

Digital Green



Smallholder farmers grow the *majority* of produce but have little support in reaching their primary markets

We're targeting the

\$118B

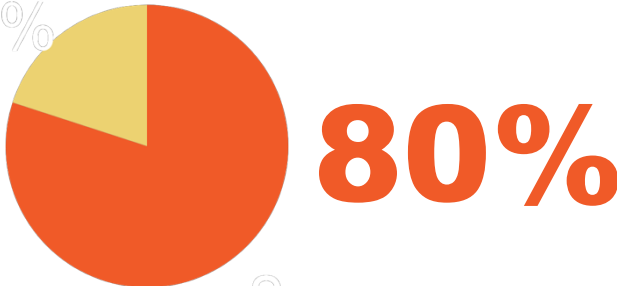
agricultural market

Which is comprised of

78%

smallholder farmers

Where a majority of crops are sold in



public wholesale markets

Our Solutions

Community Videos

Our original, flagship solution

- Train frontline workers to produce and disseminate videos on agriculture practices
- Videos are screened offline using battery powered mobile projectors
- Enables more efficient dissemination of information and greater adoption of practices



12,000 Extension Workers

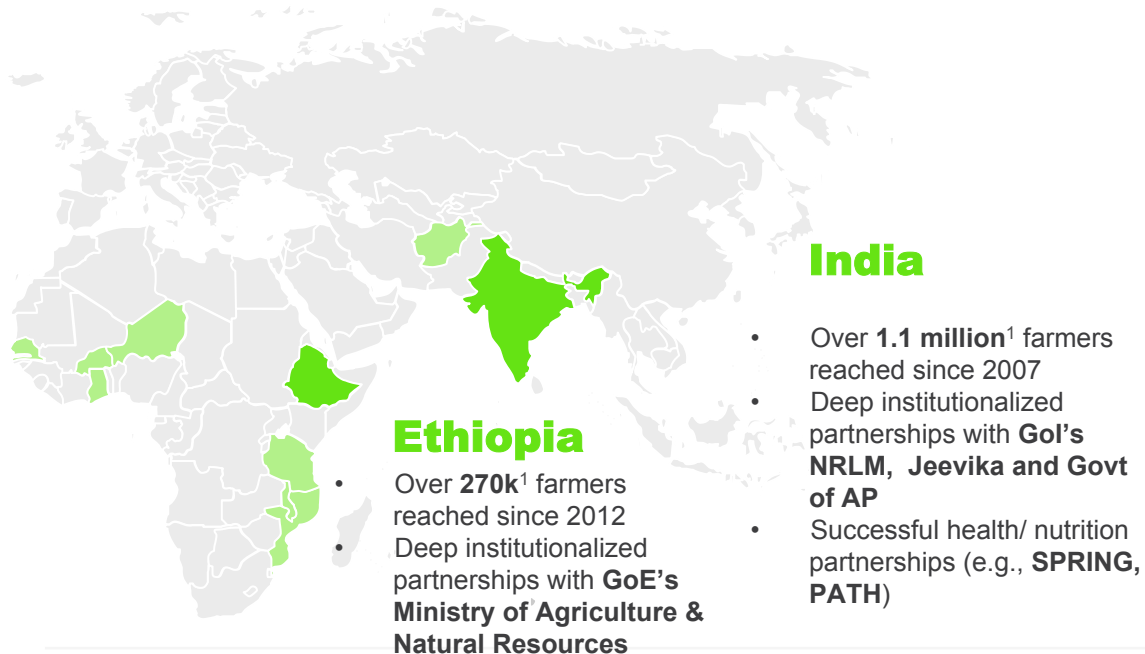
1.5m (80% women) Farmers

Our Impact

Digital Green has reached over 1.5 million farmers across 12 countries

Digital Green operations (2008-2018)

- Afghanistan
- Burkina Faso
- Malawi
- Niger
- Tanzania
- Mozambique
- Senegal
- Ghana



Key Achievements

Reach

1.5 million farmers across 17,000 villages in 12 countries¹

Impact

10x more effective per dollar spent than a classical extension system²

Operations

150 staff and ~US\$15m annual budget

The Way Forward

We are moving towards a more integrated portfolio of services

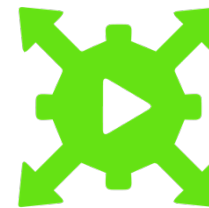
TODAY



Video-based extension approach

Primarily scaling video-enabled extension approach in agriculture, nutrition and—to a limited extent—health, in India, Ethiopia and a few other geographies

VISION



Ag-centered integrated service provider

Achieve higher impact outcomes for farming communities by strengthening our video-enabled extension approach, developing solutions beyond extension, and integrating our approaches, across agriculture and nutrition

Selling their produce is a *large expense* and takes away from time on their farm and with family

- **Often 1/3 of their sale price is spent on transporting their crops to market**
- **Crop value at accessible markets is impacted by a network of middlemen**
- **They lack the industry support and negotiating power given to large farmers**



Farmer Anil Kumar Singh lives in Bihar, India with his wife and two kids. Anil Kumar has about 1.5 acres of land, where he grows pointed gourd and eggplant. Anil Kumar was never certain whether a day at the wholesale market would pay off. Some days he was able to sell his produce; others, he wasn't. Regardless, a day at the market meant a day away from his farm.

How Loop works



Aggregation using Loop app

We help villages self-select an aggregator who uses the Loop app to organize pickup, sale, and payment.



Transport using third party trucks

We use data on produce & demand to select the most efficient local transporters and routes to market.



Sale at market with trusted agents

We foster relationships with trusted market agents to earn the best returns for farmers using Loop.



Mobile payments through PayTM

We partner with PayTM to deliver same-day secure payments while helping farmers build a credit history.

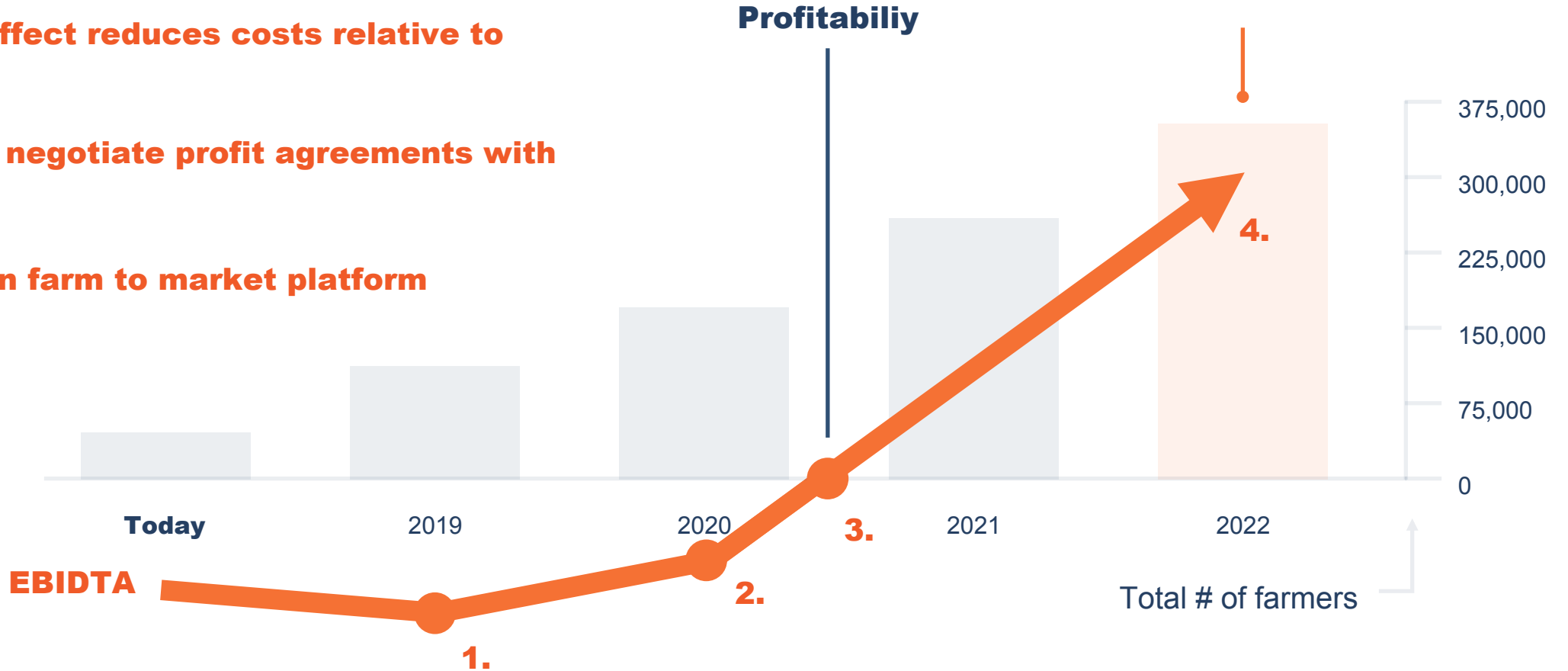
1. Revenue from farmers paying their share of transport

2. Network effect reduces costs relative to revenue

3. Volume to negotiate profit agreements with buyers

4. Data-driven farm to market platform

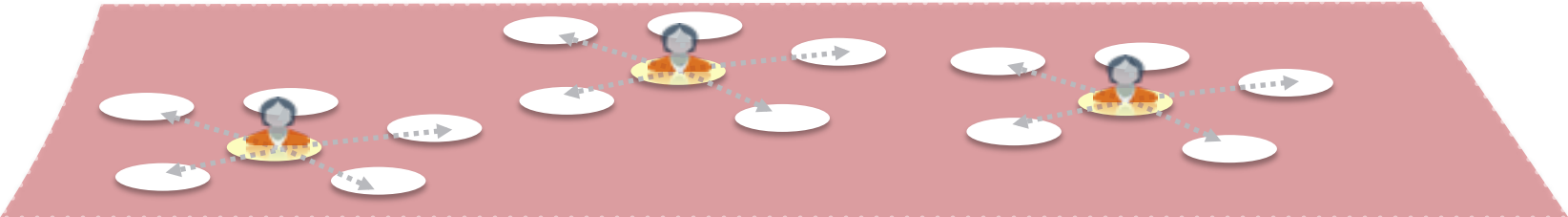
363K
farmers & \$151M in annual sales by 2022



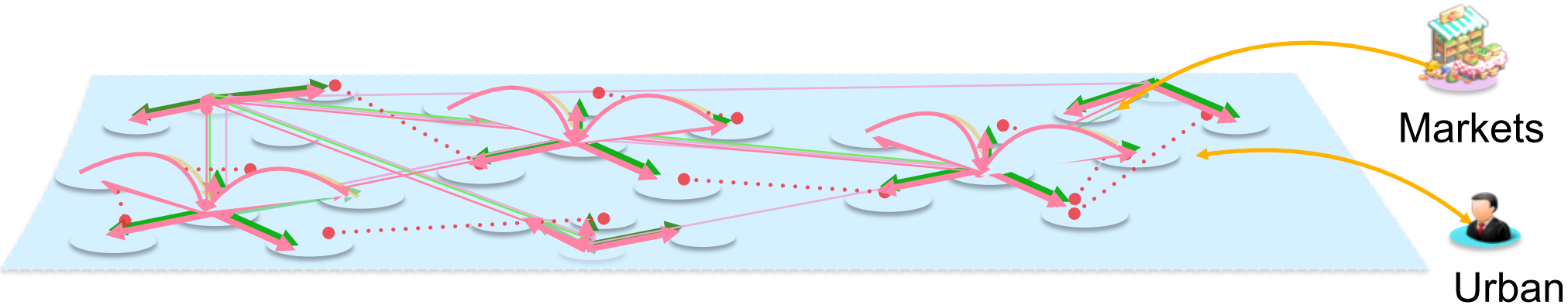
Farmers



Partners



Digital





Imagine if this network of farmers became the foundation of a bottoms-up marketplace for produce across South Asia and Sub-Saharan Africa. (And the world)