Connecting Smallholder Farmers
SXSW Startup Pitch
March 2021
AGUNITY TRANSFORMS HOW A PHONE WORKS

Security

Connectivity

Identity

Remote support

Relevance

Ease of Use
LIFE CHANGING IMPACT
FROM $1000 TO OVER $3000 A YEAR

“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
3.1 BILLION SMALL FARMERS
Mostly no Phone, no Bank and not Connected

$2.1T commodities purchased
$1.2T product sales
$1.5T financial services
$200B foreign aid

$5T Total
WHO PAYS FOR AGUNITY?

thousands of organizations need to trade & connect with remote farmers

15% services providers

25% financial institutions

40% commodity buyers

20% development programmes
7 Completed Projects in 3 Continents
12 Revenue-ready projects signed

Immediate Market
28.5M Farmers
REVENUE MODEL

≈ $50 - $200 per farmer a year

$1 AUD per month / user

≈ 3-5% per transaction

10% revenue share

2020 Project Revenue ≈ $1.2M
EXECUTIVE TEAM

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

PETRA SCHNEIDER
CCO
30+ years in sustainable development; founder largest NGO Indonesia

STEFAN BARRETT
CTO
20+ years experience in global, core banking applications

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

NURVITRIA KRISTOFIKOVA
Program Director
15+ years in international and large-scale development programs

NEVILLE WOOD
CSO
50+ years in driving innovative technology adoption

ANGUS KECK
COO
10+ years in ICT and sustainable development leadership

JAY JAYESHWARAN
CRO
10+ years in investment, strategy and business development
Improving lives for millions of small farmers

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