

Clicampo

The Problem.

4.5M **SMB Farmers** produce **70%** of all fresh food, but **capture just 15%** of the value Created

40% of food in the fresh food supply chain is **wasted** in Brazil.



Why does this problem exist?

- Farmers don't have resources to take produce to wholesale markets
- Results in an inefficient system with many middlemen and 40% waste



The Solution, **Clicampo.**



**B2B
Focused**



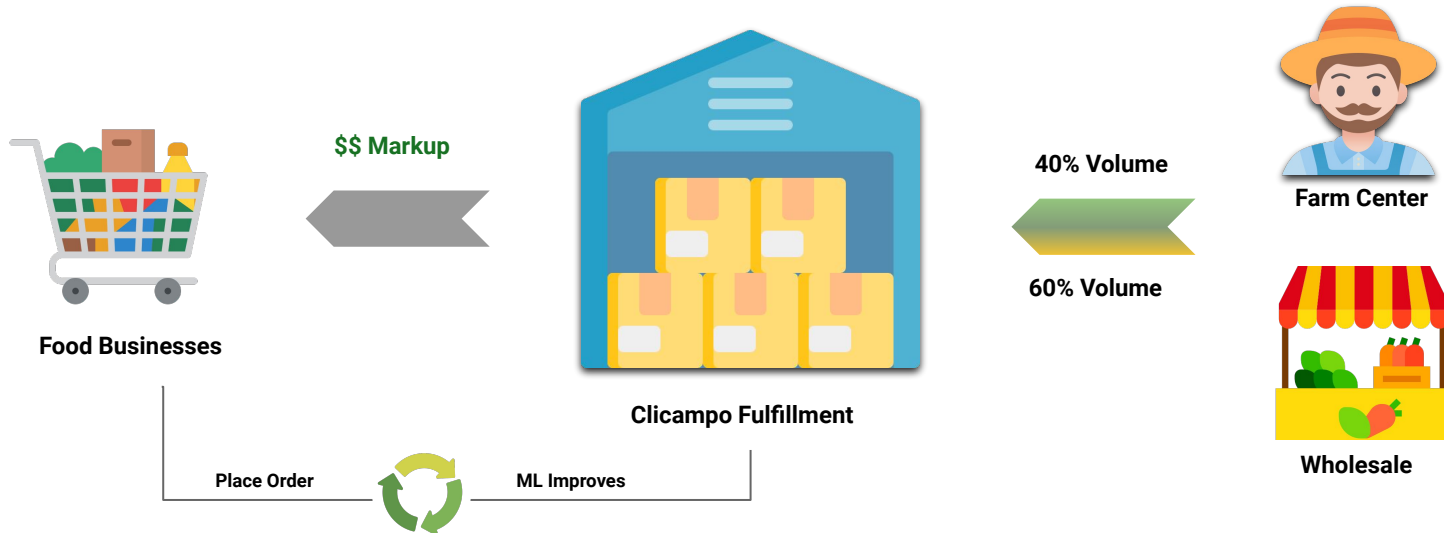
**Powered by
Technology**



**Solving
Logistics**

Marketplace Revenue Model

- **Markup** on selling products from their Fulfillment center to **businesses**.
- **Larger Margins** when selling produce from **Farmer Centers**
- **ML** to decrease just-in-time orders from **Wholesale**



Scaling – Positive Net Profit Margin

Accurate algorithm - positive Net Profit Margin with an expected revenue of \$33MM in 2023.

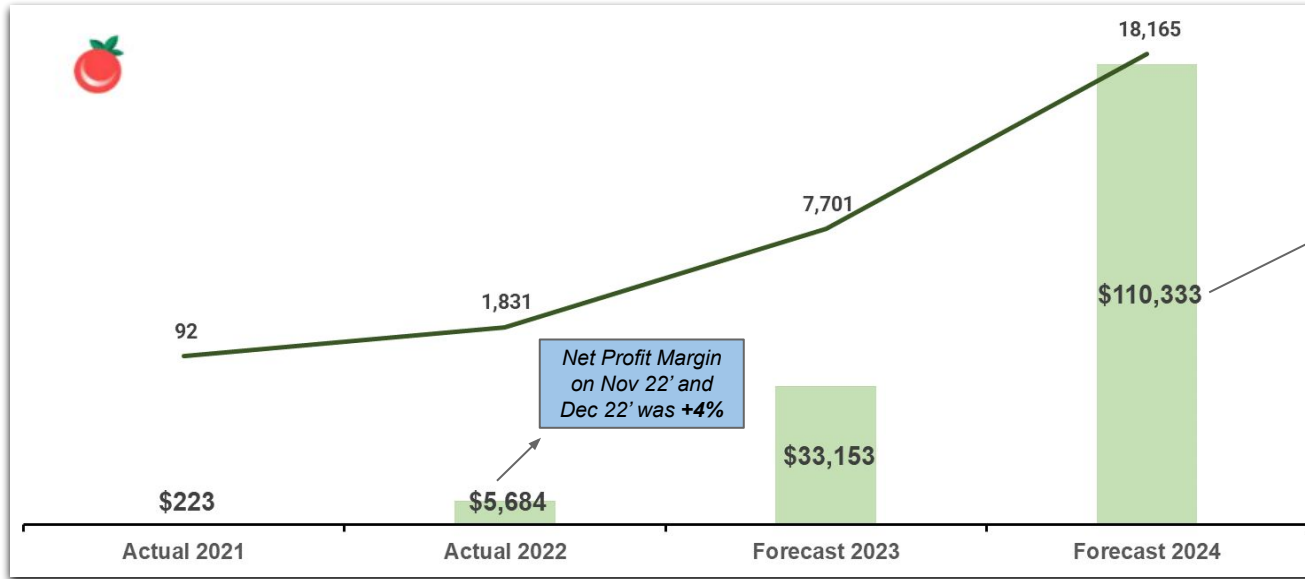
Net Profit Margin (%)

-20%

-10%

+9%

+15%

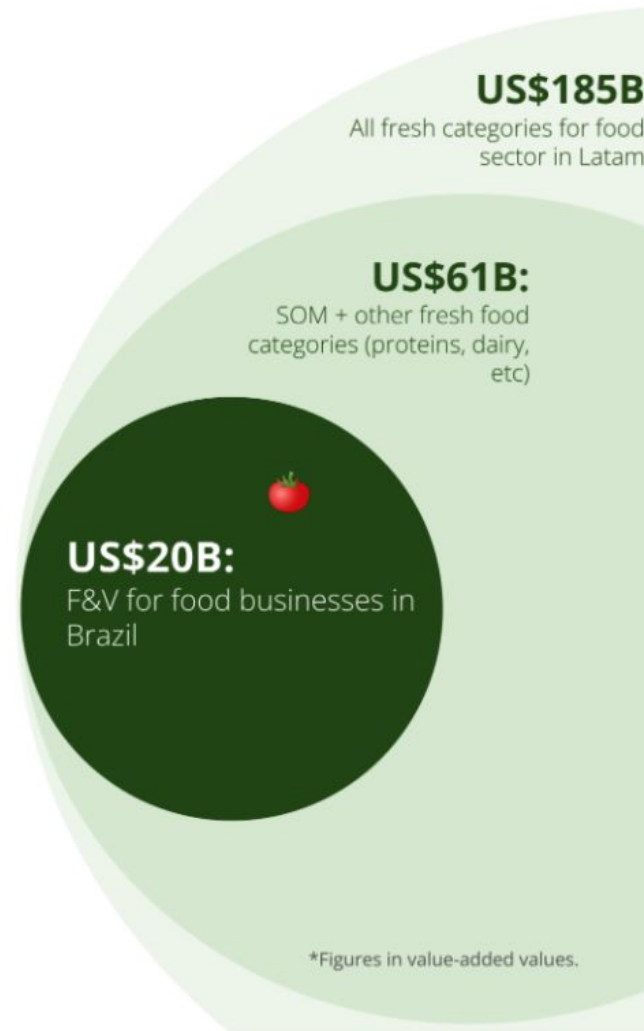


Clicampo has just 1% penetration in the operating cities. Strategy is to grow in these regions to reach an annual revenue of US\$ 110M by the end of 2024.




+40% more profits to food business, **+40%** more earnings to SMB farmers

Market Potential

- SAM expected to reach **\$30B by 2030** at a forecasted **CAGR of 5.8%**
- Currently only in **1% of the five cities** they support which make up **20% of the total Brazil Market**
- **88% of customers** surveyed buy their groceries in supermarkets



Competition

		AI/ML Tech	SMB Relationships	Delivery Ability
Existing Incumbents		✗	✗	✓
B2B Startups		✓	✗	✗
Clicampo		✓	✓	✓

Clicampo's Business Model enables them to partner with competing B2B startups

Success Cases



**Rank in global F&V
production**

3rd

2nd

7th

**B2B Domestic F&V TAM
(USD)**

\$20B

\$40B

\$10B

Comparable tech company

Clicampo

ninjacart



(1) \$ Est. Valuation (2) ARR at last round
(3) Founding Year (4) Total Funding

(1) \$757m - 2022 (2) \$130m
(3) 2015 (4) \$367m

(1) \$100m - 2021 (2) \$14m
(3) 2018 (4) \$20.7m

% Agribusiness in GDP

27.6%

13.3%

20.2%

Impact

- * Clicampo has been able to get waste in Fresh Food supply chain from **40% to 5%**.
- * Reduced need for transportation can **prevent up to 18 tons** of CO2 emissions

Farmers are paid for 100% of the product instead of only what's sold to the customer

Of 5% waste, 4% is donated. Clicampo hopes to upcycle the last 1%.



Founders ex-Rappi, ex-Wildlife

a world class diverse team with strong backgrounds in logistics, e-commerce and AI technology



Victor Bernardino
CEO

Former Head of Groceries Operations in **Rappi**.

12+ years experience in logistics and supply chain.



José Noblecilla
CTO

Early **Wildlife Studios**, joined as 1st data scientist.

Built and grew the Data Organisation from zero to +60 people.



Yuri Janotti
Growth

Former E-commerce Leader at **Rappi**.

Launched Rappi's e-commerce vertical in Brazil.



Luiza Batista
Sales

Former GM at **Rappi**, covering SE Brazil.

Over 7+ years experience in financial and sales planning.



Bruno Mengatti
Operations

Early **Wildlife Studios**, doing all-things business.

Managed operations in multiple tech companies, including **Uber LatAm**.

Supported by an amazing team of +50 people with a diverse background:



Investment Opportunity

Raised Fund



Backed by Top Class US & LATAM VC firms and Org.



- Recently closed 1st round Series A with **\$29M Pre-Money valuation**
- Exciting Opportunity to invest with **IDB**
(Inter-American Development Bank) **Lab (\$800K)** in 2nd round

Use of Fund

“Accelerate growth and increase margin at the same time”

Increase market penetration rate

Scale up the business and grow within the cities that already in

Improve Data modeling

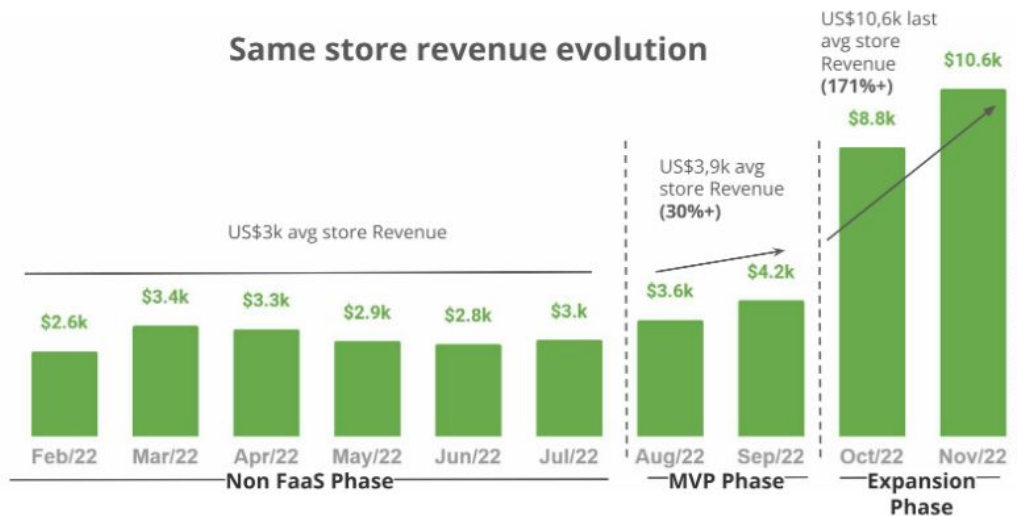
Improve demand forecasting algorithm to maximize margin

Appendix

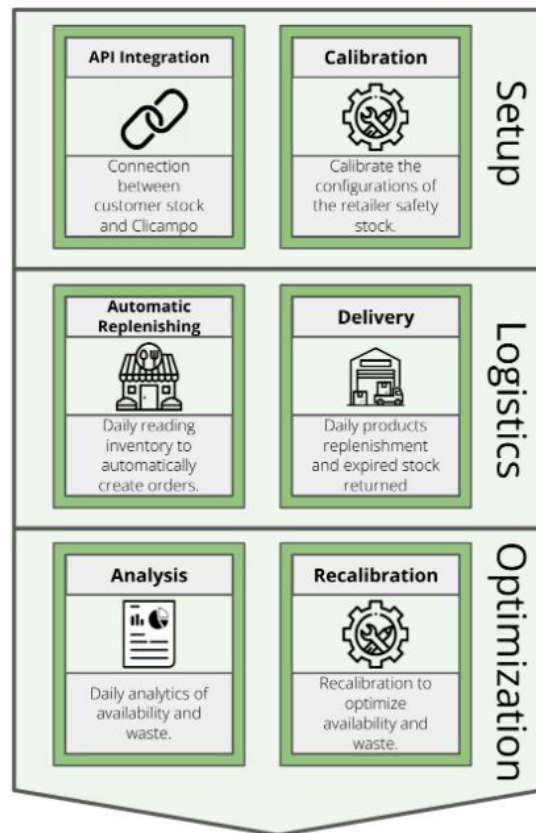
A solid green diagonal shape that starts from the bottom-left corner and extends towards the top-right corner, covering the lower half of the page. The shape is a simple triangle with its hypotenuse running diagonally across the page.

Fulfillment as a Service use case: increased Rappi's dark stores product availability* from **75% to 95%** by stock integration, leading to 3x same store revenue evolution

Same store revenue evolution

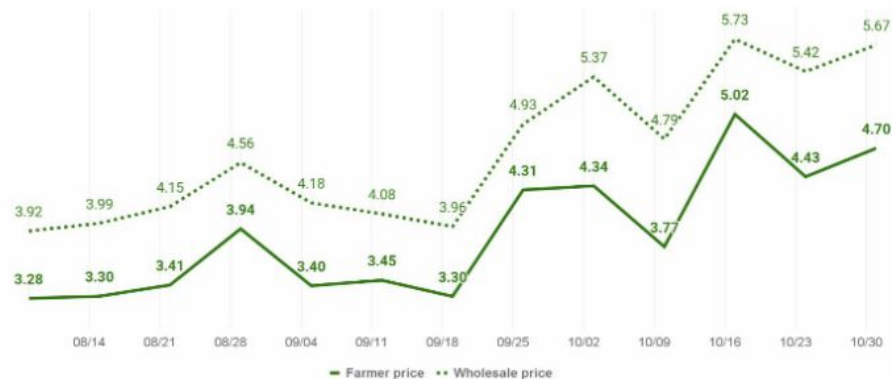


By **reducing waste and stockouts** in the retail side, we get closer to the **last point in the value chain**, achieving **B2C-like margins** while **lowering customer costs**.



Our **proprietary data** on sourcing costs and opportunities puts us in an unique position to **create better margins**

Farmers vs Wholesale distributors cost per kg

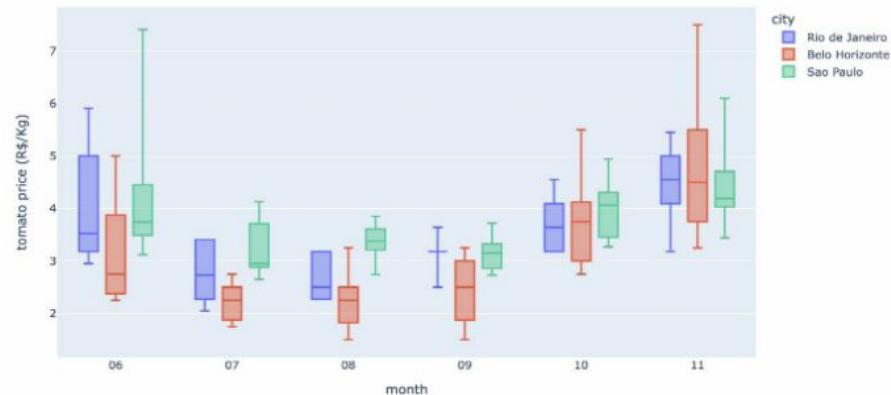


Gap between farmers and wholesale prices, showing the potential of having a majority of sourcing coming DFF

Products sourced direct-from-farmers (DFF) are ~18% cheaper than wholesale sourced, on average.

They currently represent 40% of all volume sold. By 2024 they'll **represent at least 70%, adding 5.3% to our current margins, reaching a 38.3% CM1.**

Tomato price per kg fluctuation per month per city



Tomato price between cities the last 6 months of 2022, showing arbitrage opportunities

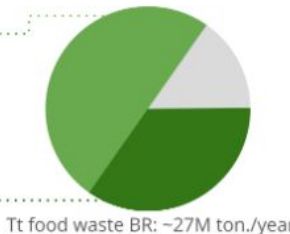
Price monitoring allows us to catch significant price arbitrage opportunities between our markets. Thus, we can create evergreen middle-mile routes to take advantage of this lever.

Reaching **10% of total products** sourced through arbitration opportunities, with 30% minimum price difference, we'll grow our margins by **additional 2.11%, on top of DFF margins - reaching 40.41% margins** by Dec/2024.

All we do makes sense when consistent delivery meets less loss: we are implementing a **world-class carbon footprint strategy and a zero waste policy**

Food efficiency

In Brazil, of all food wasted and lost, **50%** is responsibility of handling and transport and **30%** occurs at wholesale markets (CEASAs).



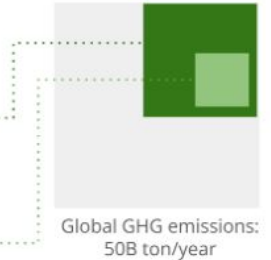
4% is the amount of loss donated by Clicampo, against **30-40%** of waste by competition, making prices higher to final consumers

By the end of 2023, we will be donating ~150 ton. a month, against competition, that would be wasting around 900 ton. to perform to the same sales results.

We will be preventing at least 1.1 billion pieces of food from going into trash monthly.

Carbon strategy

Greenhouse gases (GHG) on agri-food are responsible for **31%** of all emissions worldwide, 22% of which is only to produce food that end up being wasted, representing **7%** of total GHG emissions.

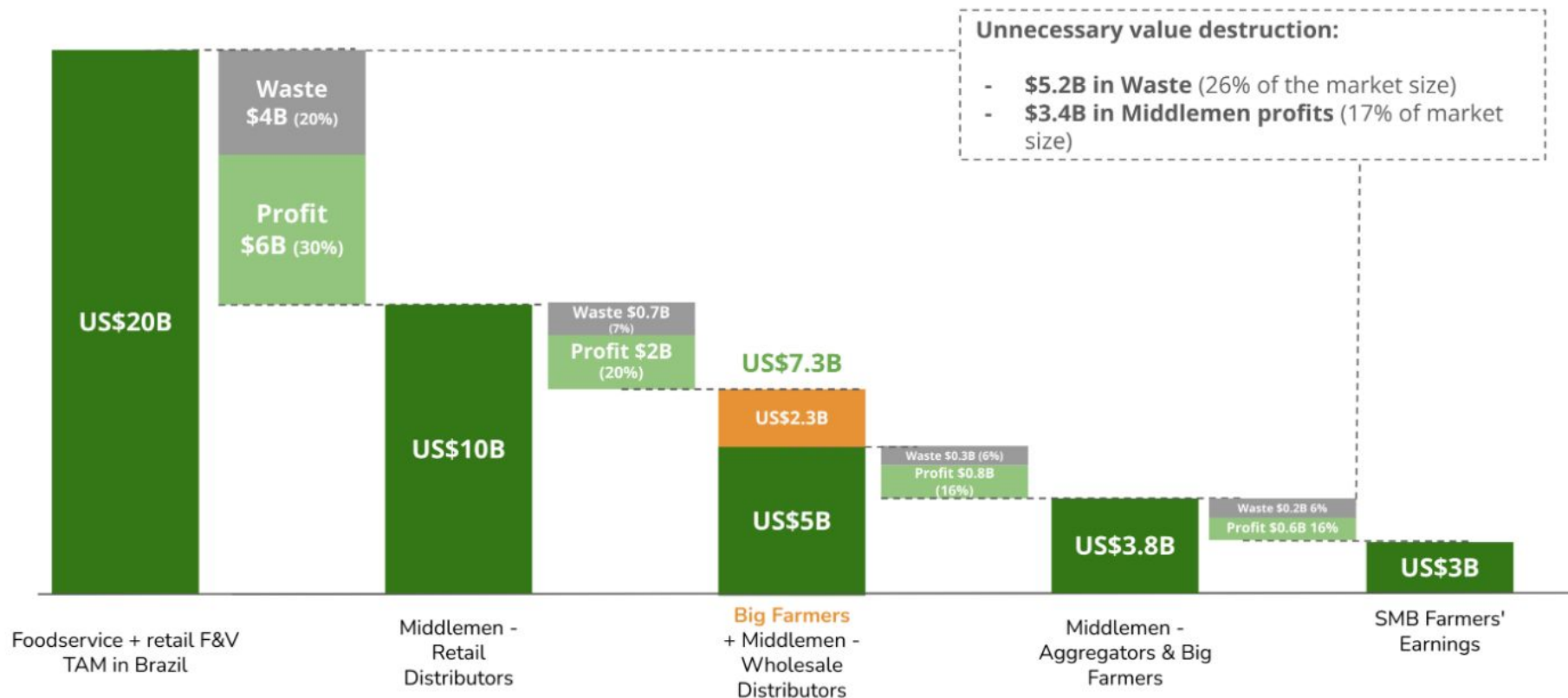


Route optimization and local supply avoid unnecessary transportation, reducing both food loss and gas emissions.

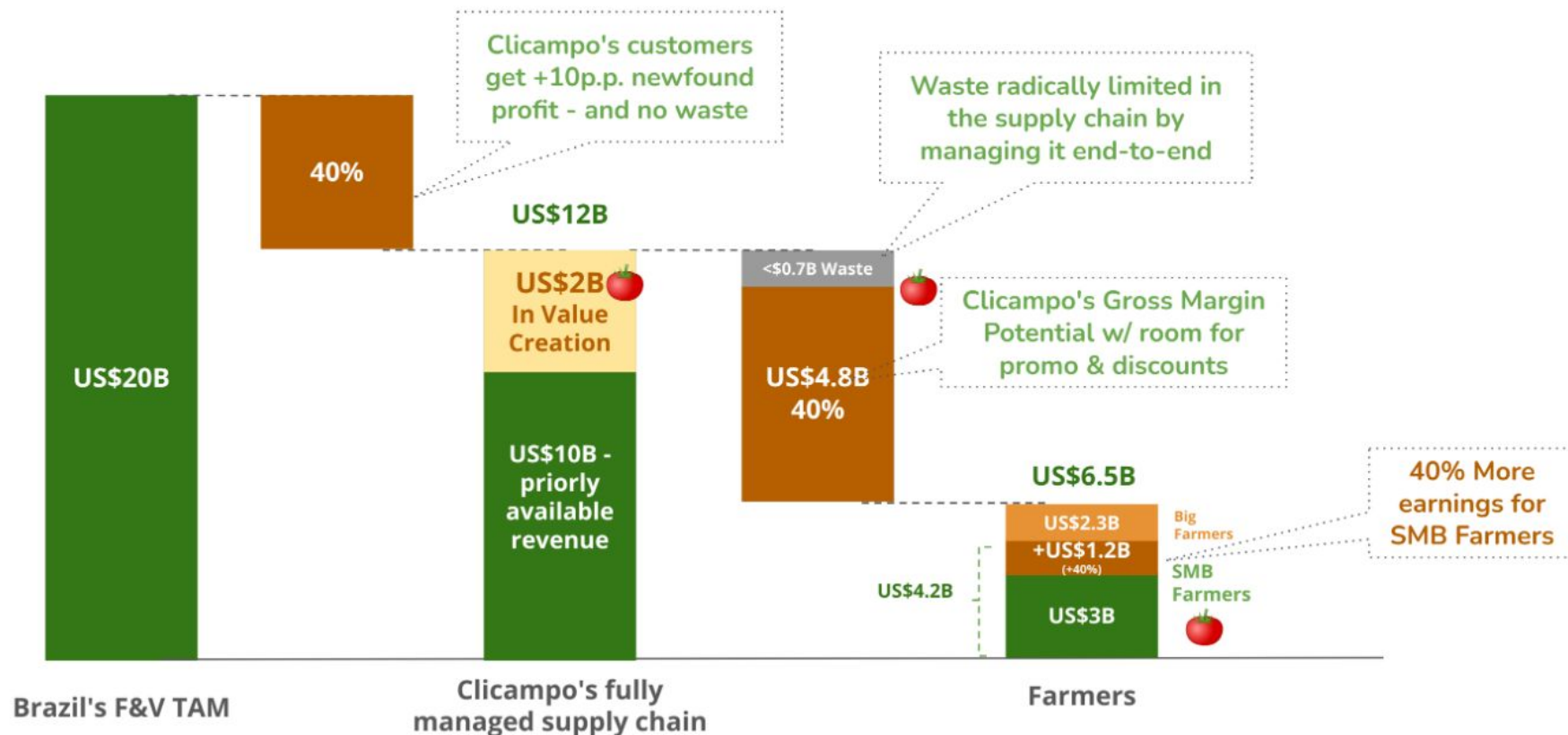
We plan to be saving at least 1,8k gallons of gasoline/month by the end of 2023, **keeping around 18 ton of CO2 from reaching the skies**, only from replacing the wholesale markets trips that our users don't have anymore.

1/2 of the value created in food chain goes to waste and middlemen

It is possible to create a win-win model decreasing waste and bringing supply closer to demand

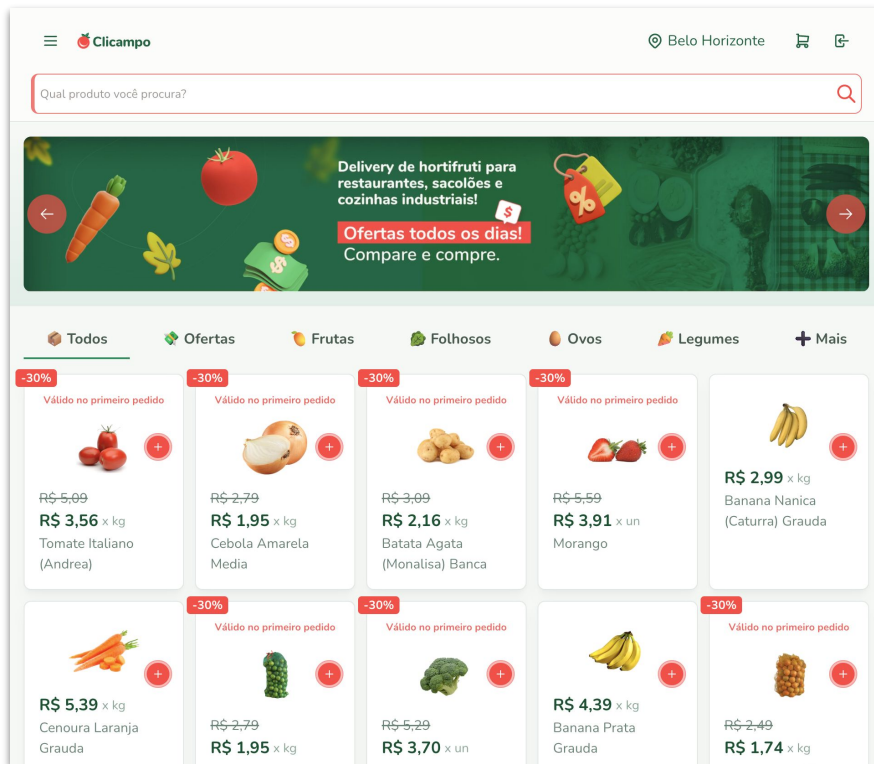


Our vision: unlocking value by bringing businesses and supply closer, while redistributing middlemen profits and reducing waste drastically



How it Works

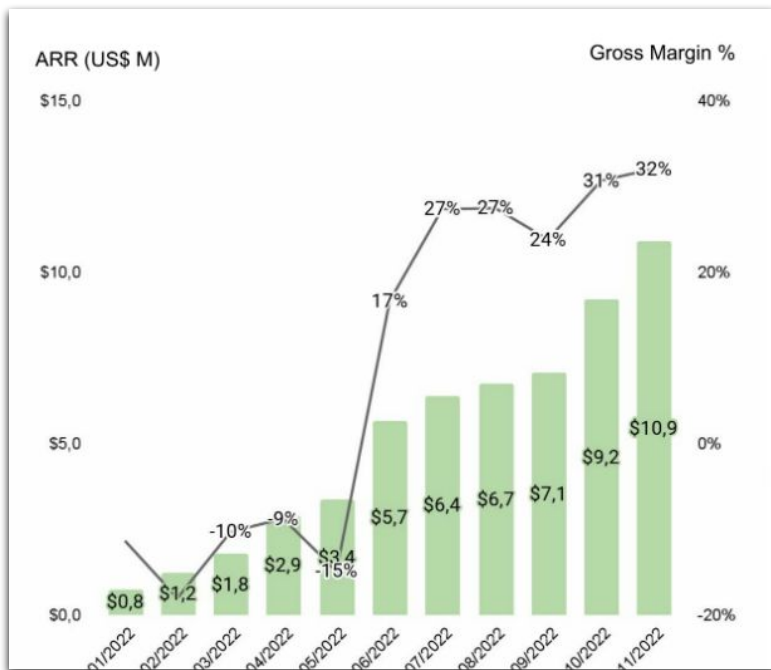
- **B2B Focus.** Restaurants and retailers make regular, predictable, bulk purchases.
- **Powered by Technology.** Digital platform to request orders, ML model to perform demand forecasting and better match supply and demand
- **Solves Logistics** in the Fresh food supply chain without the middlemen



Ordering platform. Business orders on digital platform, ML model for demand forecasting improves, Clicampo fulfills as a service as fast as 12 hours

Scaling – Positive Operating Margin

With a more accurate algorithm and increase MAU, Clicampo already has positive Operating Margin even with less of 2 years operating, with an expected revenue of \$33MM in 2023.



	Jan-22	Nov-22	Dec-2023	Dec-2024
Run-rate	US\$ 0.8M	US\$ 11M	US\$ 60M	US\$ 150M
MAU B2B	191	1,504	~7,500	~18,000
Gross Margin (CM1)	-11%	32%	35%	40%
Op. Margin (CM4)	-68%	4%	13%	22%

Clicampo has just 1% penetration in the operating cities. Strategy is to grow in these regions to reach US\$ 150M by the end of 2024.