



DEMO DAY COHORT 8



MD MAHMUD RAHMAN

CEO & Co-Founder, WEGRO



Agri-Fintech that
Facilitates Access to
Finance, Input and **Market**
 for **Small Holder Farmers**





MD. SHAH ALOM
Cattle Farmer, Sirajganj

Unwilling to let his children
pursue farming as a
profession.

AGRICULTURE IN SOUTH ASIA



600 M

People involved in
Agriculture

80%

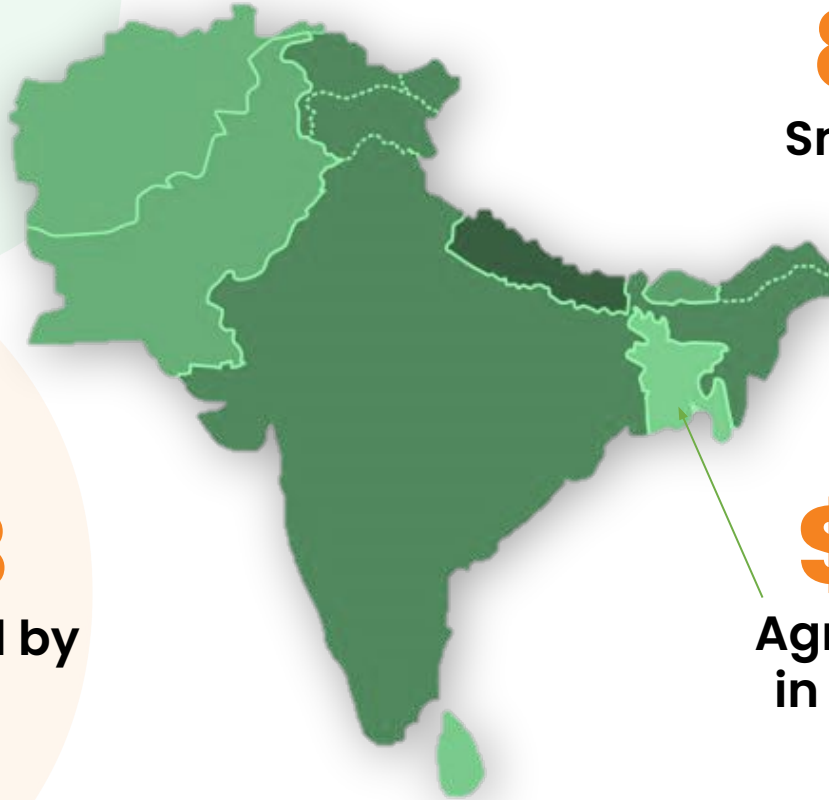
Smallholder
Farmers

\$682 B

GDP Contributed by
Agriculture

\$30 B

Agri Market Size
in Bangladesh

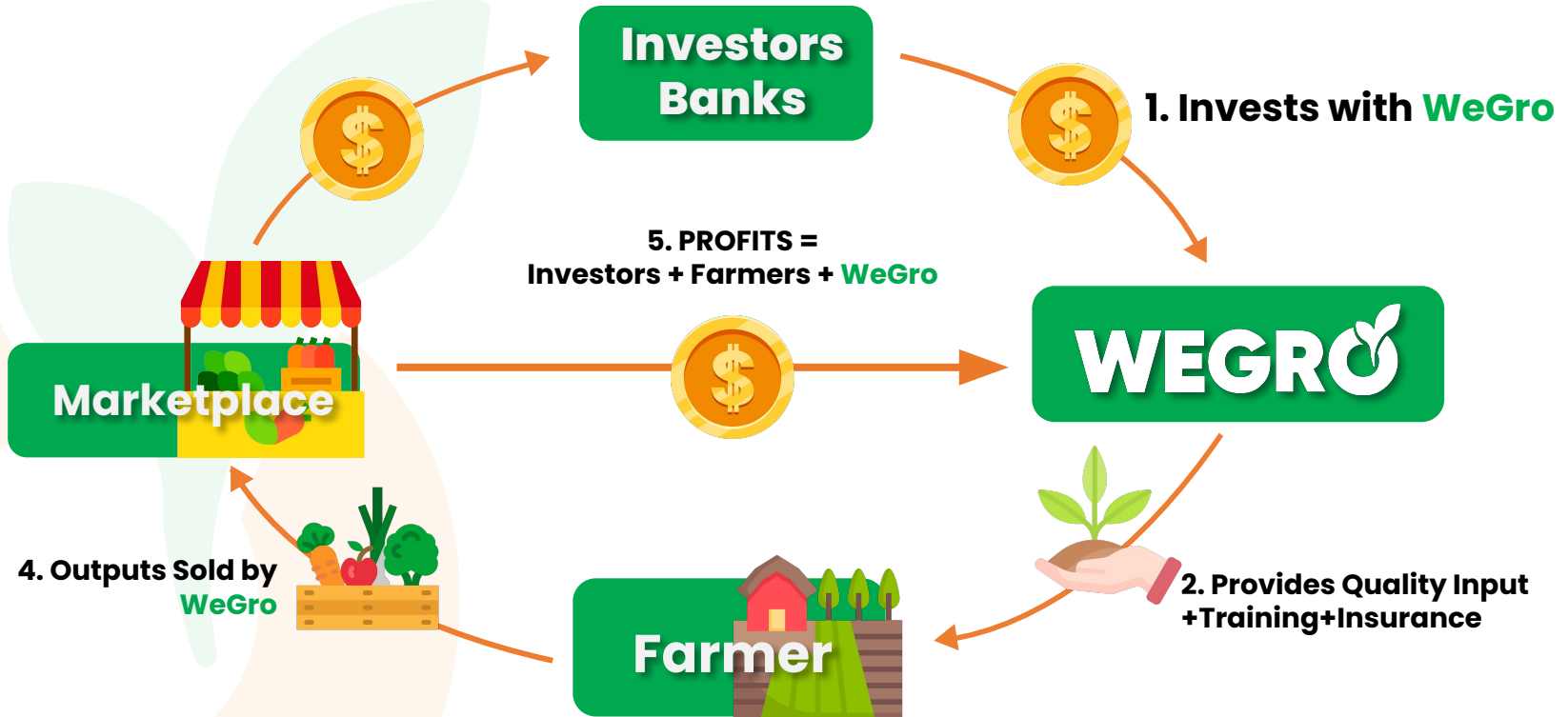


CHALLENGES OF SMALL HOLDER FARMERS

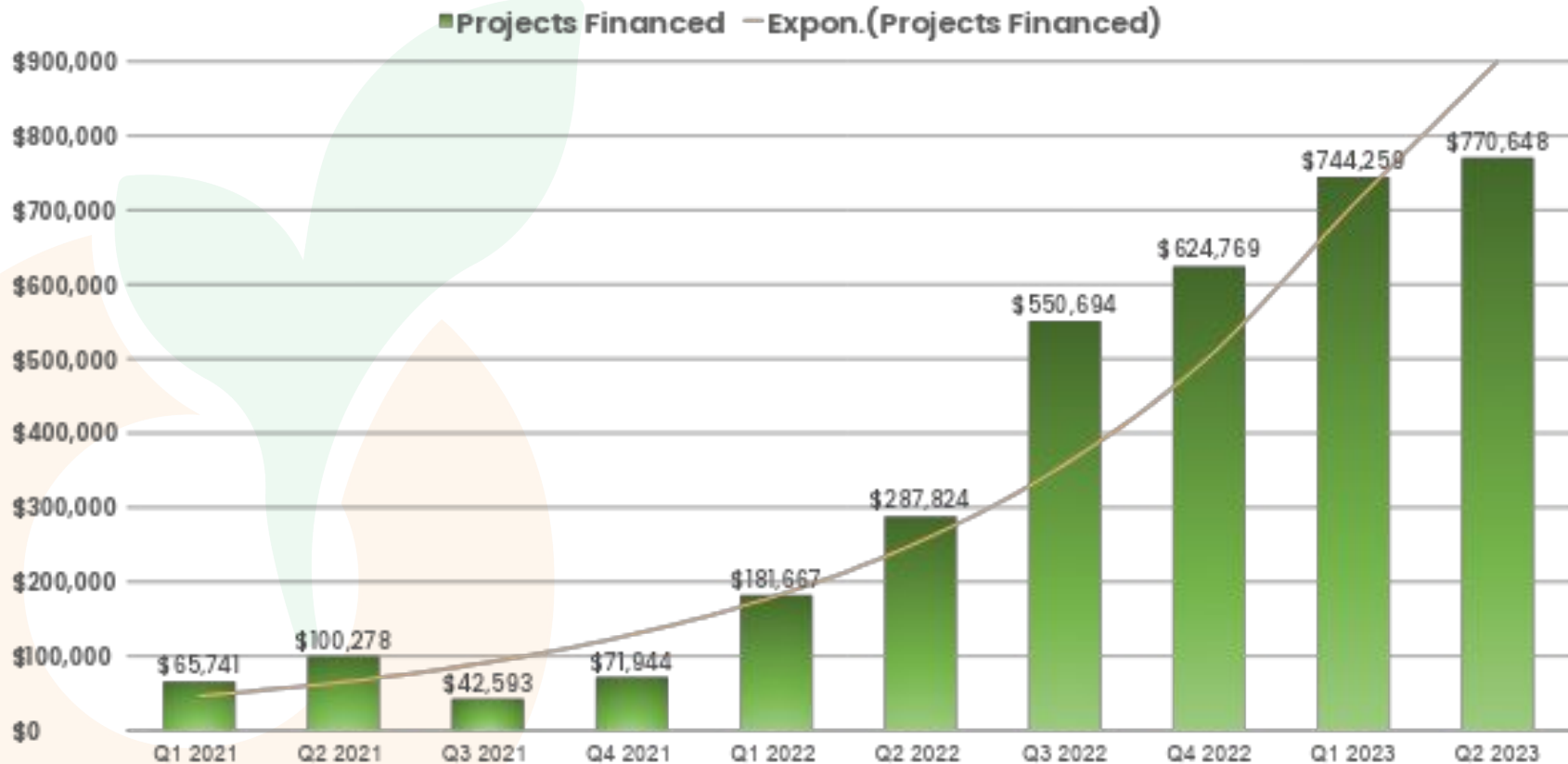


- **Not Eligible** to Receive Bank Loans
- **Informal Lenders** charge **40%** Interest
- Get **25%** of what **Consumers** pay

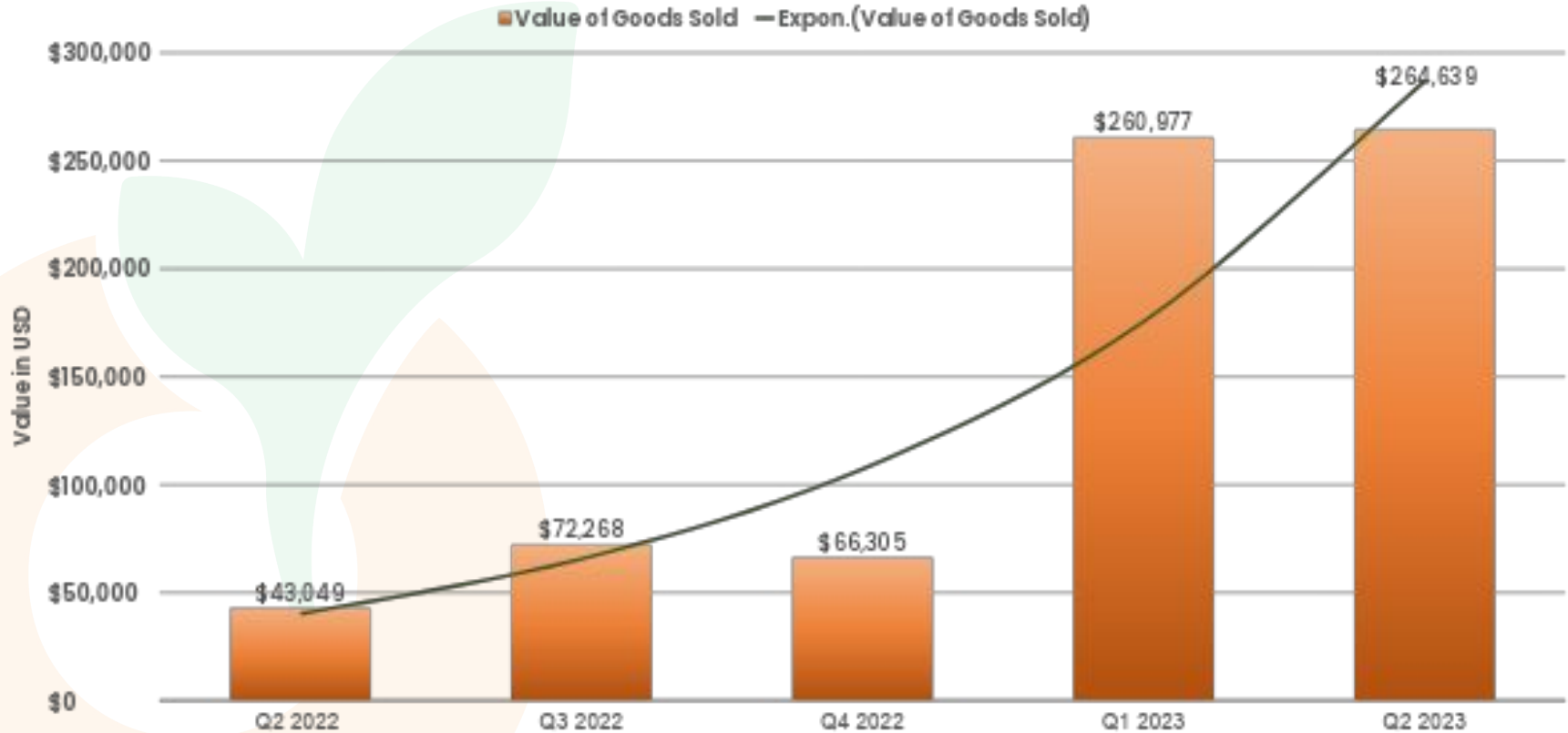
HOW WE WORK: A FLOW



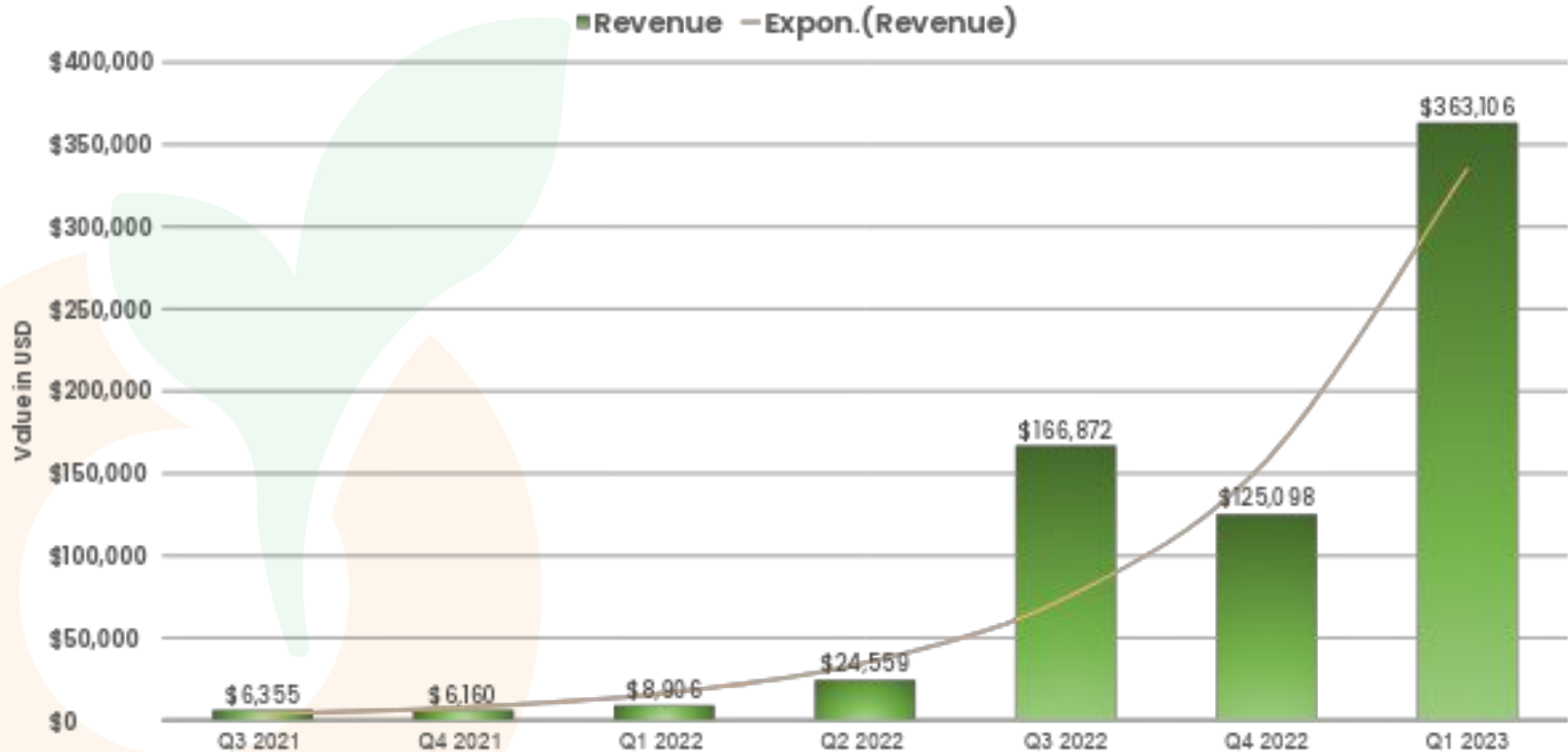
Farmer Financing: OVER 30 MONTHS

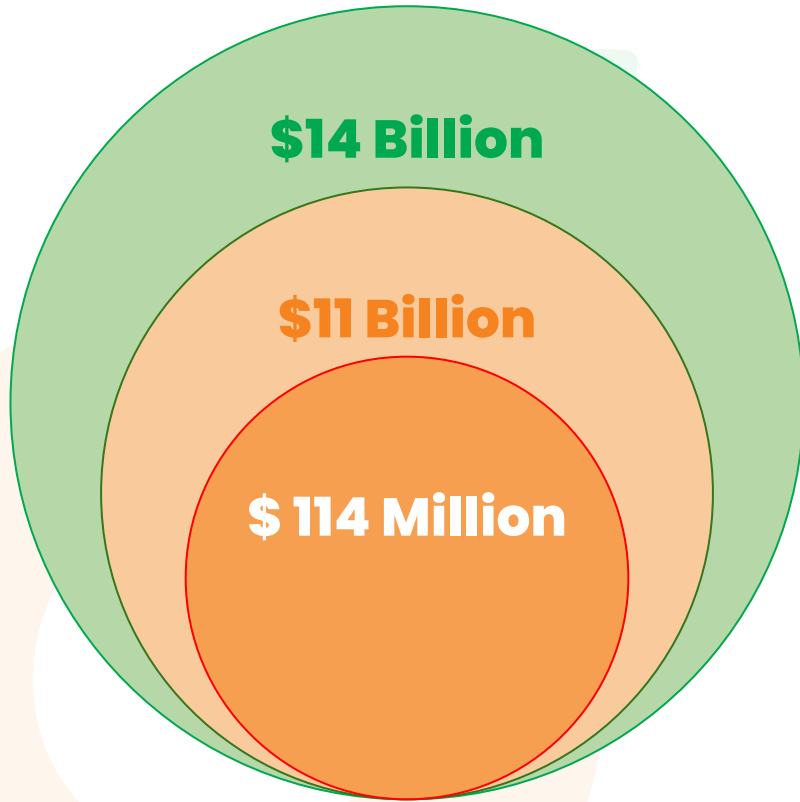


Product Sold : OVER 15 MONTHS



REVENUE: OVER 21 MONTHS





TAM

Total **Agricultural Loans** disbursed

SAM

Total Agricultural Loans disbursed by **MFIs and Local Lenders**

SOM

WeGro Targets 1% of SAM amounting to **\$114 Million**

GOALS FOR 2025



\$115 M

TOTAL FINANCED

\$20 M

REVENUE

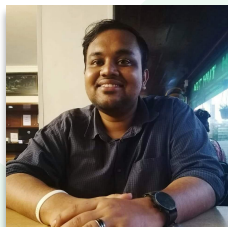
150,000

FARMERS IMPACTED

THE TEAM



Monjurull Mannan
Finance Manager



Mashroor Hossain
Brand Lead



Retd. Major Ruhul Amin
Head of
External Affairs



Mirza Aszad Hossain
Head of
Business Development



Dr. Rafiqul Islam
Head of
Veterinary Services



Mahmudur Rahman
CEO & Co-Founder

Agriproduct Enthusiast
6+ years of experience in
FMCG, Telco, Agri Value
Chain and
e-commerce industry



Alvi Rahman
COO & Co-Founder

Operations Expert
5+ years of experience in
FMCG, retail and
e-commerce

\$200,000
RAISED TILL NOW



\$1,000,000
TO BE RAISED

- ❑ Explore **New business opportunities** in **new areas**
- ❑ Impact **30,000** more farmers by 2023
- ❑ Onboard institutional investment.

Thank You

Visit our website: www.wegro.global

Scan Below to Chat with us:

