



Pitch Deck

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marketmapproject.org

by Village Infrastructure Angels & Partners



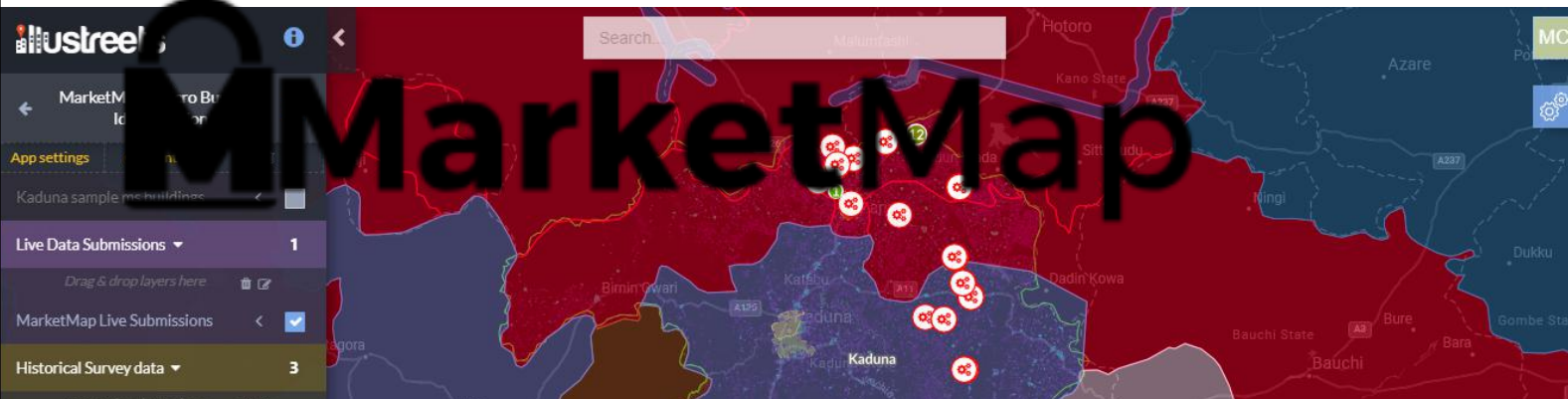
THE PROBLEM



1. 50% of Africa still lacks access to electricity, particularly for rural farmers
2. This means much of the crops grown need to be processed by hand or by diesel-fueled mills and water is pumped by diesel mills or collected on foot
3. Manual labour is very inefficient and time consuming
4. Diesel fuel is expensive over time, fuel supply is unreliable
5. Alternatives are becoming available, like solar powered mills, that are cheaper over time, but initially expensive
6. Financing is needed for these clean, efficient, modern alternatives, but farmers find it hard to access finance

There is a need for a simple effective tool to help facilitate financing of modern agricultural equipment.

THE SOLUTION



Phone or computer based software for rapid agricultural feasibility studies.

For any location in the country:

- count the number of buildings (customers) in your defined catchment area around the proposed business location
- estimate the amount of demand for the service (eg. kg of crop to be milled)
- size the machinery required to meet the estimated demand
- capital cost estimate
- revenue estimate
- loan estimate and repayments
- concise business plan delivered!

Solar Drying Financial Model

Financial Summary:

Loan Amount Required: ₦7,010,546
(including ₦1,810,546 total interest repayment @ 10% p.a)

Loan Length: 36 months

Repayment Schedule: ₦194,737/month

Funding Model: Debt Financing

Borrower Paying Interest?: Yes

Years 1 to 3 Summary (period of lease)

Based on the point you have clicked, within 2km of this location we estimate there are approximately **6,799 households** to form the basis of demand estimates.

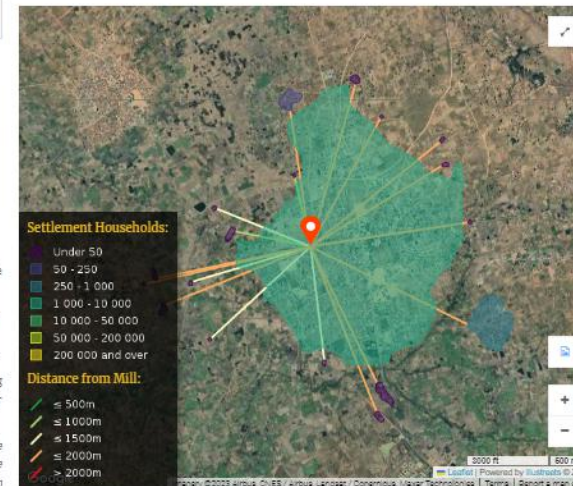
From this, in years 1-3 it is estimated that the total annually averaged demand is **40,771 MT per year** may be processed by the local dryer. This is based upon the typical land size being 2.4 ha/household and typical yield for the area of 3.1MT/ha and 52% of the crop is dried for resale.

Given that the dryer selected has a capacity of **2 MT per batch/day**, the annual processing capacity of the machine is **120MT** on the assumptions used that there are 3 harvests per year and they are required to be processed within 20 days per harvest.

(Please note, that if the parameter to the left of "Limit number of dryers to 1" is "Yes" and the number of dryers to loan for is limited to 1. If the estimated annual demand is higher than the annual processing capacity of 1 machine, change to "No" and it will recalculate for maximum number machines to process the entire harvest.)

Item	Amounts (NGN)
Machine Income	₦220,000

Household settlements within 2km from the point clicked:



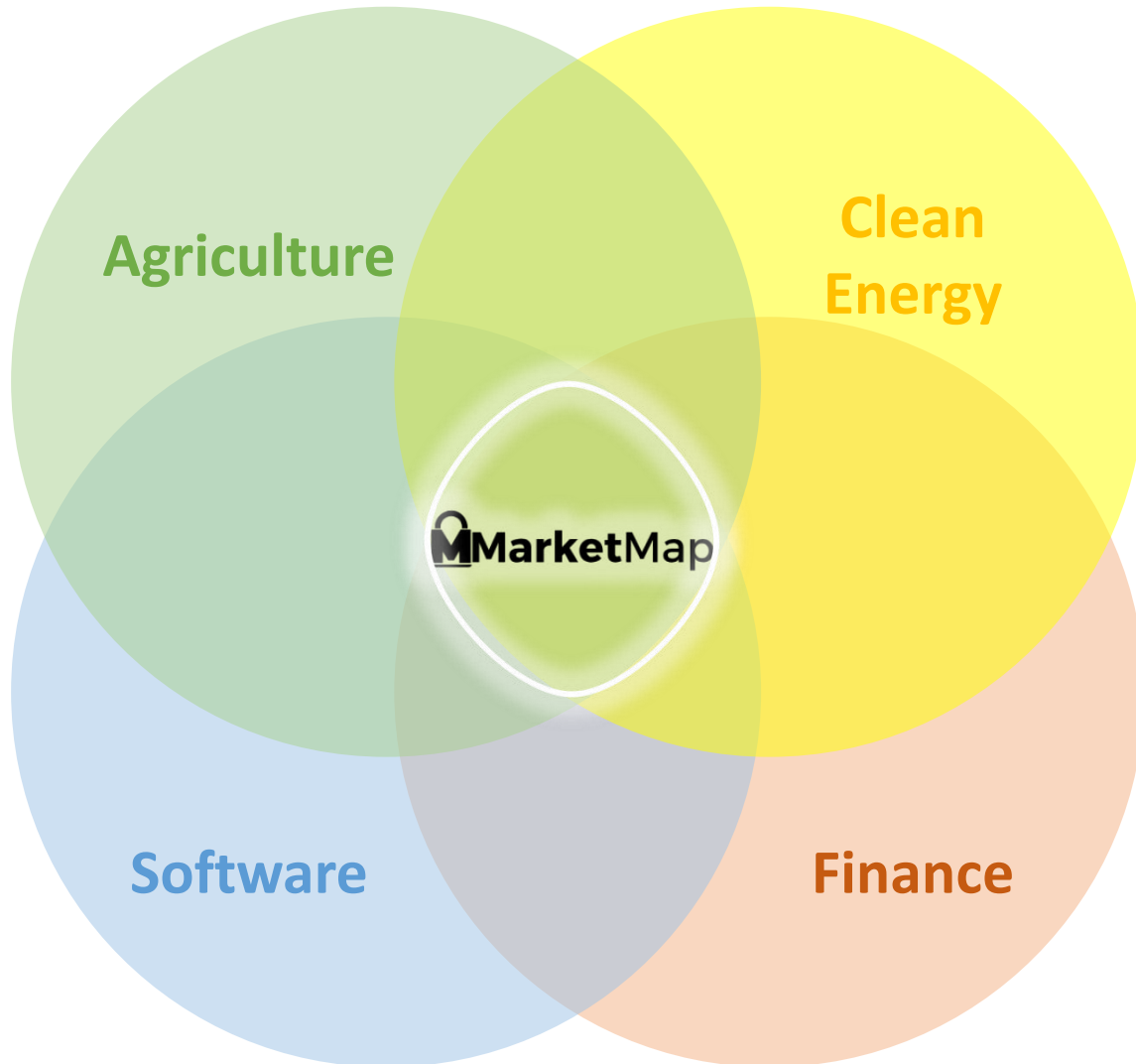
Based on the location of the applicant, the dominant crops that may be utilised for the solar dryer are from **Kano-Katsina sudanian: sorghum, maize, rice, and groundnuts.**

MARKET POTENTIAL



- 500 million smallholder farms globally are the livelihood of 2 billion people
- 33 million smallholder farms in Africa support 150 million people, growing 70% of the food
- 50% lack access to electricity, possibly needing up to 1 million shared mills and 10-30 million water pumps as well as other productive machines (refrigeration for horticulture, crop dryers, etc)
- At \$500-2000 per solar-powered productive machine the total capital needed to finance these is \$10-100 billion
- If MarketMap can help 1% of the Africa market, 10,000-100,000 systems would be deployed
- If MarketMap earns 1% from each \$1000 loan mobilized, \$100,000-\$1 million is the potential revenue

COMPETITIVE ADVANTAGE



- Four complicated sectors covered in one simple tool
- Deep team expertise of all four sectors
- Over 100 years of team experience
- Back end software can do map-based processing of millions of building and farms that other map-based software cannot handle
- Cloud based for easy collaboration
- Fully customizable to clients needs/products

TEAM

VIA & ILLUSTREETS UK



Stewart Craine
Renewable energy expert
\$20m raised in 2 ventures



Stana Craine
Finance manager
Micro-enterprise trainer



Dr Monty Craine
Data analytics
AI and ML expert



Manuel Timita
Illustreets CEO
GIS and BI software expert

SOSAI RENEWABLES NIGERIA



Safiya Aliyu
Project manager with
diverse experience



Mark Anthony
Project officer and
community mobilization



Peter Ayode
Marketing leader with
experience in ag, solar



Habiba Ibrahim
Accounting manager with
microfinance experience

PRODUCTIVE SOLAR SOLUTIONS KENYA



Greg Denn
Managing Director of PSSK
40 years of ag, solar experience



Vina Zhong
Logistics, procurement, sales
International supply chain expert



Ismael Bett
Operations officer with 12 years
of diverse sales experience



Harrison Nguru
Lead technician
Mechatronics engineer

FINANCIAL MODEL

- All team members belong to companies already making profits from selling goods and services in the fields of renewable energy, agriculture, software and consulting
- MarketMap can be provided for free to clients as a 1-5% marketing cost to these existing businesses, as it helps sell more goods and services that these companies sell
- The combined revenue of these 3 companies is currently around \$1 million, so the operating budget for MarketMap is \$10,00-50,000/year
- This is already sufficient to cover the \$10,000/year base software cost from Illustreets plus part-time efforts from the rest of the team
- A grant won from AgriDi (an EU project) has helped develop the minimum viable product for Kaduna, Nigeria which is the base location for Sosai Renewables
- Further grants and equity investment can help expand MarketMap to more countries & add more modules of additional productive uses (so far we have mills, water pumps, dryers & refrigeration)
- Other companies that wish to use MarketMap would also be charged 1-5% of the value of a sale
- By 2025, MarketMap expects to facilitate access to 5,000 products and \$5 million of loans/sales

FOR FURTHER INFORMATION

www.marketmapproject.org

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