**Deal Room Transaction Executive Summary Form**

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| **Company / Project Name:** [ABC Ltd]**Sector:** [Agriculture] | **Company / Project Contact Name and Designation:** **Location [City & Country]:** **Website:** www.abc.com **Email:****Telephone:** |
| **Company / Project Overview**[please provide a succint overview of your organisation or project using the sample headings provided as much as possible] | Launched in August 2015, ABC links farmers to markets by using drone technology to pick from the farm gate and deliver directly to clients doorstep.**Problem Situation:** * Farmers lack access to consistent market and are affected with low prices paid by middlemen
* Households receive untraceable and usually highly priced vegetables and fruits from markets

**Business Model:** ABC provides seamless movement of produce from farms to households. The company simultaneously on boards farmers and clients to facilitate trade and charges a 50-100% mark-up on every delivery made. **Operating Model:** The ABC model has 2 important stakeholders - farmers, end users/customers**Farmer Acquisition:*** Currently targeting xxxx farmers in xxxxx regions
* ABC vets farmers and registers them onto it’s platform offering them contracts for produce to be sourced
* Farmers them request pick-up of produce via ABC’s propreirtry app, indicating quantity and quality.
* ABC sends field staff to pick-up procude while verifying quality
* ABC makes payments via M-Pesa and Cash on Delivery

**Customer Acquisition:*** ABC plans to market its services to individuals though event sponsorships, mall promotions and fairs, targeted Facebook ads, first time user discounts, referral benefits and rider merchandise
* ABC has set up business development team focused on closing institutional partnerships with restaurants and café’s
* Customers signed up to the company make requests for delivery of specific produce in advance with produce delivered in 36-48 hrs

**Target Market:*** Customers: Smart phone users with internet access and in the age group of 20-45 years
* Restaurants, Café’s and eateries

**Current Status:*** Fully developed mobile and web application with proprietary location algorithms
* Completed a 3 month pilot working with 10 farmers and 100 customers
* Incubated at XXX incubator
* Set up 6 member strong team working on technology and customer activation
* Winner of XXX Award

**Future Plans:*** Complete beta testing, followed by commercial roll out in May 2016
* On board ~1,000 delivery players and 15,000 customers on the platform in the 18 months
* Train and invest into farmers with drip irrigation equipment to stabilize procurement
* Expand to other East African cities in over the next 2 years

**Competition:*** XXX: Only provide a delivery service no functionality to purchase products
* XXX: Only provide produce in a market setting with lack of tracebaility

**Revenue Streams:*** 50-100% markup on produce sold
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| **Financials**[Please provide past Financial Results and Future projection] | Financial Year: January – December

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| --- | --- | --- | --- | --- | --- |
| USD 000’ | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
| Number of Countries | 1 | 1 | 1 | 2 | 4 |
| Number of Deliveries |  |  |  |  |  |
| Total Revenue\* |  |  |  |  |  |
| Total Expenses |  |  |  |  |  |
| EBITDA |  |  |  |  |  |
| EBITDA Margin |  |  |  |  |  |

*Note: Average dollar value per delivery is USD x* |
| **Funding Requirement** | **Funding Requirement:** USD 5m in equity**Usage of Funds:*** Technology upgradation and refinement
* Increase marketing and promotion activities
* Hire staff to onboard and manage key accounts and developer to improve the product experience

**Funds infused into the business:** ~USD xxK through grant/ equity from XXX Incubator**Ownership Structure:** Jane Bloggs (70%), Joe Bloggs (30%)  |
| **Team** | **Jane Bloggs,** Founder and CEO* 3+ years of experience in business development and sales having worked for XX corporation
* Bachelor’s degree in Computer Engineering and Information Technology from the University of Nairobi

**Joe Bloggs,**  CTO* 3+ years of experience in software development
* Bachelor's degree in Computer Science from the University of Leeds
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| **Challenges** | * Strong user base set up by competitors
* Managing large number of riders
* Ensuring high delivery acceptance rate and quick response time
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