

# Digital (B2B) Marketplace platform for farmers and vendors

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## Samenvatting

**Datum:** 19 January 2022

**URL:** <https://venturecapital.nl/digital-b2b-marketplace-platform-for-farmers-and-vendors/>

## Contact & Site

## Extra beschrijving

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### **Beschrijving onderneming:**

This startup is a digital (B2B) marketplace platform that predominantly solves the challenges being faced by farmers & vendors, by supplying Input products (fertilizer, pesticides, seeds, etc.) to them on-demand at their doorsteps. It also provides a marketplace for the product to be traded on B2B mode, where the buyers and sellers can directly connect & trade in different agricultural products. As an add-on, the platform also provides Daily Mandi Rates, Weather updates, and farming solutions information via mobile application.

The main challenge for this company is to resolve the resources required to increase their market penetration. They are currently having 6000+ users on their application but to translate these users for input supply this company requires funding. As a proof of concept, they have been able to generate a GMV of over €60.000,- via this platform for the inputs on the platforms, which remained on account of distributors.

To self procure & supply, they require an initial investment, which will kick off the cycle of deployment of resources to provide the input products across the country in a stage-wise approach. They have kept the marketplace platform open which is currently attracting lots of users who are directly connecting & doing the trade offline.

**Business Model:**

Commission on total trade volume.

**Type klant:**

B2B & B2C

**Gewenst type investeerder:**

Angel investor; Venture Capitalist; Private Equity; Incubator/accelerator

**USP's:**

This startup is providing a solution of providing the inputs to the farmers & vendors at their doorstep. This is in tandem with agri Bazar (a free marketplace for the Produce) and info-tech portals of the application. Till now no platform provides end-to-end service of Farm inputs.

**Benodigd Kapitaal:**

€700.000,-

**Investeringsbehoefte:**

- Marketing (30%)
- Key Hiring (25%)
- Operational (15%)
- Warehouse (10%)
- Development (10%)
- Logistics (10%)

**Sector:**

E-Commerce, Agri

**Bedrijfsfase:**

Early Growth

**Aantal founders:**

3

**Aantal huidige werknemers:**

5-25

**Ervaring:**

The first founder has over 8 years of experience in software development and has built CRM systems for large corporations. He is passionate about the digitalization of the agriculture industry because he comes from a family that has been in the agriculture crop business and understands the issues that both sellers and farmers face.

The second founder has been in the agricultural commodities business for ten years and is an expert in this field. With a 5th generation farming family member, he is well versed about the challenges he & his family had faced in this sector.

The third founder has more than 10 years corporate experience of working in entities like Nestle & Engro. Having experience in project development, execution, operations & commercial management of mega projects. he understands the dynamics which are required for the startup & can manage large-scale teams & is committed to the vision of resolving the issues of the agri-sector.

**Maandelijkse omzet (huidig):**

€15.000,-

**Omzet (Prognose) komende 12 maanden:**

€60.000,-

**Omzet (Prognose) maand 13 - 24:**

€60.000,-

**Huidige maandelijkse kosten:**

€7.000,-

**Reeds toegezegde financiering in deze ronde:**

€0,-

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