



**AgUnity**  
Connecting the last mile

Series A 2022 • Confidential



## AgUnity Pty Ltd

A private Australian company  
currently operating in 9 countries,  
software used in 75+ countries

Incorporated 2016  
[www.agunity.com](http://www.agunity.com)

Headquarters  
Helensvale, QLD, Australia

## Management



**DAVID DAVIES**  
Founding CEO



**PETRA SCHNEIDER**  
CCO



**JEAN-FRANÇOIS C.**  
CPO



**STEFAN BARRETT**  
CTO



**NURVIT KRISTOFIKOVA**  
Program Director



**ANGUS KECK**  
COO



**PAGET HARGREAVES**  
CEO  
AgriUT Foundation



**DEBORAH HARRIS**  
Founder  
Grow CFO Co

## Partners & Advisors

## Funding (US\$)

Currently seeking \$5.0M in equity at a valuation  
of \$11.6M Pre-Money, \$2M through AgriUT  
token sales at 1c USD each, and \$1M in Debt  
Financing at 8% interest on a 3-year term (total  
\$8M Series A round).

## Use of Funds (US\$)

Technology improvements, Business  
Development, Operations, Cash reserves

## Portfolio & Clients

## Highlights (US\$)

- Revenue FYE 2021: \$1.4M
- Major clients\*: 6
- No. of co-operatives#: 31
- No. of farmers#: 1,520
- Capital Raised^: \$1.3M

\* 500k farmers or >\$1B turnover

# Excludes Fairtrade farmers/POs

^Till date



*Please contact David at [investment@agunity.com](mailto:investment@agunity.com) for discussions*

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## Summary

**AgUnity is a global technology platform connecting thousands of organisations working on UN SDGs to connect the Last Mile. Doing for small farmers what Alibaba did for manufacturers in China, AgUnity has developed a smartphone and 'super-app' solution for the world's smallholder farming communities, a simple mobile product restoring trust and enabling cooperation.**

**Challenge.** AgUnity has developed proprietary products, principally the 'AgUnity App', to address specific challenges encountered in emerging markets. These include a lack of trust, a lack of digital and financial literacy, low- or no-connectivity, limited remote support and an inability to efficiently connect with 'Last Mile' users.

**Market.** These products are designed to enable the tens of thousands of organisations working in emerging markets to connect with the 'Last Mile' – 2-billion-plus smallholder farmers, fisherfolk and their communities. These include commodity buyers (traceability & provenance), banks & insurers (increasing user base), product supplies (new markets) and philanthropic organisations (spending trillions to achieve the Sustainable Development Goals).

**Business Model.** AgUnity has a phased business model, initially focuses on adding users to the network, then transitioning towards a pure 'Product' company. The majority of revenue is derived from consulting fees but is anticipated to move towards the subscription and transaction fee model over the next 24 months.

**Management Team.** Founder of 2 successful startups, David Davies has 10+ yrs in senior roles in global investment banks (Goldman Sachs, Lehman Bros, Standard Chartered). Stefan Barrett is a former Vice President at Nomura & Lehman banks, designing enterprise-grade transaction platforms. Petra Schneider is a former Founder/CEO of the largest domestic development organisation in Indonesia. Jean-François, a Cert. Scrum Product Owner, managed IBM's \$1.75B PC division divestiture to Lenovo, plus 30+ yrs in international business. Angus Keck, MEnv, has 10+ yrs experience in ICT and sustainable development leadership.

**Traction to Date.** Winner 2020 'Startup Avalanche', inc. ~US\$175k investment and ~US\$60k dev support. Winner 2018 Global 'Agripreneur of the Year' at Future Agro Challenge. Secured 9 contracts worth ~US\$840k+ with global commodity/philanthropic organisations. Built entire IOT cold-chain tracking platform for EscaVox, for project with Woolworths, Australia's largest retail supermarket worth ~US\$35B+. Presence in PNG, Ethiopia, Trinidad & Tobago, Sierra Leone, Kenya, Columbia, Uganda, Indonesia.

**AgriUT Utility Token.** AgriUT is a highly scalable, distributed, and token-incentivized system that increases farmer income while creating a layer of transparency to millions of international consumers. Consumers can directly reward farmers in the AgUnity ecosystem with AgriUT for the produce they grow. Farmers can then use the AgriUT to purchase goods and services from the AgUnity marketplace such as AgUnity phones, solar kits, farming inputs, and other goods to progress their livelihoods.

## Revenue Streams and Growth Strategy



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