: Market Opportunity

## Massive, Urgent Market

### Total Addressable Market:

- EU agricultural imports: **\$150B/year** in EUDR commodities (coffee, cocoa, palm oil, soy, beef, wood, rubber)
- Affected farmers: **25 million** globally
- Current compliance costs: **\$5B/year**

## Our Target (Year 1-3):

- **East Africa focus:** Kenya, Uganda, Ethiopia (5M coffee farmers)
- **Year 1:** 1,000 farmers, 50 exporters, 5,000 shipments = **\$500K revenue**
- **Year 3:** 50,000 farmers, 500 exporters, 100K shipments = **\$10M revenue**







## Revenue Model:

- Platform fee: **\$50-200/shipment** (paid by exporters)
- Premium features: Analytics, custom reports, API access
- Future: Carbon credits, sustainability tokens, supply chain financing




# Slide 6: Traction & Roadmap

## What We've Achieved

### Technical Milestones:

-  Platform built and deployed (Testnet)
-  250+ farmers registered
-  15 exporters onboarded
-  1,200+ events recorded on HCS
-  50+ EUDR Certificate NFTs issued
-  Zero fraud detected (100% compliance rate)

### Pilot Partnerships:

-  **Kenyan Coffee Cooperative** (500 farmers, Q1 2025 launch)
-  **Ethiopian Specialty Coffee Exporter** (200 farmers, Q2 2025)
-  **Kenya Agricultural Research Institute** (satellite data sharing)

## 12-Month Roadmap

**Q1 2025:** Mainnet launch with 1,000 farmers, first commercial EUDR-certified shipment

**Q2 2025:** Expand to 5,000 farmers, add cocoa/palm oil commodities

**Q3 2025:** West Africa expansion (Ghana, Ivory Coast), 100+ exporters

**Q4 2025:** Latin America launch (Brazil, Colombia), \$1M revenue milestone

# Slide 7: The Ask - Partnership with Hedera

## We're Ready to Scale - We Need Hedera's Support

### 1. Grant Funding: \$50,000 in HBAR

#### What It Funds:

- **Account creation:** 1,000 farmers × 10 HBAR = 10,000 HBAR
- **HCS transactions:** 1M events × \$0.0001 = ~100,000 HBAR equivalent
- **NFT minting:** 5,000 certificates = 5,000 HBAR
- **Buffer:** 5,000 HBAR for unexpected costs

#### Why It Matters:

- Subsidizes **real-world adoption** in emerging markets (farmers can't fund accounts themselves)
- Demonstrates Hedera's **social impact** (helping African smallholders)
- Drives **massive transaction volume** (1M+ HCS messages Year 1)

### 2. Technical Support

- Engineering review of our Hedera integration architecture
- Mainnet migration guidance (from Testnet)
- Early access to new Hedera features (HCS/HTS improvements)
- Troubleshooting support during high-volume periods

### 3. Ecosystem Amplification

- Feature AgriBackup as **Hedera use case showcase**
- Co-marketing: Case studies, blog posts, conference presentations
- Introductions to **Governing Council members** (Google, IBM, Standard Bank for enterprise pilots)
- Support in pitching to **impact investors** (Hedera credibility accelerates fundraising)

# Slide 8: Impact & Vision

## What Success Looks Like

#### Year 1 (2025):

- 1,000 farmers with EUDR compliance
- 5,000 shipments certified on Hedera
- **1M+ HCS transactions**
- **\$500K revenue**
- First public case study: "African Farmers Access EU Market via Hedera"

### Year 3 (2027):

- 50,000 farmers across 5 countries
- 100K shipments/year
- **10M+ HCS transactions**
- **\$10M revenue**
- Expansion to cocoa, palm oil, soy

### Long-Term Vision (2030):

- **500M farmers** globally with Hedera accounts
- **\$10 trillion** in agricultural trade recorded on HCS
- **1 billion supply chain events/day**
- Carbon credit tokenization, fair trade premiums, supply chain financing
- **Hedera becomes the backbone of the global food system**

## Why This Matters

- **Real-world utility:** Proves blockchain solves regulatory crises (not just speculation)
- **Social impact:** Empowers 25M smallholders to access premium markets
- **Environmental impact:** Prevents deforestation through transparent supply chains
- **Network effects:** Every farmer onboarded = more HCS messages, more NFTs, more Hedera adoption

## Slide 9: Why We'll Win

### Our Competitive Advantages

#### 1. First-Mover Advantage

- EUDR enforcement just started (January 1, 2025)
- We're the **only Hedera-based EUDR solution**

- 18 months of R&D in AI deforestation detection

## 2. Cost Structure

- **60% cheaper** than traditional auditors (SGS, Bureau Veritas)
- **10,000x cheaper** than Ethereum-based solutions
- Only solution **affordable for smallholders**

## 3. Technology Stack

- Hedera's speed/cost enables **real-time supply chain** tracking
- HTS NFTs provide **regulatory innovation** (certificate as token)
- IPFS + Hedera = **immutable document integrity**

## 4. Market Access

- Partnerships with **agricultural cooperatives** (1 co-op = 500-5,000 farmers instantly)
- EUDR urgency = **fast adoption** (exporters must comply or lose EU market)
- Government backing in Kenya (pilot program supported)

## 5. Team

- [Your background: agricultural tech, blockchain, or compliance experience]
- Deep understanding of **smallholder farmer challenges**
- Built full platform in [timeframe] - execution proven

# Slide 10: Call to Action

## Let's Make Hedera the Backbone of Global Agriculture

### What Happens Next:

1. **Grant Approval** → Mainnet launch (January 2025)
2. **First Shipment** → EUDR NFT verified at EU customs (February 2025)
3. **Case Study Published** → "How Hedera Enabled EU Compliance for 1,000 Kenyan Farmers"
4. **Ecosystem Growth** → 10M+ HCS transactions by end of 2025
5. **Funding Round** → Series A with Hedera as technical validation (\$5M, Q4 2025)

### The Opportunity:

- **AgriBackup succeeds** → Hedera becomes **the agricultural blockchain**
- **Network effects** → Every food company needs EUDR compliance → All use Hedera
- **Global scale** → 500M farmers = billions of transactions/year
- **Impact story** → "Hedera stopped deforestation and fed the world"

## Thank You - Questions?

Contact:

- **Email:** [Your Email]
- **Demo:** [Live Demo URL]
- **Hedera Testnet:** Account ID 0.0.xxxxx
- **GitHub:** [Your Repo]

"The future of food is transparent. The future of food is sustainable. The future of food is on Hedera."

## Appendix: Key Metrics for Hedera

### Projected Hedera Network Activity (Year 1)

Metric	Volume	Value to Hedera
HCS Messages	1,000,000+	Network usage demonstration
NFTs Minted (HTS)	5,000+	Real-world NFT utility
Accounts Created	1,000+	Ecosystem growth
HSCS Contract Calls	50,000+	Smart contract adoption
Total Transaction Fees	~\$100	Low cost = accessibility
PR Value	High	"Blockchain helps African farmers"

## Why This Is Strategic for Hedera

1. **Enterprise Use Case:** Regulatory compliance (not DeFi/speculation)



2. **Global Scale:** 25M potential users (largest user base of any dApp)
3. **Government Relations:** Working with Kenya, Ethiopia, Brazil governments
4. **ESG Story:** Carbon-negative blockchain for deforestation prevention
5. **Network Effects:** Every food company needs EUDR → All adopt Hedera
6. **Governing Council Synergy:** Google (AI), IBM (supply chain), Standard Bank (Africa) all relevant

## One-Pager Summary

**AgriBackup** provides EUDR compliance for agricultural exports using Hedera Hashgraph.

**Problem:** 25M farmers risk losing EU market access due to EUDR (deforestation regulation).  
Traditional compliance costs \$50K-500K.

**Solution:** \$50-200 platform fee. GPS tracking + AI deforestation analysis + Hedera blockchain proof.  
EUDR Certificate NFT on HTS.

**Hedera Integration:** HCS (1M+ supply chain events), HTS (5K+ compliance NFTs), HSCS (automated risk scoring).

**Traction:** 250 farmers, 15 exporters, 1,200 HCS events, 50 NFTs issued (Testnet). Kenyan pilot launching Q1 2025.

**Ask:** \$50K HBAR grant + technical support + ecosystem amplification.

**Impact:** 1,000 farmers (Year 1) → 50,000 farmers (Year 3) → 500M farmers (2030). Hedera becomes the agricultural blockchain.

**Revenue:**  $500K(Year1) \rightarrow 10M(Year3)$ . Platform fees + premium features + future DeFi products.

**Why We Win:** First-mover, 60% cost reduction, only Hedera-based solution, cooperative partnerships, proven execution.