CAPTURE SOLUTIONS LTD
Disruptive Agricultural Technology Challenge – Pitch Deck

April 5-6, 2019 | Nairobi, Kenya

“Stakeholder Satisfaction and Farmer focused financial solutions”
The Pains/Problem

1. Clerks steal from farmers while collecting commodity weights - (Lack of trust)

2. Farmers do not get paid promptly for commodities supplied

3. Payments are still done in analogue mode and mostly cash or bank

4. Lack of Financial services and credit rating for the smallholder farming community

“The problem with the Agricultural Value Chain in Africa is that **Brokers** are the largest beneficiaries and not the **Farmers**!”

— Grant Brooke
Our Solution

1. Providing unique controls and transparency to the Agricultural supply chain

2. Promoting Access to Finance by Inclusion of Smallholder Farmers to increase their Household Incomes

3. Eliminating the middlemen & brokers

4. Automating the payment process through M-Pesa B2C, therefore increasing farmer’s productive time.

www.cs4africa.com  www.cap-agri.com
Our Product

1. Farmer Sends Request via 2-WAY SMS/App
2. Farmer Delivers to factory with Weightcapture App.
3. Factory Confirms Value of produce supplied via Capagri API
4. Capagri requests confirmation
5. If Approved, Amount requested is sent to Farmer via M-pesa

If not qualifying, a regret SMS is sent to farmer.
Our Product contd.

We target to increase productivity by ensuring resources availability round the pre and post harvest period.

- Advances on Receivables
- Farm Inputs loans
- Smart phones loans
- Crop Insurance
Our scale-up plan

Target: We expect to reach 264,000 farmers by 2022 in Kenya and 1,000,000 farmers across Africa

In Kenya, we currently have over 85,000 farmers on our platform spread over 11 tea Factories in various counties. There are over 155 Tea Factories in Kenya hence we have covered only 7% of Tea alone.

This will be achieved by:

- **Partnerships** – All Factories, Cooperatives and other platform members in adding value to the livelihood of farmer.

- **Franchise** – From the platform, we could allow NDA’s for better distributed network to reach more farmers

- **Key Activity** – Wider coverage of Weighment Automation to be done on lease per set model

- **Key Activity** – Low setup costs & Increased Advances Lending at lower interest & Transaction cost
**Revenue Model**

**Projected annual growth of revenue (%)**

<table>
<thead>
<tr>
<th>Years</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>$0</td>
<td>$2,500,000</td>
<td>$6,750,000</td>
<td>$15,000,000</td>
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**Cost optimization:**
- No Set-up fees via weighing solution Per set leasing
- Unit cost for farmers before vs projected at scale
  - Unit cost before = $0.65
  - Unit cost after = $0.35

**Key assumptions:**
- Farmers will automatically be enrolled on Factory system acquisition
- Minimum 50% of farmers will request for advances on average 1-2 times a month
- Factories/Cooperatives will embrace the lease model
With Platform

Now mainly in Tea
Leveraging the platform can help us mitigate risk and optimize our scale-up success

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<tr>
<th>Competitors</th>
<th>Mitigation Options</th>
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<td>- We have 6 other companies who offer commodity value chain digitization but their solutions do not offer seamless data flow, they could improve.</td>
<td>- Uniqueness and increasing reliability with High touch customer service</td>
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<td>- Factories might delay in sending back the amounts disbursed to their farmers back into lending cycle</td>
<td>- None of our direct competitors is in the platform 1st cohort</td>
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<td>- Other Agricultural segments may be covered by new entrants</td>
<td>- We have access to competent Legal service providers to include protective Clauses with higher interest &amp; penalties chargeable</td>
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<td>- Technological and legal landscape might change to affect the current business model</td>
<td>- Being on the platform we will be ahead in reaching other Agricultural sub sectors.</td>
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<td>- Knowledge sharing on the platform will allow us to always be adapting to new changes</td>
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Resources needed to meet scale-up target leveraging the platform

Technical resources – from the platform, we will get specialized sector partners and expand our reach by collaborating to offer value added services to the smallholder farmers.

Knowledge resources – The platform will provide a great AgriTech Dump where our company can share and expand the skills of our Team.

Financial resources – We believe if the platform had a financing facility, our solution can scale to over 264,000 farmers in Kenya who would require a liquidity fund of between $2,000,000 - $3,500,000 to sustain the supply to payment cycle.

Policy – There is need to define clearly on the platform terms of collaboration like who owns the concept and who owns the farmer to deliver value.
Meet the Team

Lorenzo Boncompagni
Founder/CEO
-Over 20yrs of ICT solutions /Product development and Leadership.

Damaris Ngugi
Co-Founder/HR Director

Moses Wachira
Operations Manager-PMP
14 Yrs in Operations

Lameck Orwa
Sales Manager
7 Yrs of B2B/B2C solutions services

Simon Gicharu
CTO
6 Yrs Software Development Experience

Elizabeth Okerio
5yrs - Lead Web Apps Software Developer

Sharon Aoko
Mobile Apps
-6 Years Software Development Experience
Recognition

2018- We won as the most promising startup in Agriculture category

2019- In February we won the BCP Fintech challenge held in Casablanca Morocco organized by Banque Centrale Populaire

2019- In January we secured an Investment of $100,000 from a Japanese Investor