



# AgUnity

Connecting the last mile



## Connecting Smallholder Farmers

SXSW Startup Pitch  
March 2021



# AGUNITY TRANSFORMS HOW A PHONE WORKS



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Security



Connectivity



Identity



Remote support



Relevance



Ease of Use



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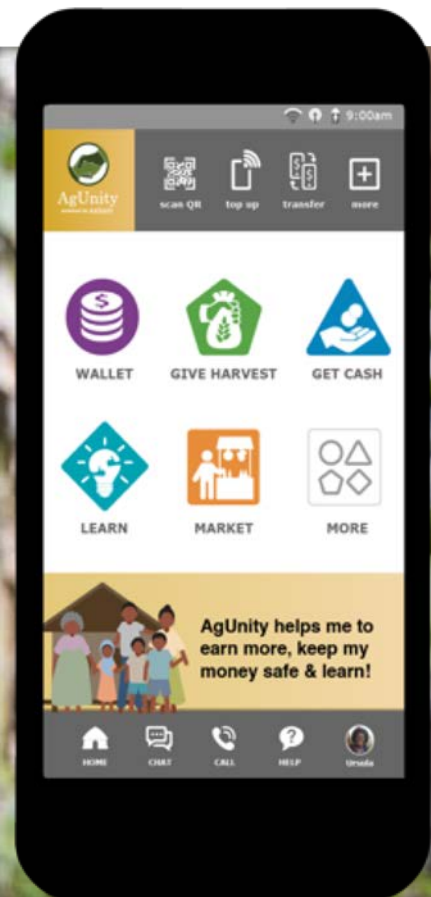
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# LIFE CHANGING IMPACT

## FROM \$1000 TO OVER \$3000 A YEAR



MORE INCOME



“It helps me communicate with other farmers, get information from the market, get a higher price for my beans and saves me time.”

- Freda, PNG



Banking



Marketplace



Safe Transactions



Learning



Insurance



much more

# 3.1 BILLION SMALL FARMERS

Mostly no Phone, no Bank and not Connected



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**\$2.1T** commodities purchased

**\$1.2T** product sales

**\$1.5T**

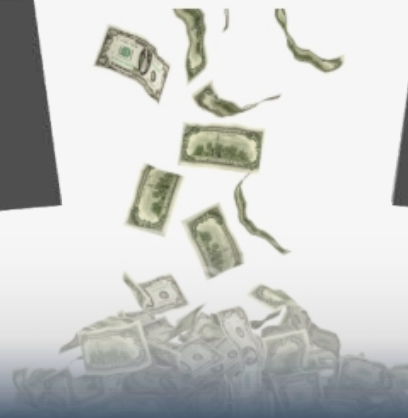
financial services

**\$200B**

foreign aid



← **\$5T Total** →



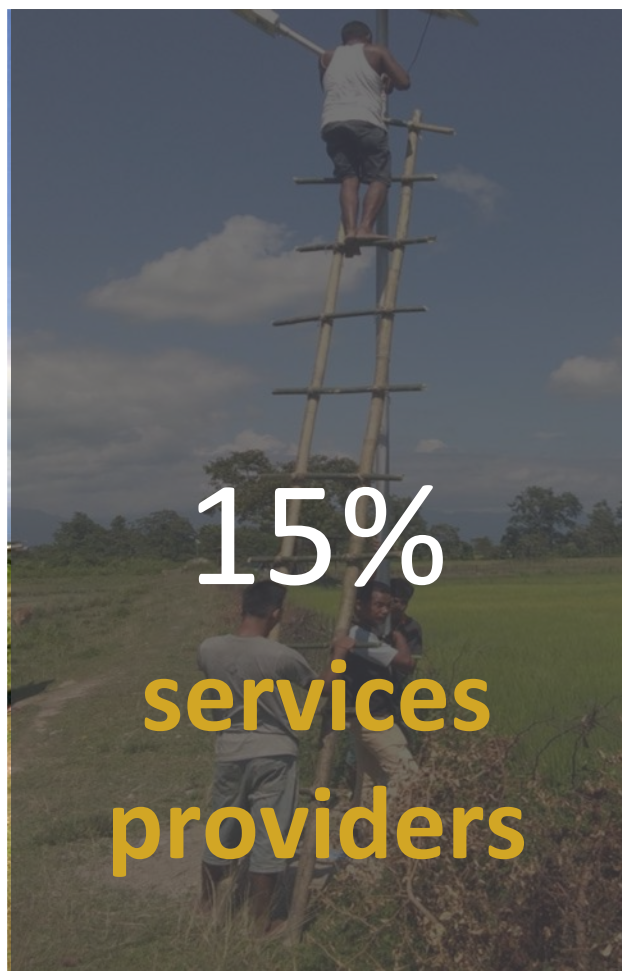


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## WHO PAYS FOR AGUNITY?

thousands of organizations need to trade & connect with remote farmers



# TRACTION



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USAID  
FROM THE AMERICAN PEOPLE



- 7 Completed Projects in 3 Continents
- 12 Revenue-ready projects signed

Immediate  
Market  
28.5M Farmers



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## REVENUE MODEL

≈ \$50 - \$200

per farmer a year

SUBSCRIPTIONS



**\$1AUD**

per month / user

TRANSACTIONS



≈ 3-5%

per transaction



ONLINE MARKETS



**10%**

revenue share

# EXECUTIVE TEAM



**AgUnity**  
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**DAVID DAVIES**  
*Founding CEO*



**PETRA SCHNEIDER**  
*CCO*



**STEFAN BARRETT**  
*CTO*



**KEITH NIELSEN**  
*CPO*



**NURVITRIA KRISTOFIKOVA**  
*Program Director*



**NEVILLE WOOD**  
*CSO*



**ANGUS KECK**  
*COO*



**JAY JAYESHWARAN**  
*CRO*

30+ years fintech leadership  
2 start-up exits :  
Cost Optics (Sing)  
and Metasys (Japan)

30+ years in sustainable development;  
founder largest NGO Indonesia

20+ years experience in global, core banking applications

25+ years in investment banking, tech and large-scale projects

15+ years in international and large-scale development programs

50+ years in driving innovative technology adoption

10+ years in ICT and sustainable development leadership

10+ years in investment, strategy and business development





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Improving lives for millions of small farmers

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