<table>
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<th>Company: Farmers Pride</th>
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<td>Disruptive Agricultural Technology Challenge</td>
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<td>April 5-6, 2019</td>
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<td>Presenter: Samuel Munguti-CEO</td>
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Problem

- Rural distribution of agriculture inputs, services and information is poor and informal trapping farming families in cycle of poor farm productivity and poverty

$700M farmer income losses annually in Kenya
Farmers Pride solution

digital franchise store
digital platform

We are a unique one stop solution platform offered through mobile app and digital agrodealer franchises. Farmers at village level access quality inputs, services and information they need geared towards increasing their farm income.
Our technology Platform

One stop platform connecting farmers to quality inputs, information and credible agriculture service providers in their local area.
The Transformation

Before

After
Traction and Scale up plan

- 6 digital franchise stores and 100 under conversion
- Scale to 1000 digital franchises next 5 years

- 10,000 farmers reached making extra $2m income through our intervention
- Scale to 500,000 farmers next 5 years making extra $151m income

- Integrate app with USSD platform
Resources we need to reach scale

Strategic Partnerships—leverage on partnerships with members in the platform to scale faster and less costly

Platform knowledge resources – National farmer, agrodealer and cooperatives database, stakeholder database

Financial resources – $1m
Leveraging on the platform Farmers Pride will achieve commercial and social sustainability faster as the number of active shops in the network accelerates:

- Farmers & earned revenue ramp up
- Cost per beneficiary declines significantly
- Capital structure evolves
- Eco-system evolves

Graph showing:
- Breakeven
- Commercial
- Social Capital Blend
- Grants
- Undeveloped
- Developing
- Developed
Our Team

Samuel Munguti, Founder & CEO
- 10+ years of experience in agribusiness development, management and designing solutions to farmer challenges in East Africa.
- MBA in Marketing and strategic management.
- Certificate in social performance management

Joel Patenaude - Strategy and partnerships advisor
- Experience in consulting with startups and SGBs in New Jersey
- Experience with financial technology business in banking and payments in SSA

Gladys Wanjiru - Head of ICT and Accounts
- Over 3 years experience in tech solutions development.
- Bachelor of Commerce degree in Accounts and ICT

Nancy Mutisya - Head of Business Development
- 5+ years of experience in agriculture sales and marketing
- Bachelor’s degree in agribusiness from Technical university
Thank you!

Samuel Munguti
CEO

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....It takes a village of partners to take a Farmers Pride to every community