

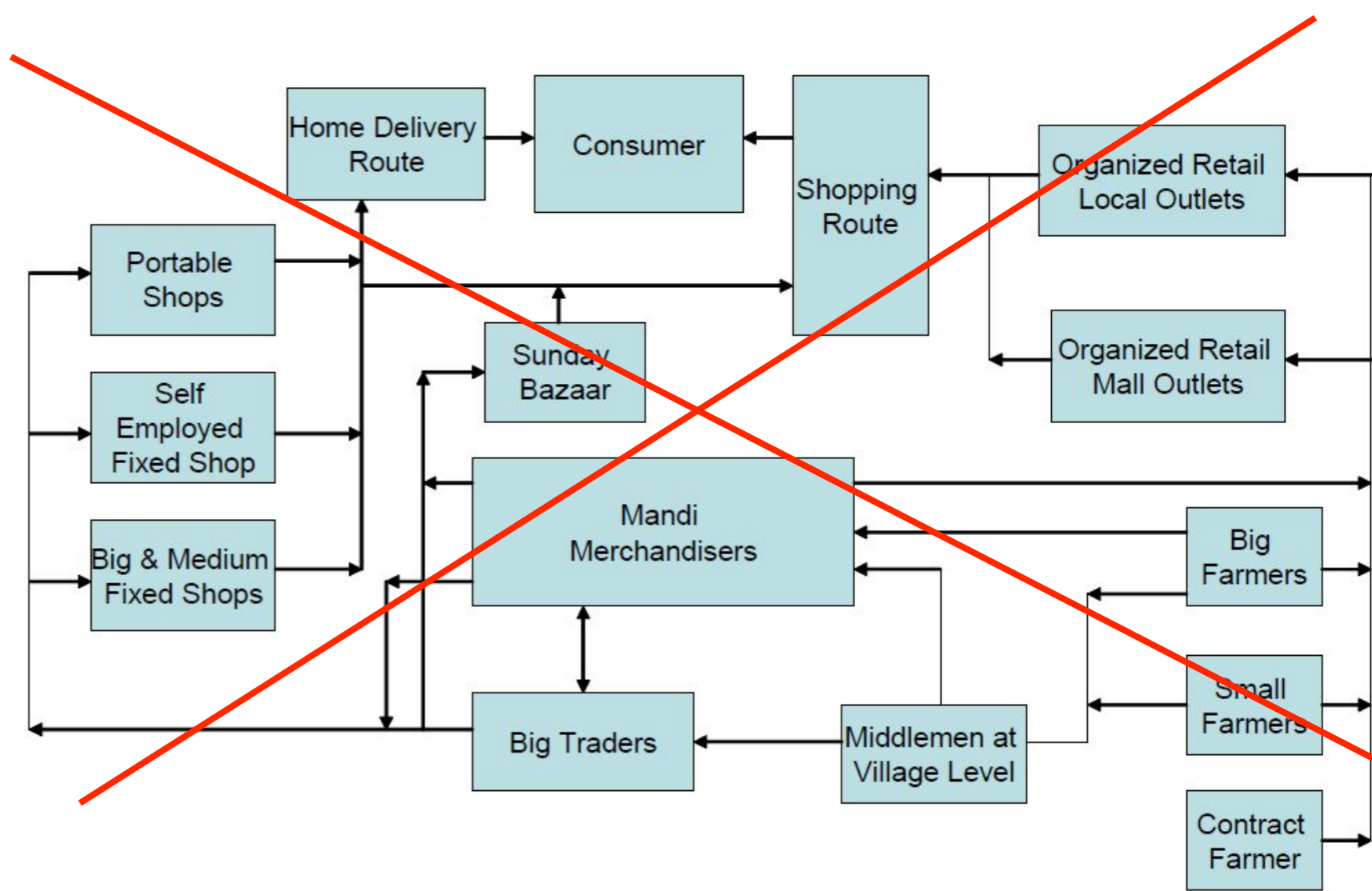


Farm, Together

Confidential

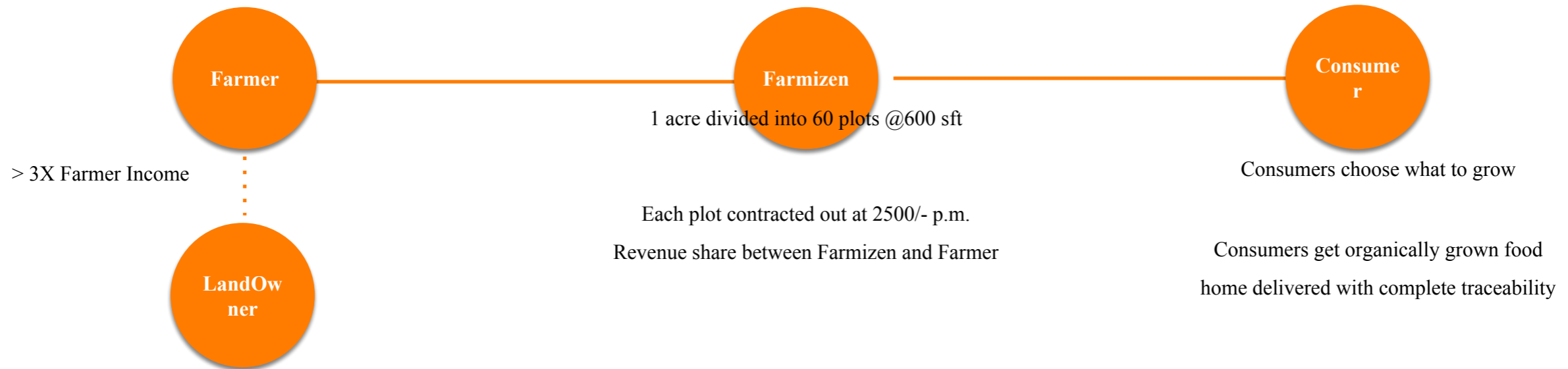
How do we increase income for small land-holding farmers in India ?
How do we provide access to trusted, safe, chemical-free food to Indian consumers ?

Business Model

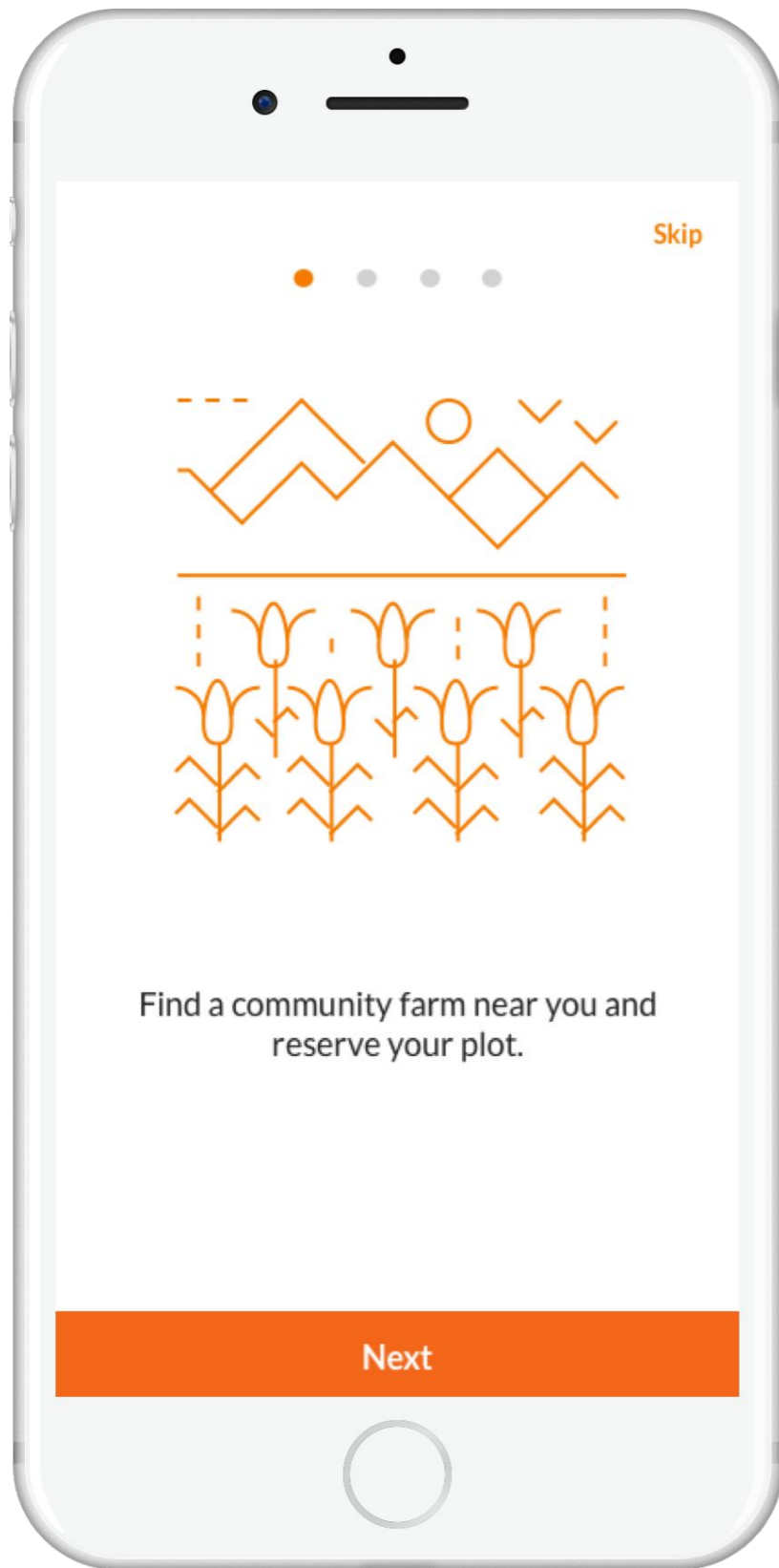


Land, Labour, Water, Supervision

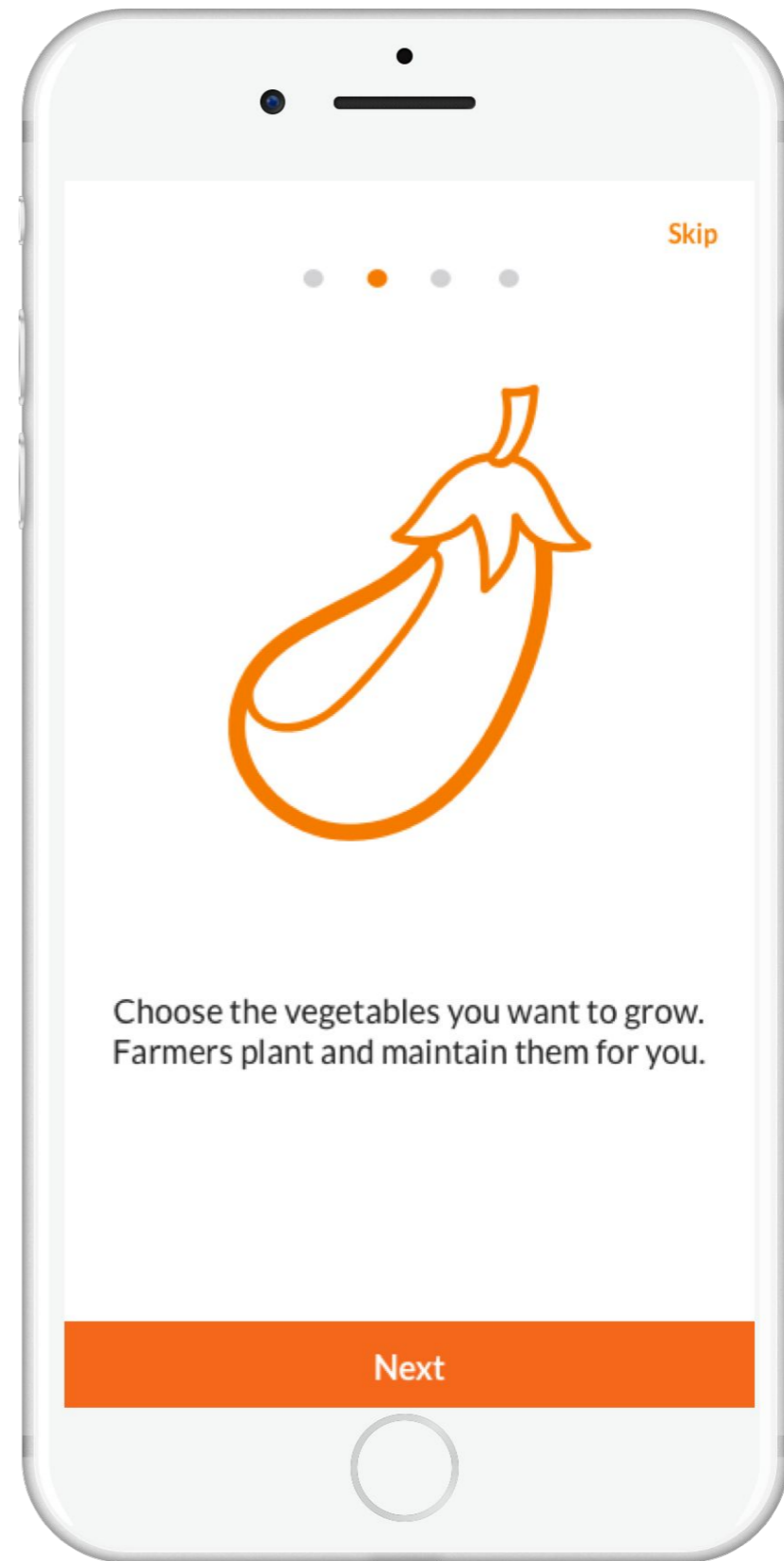
Inputs, Tech, Marketing, Logistics



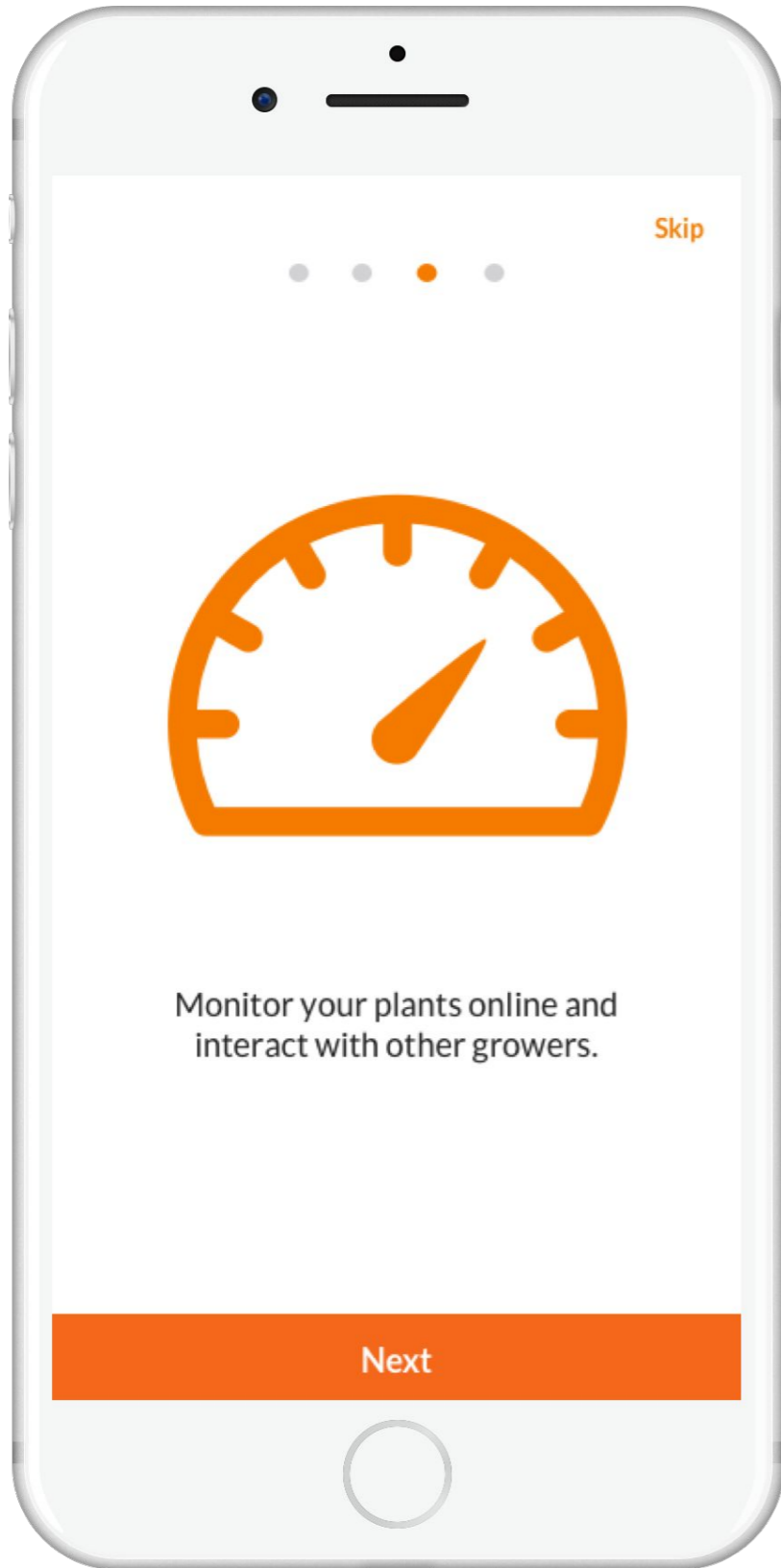
A New Model for Farmers and Consumers



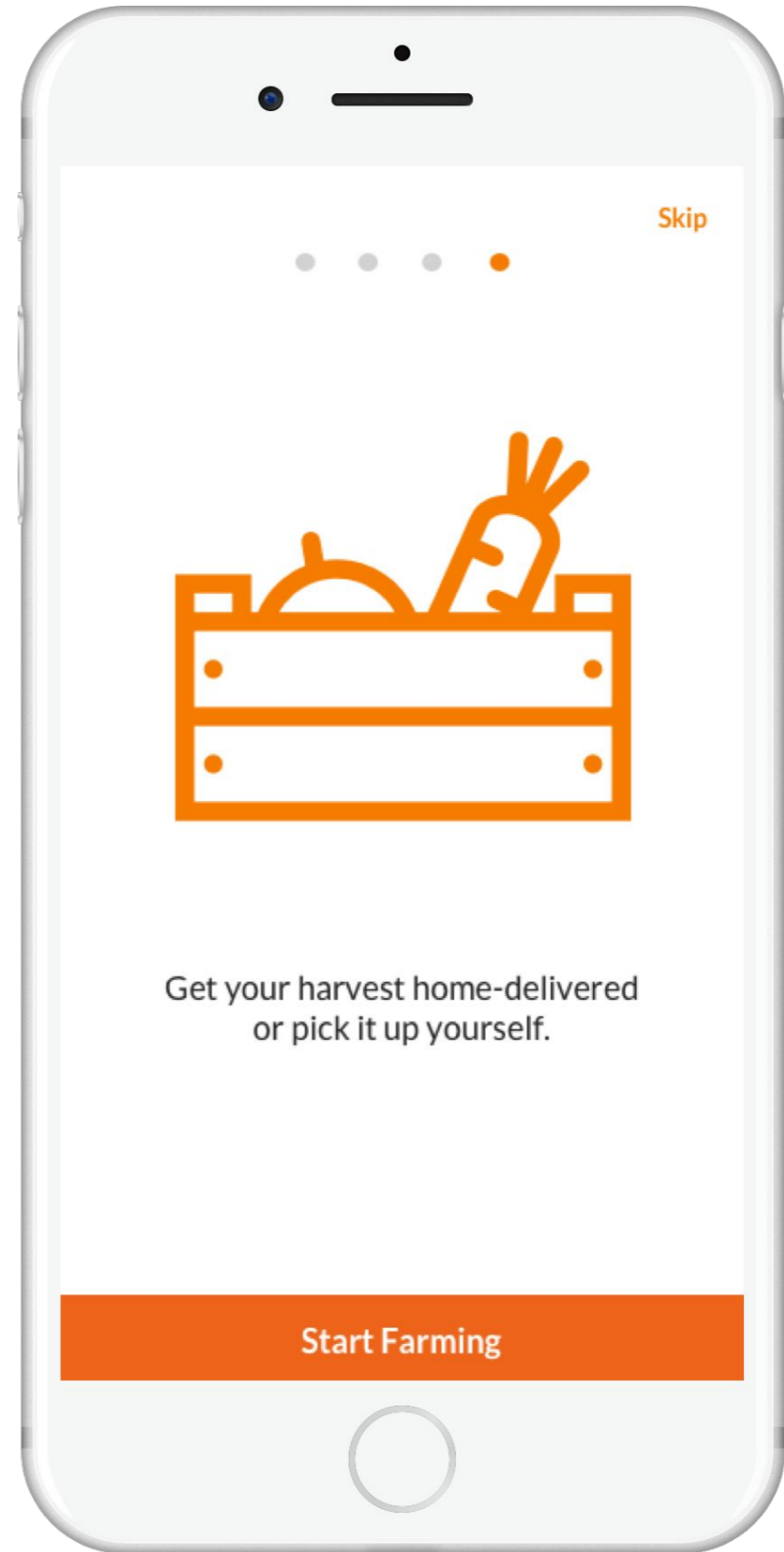
**A real-life
FarmVille !**



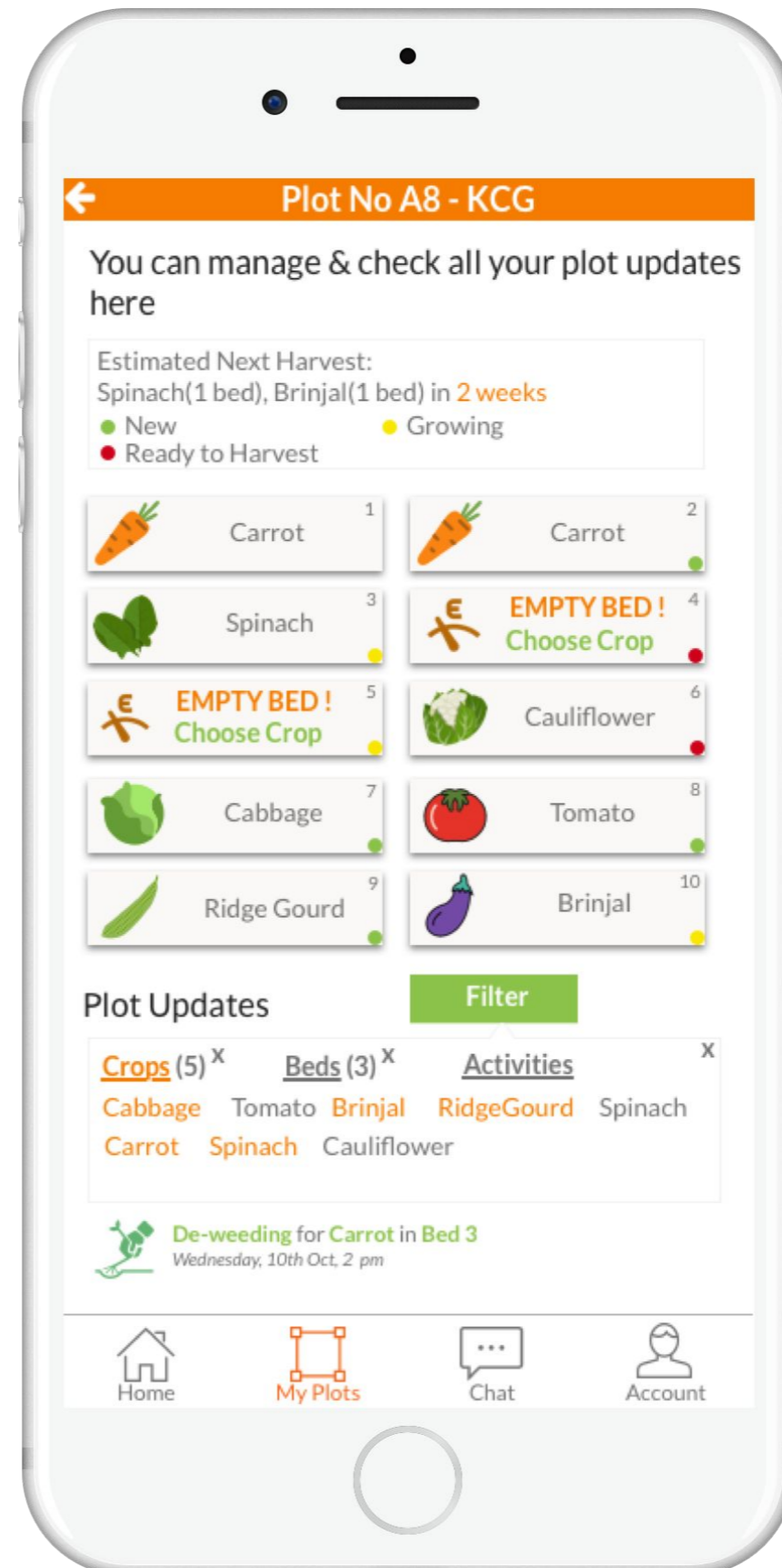
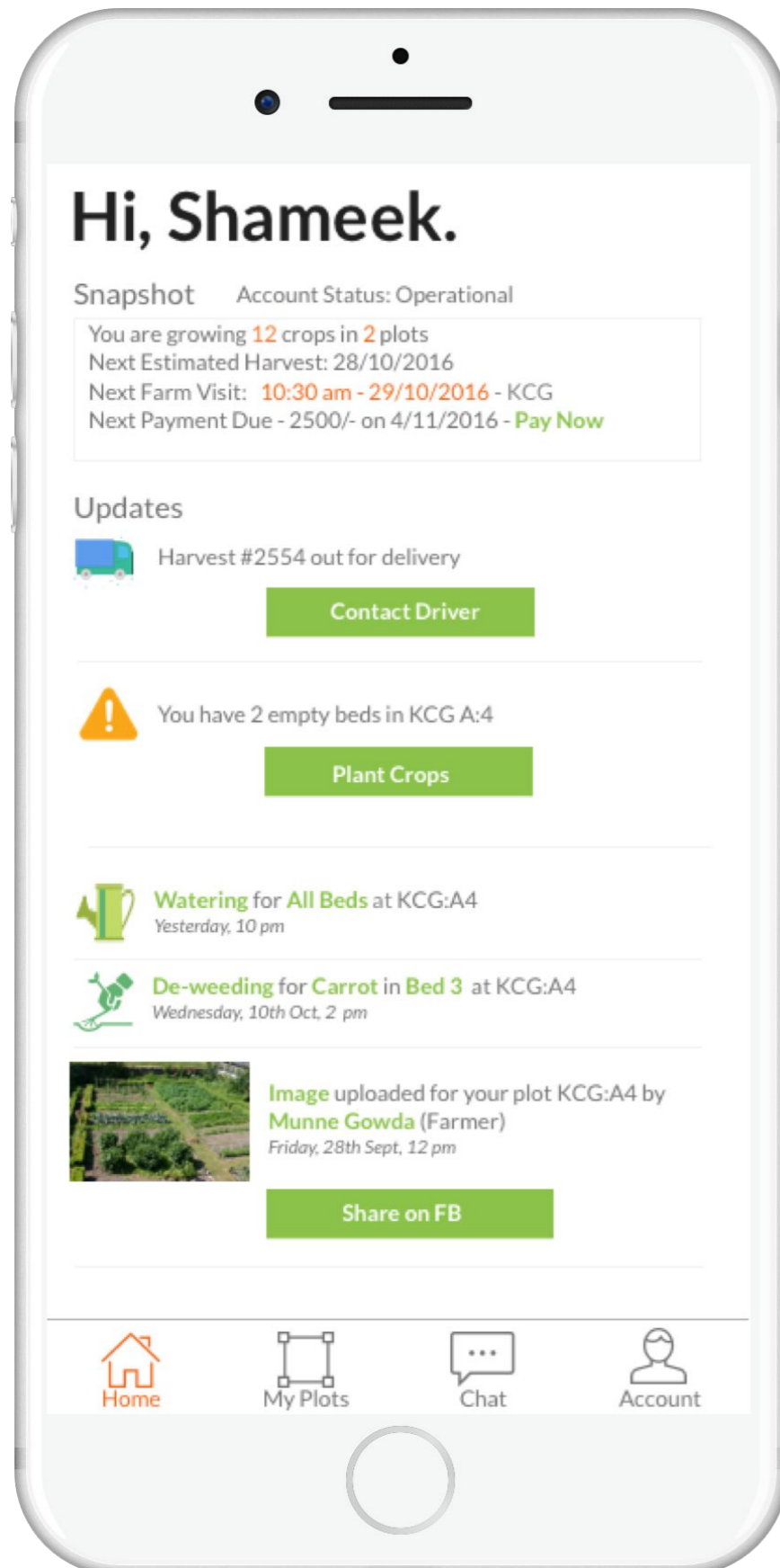
A New Model for Farmers and Consumers



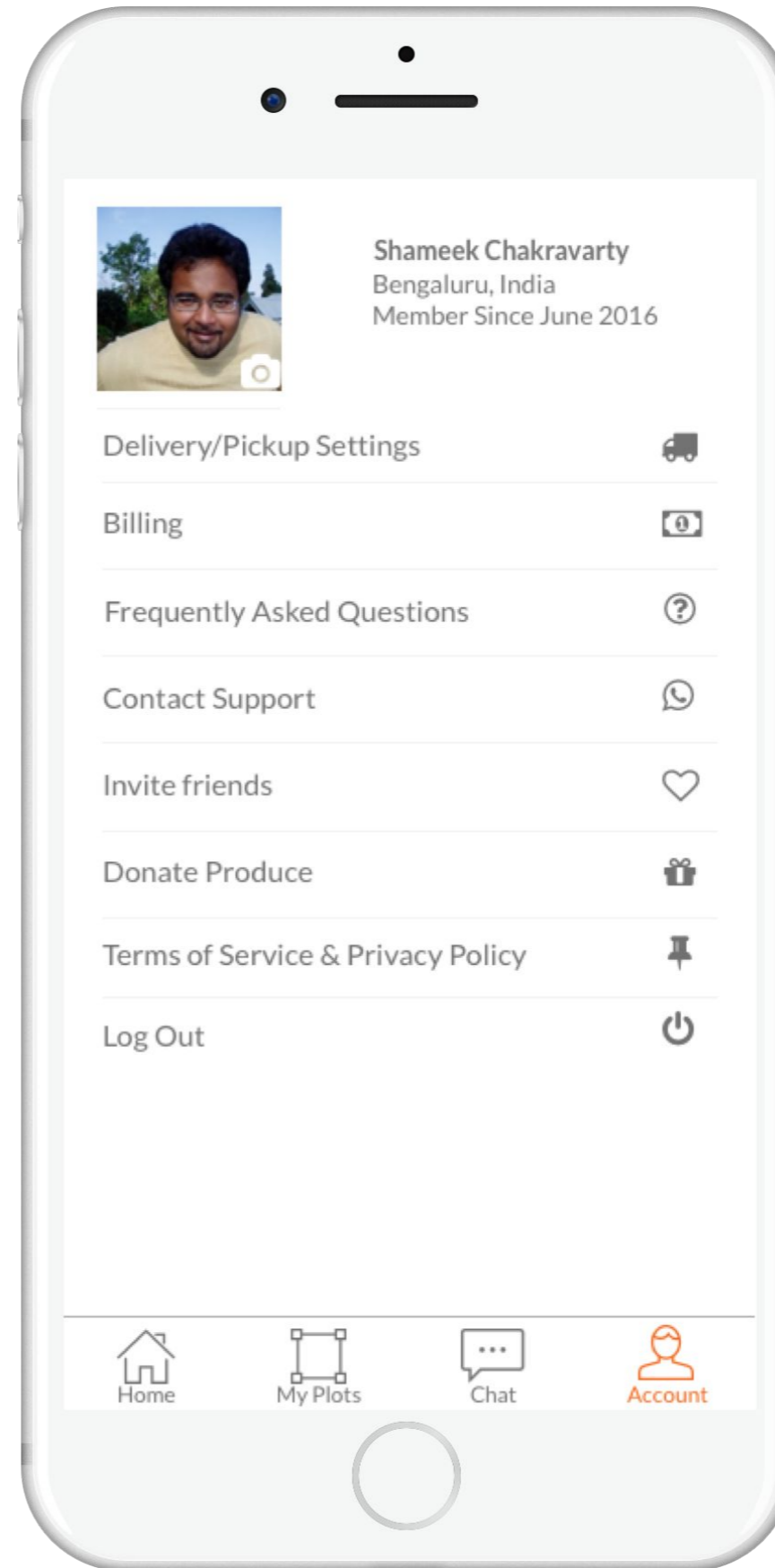
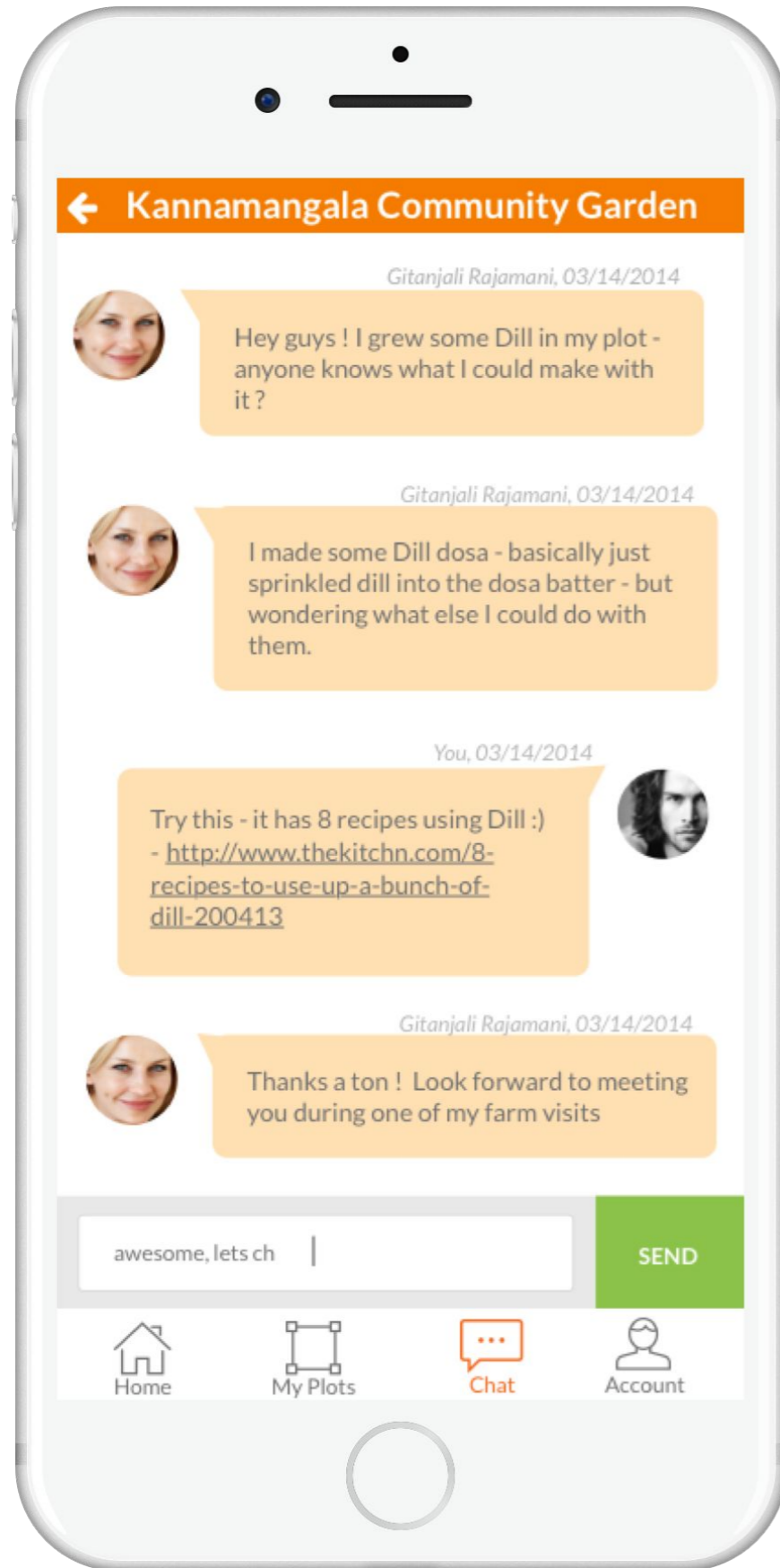
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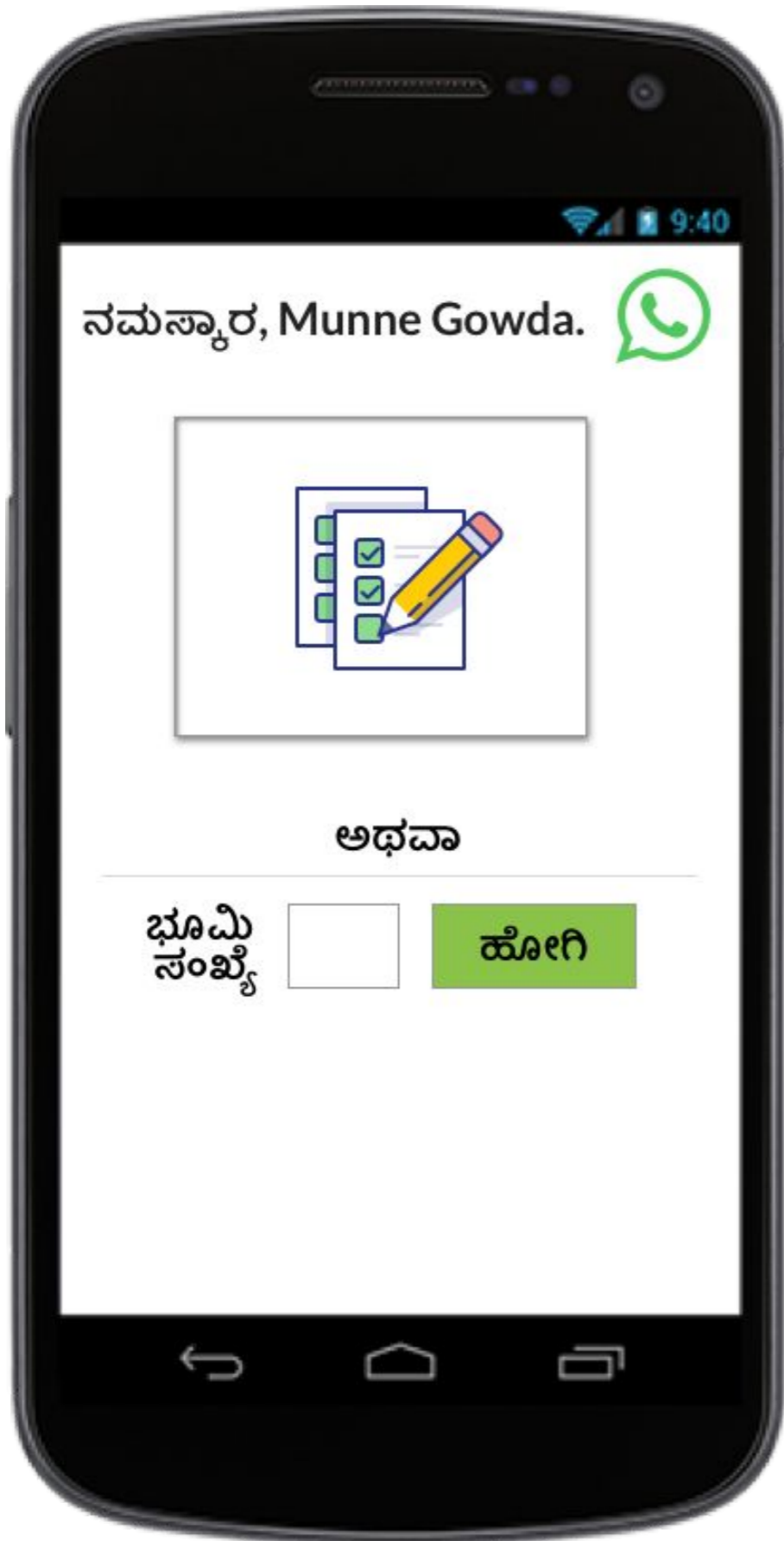
Consumer App



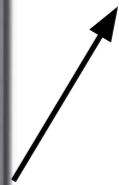
Consumer App



Closing the Loop with a Farmer App



All recommendations can be made available as voice snippets



System generated smart TODO list for farmer, ensures low supervisory overhead

Technology

- 100%

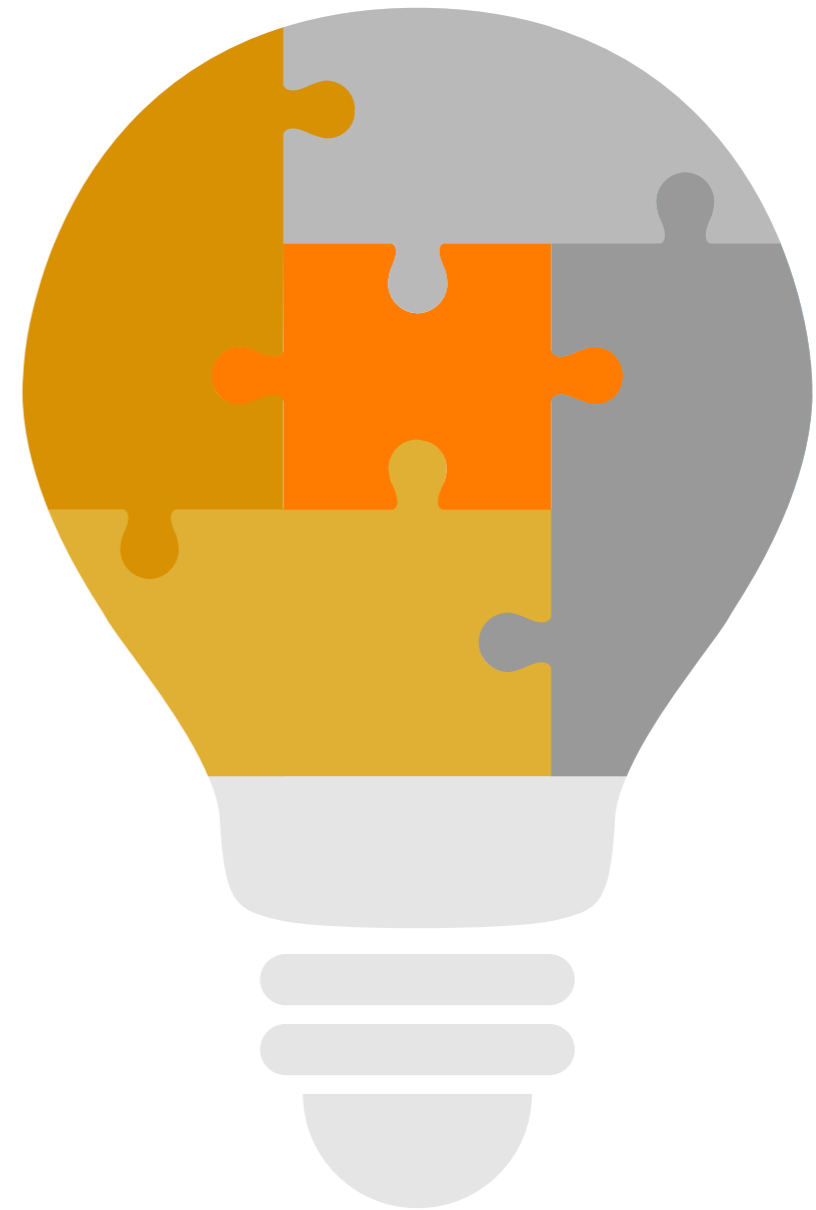
Consumer Apps
iOS & Android, Crop Plan & Updates, Viral Sharing, Community Messaging, Subscription
- 100%

Producer App
Android only, Smart TODO list for farmer, Farm Management App
- 100%

Farmizen Brain
Recommends next actions for each crop in each bed
- 100%

Crop Data Warehouse
Records 20+ parameters for each crop in each bed at frequent time intervals
- 100%

Business Engine
Order Management, Delivery Routing, Personnel & Asset Tracking, Reporting



Beyond Financial Returns

- Predictable and increased farmer income
- Significant positive impact of multi-cropping on soil quality/nutrients
- Reduction in “food miles”
- Avoids “ugly produce” wastage (Consumers don’t throw away food they have grown in their own mini-farm. According to estimates about a third of produce in US is thrown away because it ‘looks’ bad)
- Encourages consumption of local, seasonal and healthy food
- Organic inputs ensure no ground water pollution or toxic residues on food
- Family fun and learning for consumers. Children get introduced to farming
- Farmers get exposed to best practices of growing a number of different crops
- Re-connects farm, food and community