



agrivero.ai

**Making global
coffee supply chains
traceable, fair &
efficient.**

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Event: Smart AgriFood Industry
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MORNING ROUTINE

I can't live without
my coffee.



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MANY LIVES ARE AT RISK

The livelihood of the **125M** people depends on coffee.

- confidential -

LARGE SCALE OF COMMODITY TRADE

170M* bags of green coffee
traded annually.



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SAMPLING AT EVERY STAGE OF THE SUPPLY CHAIN

Each green coffee bag has to be sampled **4-6 times** along the supply chain.

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MANUAL QUALITY CHECKS

Quality checks take **25 minutes**
per sample and barely reach
90% accuracy.

THE CONSEQUENCES

Inconstent & inaccurate quality checks cause high costs, inefficiencies and mistrust along the entire supply chain.

IMPACT ON PRODUCERS

**Subjective quality
checks put producers in the
most vulnerable position.**



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AGRIVERO.AI SOLUTION

AI-enabled solution for quality control & traceability.



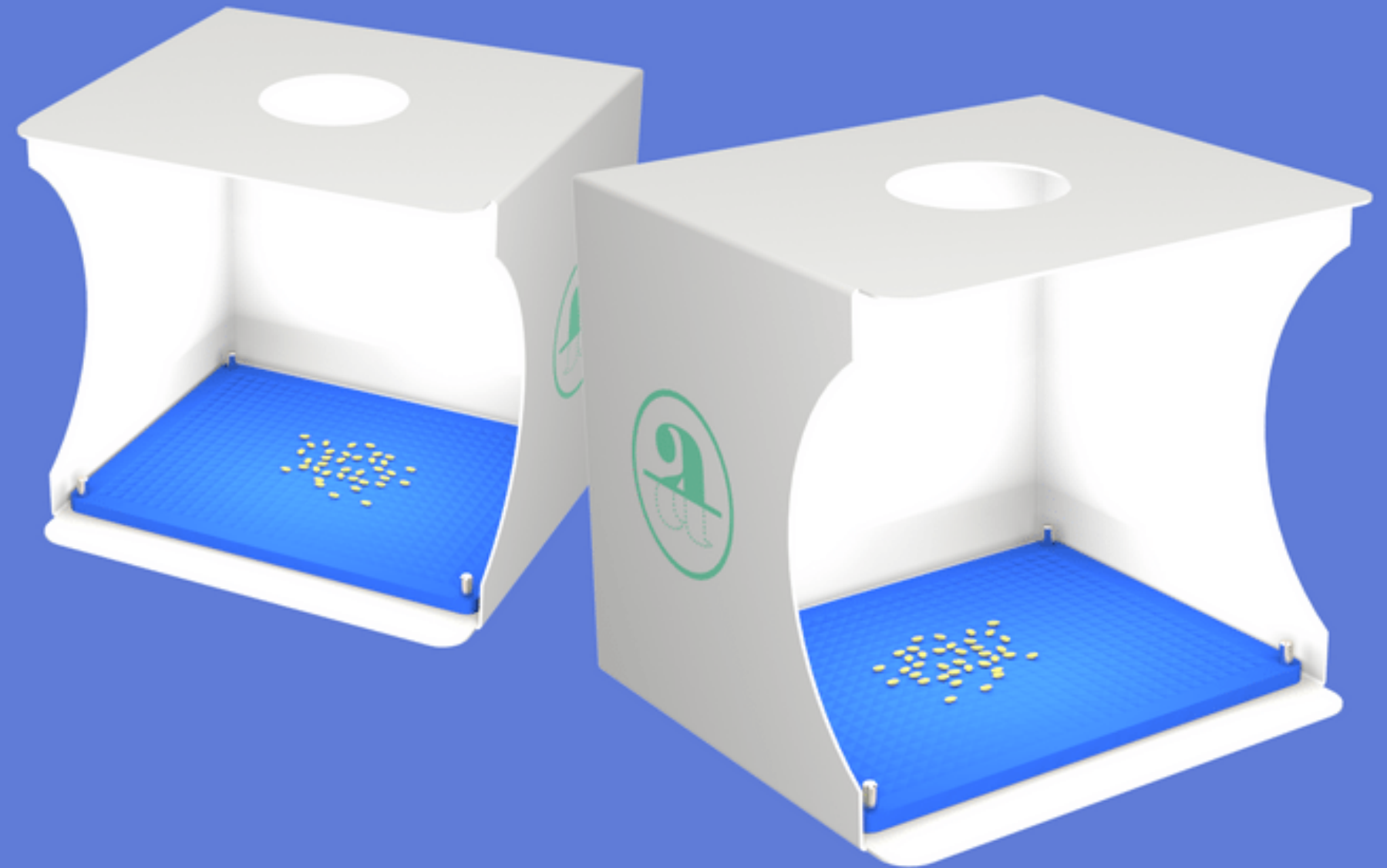
Agrivero.ai brings objectivity and speed to quality control and streamlines traceability for traceable, fair and efficient supply chains.

HOW DOES IT WORK?

1. Scan sample

Easily load coffee beans in the device (70 g per load) and scan under visible light with Agrivero.ai Mobile App.

Soon, under UV and NIR.



HOW DOES IT WORK?

2. AI does the analysis

Our AI algorithms, trained on thousands of coffee samples, deliver accurate quality results within minutes:

- defects
- size
- color

Later: basic chemical content and define their fingerprint.



HOW DOES IT WORK?

3. View quality analytics & traceability data

Quality data is digitalized, traceable and accessible from anywhere.



MEET THE TEAM

Core team



**Darina
Onoprienko**

Founder & CEO, M.Sc.
Innovation Management &
Entrepreneurship.
Serial Entrepreneur (IoT,
LogisticTech), Top 100
German founders 2018



**Lina
Gundelwein**

Head of AI, MSc. Applied
Computer Science
5 years in Machine Learning
and Computer Vision,
3 years of medical software
development



**Anton
Musteikis**

Head of Hardware, MSc.
Mechanical Engineering,
5 years of deep tech project
management,
1 patent, Top 100 Russian
Innovators 2014

- confidential -

**Misha
Kochikov**

Full-stack developer &
DevOps

**Team
member**

B2B Sales,
Sustainability lead. 15
years in coffee
industry

MARKET POTENTIAL

Coffee market

Producers: 25 M*
Traders: 1 500*
Roasters: 30 000*



Starter kit: € 300 / € 100**



Monthly subscriptions:
• Small: € 275 / € 25 **
• Medium: € 1100
• Large: € 2200



Scaling & future crops:

- cocoa
- nuts
- grains
- quinoa
- chia
- ...

Calculation:
 $25M \times 25 \times 12 + 25M \times 100/5 \text{ years (producers)} + 31500 \times 275 \times 12 + 31500 \times 300/5 \text{ years (traders \& roasters)} = 8.1 B$

- confidential -

* - Source - Statista: Coffee market worldwide - statistics & facts

** - Farmer Support price (only for producers)

INDIRECT COMPETITION

We compete



Physical analysis



Spectrochemical analysis



Analytics



Traceability



AI + Hyperspectral Imaging solution



Computer Vision-based solution



AI + Handheld spectrometer



Lab-based spectrometer for different crops

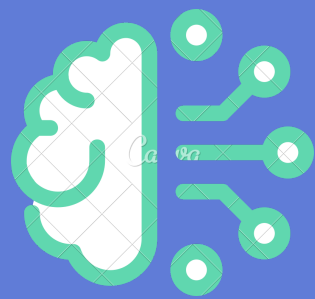


Blockchain-based traceability solution



OUR USPs

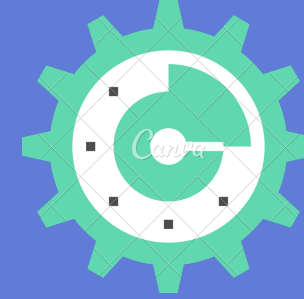
Why are we unique?



97%
**accurate &
consistent
quality
checks**



**3x faster
quality
checks
than
manual**



**Traceability
as part of
quality
control**

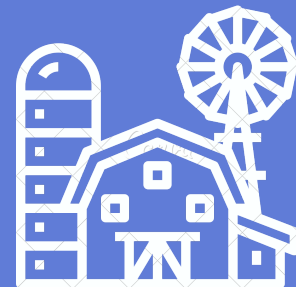
This is possible thanks to our patent-pending technology to analyze the quality of agricultural produce using AI.

VALUE CHAIN

Data-driven decisions at every step of coffee supply chain



Farm



Dry mill



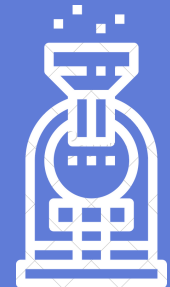
Exporter



Trader



Importer



Roaster

Accurate and consistent quality and traceability data leads to better production, trading and roasting decisions.

DEMAND

Traction

**Confirmed pilot customers
(product launch 06/2021):**

10 international traders & roasters,
57 more companies are in the pipeline

Expected MRR 2021*: € 37K

* - In case of full rollout to listed
companies



Our plans



Q1 – Q2 2021

1. Device, Mobile and Web App development
2. Patent application
3. Pilots in EU with traders & roasters

Q3 – Q4 2021

1. R&D hyperspectral imaging
2. Trials with 10 customers
3. Raise € 150K (July)
4. Production & sales of 150 units in EU

2022

1. The market rollout for producers in LATAM, Africa & Asia
2. Sales of 500 units
3. Raise Seed (March)
4. Farmer support programs

2023

1. Worldwide rollout for producers
2. Integration of additional services
3. Sales 10000 units



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IMPACT

Agrivero.ai drastically improves the livelihoods of producers & the efficiency of thousands of coffee businesses worldwide.

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WHAT WE LOOK FOR

Investment needs

€ 150K, July 2021.

Runway until May 2022.

70% - Salaries

15% - Marketing

15% - Stock & materials

CONTACT DETAILS

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