

# AI B2B trade platform set to disrupt global food trading.

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Type Klant	B2B
Gewenst Type Investeerder	Venture Capital, Strategic-Investor
Benodigd Kapitaal	435000
Reeds toegezegde financiering	50000
Minimale Ticketsize	€ 10.000,-
Sector	AI, B2B-Software, Food, Groothandel, Logistiek

<b>Bedrijfsfase</b>	Seed
<b>Land geregistreerd</b>	Netherlands
<b>Aantal Founders</b>	1
<b>Aantal Huidige Werknemers</b>	4
<b>Maandelijke Omzet</b>	€ 15.000,-
<b>Omzet (prognose) komende 12 maanden</b>	€ 435.750,-
<b>Omzet (prognose) maand 13 - 24</b>	€ 3.113.819,-
<b>Huidige Kosten (maandelijks)</b>	€ 12.000,-

## Bedrijfsbeschrijving

### YMF Global - The AI-Powered Future of Global Food Trade

The **\$6.2 trillion global food trade** is plagued by inefficiencies, hidden costs, and outdated processes. **YMF Global is disrupting this industry with a scalable, AI-driven B2B platform that eliminates middlemen, streamlines transactions, and unlocks massive growth opportunities.**

#### Why Now?

- **Massive Market Opportunity:** Global food exports exceed **\$1.6T annually**, with increasing demand for **faster, more transparent trade solutions.**
- **Proven Model:** The shift toward **AI-powered B2B trade platforms** has already transformed other industries—food trade is next.
- **Revenue-Generating Model:** **Subscriptions, transaction-linked services, trade finance, advertising, and data monetization** create diversified, scalable revenue streams.

#### What Makes YMF Global Different?

▣ **Direct, AI-Driven Trade Matching** - Instantly connect verified buyers & suppliers, reducing friction and acquisition costs.

▣ **Embedded Trade Finance & Payments** - Secure deals with confidence while improving cash flow for both parties.

▣ **Smart Logistics & Compliance Automation** - Reduce risk, ensure seamless cross-border transactions, and eliminate costly delays.

▣ **Scalable Business Model** - A multi-tier revenue system ensures sustainable, high-margin growth as transaction volume scales.

#### Traction & Growth Potential

- **Projected €62M in revenue by Year 3** with high-margin transaction services.
- **80,000+ companies already in our database**, forming the foundation for rapid adoption.
- **Massive expansion potential** in high-growth regions including North America, Europe, and Asia.

#### Investment Opportunity

YMF Global is positioned to **disrupt the traditional B2B food trade industry, capturing a share of a multi-trillion-dollar market.** Early investors will gain access to a **high-growth, AI-driven**

**marketplace with scalable, recurring revenue streams.**

**Join the future of global trade. Invest in YMF Global today.**

## Business Model

### Business Model: Scalable, High-Margin, and Multi-Stream Revenue

YMF Global operates on a **scalable B2B marketplace model**, generating revenue through multiple **high-margin** streams that grow as platform adoption increases. Our **hybrid monetization approach** ensures diversified income, reducing dependency on any single revenue source.

#### 1. Subscription Revenue (Recurring & Tiered Model) - Predictable ARR

- **Suppliers:** €0–€600/month
- **Buyers:** €0–€200/month
- **Free Tier:** 2% transaction fee + pay-per-feature upgrades
- Premium tiers unlock enhanced visibility, market insights, and lead-generation tools.

▣ **Scalability:** As more users join, subscription revenue grows without proportional cost increases.

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#### 2. Transaction-Linked Services - Directly Monetizing Trade

- **Logistics Coordination:** Automated freight quotes & booking (commission-based).
- **Credit Insurance & Payment Protection:** Partnered underwriting services (0.5%–3% fees).
- **Sustainability Certifications & Compliance Tools:** ESG-focused add-ons for verified trade.

▣ **Monetization of Core Platform Activity:** Every completed transaction generates revenue.

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#### 3. Trade Finance Solutions - Monetizing Cash Flow Gaps

- **Invoice Financing & Letters of Credit:** Buyers can secure goods with flexible payment terms.
- **Cross-Border Payment Services:** Currency hedging and transaction security (0.5%–3% per transaction).

▣ **Critical Differentiator:** Solves a major bottleneck in global trade—capital constraints.

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#### 4. Buy-and-Sell Margin Model - Capturing Direct Trade Profits

- YMF Global strategically **purchases and resells high-demand commodities** (6–8% margin).
- Allows **price stabilization, bulk purchasing, and value-added trade facilitation.**

▣ **Hybrid Revenue Model:** Unlike pure marketplaces, we capitalize on select arbitrage opportunities.

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## 5. Advertising & Promotions - Monetizing Visibility

- **Sponsored Listings & Featured Supplier Promotions** (€50–€5,000 per campaign).
- **Targeted B2B Marketing & Email Campaigns** (paid advertising within the platform).

□ **High-Margin Upsells:** Suppliers pay for premium exposure to global buyers.

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## 6. Data Monetization - Unlocking the Value of Trade Insights

- **Subscription-Based Market Reports** (€50–€1,000+/month).
- **Custom Data Licensing & API Access** for corporate clients & trade associations.

□ **Leveraging Data as an Asset:** AI-powered analytics provide **predictive insights** that businesses will pay for.

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## Why This Model Works

**Multi-Layered Monetization** - Revenue grows across different streams as platform activity scales.

**Embedded in Trade Workflows** - Services like logistics, finance, and compliance are essential, not optional.

**Recurring & Transaction-Based Income** - Predictable ARR from subscriptions + variable revenue from transactions.

**High Scalability & Margin Potential** - Low incremental costs per new user, maximizing profit potential.

**YMF Global isn't just a marketplace—it's a fully integrated trade ecosystem.** Investors gain access to a business model that is **scalable, diversified, and designed for exponential growth.**

## USP's

### **YMF Global - Redefining Global Food Trade with AI, Finance & Trust**

YMF Global is the **only end-to-end digital platform** transforming global food trade by integrating **AI-driven market intelligence, seamless logistics, and embedded trade finance.**

**AI-Powered Trade Insights** - Predictive analytics, demand forecasting, and automated matchmaking to connect buyers & suppliers efficiently.

**Verified, Trust-Driven Marketplace** - Secure transactions with vetted profiles, risk assessments, and fraud prevention.

**No Middlemen, No Hidden Costs** - Direct connections between buyers and suppliers, reducing transaction fees and increasing profit margins.

**Embedded Trade Finance & Payment Protection** - Flexible payment terms, invoice financing, and escrow solutions to ensure smooth cash flow.

**Integrated Logistics & Compliance Automation** - Real-time shipping quotes, automated documentation, and regulatory compliance in one place.

**Sustainability-Driven Trade** - Carbon tracking, eco-certifications, and responsible sourcing tools to meet ESG goals.

**Tailor-Made for the Food Industry** - Customizable tools for exporters, wholesalers, and importers to optimize supply chains, pricing, and operations.

**Trade globally with confidence—faster, smarter, and more sustainably with YMF Global.**

## Investeringsbehoefte

### 1. Sales & Marketing - €160,000 (37%)

**Targeted Lead Generation & Outreach (€70,000)** - AI-powered prospecting, LinkedIn/email campaigns, and direct sales efforts targeting high-value suppliers & buyers.

**Content Marketing & Thought Leadership (€40,000)** - Webinars, case studies, SEO-driven content, and LinkedIn positioning to attract and educate new users.

**Trade Show & Event Presence (€50,000)** - Attendance at major food trade expos (e.g., SIAL, Anuga, Gulfood) to establish credibility, secure partnerships, and onboard high-volume users.

**Objective:** Drive 5,000+ active users, secure initial transactions, and build strong industry visibility.

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### 2. Platform Development & AI Enhancements - €120,000 (28%)

**AI-Driven Buyer-Supplier Matching (€40,000)** - Automate sourcing recommendations and dynamic pricing insights to improve deal efficiency.

**Automated Trade Finance & Payment Integration (€30,000)** - Enable invoice financing, escrow, and credit scoring for seamless transactions.

**Logistics & Compliance Automation (€30,000)** - Real-time shipping quotes, digital customs processing, and automated compliance verification.

**User Experience & Scalability (€20,000)** - Mobile optimization, UI/UX refinements, and API integrations for external systems.

**Objective:** Improve platform efficiency, reduce friction in transactions, and enhance user experience to increase engagement.

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### 3. Operational Expansion & Key Hires - €95,000 (22%)

**Business Development & Sales Team (€50,000)** - Hire 2-3 key sales reps focused on onboarding high-value exporters/importers.

**Customer Success & Support (€25,000)** - Dedicated account management to reduce churn and ensure high retention.

**Strategic Partnerships (€20,000)** - Establish logistics, finance, and sustainability partnerships to expand service offerings.

**Objective:** Scale platform adoption, increase transaction volume, and ensure long-term user retention.

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#### **4. Data Acquisition & Enrichment - €40,000 (9%)**

**Panjiva & Customs Data Licensing (€20,000)** - Expand global shipment data access for smarter supplier-buyer matching.

**AI-Powered Data Enrichment (€20,000)** - Automate lead verification, market insights, and contact enrichment for increased deal success.

**Objective:** Strengthen database quality, enhance AI-driven insights, and boost lead conversion rates.

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#### **5. Legal, Compliance & Security - €20,000 (4%)**

**Regulatory Compliance & Trade Certifications (€10,000)** - Ensure global compliance for seamless cross-border transactions.

**Cybersecurity & Data Protection (€10,000)** - Strengthen encryption, fraud prevention, and data privacy measures.

**Objective:** Build trust, mitigate risks, and ensure platform security for global users.

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#### **Expected Outcomes & ROI**

- ✓ **5,000+ active platform users** within 12 months.
- ✓ **€10M+ in facilitated transactions** within the first year.
- ✓ **Sustainable ARR growth** from subscriptions, transaction fees, and finance services.
- ✓ **Strengthened platform positioning** as a trusted, AI-powered global trade leader.

**YMF Global is positioned for rapid scale. This investment enables a high-impact, revenue-focused expansion that maximizes growth while ensuring operational stability.**

## Ervaring Founder(s)

### Meet the YMF Global Leadership Team: Expertise, Innovation, and Strategic Execution

The **YMF Global team** is a powerhouse of **industry veterans, technical innovators, and strategic partners**, united by a mission to revolutionize global food trade. With a **strong track record in international trade, automation, logistics, and finance**, the team blends deep operational expertise with cutting-edge technology to drive scalable growth.

#### Leadership & Core Team

**Frank van den Oever (Founder & CEO)** – A visionary leader with **over a decade in commodity trading, automation, and digital transformation**, Frank spearheads YMF Global's strategy, leveraging AI and automation to disrupt traditional B2B trade.

**Rick Trooster (Head of Logistics & Market Expansion)** – An expert in **supply chain optimization and international trade**, Rick leads logistics strategy and market penetration across Southeast Asia, ensuring operational efficiency at scale.

**Liezel Andrade (Business Development & Growth)** – With **6+ years of B2B sales experience in the meat industry**, Liezel specializes in driving supplier and buyer adoption, forging high-value partnerships, and expanding YMF Global's commercial footprint.

**Tim Kosten (Technical Lead, Automation & Data Analytics)** – A specialist in **workflow automation and AI-driven analytics**, Tim enhances the platform's efficiency, ensuring seamless data integration and process optimization.

**Bas Thawiwatthanaphirom (Data Operations & Enrichment)** – Responsible for **data integrity and enrichment**, Bas ensures that supplier and buyer data is accurately structured to maximize trade efficiency.

#### Strategic Partners & Expert Support

To accelerate innovation and scalability, **YMF Global collaborates with leading industry and technology experts:**

**Pulpsense (Automation), LowCode Agency (App Development), and Agentic Brain (AI & Predictive Analytics)** – Powering the platform's automation, AI-driven matchmaking, and seamless digital user experience.

**Momentum Digital, The Pali Group, and Home of the Brave** – Providing strategic advisory, growth marketing, and business development expertise.

**4Traders (Trade Finance) and ABC Accountants (Financial Compliance)** – Ensuring robust financial structuring, risk management, and regulatory compliance for seamless cross-border transactions.

## Samenvatting

**Datum:** 30 January 2025

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## Contact & Site