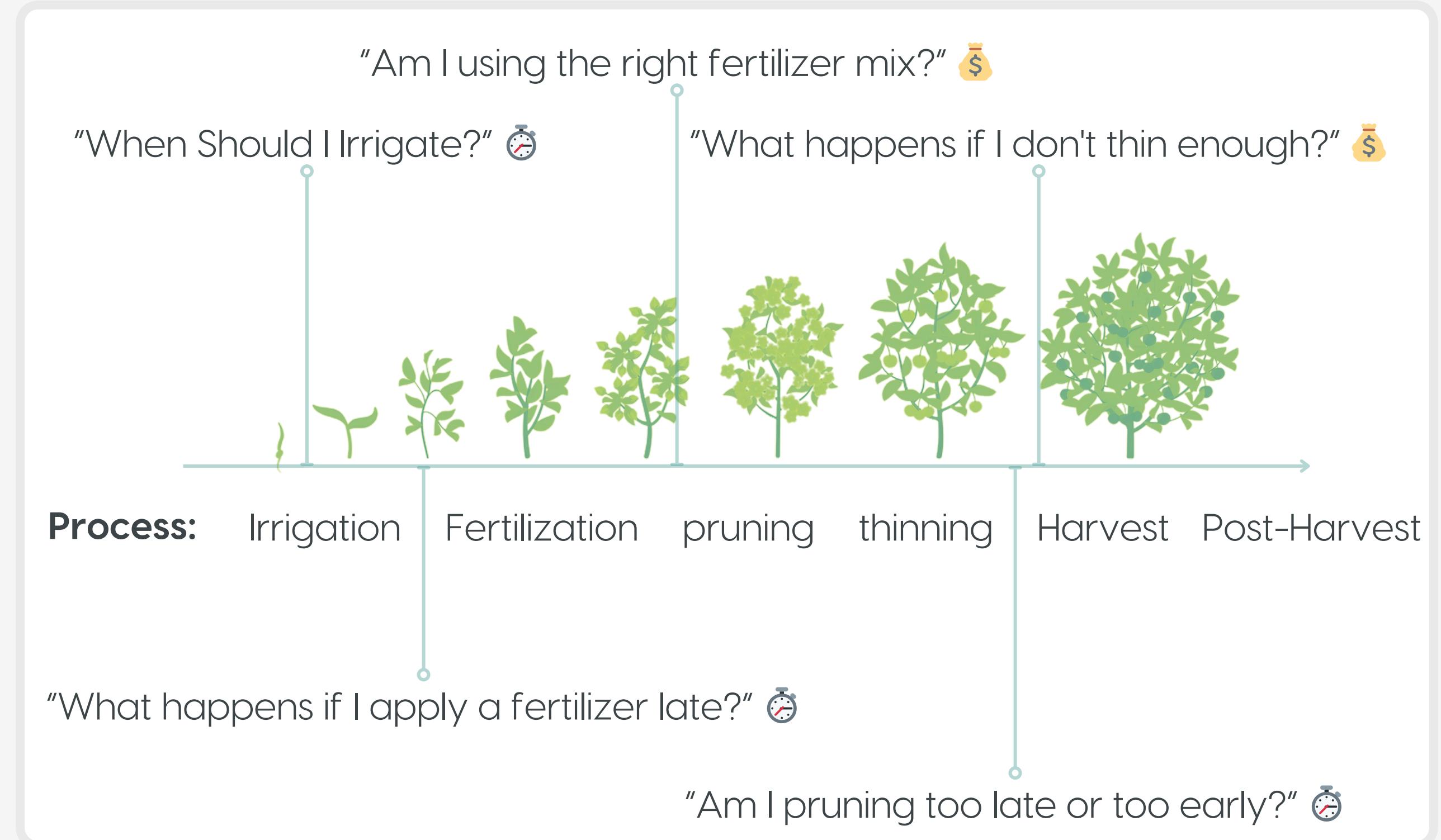




Uncertainty Is the Farmer's Biggest Enemy

Small Mistakes, Big Losses....



External Factors Amplify Uncertainty in Farming

External factors

Plant Phenology

You are obligated to follow the timing of the plants.

Human

Low level of digitization and task control.

Weather

Climate variables becoming increasingly unpredictable each year.

Loss of competitiveness



Repercussion

Time

Hours wasted on paperwork and manual coordination.

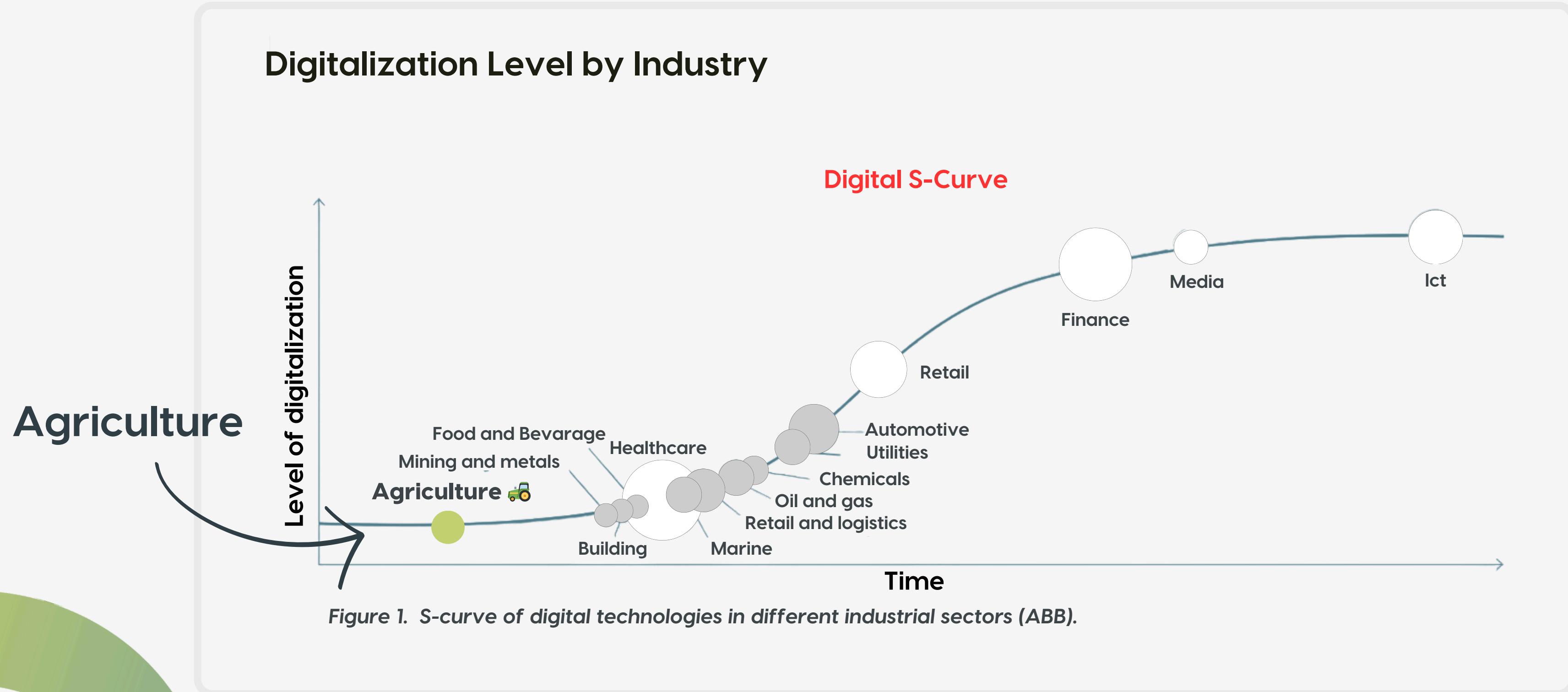
Money

High costs from delayed decisions.

Value

Lower yields due to lack of real-time insights.

And Agriculture is the least digitalized industry



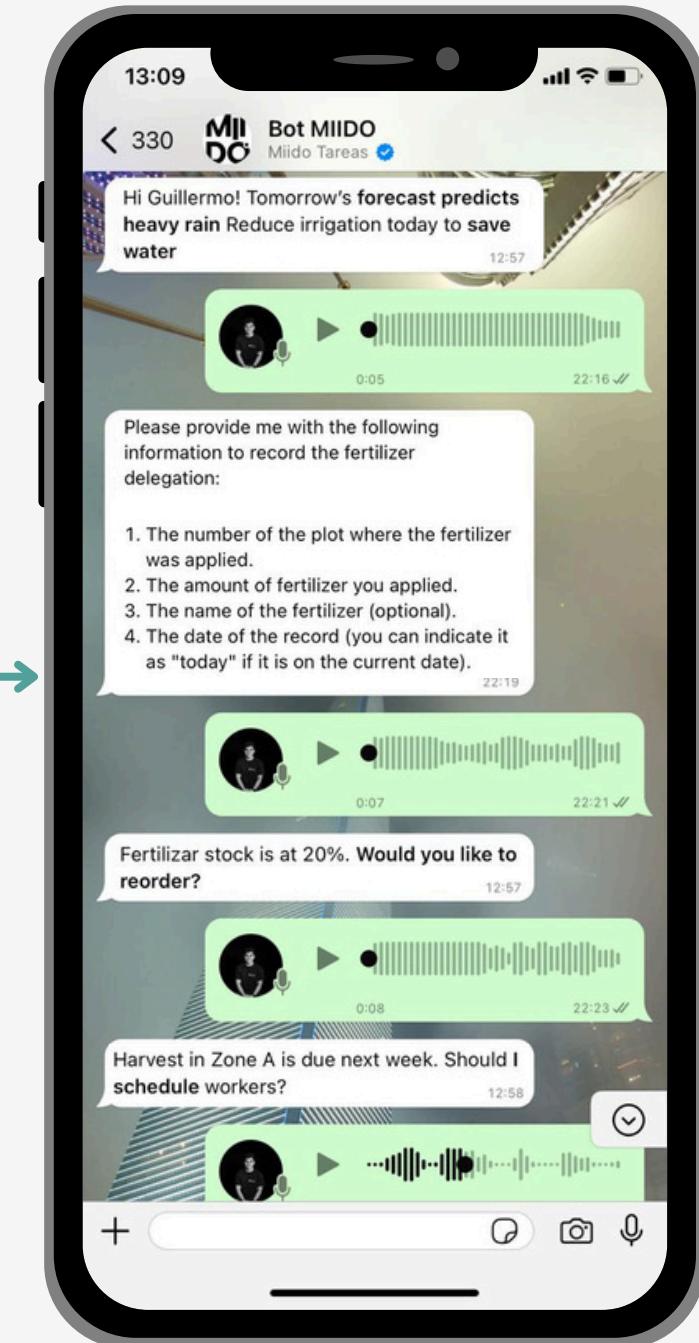
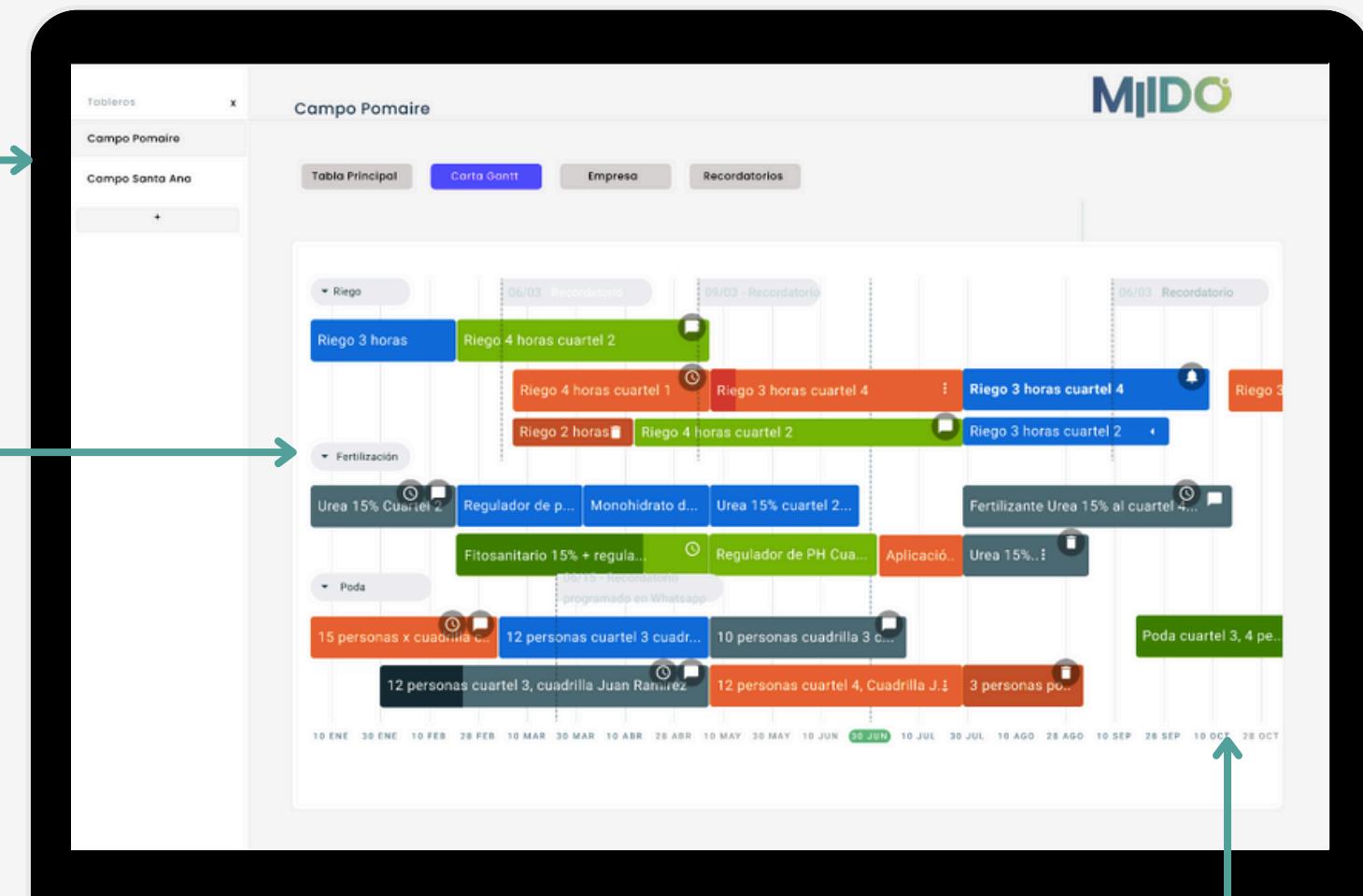
MIIDO Turns Uncertainty into Action

Where

What

When

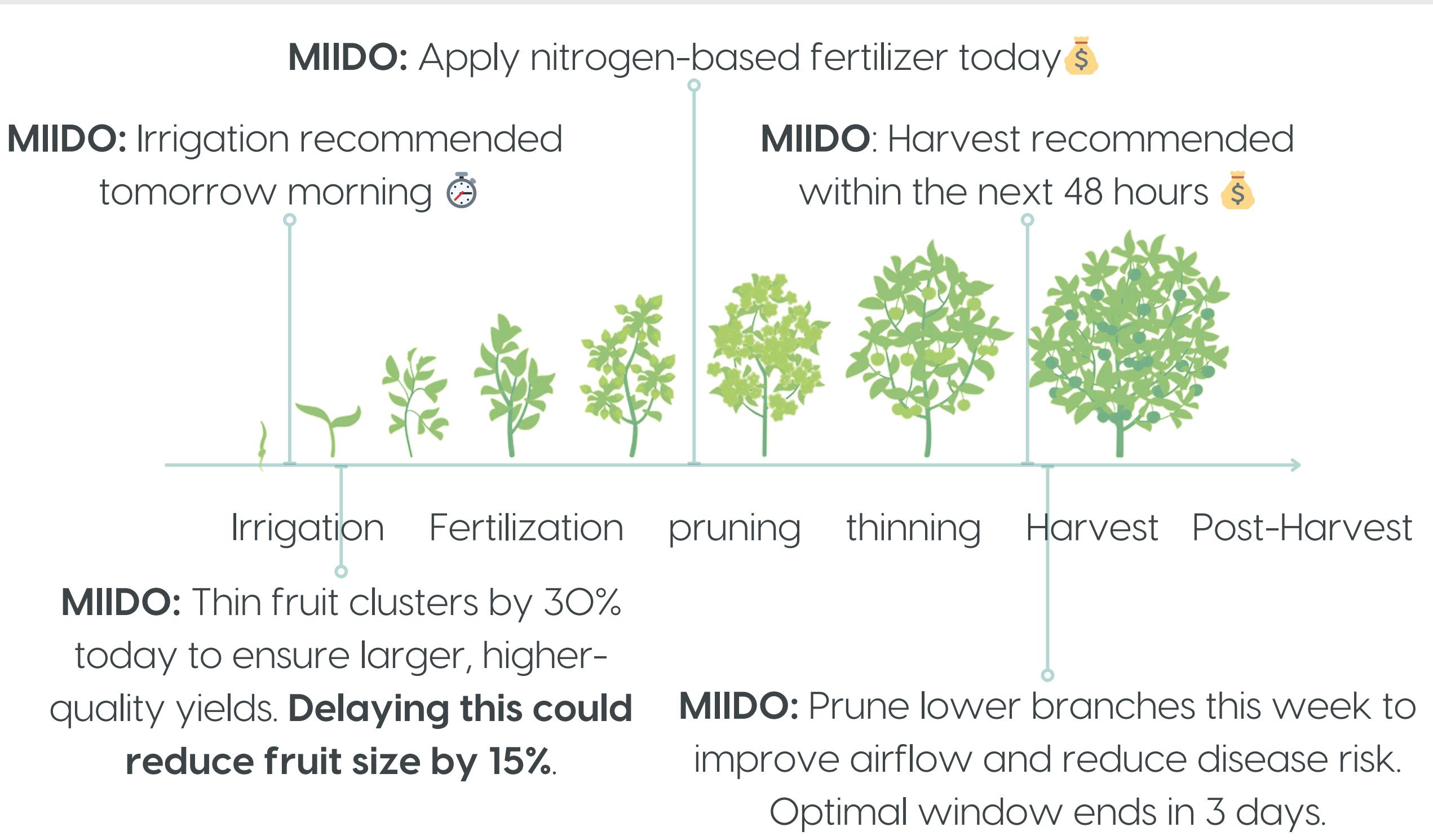
100% Personalized Software



Everything directly in a familiar tool

With MIIDO, farmers have real-time insights on **where**, **what**, and **when** actions need to be taken, **eliminating guesswork** and **maximizing efficiency**.

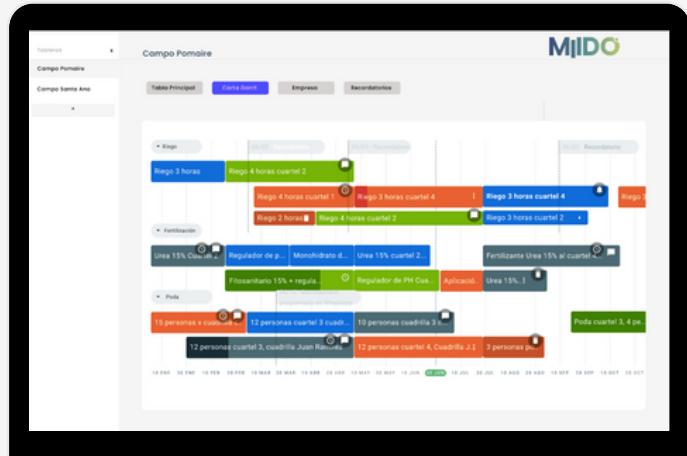
MIIDO Guides You Through Every Critical Stage





How does it work?

Step 1: Upload field planning.



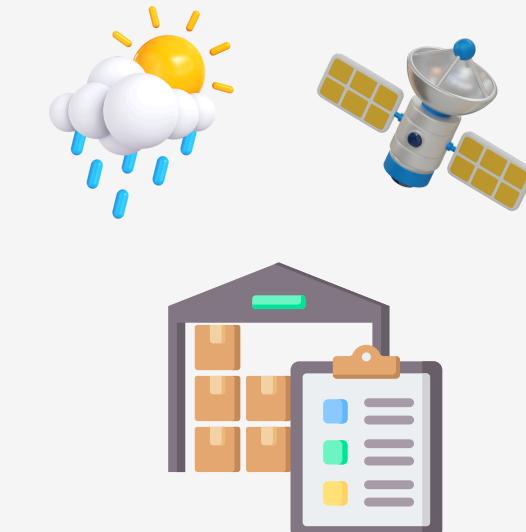
Fully personalized software

Step 2: Collect data from workers via WhatsApp.



Ex: "I Applied 20 kg of Nitrogen in quarter 3"

Step 3: Correlate it with weather, inventory, and planning.



Integration with different sources of information

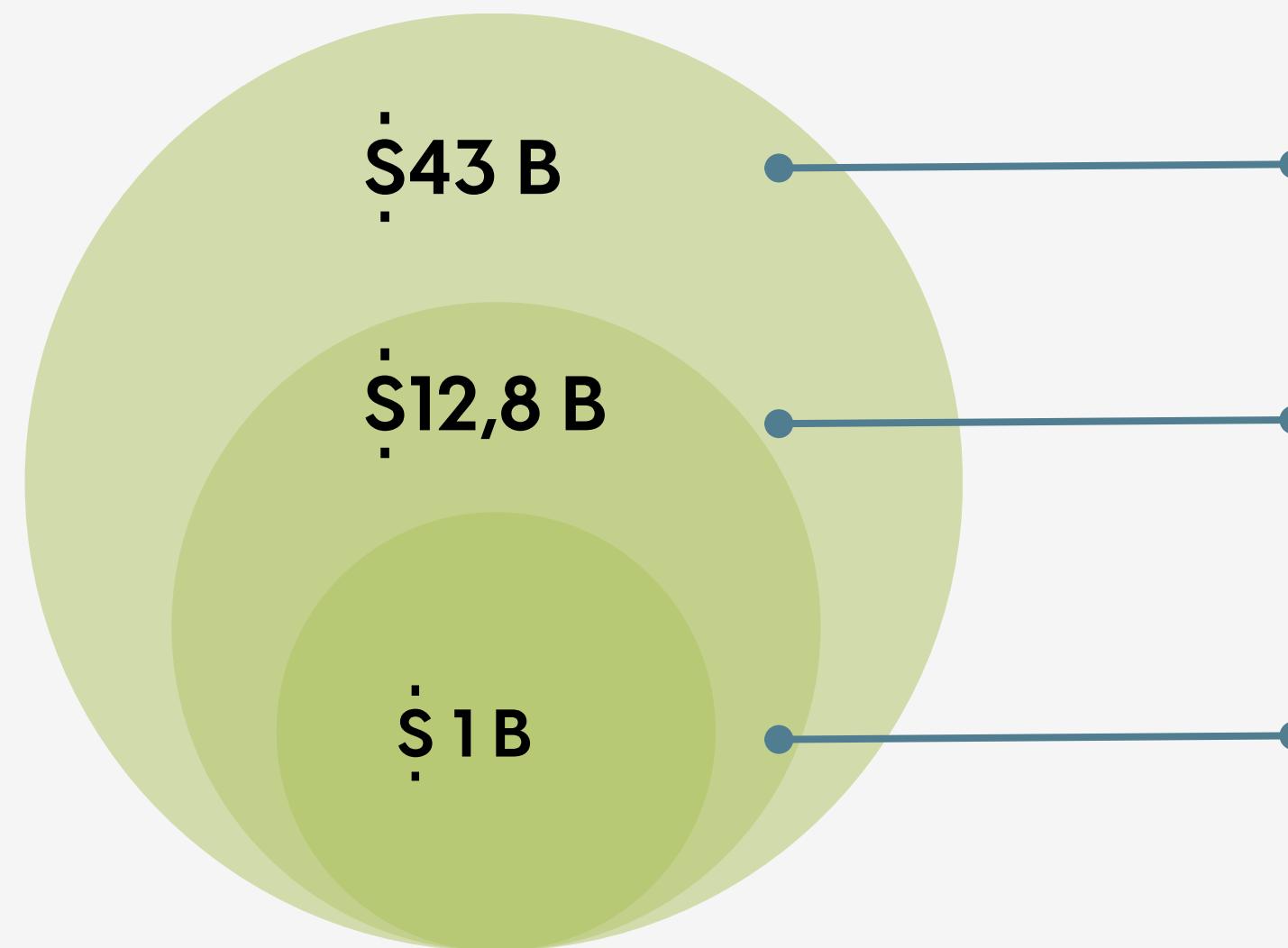
Step 4: Receive actionable insights.



Everything directly in a familiar tool



Market

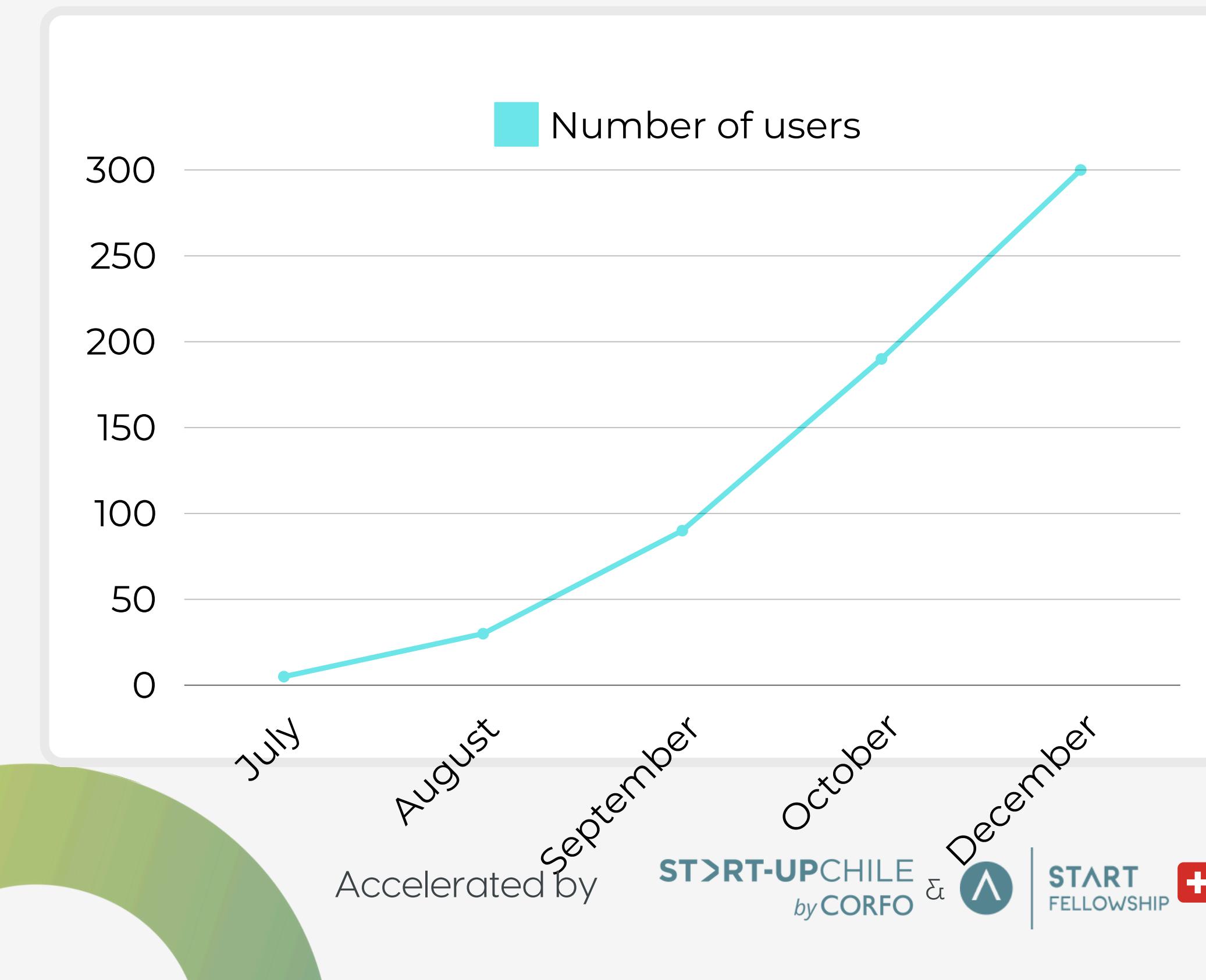


TAM: More than 43 billion expected by 2025, with a **CAGR of 14.2%**

SAM: More than 120 million hectares **growing 13%** year on year

SOM: More than 5 million hectares in Chile, Peru and Mexico

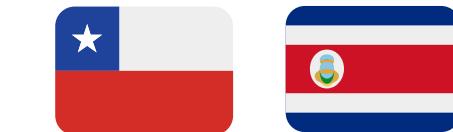
Traction



14,7%
WoW

\$10.000 USD
ARR

5 paying customers in 2 countries



5 companies in pilot phase in 4 countries



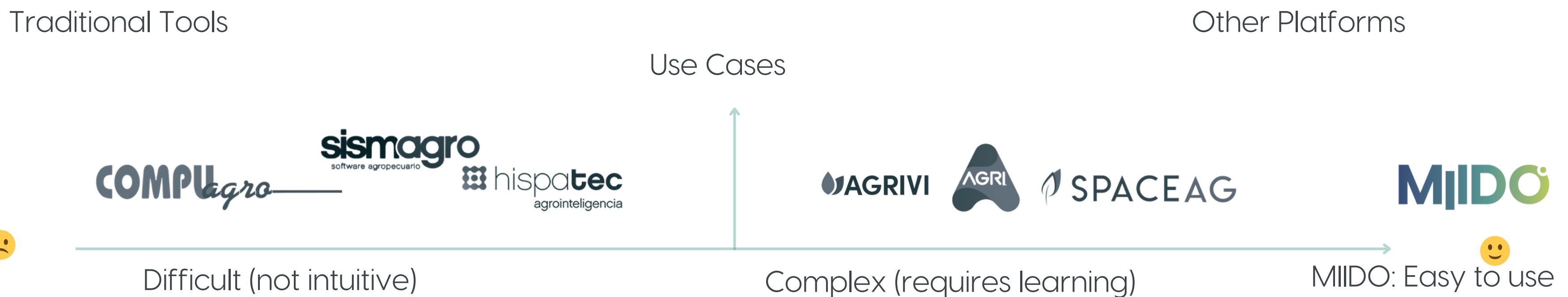
+ 4.800
Conversations Initiated

+5.500 Audios
Saved

15 startups highlighted for Digital Agriculture Week for IICA



MIIDO: Simplifying Agriculture Like No Other



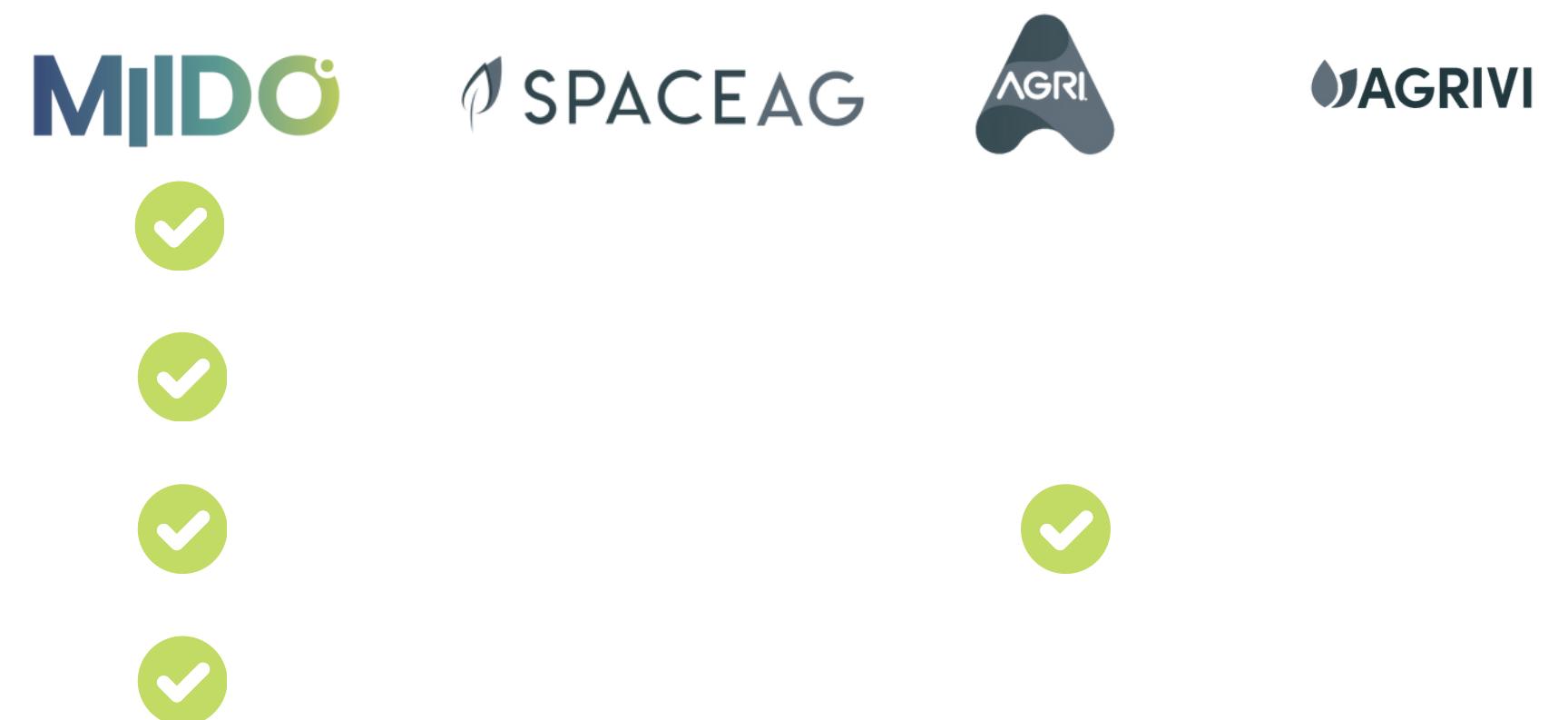
Example of Use Cases:

I have a question, I ask directly in the chat.

My team handles everything on WhatsApp with audios—no need for lengthy training sessions.

I get recommendations based on the products available in my inventory.

I can personalize everything





MIIDO works because we break the barriers

More than **92% of users** in Latin America **use WhatsApp**, including **rural sectors**.



We Speak the Language of the Field

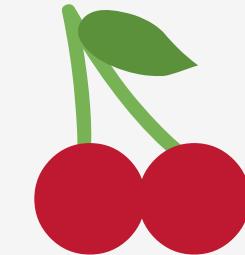
More than 5,500 audios stored from our users to study how **farmers** communicate in Chile, Costa Rica, Mexico, and all of Latin America.

We are **building a system** that **understands** their **context, their words, and their needs**.



Go-to Market

Fruits



Main focus first 2 years

Optimize **high-value** crops with **precision planning**.

\$50 /hectare year

Agricultural advisors



Main **promoters** of MII DO

MII DO also helps them with field visits.

\$1,500 annually

Grains



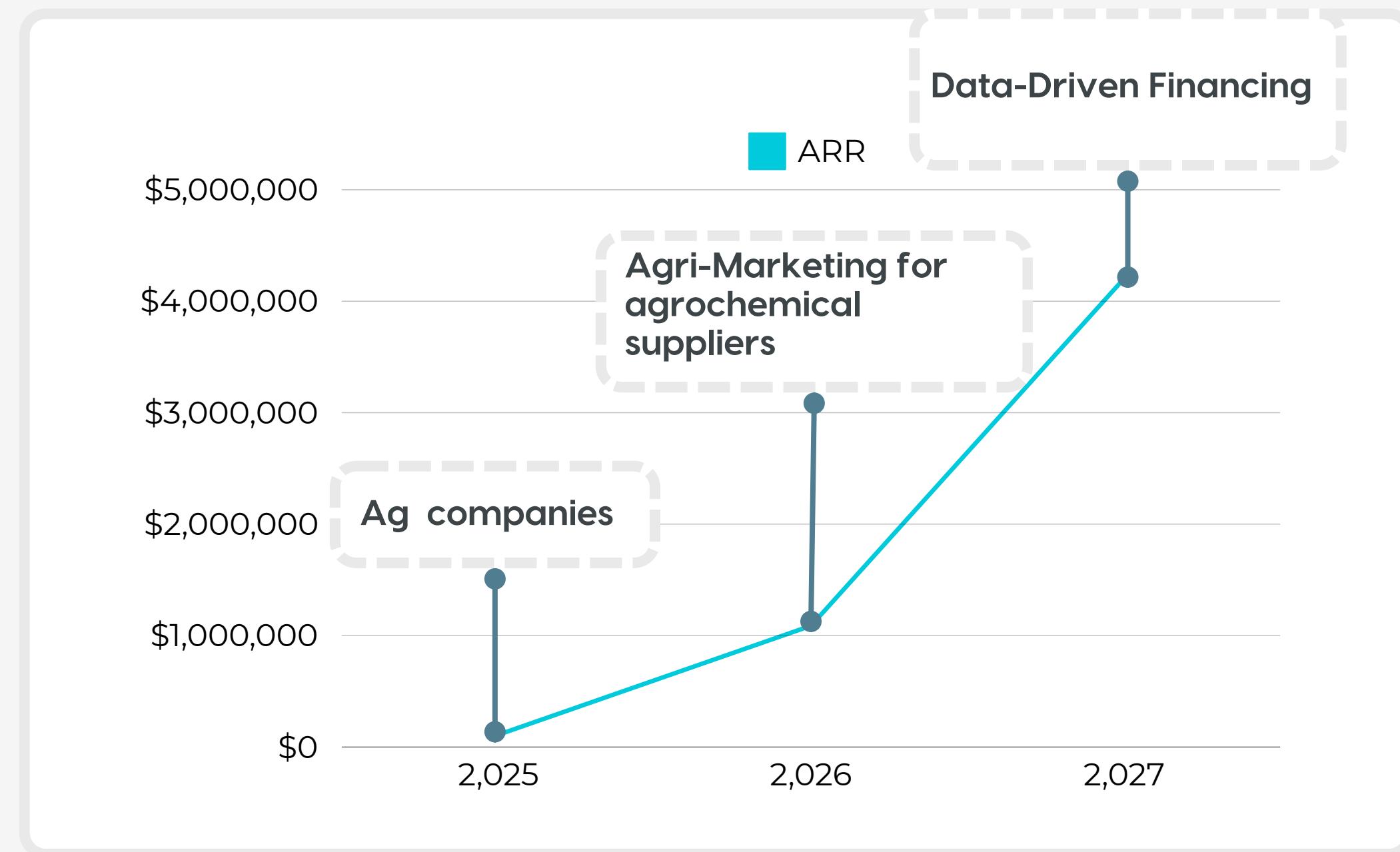
Moving forward with the market

Affordable insights **for large-scale** farming.

\$5 /hectare year

Future Growth

3 Revenue Streams That Drive MII DO's Growth



190,326 ha
Controlled by 2027

\$4,200,520 USD
ARR by 2027

280 Clients
by 2027



Our team



Nicolas Castellon - CEO

- Industrial Eng. UDD & immersion programm in St Gallen U, Switerland.
- 2nd time founder in Agro-Industry
- Led operation to liberate female Refugees from Afghanistan



Thomas Soto - CTO

- Telematic Engineer UTFSM
- Developer at BCI Labs (Poner lo más relevante para el contexto de MIIDO (Qué construyó?))
- Developer In LoadingPLay
- Finalist in the Chilean Tech Olympiad at age 16



Benjamin Martinez - COO

- Industrial Engineer UDD & Global Exchange at Babson College (USA).
- 2nd Time founder in Agro-Industry.
- Exposure to agriculture trough family business



Stanley Best

- Agronomist Eng. PhD. at Colorado State University
- Director of INIA in IT's



Pablo Troncoso

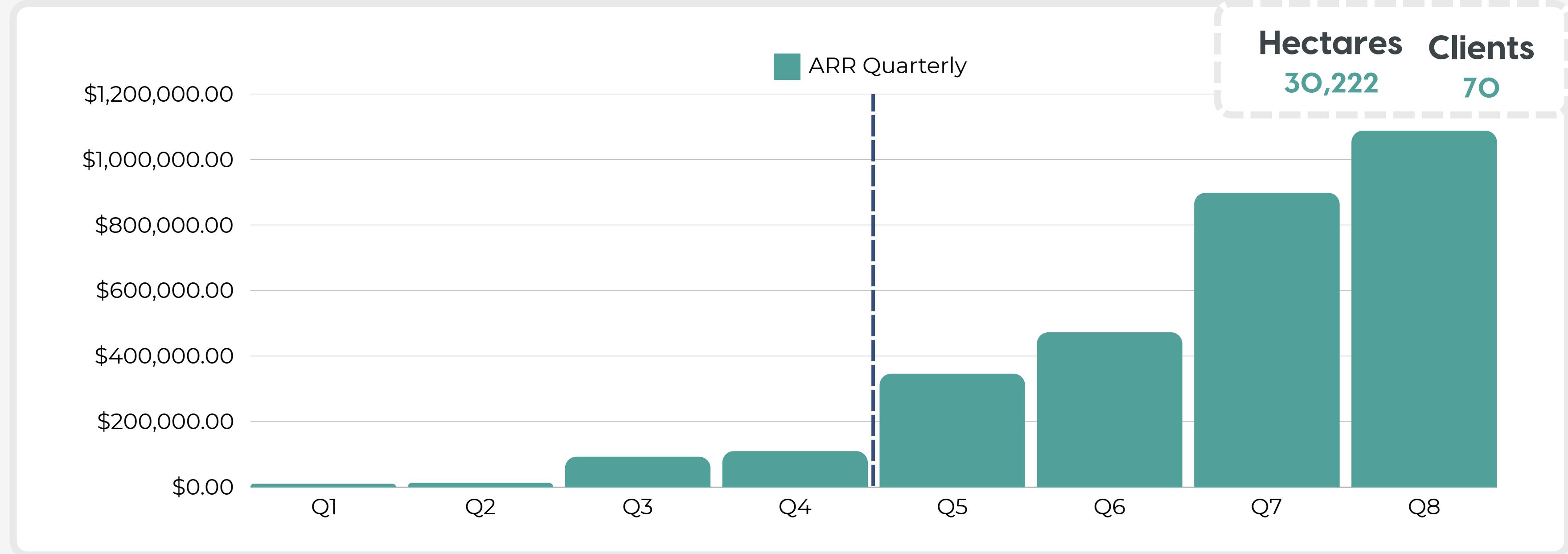
- Industrial Engineer
- MBA - University of Michigan
- Integration Manager LATAM, Unifrutti

Advisors

Backed by

ST>RT-UPCHILE &

RoadMap



Product

- Adapt the bot for different countries and dialects in Latin America.
- Smarter decisions with real-time weather and satellite insights: protect crops, optimize resources, and plan efficiently.

- Actionable insights.
- Predictive planning.
- Fintech prototypes for farmers.

Go-To Market

- Full-time salesperson
- Create first major distributor partnerships in Chile (Martinez and Valdivieso)
- Acquire customers through word of mouth.

- Incorporation of new revenue streams.
- Strategic partnerships.
- Localized campaigns.

Hectares
30,222

Clients
70

Use of Funds



Funding Goal

- \$500,000

ARR Goal

- \$1,008,000

Distribution

60% to product
30% to Sales & MKT
10% to operations

