

FarmIn



How to enable smallholder farmers to adopt regenerative practices knowing that there are resources constraints and no "one size fits all" solution ?



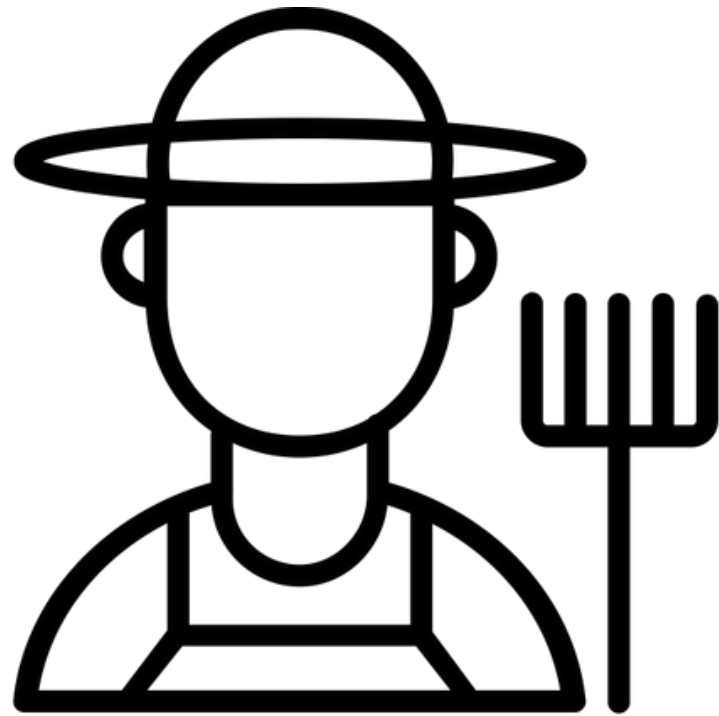
FarmIn at a glance

FarmIn is a web-based and **mobile application** with a primary goal to **facilitate connections between farmers** that are interested in transitioning **from conventional to regenerative practices**, and others in the same region that have either begun or even completed this process.

By using FarmIn, smallholder farmers will have an **easy and affordable way to find peers** with a common interest in various regenerative practices (ie agroforestry, crop rotation) and actual experience in dealing with their implementation in a similar environment - which might significantly reduce the cost, time and risk of implementation. They will also find in FarmIn a useful means for **sharing equipment and other inputs such as organic compost**

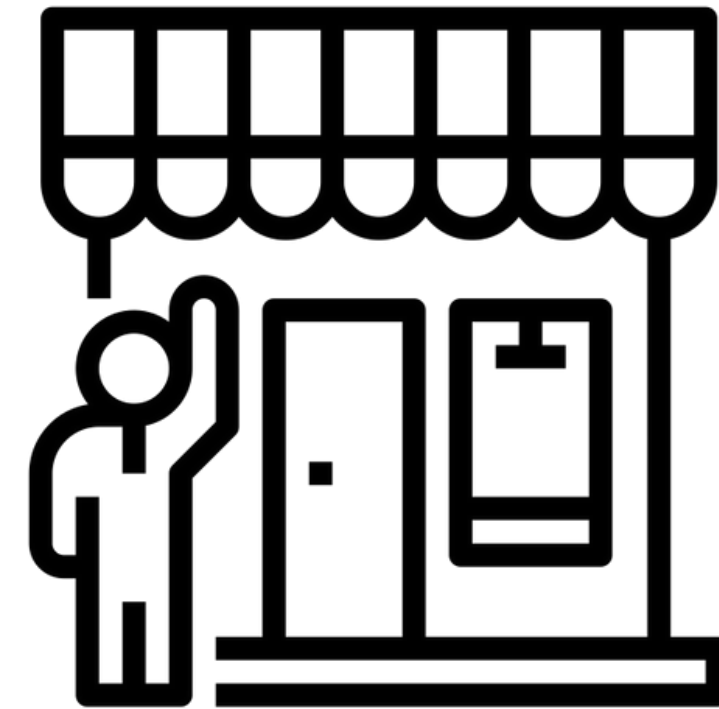


FarmIn : Target Customers



Farmers

- Free p2p consultancy on regenerative agriculture
- Connection to retailers
- Inclusion + recognition,
- Rising awareness on benefits of regenerative products



Retailers

- Georeferencing supply of regenerative and locally grown produce across regions
- Eliminating the middleman.



FarmIn : Pricing & Finances

REVENUES

- **Advertisement** for farming equipment, organic seeds
- **Retailers** pay for the data
- **Gouvernement** support because we provide them with valuable data
- **Foundation** : donation

EXPENSES

- **App** Developement
- **Marketing**
- **Hotline**
- **Personnel** : hiring disabled people for the hotline --> high social impact

