BUSINESS OVERVIEW

VISION
Agro Agape want to become the market share in eco-friendly agricutural products among ASEAN

MISSION
To enable sustainable farming by converting agricultural waste into energy to empowering local farmers while reducing carbon emission.

PAIN POINT
Low-income farmers in rural Cambodia lack access to markets and knowledge of post-harvest management, leading to low income and low-quality products.

TARGET MARKET
Low-income farmers and their communities through sustainable agricultural practices and market access.

SUCCESS CRITERIA
Increased farmer income, higher quality products, reduced imported goods market share, and increased rural employment, particularly for women.

Audacious Goal | Big Why | Customer Need | Early Adopters

Magic Metric

We Are . . A women-led agriculture agribusiness

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That Provides . web-based digital solution and support system that connects farmers directly to the market while training them in product development and sustainable practices.

Ladder Leadership

Critical Mass | Giant Leap | Beachhead Product | Unfair Advantage

VALUE PROPOSITION

POSITIONING PARADOX
we offer farm to table and back to farm services and converting farm waste into energy for agricultural pratice.

GROWTH PHASES
Implementation will likely be phased starting with setting up facilities and training either staffs or farmers to reach goals of scale.

HYPOTHESIS
We believe our providing will profitable supp;y chain, livelihood and increase market share.

PRODUCT (S)
Local Cambodian coffee and the system that converting waste into energy to produce biofertilizer with high grade biochar from farm waste.

USP'S
Unfair Advantage: Strong, direct relationships with local farmer communities and an integrated, circular supply chain model.

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FINANCIAL PROPOSITION

3 YEAR PROJECTION
The 3 years projection is to develop profit margin from 30% to 45%

FUNDING
We're looking for grant funding and Investment, also carbon credit market access.

HURDLES
A challenge is the limited access to finance to scale business. However, the goals is to enhance overal production and market share to all stakeholders.

ACTIVITIES
Farmer training, post-harvest management support, product development, operating a digital market access platform, waste recycling,

COST MINIMISATION
Utilizing solar dryers for post-harvest management and developing biofertilizer from agri- waste to reduce input cost by generate energy from biomass.

Exit | Runway | Achilles Heel | Secret Ingredient

Break-Even

To Generate . . . Energy for processing

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Using Our . . . Farm waste

Next Hire

Acquisition Cost | Recurring Revenue | Launch Date | Outsource Opportunity

DELIVERY PROPOSITION

JOB ROLES
Agronomists, technical trainers, marketing/sales roles, tech department for the digital solution, technician and local processing staff.

FINANCIAL MODEL
The model aim for sustainable profitable to all stakeholders with market share.

REVENUE STREAMS
Selling products like coffee and biofertilizers. If we receive fund, we will produce biochar machine to sell to promote waste recycle.

MVP
Pyrolysis system machine for converting agri-waste into energy to produce biofertilizer with high grade biochar.

SCALE STRATEGIES
Agro Agape plan to scale production using App,IOT and Automation.