ATTENTION SPANS ARE CHANGING

The shift to Hyper attention from Deep attention in Digital Space

Source: Telegraph UK
Always with you
Rich user interface
Knows you

Always on
Can see and record
Knows your friends

Connected
Knows where are you and where are you going
Know how to bill you
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bite-Sized</td>
<td>Always with you</td>
</tr>
<tr>
<td>In-the-moment</td>
<td>Always on</td>
</tr>
<tr>
<td>In-context</td>
<td>Connected</td>
</tr>
<tr>
<td></td>
<td>Rich user interface</td>
</tr>
<tr>
<td></td>
<td>Can see and record</td>
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<td></td>
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<td>Know how to bill you</td>
</tr>
</tbody>
</table>
KUZA.ONE

Kuza is an Exponential Organization helping informal communities to learn, connect & grow @scale on their own terms and at their own convenience.

Unique Value Proposition

- Micro-Learning
- Micro-Distribution
- Micro-Mentoring

Certified B Corporations are leaders of a global movement of people using business as a force for good.

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Communities Kuza works with:
- Small Holder Farmers
- Construction Workers
- Refugees
- Community Health Workers
- Youth & Women Groups
- Home Based Women Bakers
- Sanitation Workers
- Hair Care & Beauty Salon Workers
“Teach people how to fish and you can feed them for life”
Crop Life Cycle micro learning content in 5 Indian Languages

Covering

Horticulture crops: 16 (Fruits and Vegetables)
Food Crops: 15 (Wheat, Maize, Rice, Millets, Pulses)
Plantation Crops: 4 (Coffee, Coconut, Tea, Rubber)*
Cash Crops: 5 (Sugarcane, Tobacco, Cotton, Jute, Oilseeds)*

*work in progress

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Kuza has curated and produced micro-learning content for Crop agronomy in consultation with Agronomists & industry experts.
Kuza’s proprietary micro-distribution toolkit provides access to the Kuza Multi sided digital platform & Micro learning content to the communities from the rural/remote areas.

On The Move
In The Remote locations
On Your Own Terms
@your Own Convenience
Kuza’s proprietary micro-distribution toolkit provides access to the Kuza Multi sided digital platform & Micro learning content to the communities from the rural/remote areas.
### AE Operations

#### Transaction Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Transaction Value</th>
<th># of AEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeds</td>
<td>₹ 8,36,13,110</td>
<td>244</td>
</tr>
<tr>
<td>Pesticides</td>
<td>₹ 3,89,32,619</td>
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</tr>
<tr>
<td>Fertilizers</td>
<td>₹ 7,65,31,455</td>
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<tr>
<td>Nursery</td>
<td>₹ 40,15,098</td>
<td>23</td>
</tr>
<tr>
<td>Dairy</td>
<td>₹ 11,31,815</td>
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<tr>
<td>Farm Equipments</td>
<td>₹ 67,08,150</td>
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<tr>
<td>Animal Husbandry</td>
<td>₹ 7,180</td>
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<tr>
<td>Others</td>
<td>₹ 4,81,18,324</td>
<td>98</td>
</tr>
</tbody>
</table>

#### Key Metrics

- **Total Transaction Value:** ₹ 25,90,57,751 / $ 3,632,767
- **# of AEs:** 552
- **# of Farmers:** 17,388
- **Total Acreage:** 27,729.6

### AE Operations by State

<table>
<thead>
<tr>
<th>State</th>
<th>Bihar</th>
<th>Andhra Pradesh</th>
<th>Madhya Pradesh</th>
<th>Maharashtra</th>
<th>Odisha</th>
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</thead>
<tbody>
<tr>
<td>Seeds</td>
<td>₹ 24,10,195</td>
<td>₹ 5,25,750</td>
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<tr>
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<td>₹ 10,08,398</td>
<td>₹ 1,40,000</td>
<td>₹ 2,29,03,281</td>
<td>₹ 40,05,201</td>
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<tr>
<td>Fertilizers</td>
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<td>₹ 7,14,263</td>
<td>₹ 19,38,671</td>
<td>₹ 0</td>
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<tr>
<td>Nursery</td>
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<td>₹ 16,89,270</td>
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<td>₹ 12,95,555</td>
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<tr>
<td>Dairy</td>
<td>₹ 0</td>
<td>₹ 98,000</td>
<td>₹ 9,69,335</td>
<td>₹ 0</td>
<td>₹ 23,010</td>
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<tr>
<td>Farm Equipments</td>
<td>₹ 6,000</td>
<td>₹ 0</td>
<td>₹ 48,49,320</td>
<td>₹ 63,800</td>
<td>₹ 0</td>
</tr>
<tr>
<td>Animal Husbandry</td>
<td>₹ 0</td>
<td>₹ 0</td>
<td>₹ 0</td>
<td>₹ 0</td>
<td>₹ 1,62,20,188</td>
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<tr>
<td>Other</td>
<td>₹ 81,21,330</td>
<td>₹ 12,23,600</td>
<td>₹ 19,80,203</td>
<td>₹ 0</td>
<td>₹ 1,23,82,631</td>
</tr>
</tbody>
</table>

**Legend:**
- AP - Syngenta (35,70,011)
- AP - SERP (0)
- Bihar - Jeevika (2,02,07,047)
- Bihar - Rabobank (17,000)
- Jharkhand - Rabobank (1,10,40,961)
- Madhya Pradesh - Rabobank (28,50,505)
- Maharashtra - Rabobank (12,03,21,193)
- Odisha - Rabobank (2,82,55,039)
# Beneficiaries: 525,000
Coverage: 7 Indian states
Total Transactions: $3.6 million

Impact to date

**Eco-system Players**
- Agri input companies
- Financial Services cos.
- Farm Equipment Mfr.
- Market Off takers
- NGOs
- Government (Fed/local)
- Multi-laterals

2019 Expansion plans
- Kenya
- Uganda
- Mozambique
- Bangladesh
- Indonesia
Source: Peter H. Diamandis, MD  Cofounder and executive chairman of Singularity University and coauthor of The New York Times bestsellers Abundance
Kuza's technology stack & 5C process framework delivers scalable solutions for Impact.
4,000,000 Youth & 750,000 Women advance their careers & lives with Kuza’s mentorship & support

3,000,000 Youth mentored via digital campaign on HIV/AIDS awareness leading to testing their status

500,000 TB & HIV Patients with unique digital identity remotely tracked through disease notification & surveillance system

250,000 micro entrepreneurs impacted with positive economic growth

151,531 New Jobs created in the informal sector

110,420 Smallholder Farmers receiving agri-business mentorship & access to inputs, credit & market

FROM GLOBAL GOALS TO LOCAL IMPACT
Changing the Playing Field