

AGRO AGAPE

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Responded: Tan Sreypouv, CEO

1. Background

AGRO AGAPE is a Cambodian technology enterprise established in **2018** (registered in **2022**). The company operates mainly in **Kampong Cham, Monduliri, Kampong Thom, and Siem Reap**. Their core business focuses on **biochar machines, biomass dryers, and feedstock systems**, oriented toward reducing drying costs, improving soil health, and offering low-carbon solutions for crop producers—especially coffee farmers. The company is currently in an **R&D and product testing phase**, expecting completion by **March 2026**.

2. Target Customers

Primary customer segments:

- Farm size: **5–10 hectares**
- Farmers seeking **lower energy costs, effective drying, and soil fertility improvement**
- Customers in provinces with strong perennial crop production

Customer needs addressed:

- Low-cost alternative to electric dryers
- Climate-resilient drying systems, especially during rainy season
- Soil amendment (biochar) to reduce fertilizer costs by up to **70%**
- Waste-to-value options through biomass recycling

[] Target commodities

- **Coffee, pepper, cassava, and cashew farmers**

3. Strategic Focus

AGRO AGAPE is positioned as a **climate-solution provider** offering:

- Zero-electricity drying systems
- Carbon-reducing biochar machines
- Multi-purpose biomass equipment

Strategically, the company aims to:

- Finalize R&D to reach commercialization readiness (around March 2026)
- Leverage ASCA to develop a strong **marketing and partnership model**
- Expand reach through cooperatives and community-based partners
- Build climate-benefit narratives around long-term carbon retention in soils (100+ years)

4. Product–Market Fit

4.1 Product List

Biochar Machine/System

[] Low-cost carbon-reducing biochar production system;

[] Recycles biomass;

[] Improves soil fertility

[] Biomass Dryer – zero-electricity drying machine for coffee and other crops; reduces drying time drastically

[] Feedstock – supports waste-to-value conversion and circular farming

4.2 Product–Market Fit Ratings (1–5)

Criteria	Rating	Key Notes
Overall Fit	4	Strong relevance to perennial crops; still R&D phase
Cost Saving / Gain	5	Up to 35% fertilizer cost reduction reported and zero energy cost
Price	4	More affordable than solar dryers or Husk machines
Features	4	Multi-purpose, drying + biochar
Ease of Use	4	Simple mechanics: low technical skill required
Reliability	4	Expected low failure due to simple design
Climate Solution	5	Strong carbon retention + waste recycling

Key product insights:

- Drying time reduced from **30+ days to 3 days** in rainy season
- High potential for climate-smart premium markets (e.g., coffee).

4.3 After-Sale Service Ratings (1–5)

Service Area	Rating	Notes
Overall Service	4	Early stage but strong commitment
Guarantee	3	Not yet clear; R&D phase
Spare Parts	4	Available; simple parts
Maintenance	4	Low-maintenance equipment
Technical Support	4	Training provided so users self-manage minor issues

Service model:

- Focus on **training customers** to troubleshoot simple issues
- Offering spare parts and maintenance
- Expectation of minimal breakdown due to simple design

5. Marketing

5.1 Strategy

- Direction: “**Synergy model**” — partner with community-supporting organizations
- Focus on **video-based demos and educational content**

5.2 Performance & Budget

- No historical marketing budget due to early-stage business
- Marketing team newly formed
- One experienced sales manager (10+ years) leads outreach
- Strategy emphasizes **offline demos + online video content**

6. Sales and Distribution

6.1 Sale Strategy

- Very early-stage due to ongoing R&D
- Use **cooperative/NGO partnerships** as primary channel
- Direct sales will scale after product validation

6.2 Sales Performance

- **No commercial sales yet** (testing phase)
- Conversion not measurable; focus is on demo trials

6.3 Sales Force

- Sales team being developed
- Plan to include **freelance sales agents**
- Measurement system not yet established

7. Green Financing

- Aware of **CAPRED's green finance** through Mekong Strategic Partners and ARDB
- Currently not offering own installment or leasing
- Recognizes financing as **critical for future sales** due to equipment costs
- Potential opportunities:
 - Loan guarantees
 - Subsidized trials
 - Bundled financing + training packages

8. Summary Insights

Success Cases

Although still in R&D, the company observed:

- Strong interest from **coffee farmers** struggling with unreliable drying
- Positive early tests showing **drastic reduction in drying time**

Challenges

- Still in development → no commercial validation
- Limited capital for aggressive marketing
- Lack of prior donor partnerships
- Need to build reliability proof and user case examples
- Financing options not yet integrated into the sales model

Opportunities

- Rising demand for **climate-smart coffee** and **carbon-reduced crops**
- Clear cost advantage vs electric dryers and solar systems
- Strong alignment with **low-carbon agriculture narratives**
- Multi-purpose product (dryer + biochar) strengthens value proposition

Overall Insight

AGRO AGAPE has a **strong strategic foundation** and highly relevant green technologies but remains in a **pre-commercial phase**. Their competitive edge lies in:

- **Low-cost, zero-energy drying**
- **High-impact biochar for climate resilience**
- **Multi-function equipment**
- **Clear cost and climate advantages vs conventional alternatives**

However, commercialization success will depend on:

1. Completing R&D and validating field performance
2. Building clear case studies
3. Strengthening marketing content and distribution networks
4. Establishing green financing partnerships to make equipment accessible
5. Using ASCA to accelerate trust-building, narrative-building, and market entry

The company has the potential to become a **category-defining GAT provider** once these operational gaps are addressed.

Competitive : Leading market on clean technology on systems to convert waste to produce energy and Biochar in the system.