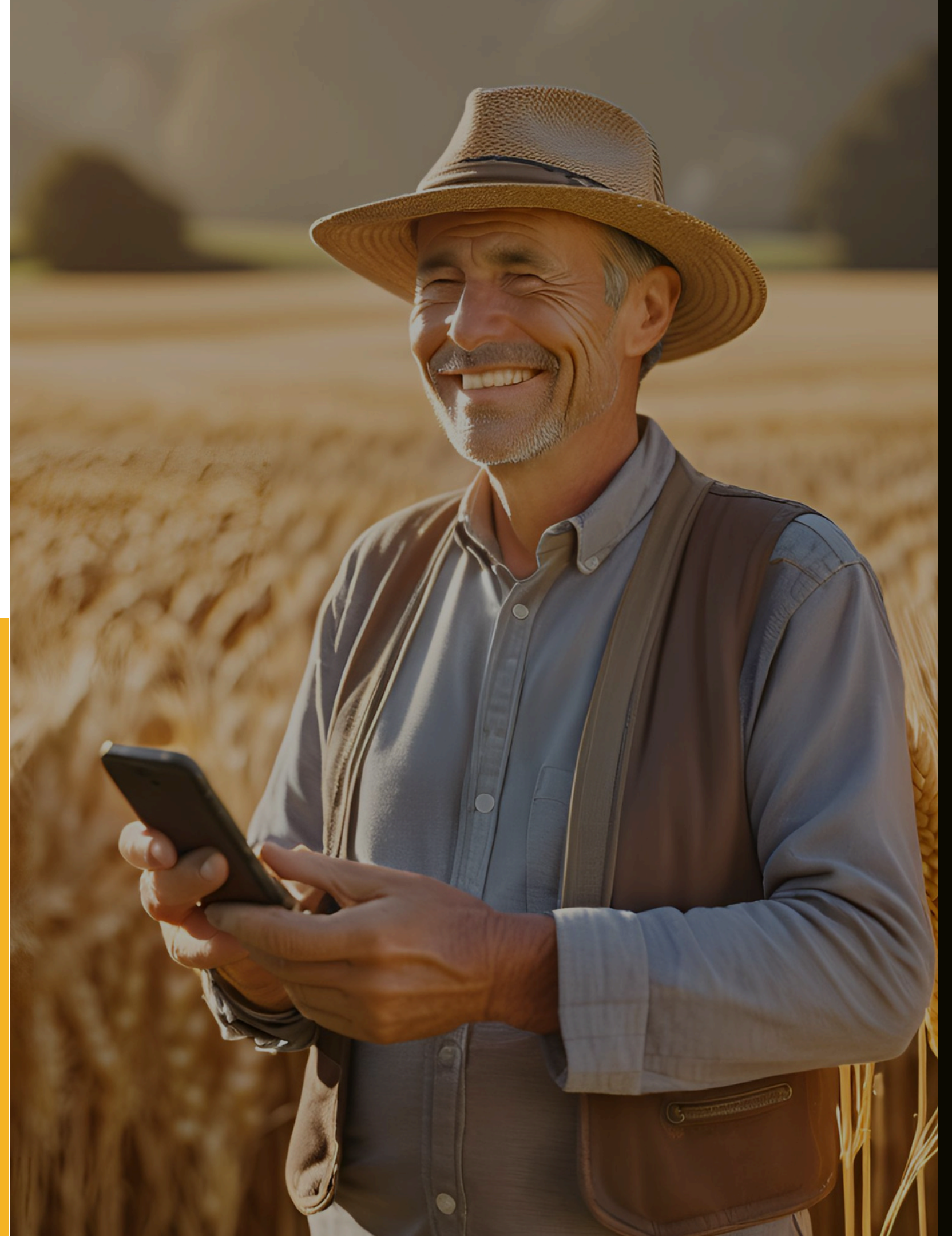




B2B
platform for
agricultural sector



Problems of market participants

 Today, all agricultural products, mineral fertilizers, seeds, and machinery are sold either through phone calls

 **It takes a lot of time and creates inconvenience for both buyers and sellers (farmer receives at least 60 calls per day)**

Our solution



e-zerno is a B2B platform for the entire agricultural sector, with the ability to **digitize documents** using a single digital signature and **automate payments** between participants*

****direct debit** function*

Size of **market** in Ukraine



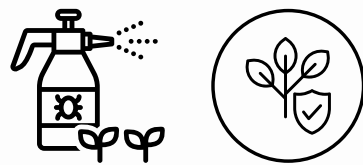
from \$15B to \$18B of grains and oilseeds in Ukraine annually

\$700B - \$800B of grains and oilseeds in the world annually



from \$2.5B to \$3B of mineral fertilizers in Ukraine annually

\$200B - \$250B of mineral fertilizers in the world annually



from \$1B to \$1.2B of crop protection products in Ukraine annually

\$70B - \$100B of crop protection products worldwide annually



from \$1.2B of seed in Ukraine annually

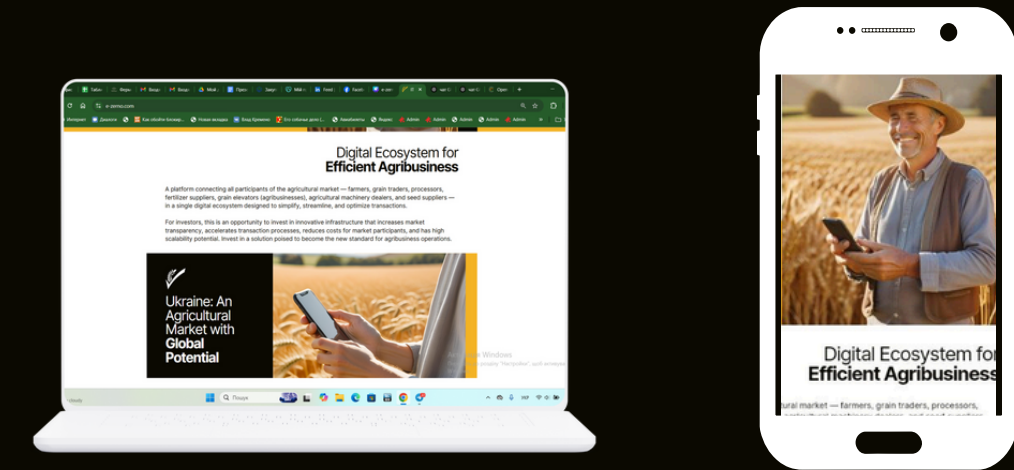
from \$60B seed materials in the world annually

Market participants

- ✓ **Post CIS countries (except Belarus and Russia) - about 125,000**
- ✓ **South America - about 700,000**
- ✓ **Africa - about 750,000**

All market participants of Ukraine

- ✓ Farmers - 45000
- ✓ Grain traders and intermediaries - more 5000
- ✓ Agricultural Processors - 1000
- ✓ Distributors of fertilizers, pesticides, and seeds - more 2000
- ✓ Elevators (agriculture facilities) - 3000



-  **TAM (world) - \$16.25M**
325000 clients * ~\$50/year
 -  **SAM(post CIS) - \$1.25**
25000 clients * ~\$50/year
 -  **SOM(Ukraine) - \$500K**
10000 clients * ~\$50/year

Monetization



Placement of advertising offers



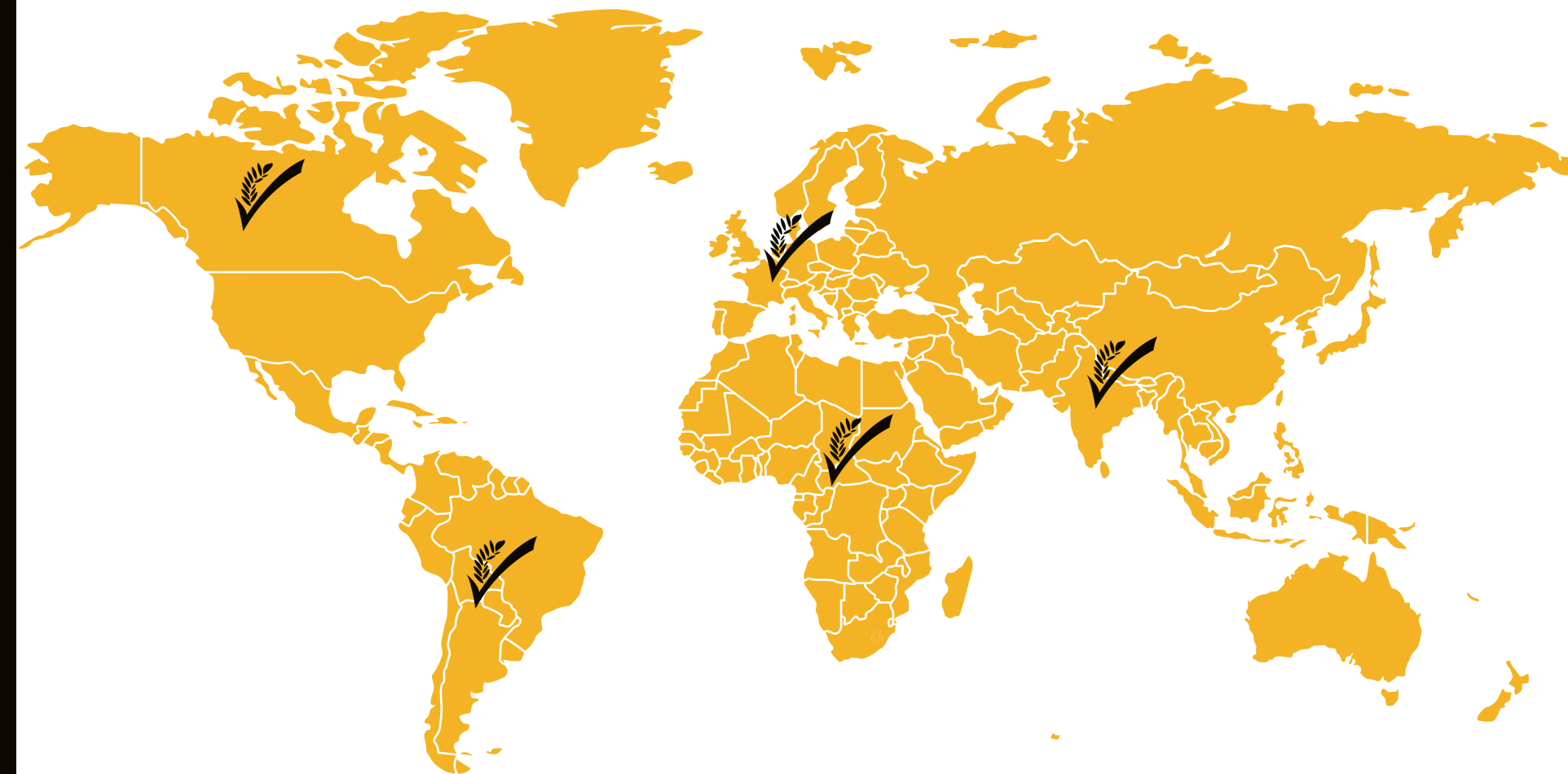
Selling paid licenses to use the platform



Commission on successfully completed transactions

Scaling

Developing technologies and opening subsidiaries in North and South America, Africa, Europe and Asia



Competitors

agrotender.com.ua, graintrade.com.ua, ferm.in.ua - websites with phone numbers, current offers and prices



e-zerno — a trading platform with a Fintech solution for ALL agricultural market participants, a platform with the ability to digitize documents using an Electronic Digital Signature and automate payments between participants

Our team



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Vladyslav Kremeno

Founder

Agricultural market expert with experience in grain procurement, combining a deep understanding of agribusiness with technological experience and education in programming and IT



Maxim Gnilyobokov

Co-founder, Head of Commercial Operations

An expert in the mineral fertilizers, plant protection products, and seed market with 27 years of experience in this sector and an understanding of market problems



Mykola Chernitsky

Co-founder | CSE

Qualified technical expert with many years of experience in IT and a deep understanding of the development of modern web products and e-commerce platforms



Oleksiy Hrytsiuk

Co-founder | CIO

Qualified technical expert with many years of experience in IT, able to design complex systems with scalability, security, and performance in mind

