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DEUTSCH-AFRIKANISCHES  
WIRTSCHAFTSFORUM  
NORDRHEIN-WESTFALEN



# Improving financial livelihood of smallholder farmers through fair trade

December 2015





Lack of access to market, encouraging exploitative buying



Financial exclusion for smallholder farmers

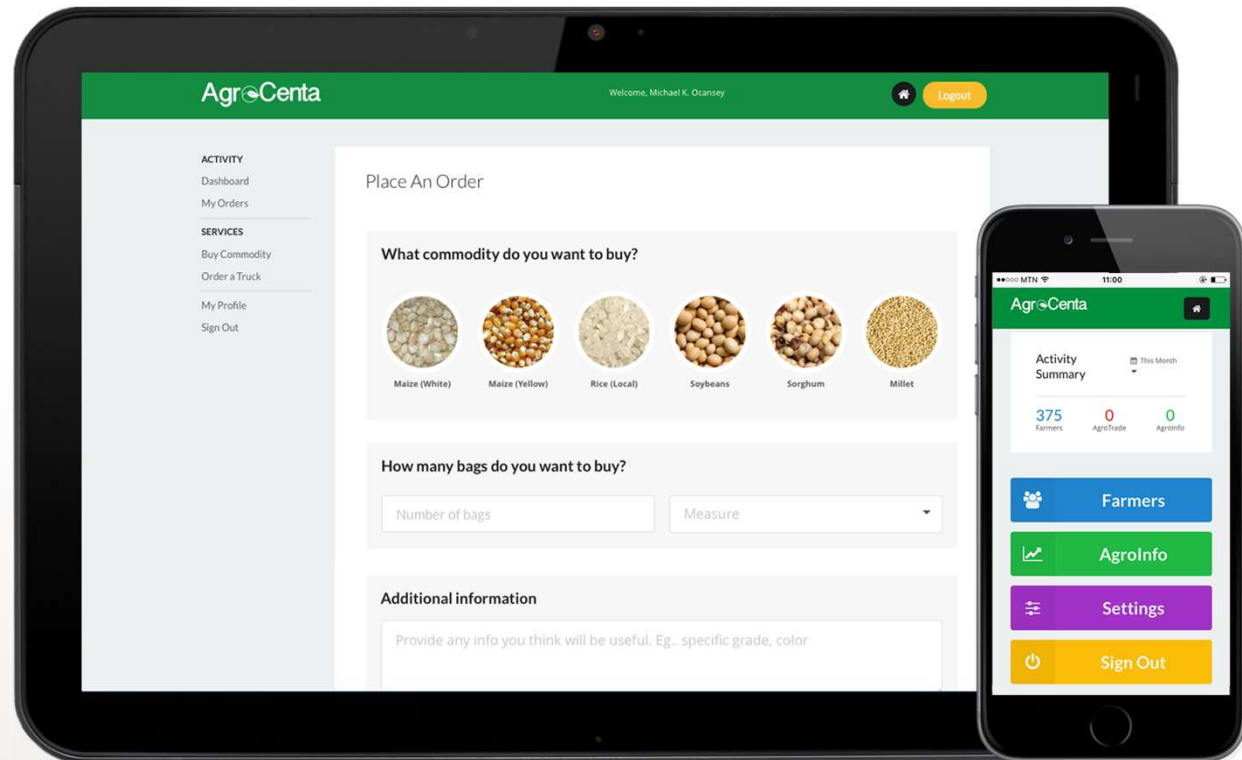


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# AgroTrade

Online platform to offer goods for sale in the major markets of Ghana.





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## AgroPay: Financial inclusion platform

February 27, 2018

Tech Entrepreneurship Initiative 'Make-IT in Africa'

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# Impact Agenda



Livelihood empowerment  
for smallholder farmers



Ensuring sustainable  
food security



Equal access to land



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## Market Size (Agriculture)

in 2015  
**\$200bn**

by 2030  
**\$700bn**

our target  
**30%**

**Agriculture employs 62% of the population**





Sources: FAO, WorldBank, GSMA (2015)



# Traction & Scale-Up



# Competitive Advantage

	Online Market Networks	Market Info	Access to Trucks	Partner
	X	✓	X	✓
	X	✓	X	✓
	X	✓	X	✓
	✓	✓	✓	✓

# Fundraising

**Progress to Date**  
**Proof of concept with 3 customers**

**Milestones to hit in next 12 months with new funds**

- Hire CFO, CMO
- Expand sales and technical team
- Complete version 1 of the platform
- Expand into 2 regions
- Increase monthly recurring revenue to USD90k

**Milestones for next raise**

- Pilot in Nigerian market
- Release version 2 of the platform
- Increase customers to 20
- Increase monthly recurring revenue to USD120k

Aug 2017  
2019

March 2018

March

**Raised**  
**USD200k**

**Target**  
**USD750k**

**Forecast**  
**USD3M (Series A)**



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# Team



**Francis Obirikorang**  
CEO



**Michael Ocansey**  
CTO

## Advisors



**Erick Yong**  
CEO,  
GreenTec  
Capital  
Partners



**Peter Grouev**  
Head of  
Investment  
Strategy and  
Risk  
Management,  
GreenTec  
Capital Partners  
**AgroCenta**  
Agents  
Ghana  
30 total



**Dr. Kwasi Adu**  
Lecturer,  
RNR  
KNUST

## Agents and Reps



**Regional  
Reps  
Ghana**  
3 total





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# Partners





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