Company Overview

- EzyAgricwas **founded in 2015**.

- EzyAgricoperates in the **farming and agriculture sector** and aims digitizes the agricultural market ecosystem

- EzyAgricuses **EzyAgric**; its data-driven, **end to end mobile and web platform** to collect and provide information for better service delivery across the agricultural value chain.

  - ➢ **Software as a service** – information and digital content

  - ➢ **Ecosystem** – connecting stakeholders along the agro-supply chain

- EzyAgric provides **services across the value chain**

| Input provider | Offtake | Master Agents | Village Agent | FSP |

The Problem

- Uganda's population expected to grow from 34m in 2014 to 75m by 2040 – these people need to eat

- Appraising is difficult (deemed as a higher risk) due to lack of

  - credible data & records on the activities of production,

  - training,

  - use of capital,

  - access to markets,

- Dispensing loans to them becomes difficult resulting in farmers being financially excluded thus

  - Diminished access to quality inputs and advisory services

  - Low and inconsistent yields

- Thus, average income USD 1.2 per day (62% of rural Uganda)

- This is representative of sub-Saharan Africa.

EzyAgric

The EzyAgric App – a solution for all seasons

General

- EzyAgric is an on-demand mobile and web application

- EzyAgric captures all activities and transactions which builds farmers financial visibility and credibility. This aids the financial institutions to assess a smallholder farmer and reduce loan turnaround time since information about the farmer is available. Reduces loan assessment cost by 45%, improves turnaround time by 60% increasing the farmer's chance of getting financial support.

- For farmers without smartphones, they access EzyAgric services via their respective EzyAgric Master Agents through service providers called EzyAgric village agent.

Start of Season - A basic profile is generated from biodata and GPS mapping of the farmland, then farmers use it to project the right seasonal farm investment required.

During Season - Farmers access value chain specific agronomic info, key seasonal activity reminders, monitoring information as well as order and pay directly for genuine agricultural inputs and services (planting, spraying, soil testing, shelling) from a variety of trusted suppliers on EzyAgric.

End of Season - farmers receive market information and trade competitively with a variety of off-takers.

The EzyAgric Agents

EzyAgric Master Agent (EMA):

- An aggregator & channel

    - of agricultural inputs

    - extension/advisory services,

    - for smallholders to access markets

- Typically an EMA aggregates about 500 farmers[1].

- Logistical hub supplying inputs and aggregating outputs

- Take the form of community-based organizations such as

    - Agricultural Traders

    - Cooperatives

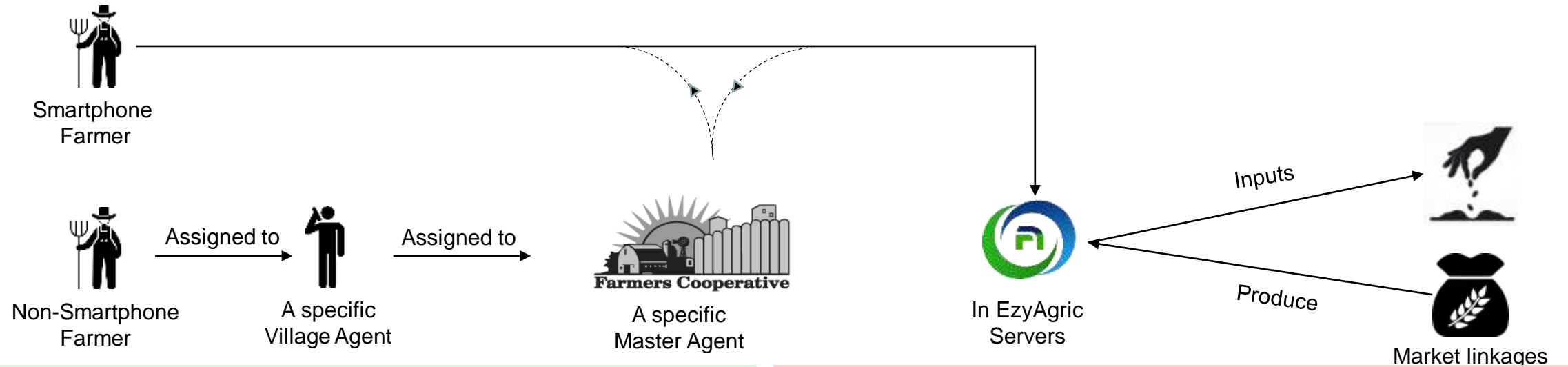   - Farmer associations, and Commercial agro-dealers

EzyAgric Village Agent (EVA):

- These are individual persons under EMAs

- Closer to farmers

- EVAs are the day-to-day human interface for smallholder farmers

- Typically a EVA aggregates about 100 farmers[1].

1 Current model assumptions

Ideal Route To Market – Ecosystem Inputs / Produce

Smartphone Farmer

Non-Smartphone Farmer — Assigned to → A specific Village Agent — Assigned to → **Farmers Cooperative** A specific Master Agent — In EzyAgric Servers

Inputs

Produce

Market linkages

INPUT SUPPLY CHAIN

1) The EVA (on behalf of the non-smartphone farmer) or smartphone farmer makes an order via the EzyAgric App.

2) Order reflects on the EzyAgric backend and EMA portal

3) EzyAgric collates orders and places one order to the supplier.

4) EzyAgric determines delivery route and collates orders via delivery route

5) Products are delivered at EMA, Major Town, or within Kampala

6) Farmers, EVA's and EMA's where applicable are notified of delivery.

7) Farmer or EVA arranges last mile distribution from EMA to farm.

8) Payment happens via the EzyAgric App.

PRODUCE SUPPLY CHAIN

1) Farmer or EzyAgric App notifies EA Team, EVA, EMA, and EOT that produce is ready; alternatively, EOT through EzyAgric notifies the MA and farmers that they require produce

2) Farmers collate produce at a pre-defined point their community

3) EMA through EVA collects produce from farmer

4) EMA or smartphone farmer test produce quality and negotiates price with EOT and arranges for delivery/collection

5) Payment happens via EzyAgric App

Note: in the case of an Smartphone farmer – they usually arrange transport direct to an EOT and handle their own negotiations

The Business and Revenue Model

The Business Model

- EzyAgric ICT platform called **EzyAgric** (an input/output application).

- EzyAgric Village Agent (EVA's) collects

    - Farmer's records

    - Maps the cultivated land using GPS

    - Provides extension services to farmers

    - Link them to off takers and input suppliers through Master Agents

- The Master Agent is the supply chain hub that moves inputs to the farmers and aggregates the produce for the offtaker

- EzyAgric has the potential to connect producers, buyers, sellers, input suppliers, exporters, crop insurance and financial institutions with Akorion, the managers of the data.

The Revenue Model

- **Subscription** - SAAS (Software As A Service) services

- **Commission** - mark up margin on goods sold through the platform. (The margin is shared between the Master Agent and Akorion)

- **Contract services** to off takers, financial institutions etc.

EzyAgric

Total Addressable Market
UGANDA

3,100 000 Commercial Farms[1]

50% registered

15% active

233 000 active (of 1,550,000 registered)

3,100 Master Agents
(at 500 Farms/MA) [1]

15,500 Village Agents
(at 100 Farms/VA) [1]

A Comment on the Numbers…
- We have estimated that on average 1 master agent has 500 registered farms on their books, which is serviced by 5 village agents (100 farms per village agent).
- As the model develops, the ratio might change, or we might start referring to number of active (revenue generating farms) per master agent, and per village agent
- Numbers for the SSA and Global have similar challenges to those of Uganda – these numbers are estimates.

SSA and WORLD

WORLD	
Population	7 200 000 000
Farms	500 000 000
Commercial Farmers	2 500 000 000
Smartphone Farmer	1 040 000 000
Non-Smartphone Farmer	1 460 000 000

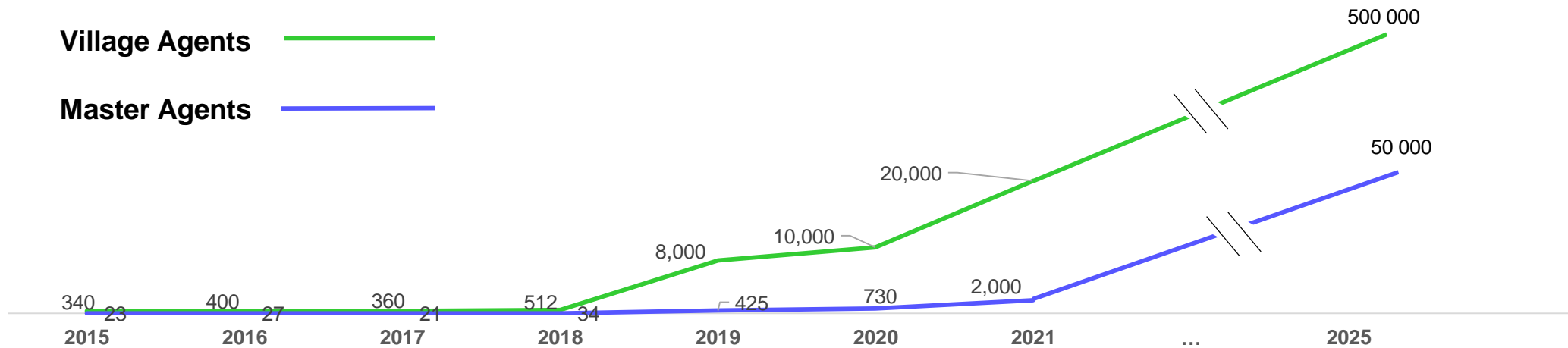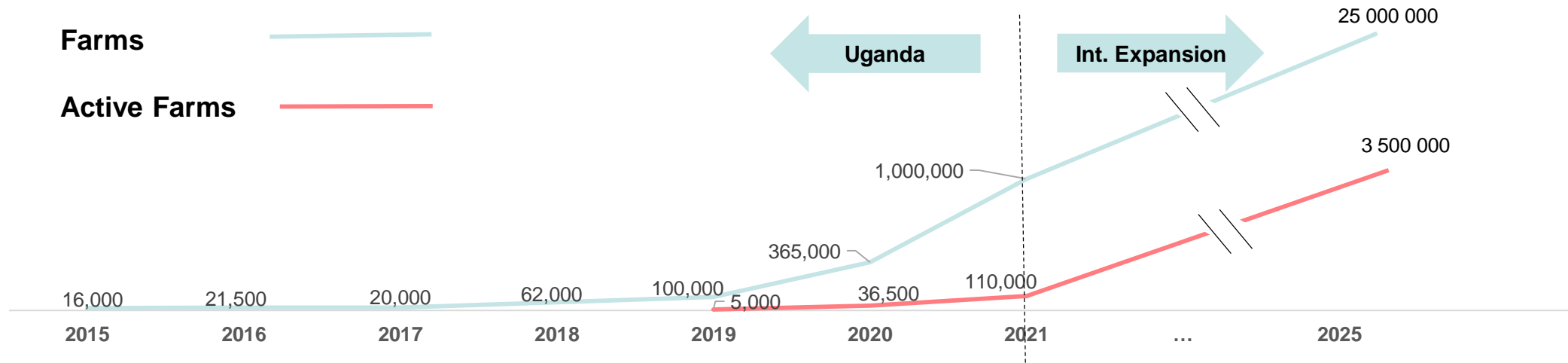| SSA	
Population	1 060 000 000
Farms	33 000 000
Commercial Farmers	646 600 000
Smartphone Farmer	244 000 000
Non-Smartphone Farmer	402 600 000

UGANDA	
Population	44 000 000
Farms (Total)	3 100 000
Commercial Farmers	6 000 000
Smartphone Farmer	200 000
Non-Smartphone Farmer	5 800 000

EzyAgric

Scaling journey

Thank you

https://akorion.com/