

ADB HQ, Manila Philippines



AgUnity

Connecting the last mile

The screenshot displays the AgUnity mobile application interface, which provides comprehensive market data and analytics for coffee. The top navigation bar includes sections for SET UP, MARKET, ACCOUNTS, LEARNING, REPORTS, and MESSAGE, along with social media icons. The main content area is divided into several sections:

- Summary Metrics:** Displays key performance indicators with icons and percentage changes:
 - TOTAL SALES: +8%
 - HARVEST YIELD: +12%
 - SAVES: -3%
 - SALES PRICE: +8%
- USERS:** Shows statistics for farmers, farmer support groups, and cooperatives:
 - 12K FARMERS (8% FEMALE, 7% SALES)
 - 500 FARMER SUPPORT GROUPS
 - 2K COOP (Support staff and more)
- PRODUCTION (2018):** Details production metrics for Vanilla, Cacao, and Coffee, including grades and prices:
 - VANILLA:** GRADE AIB (2,000 PLANTS, 15.000g BEAN), GRADE AIB (2,000 PLANTS, 15.000g BEAN), GRADE AIB (2,000 PLANTS, 15.000g BEAN)
 - CACAO:** GRADE UT7 (12,000 PLANTS, 15.000g BEAN), GRADE AIB (2,000 PLANTS, 15.000g BEAN), GRADE AIB (2,000 PLANTS, 15.000g BEAN)
 - COFFEE:** GRADE UT7 (12,000 PLANTS, 15.000g BEAN), GRADE AIB (2,000 PLANTS, 15.000g BEAN), GRADE AIB (2,000 PLANTS, 15.000g BEAN)
- BUYERS (2018):** Lists buyers and their respective coffee grades:
 - Vahorne - Vanilla Grade UT7 50kg
 - CAU - Cacao Grade RY2 75kg
 - Tripper - Coffee Grade OFP 25kg
- HARVEST PLAN (2018):** Provides a visual representation of the harvest plan for Vanilla, Cacao, and Coffee, showing dates and quantities:
 - VANILLA:** June 2018 (10,000g), Oct 2018 (10,000g)
 - CACAO:** June 2018 (10,000g), Oct 2018 (10,000g)
 - COFFEE:** June 2018 (10,000g), Oct 2018 (10,000g)
- VIEW LARGE MAP:** A section for viewing a larger map of the production area.

The bottom navigation bar includes a Markets Rates icon and a logo.

Financing Last Mile Communities



who are the majority of people in poverty today?



meanwhile...

#NGOfacts

There are an estimated **10 million non-governmental organizations (NGOs)** worldwide.

Source: The Global Journal



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so... how do we **solve** poverty?



a bit over a decade ago



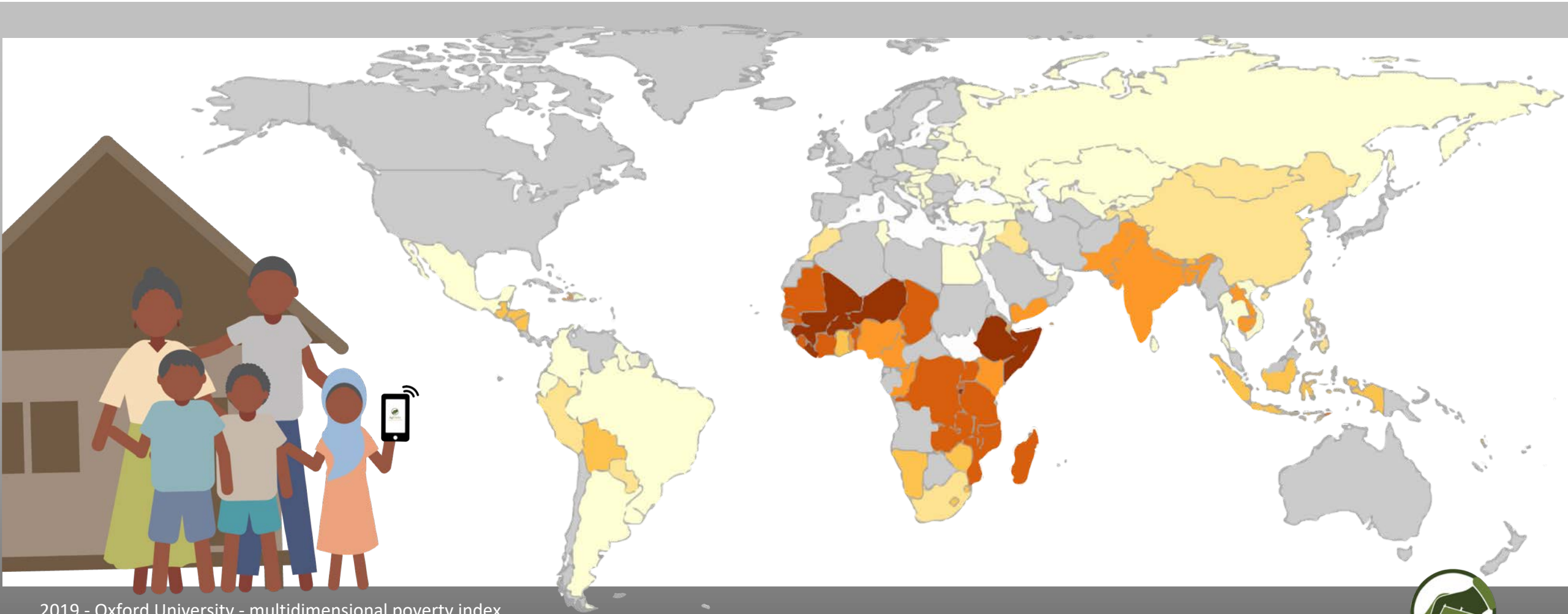
my meeting is soon... must visit there...
send an email now... text...news...hello?



but it was not designed for **everyone**



transforming lives of 1.8 Billion people living on less than \$2.50/day

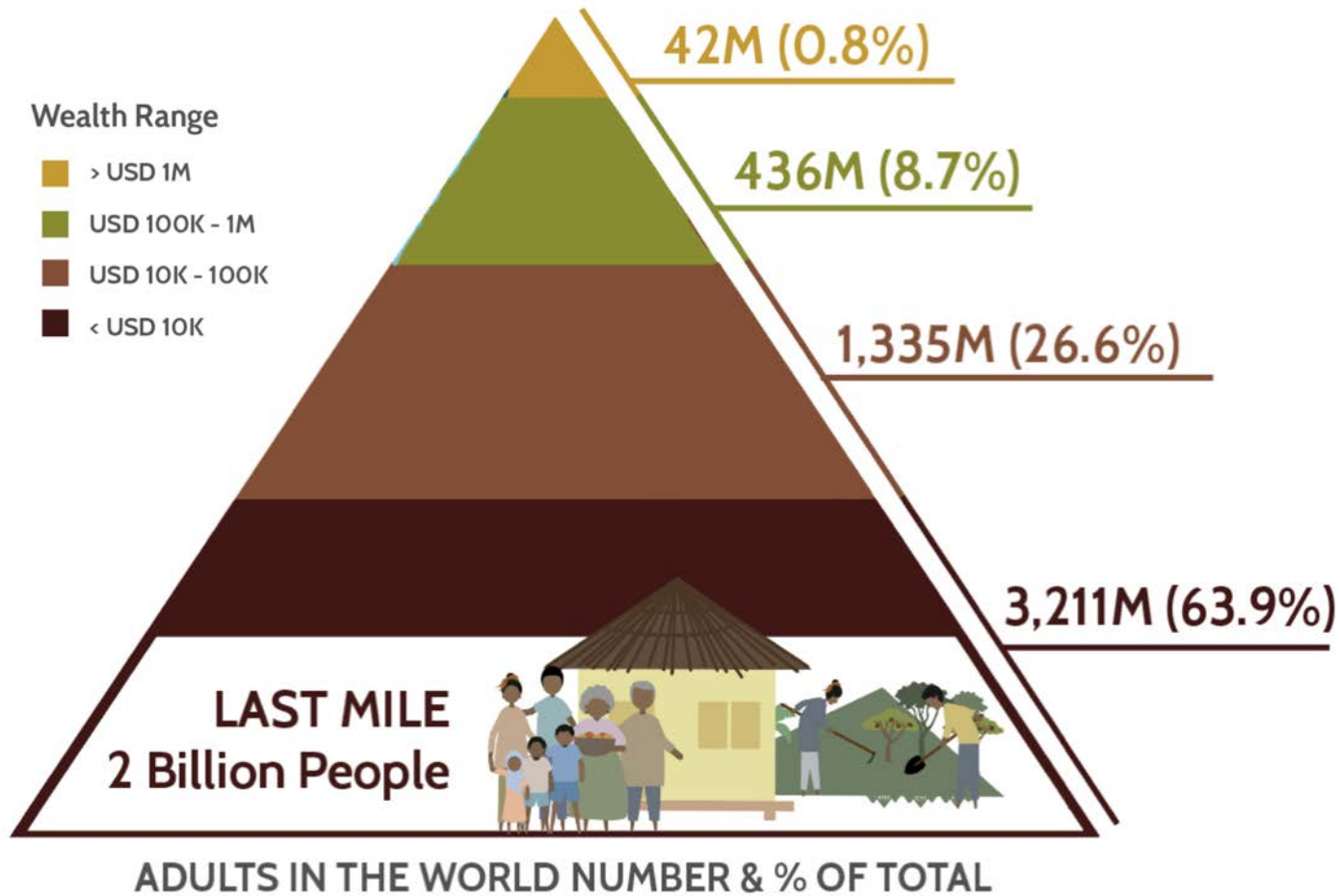


2019 - Oxford University - multidimensional poverty index



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Huge Opportunity



2 Billion People

(including families and dependant communities)

= >500M farmers

transacting ≈3 x day

No Access to Credit

Huge growth potential



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interconnected applications



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technology needs to solve the **big** challenges

Security



Connectivity



Identity



Remote support



Relevance

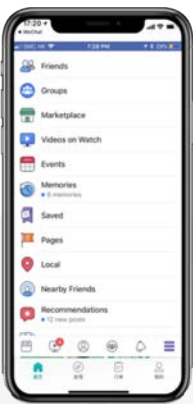


Ease of Use



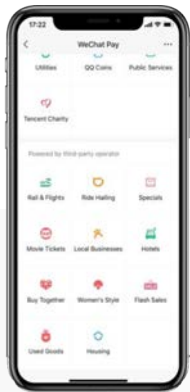
the **super-app** market gap

higher Incomes ◀ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ▶ lower Incomes



1B+
MONTHLY
ANNUAL USERS

entertainment



1B+
MONTHLY
ANNUAL USERS

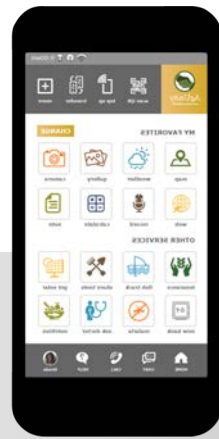
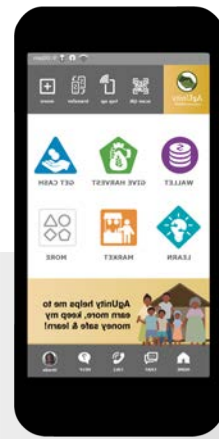


27M
MONTHLY
ANNUAL USERS

convenience

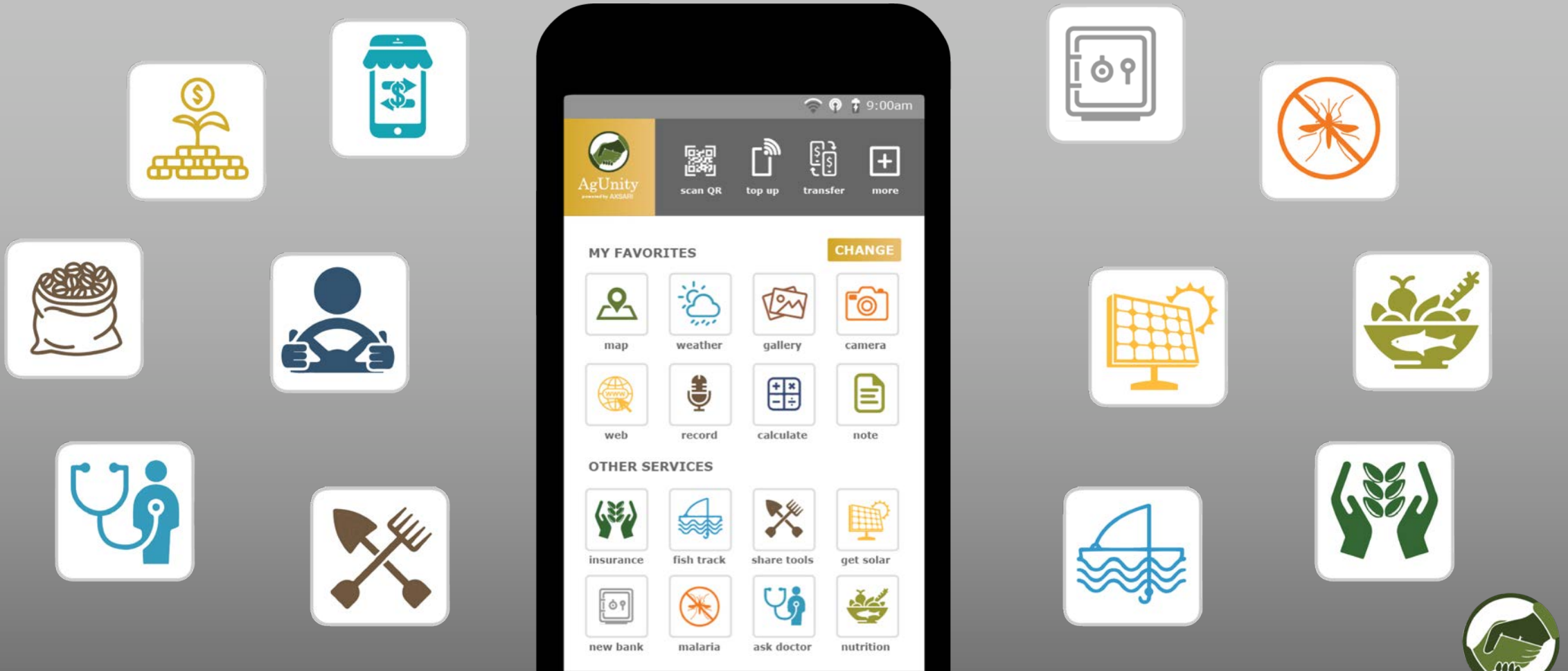


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income generation

like an app store



build a community



the communities **grow**



Farmer perspective



“With AgUnity my coop members are able to catch up with time.”

Ursula Rakova • Tulele Peisa
PAPUA NEW GUINEA

“This phone has made cooperation so much easier for me.”

Manfred • Wheat Farmer
NANYUKI KENYA



“AgUnity helps us get the best value for our crops and communicate with buyers.”

Pak Kadek • Co-op Leader
JEMBRANA INDONESIA



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services
providers



financial
institutions

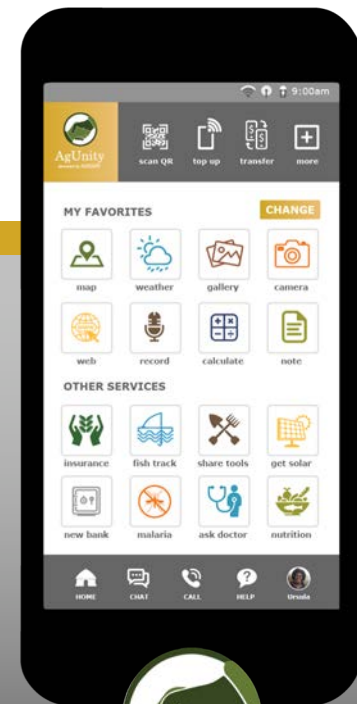


commodity
buyers



development
programmes

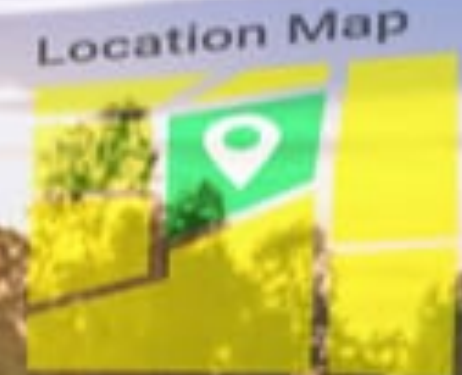
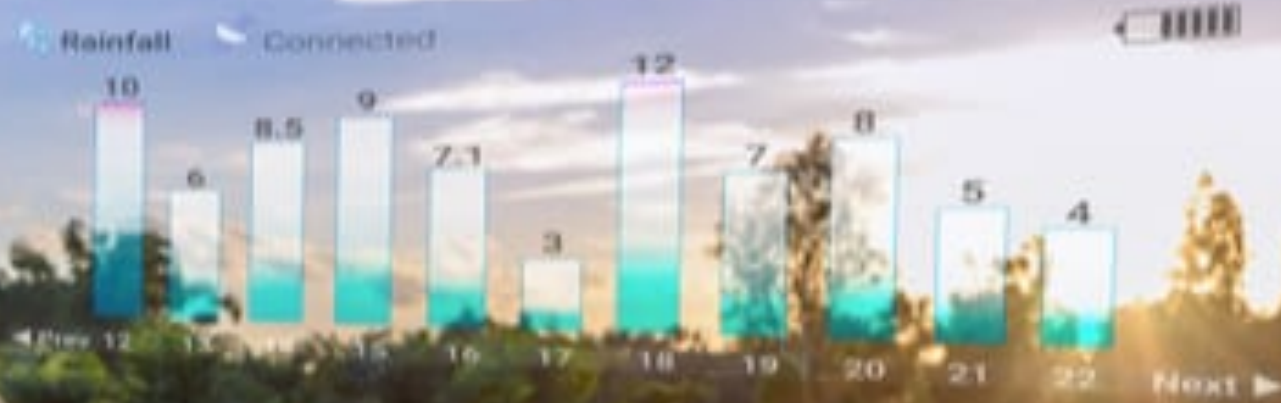
Partner's Perspective



DAILY COVER | 76,315 views | Sep 23, 2019, 06:13am

The \$100 Trillion Opportunity: The Race To Provide Banking To The World's Poor





Mastercard and Rabobank are partnering to offer a digital platform to 1 million farmers in emerging markets

Published on Voices

Five challenges prevent financial access for people in developing countries

GLORIA M. GRANDOLINI | OCTOBER 15, 2015

This page in: English ▼



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Financial Literacy and Capability

Valid Identification Documents

Consumer Protection & Regulation

Women and the rural poor

Usefulness

Finance and Investment at the co-operative level





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We are able to help connect you... ask us!

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