a big market for small farms
The Problem

Information gap

Connectivity gap

High Search Costs

“Coordination Failure”

Low-level Equilibrium

40% loss
Farmers and Buyers connect easily while crops are still in the ground.

**Farmers:**
- Reduce Post-Harvest Loss
- Easy-to-use Chatbot

**Buyers:**
- Search for produce
- Organize Contacts
- Track Deals

**Revenue:**
- Buyers Pay-per-Contact

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**Our Solution**

**SMS Chatbot**
- Farmer posts tomatoes
- Buyer finds tomatoes
- Buyer calls Farmer
- Close Deal

**Farmster App**
- GET IT ON Google Play

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**2017 Tanzania & India**
- 3,000 Farmers
- 3,500 Listings
- 31,500 Messages
- >$6M of Produce
- $15 Per Farmer
2021 Target: 200,000 Farmers & 5,000 Buyers

- MOU Signed with Precision Agriculture for Development
- Integrate Farmster Chatbot and MOA-Info Service
- Target & Invite Farmers in 10 Counties
- Hire Marketing Team
- Digital Marketing Campaign

MOA-Info SMS Service Reaching 350,000 Farmers

Central & Nyanza Provinces
How we will Use the Platform

Partnerships
- White-Label or Integrations

Knowledge Base
- Mapping of Locations
- Agribusiness & Farmer Database

Financial Resources
- Israel Innovation Authority Grant ($130k)
- Marketing & Operations Budget

Policy
- Ease regional trade & buyer licensing

Unit Costs Per Farmer
- Now: $15
- 2021: $4
What We Bring to the Platform

Data on Farm Production (Real-time)
Data on Sales
Partnership

Expected Impact
20%
Income Increase
Your crops are published!

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Our Team

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CEO
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PhD, 2 Postdocs
10 Years Researching Smallholders
Gates Foundation Grantee

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BSc Technion
4 Years Software Development
10+ Chatbots Built
Intel & Google

Lucy Keiri
Business Development
BSc JKUAT
MBA Finance & Entrepreneurship
10 Years Experience
Agriculture & Market Access
SNV, AGRA, Open Book Trading
<table>
<thead>
<tr>
<th>Beans</th>
<th>Distance</th>
<th>Quantity</th>
<th>Sell In</th>
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<td>Beans</td>
<td>440.0 km</td>
<td>200 Kg</td>
<td>24 days</td>
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<tr>
<td>Beans</td>
<td>440.0 km</td>
<td>8 Bag</td>
<td>42 days</td>
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<tr>
<td>Beans</td>
<td>440.0 km</td>
<td>5 Ton</td>
<td>47 days</td>
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<tr>
<td>Beans</td>
<td>439.0 km</td>
<td>7 Bag</td>
<td>78 days</td>
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- Moti Moladi Chotila Surendranagar

WHERE

Seller's History | Add To Contacts | Call |
### Scalable

Any farmer, anywhere

### Big Data

Location
Crops Grown
Date of Harvest
Quantity Expected

### Platform Potential

Easy to Integrate
Basic Information

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Risks

- Competition
- “Chicken and Egg” Dilemma
- Low Understanding or Trust
- Cheating

Mitigation Options

Focus on differentiation:
- Technology – Chatbot
- Business Model
- Product Design

Farmers: Partner with PAD
Buyers: Local markets & Agribusinesses

DigiFarm - Could create market linkages
Tulaa - Working on digital marketplace

Need Critical Mass of Farmers & Buyers

Users may not understand or trust a digital system

Cheating may happen by either side

AI-powered Chatbot
Helpline
In-person Marketing

Digital rating system