



AGROMOVIL

# Making Small-scale agriculture faster, smarter and more profitable globally

## The Farmers' Platform

Agromovil is a global Match-Batch-Pay platform that helps small farmers connect with new buyers, sell direct, and find optimized transport – to get product to market more efficiently and become dramatically more profitable.

## A Worldwide Problem / A Big and Growing Opportunity

Small scale farmers (2-20ha) are losing nearly \$300 billion in potential revenue each year. Intermediaries capture between 40-50% of the value of goods sold, while a further 30% of harvested crops never reach markets at all. It's an inefficient system leading to lost value as well as higher prices for consumers and global food insecurity.

## Our Unique Approach

The Agromovil platform lets farmers connect directly to buyers, cutting out intermediaries, and offering optimized transport using our proprietary algorithm.

- Farmers can post goods for sale and **MATCH** with Buyers when crops are at their freshest, most valuable and ready for pickup
- Transporters to **BATCH** pickup and fill their trucks, so each trip to the countryside is more efficient and profitable
- All parties to **PAY** on the platform, making payments faster and more secure

## Making Money When Our Users Do

Agromovil makes money when producers and transporters do, taking a small percentage of each transaction arranged on the platform. As we grow, data from the Agromovil platform will also be licensed to improve supply chain efficiency.

## Competitive Advantages

Unlike competitors, Agromovil functions as an arranger, NOT an intermediary, requiring almost no infrastructure on the ground, making it easy to scale/replicate. The platform uses proprietary algorithms to aggregate data and optimize transport, and we can grow quickly through relationships with producer, buyer, transport and credit associations.

## A Diverse Global Team

Founded by Washington, DC entrepreneur and ex-World Bank executive, Andrew Mack, the Agromovil team includes serial entrepreneurs, financial, technology and optimization experts from the best universities of Latin America, USA, Asia and Africa, committed to create a real change, as well as internationally recognized partners and advisors.

## A Proven Concept and MVP

Winner of World Bank WE Empower startup contest; support from Carnegie Mellon University and Ernst & Young; graduate of USIP's PeaceTech Accelerator; and, Winner of the SCALE Challenge supported by the Walton Family Foundation (Walmart).

MVP tech development funding from Toyota Mobility Foundation; tested with more than 100 farmers, piloting with go to market partner Comultrasan (400k members credit union) in Santander, Colombia.

## And Agromovil is Responding to COVID-19

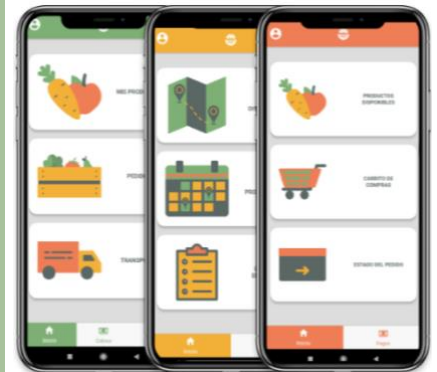
To combat COVID-19 Team Agromovil is taking action, piloting a simplified **NO COST** version of the platform to help buyers and sellers arrange deals and pickups without the face-to-face interaction – a kind of **social distancing for the agricultural supply chain**. Fewer farmers going to markets, more efficient pickups, lower risk to flatten the curve.



*Farmers losing 40-50% of market value to intermediaries*

*Additional 30% of harvested crops never make it to market*

*Missing out on some \$300B in potential value every year*



## Our partners/supporters:



WALTON FAMILY FOUNDATION