

# farmster

a big market for small farms

**Disruptive Agricultural Technology Challenge  
Pitch Deck**

**April 5-6, 2019 | Nairobi, Kenya**





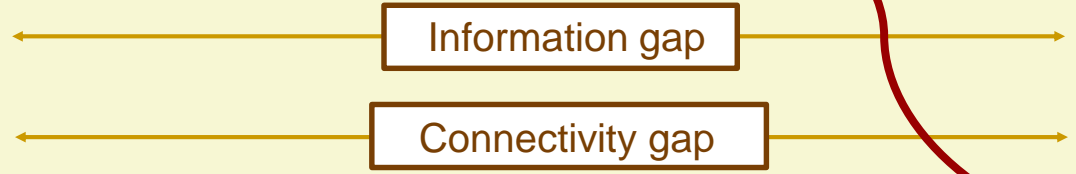
# The Problem



Farmer



Buyer



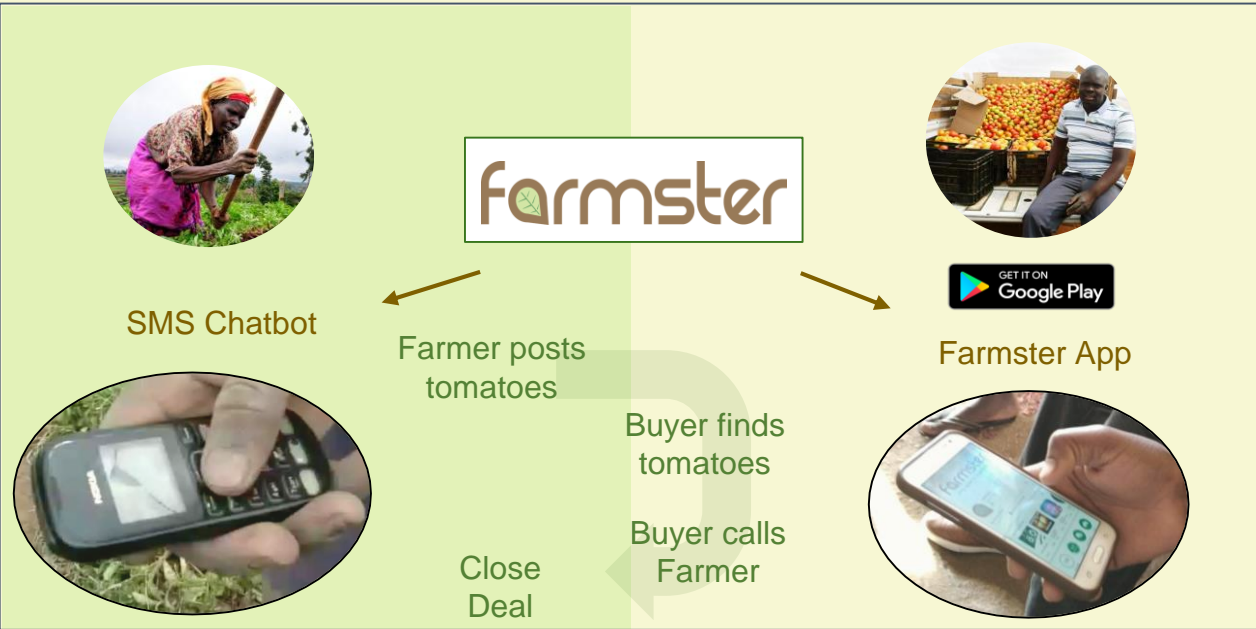
High Search Costs  
↓  
“Coordination Failure”  
↓  
Low-level Equilibrium

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



2017  
 Tanzania & India



3,000  
 Farmers



3,500  
 Listings

SMS

31,500  
 Messages



>\$6M of  
 Produce



\$15  
 Per Farmer



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

# farmster



MOA-Info SMS Service Reaching 350,000 Farmers



Precision Agriculture for Development

# How we will Use the Platform



Partnerships

White-Label or Integrations



Financial Resources

Israel Innovation Authority Grant (\$130k)  
Marketing & Operations Budget



Knowledge Base

Mapping of Locations  
Agribusiness & Farmer Database



Policy

Ease regional trade & buyer licensing

Unit Costs  
Per Farmer



\$15

Now



\$4

2021



## What We Bring to the Platform

Data on Farm Production (Real-time)

Data on Sales

Partnership

Expected  
Impact



**20%**

Income  
Increase

# farmster

a big market for small farms



Your crops are  
published!

# thanks

Adam Abramson, PhD

[adam@farmster.co](mailto:adam@farmster.co)

[www.farmster.co](http://www.farmster.co)



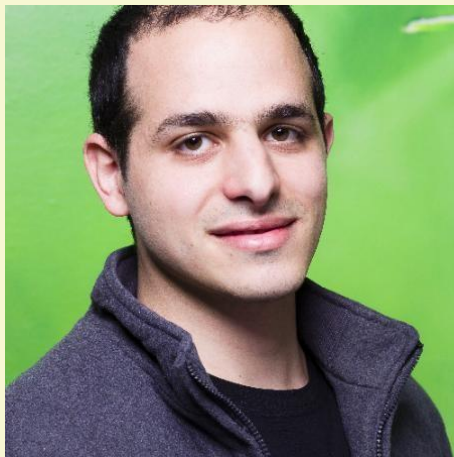
## Our Team



**Adam Abramson, PhD**  
**CEO**

Harvard

PhD, 2 Postdocs  
10 Years Researching Smallholders  
Gates Foundation Grantee



**Amit Ben Dor**  
**CTO**

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



3 MY DEALS | 8 MY CONTACTS

---

FIND PRODUCE

5 results

Beans -- ★

440.0 km DISTANCE	200 Kg QUANTITY	24 days SELL IN
----------------------	--------------------	--------------------

Beans -- ★

440.0 km DISTANCE	8 Bag QUANTITY	42 days SELL IN
----------------------	-------------------	--------------------

Beans -- ★

440.0 km DISTANCE	5 Ton QUANTITY	47 days SELL IN
----------------------	-------------------	--------------------

Beans -- ★

439.0 km DISTANCE	7 Bag QUANTITY	78 days SELL IN
----------------------	-------------------	--------------------

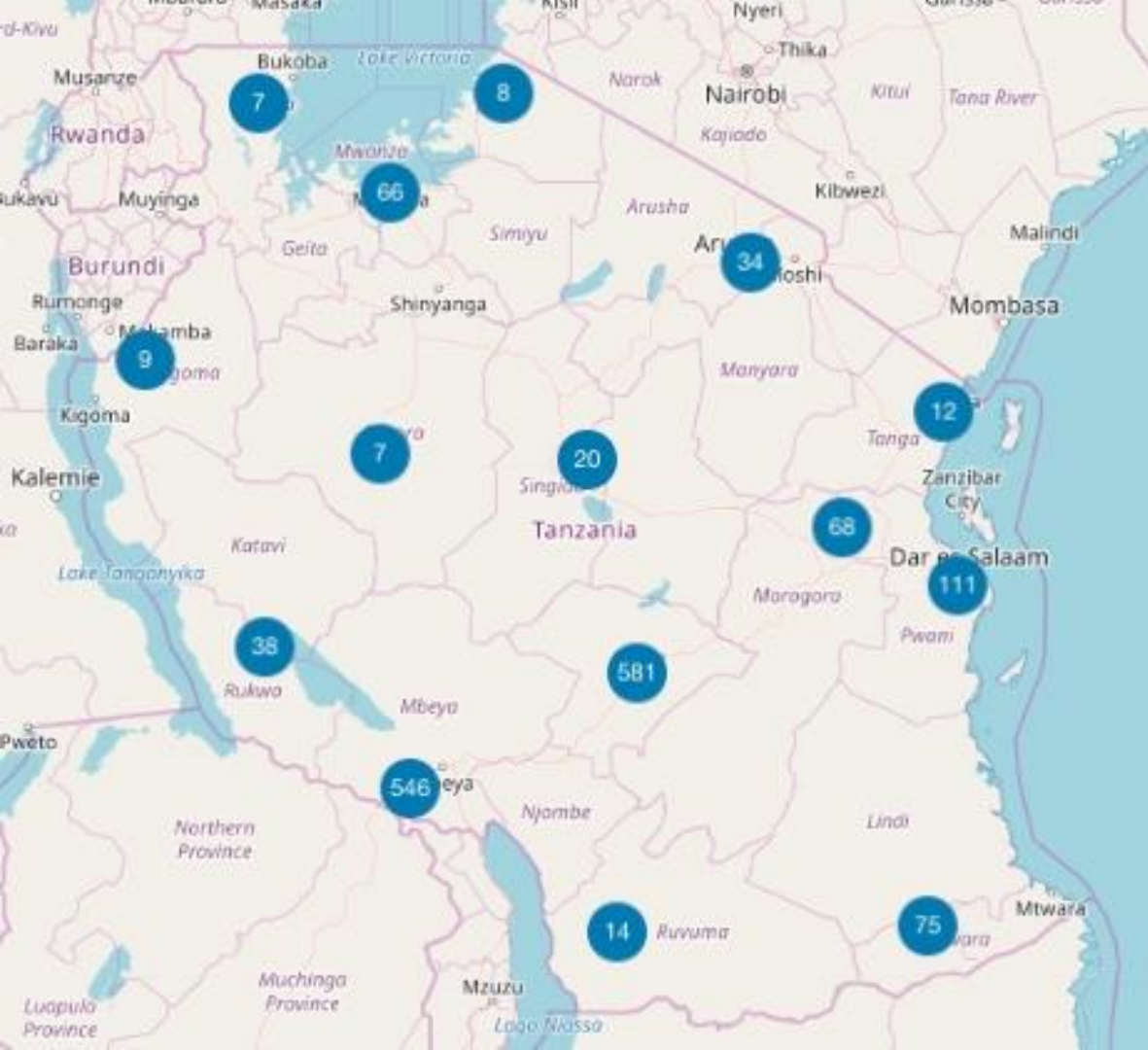
Beans -- ★

Beans

10.0 km Distance	10 Mann Quantity	NOW
---------------------	---------------------	-----

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



# Risks

# Risks

# Mitigation Options

Competition

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

Focus on differentiation:  
Technology – Chatbot  
Business Model  
Product Design

“Chicken and Egg”  
Dilemma

Need Critical Mass of Farmers & Buyers

**Farmers:** Partner with PAD  
**Buyers:** Local markets & Agribusinesses

Low Understanding  
or Trust

Users may not understand or trust  
a digital system

AI-powered Chatbot  
Helpline  
In-person Marketing

Cheating

Cheating may happen by either side

Digital rating system