



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

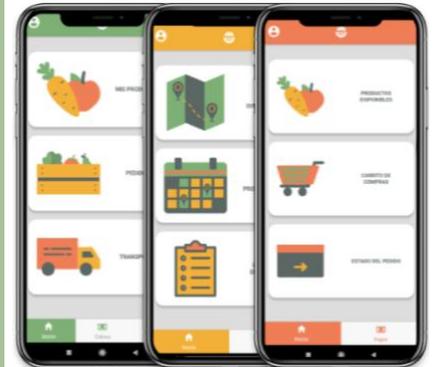
To combat COVID-19 Team Agromovil is taking action, piloting a simplified **NO COST** version of the platform to help buyers and sellers arrange deals and pickups without the face-to-face interaction – a kind of **social distancing for the agricultural supply chain**. Fewer farmers going to markets,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