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COMPANY BASICS

VISION

To create a world that eats better by working together

MISSION

Enabling stakeholders across the agriculture value chain to connect and to gain a competitive advantage using disruptive technologies.

STRATEGY

Our strategy is based on our corporate values to use technology to explore sustainable way of building farms in proven value chains with a data driven approach to meet the specifications of high value and high demand markets. Digitization of the "middleman" in the agriculture value chain and decentralizing food production to create a competitive edge in the commodity marketplace.

CORE VALUES

Innovation
Sustainability
Community

MANAGERS

Desmond Koney, CEO
Godfred Mintah, CFO
Peter Yefi, CTO
Anthonia Egbe, Sales Manager
Chelsea Nzenwa, Marketing Manager
Walker Kudos, Operations Manager

METRICS

No of Employees: 34
Crops Farmed: Chilli Pepper Ginger, Maize, Groundnuts Sweet Potatoes, Sesame, Soybeans

AWARDS

Demo Africa Challenge
MEST Africa Challenge
TechCrunch Battlefield

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DESCRIPTION OF THE BUSINESS

HISTORY

The passion and motivation behind the development and formation of Complete Farmer LLC was born out of the Kosmos Innovation agritech challenge in 2017. Four friends met as part of the challenge to solve problems in the agriculture value chain. The team got seed funding of $50,000 and started farm operation in April 2018. Complete Farmer is was incubated in the Meltwater Incubator to develop its business model and tech product. Complete Farmed a total of 120 acres in its first year and launched its beta product in June 2018.

MARKET SIZE

The total addressable market, according to CNBC Africa report in June 2016, Africa has a food deficit of about 35 billion USD. Our Addressable market is geographically Ghana, which is reported according to the Ghana Investments Promotion Council (GIPC) to have a food deficit of 2.2 Billion US dollar market. Our target is to source of investment to capture 20% of this market in the next 5 years. (440 million USD). The market is the no availability of supply to meet current food demands with an increasing population and our target is to source for investment to help meet this demand in Ghana and Africa.

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PRODUCT DESCRIPTION

The Complete farmer product allows individuals all over the world to farm digitally and monitor their farm activities from their mobile devices as Digifarmers without discarding their daily routine. . They get to choose a buyer of their choice from a selection of vetted buyers on the platform to sell their harvested yields to, as well as get insights and real-time monitoring of the farming process from land preparation to post-harvest results.

Our product also allows industries/ buyers of commodities to source raw agricultural produce that meets their specifications without having to consult middlemen. Complete Farmer uses an interactive dashboard connected to (IoT) devices for users to farm from the comfort of their homes with the opportunity to make a healthy returns from their farms after harvest.

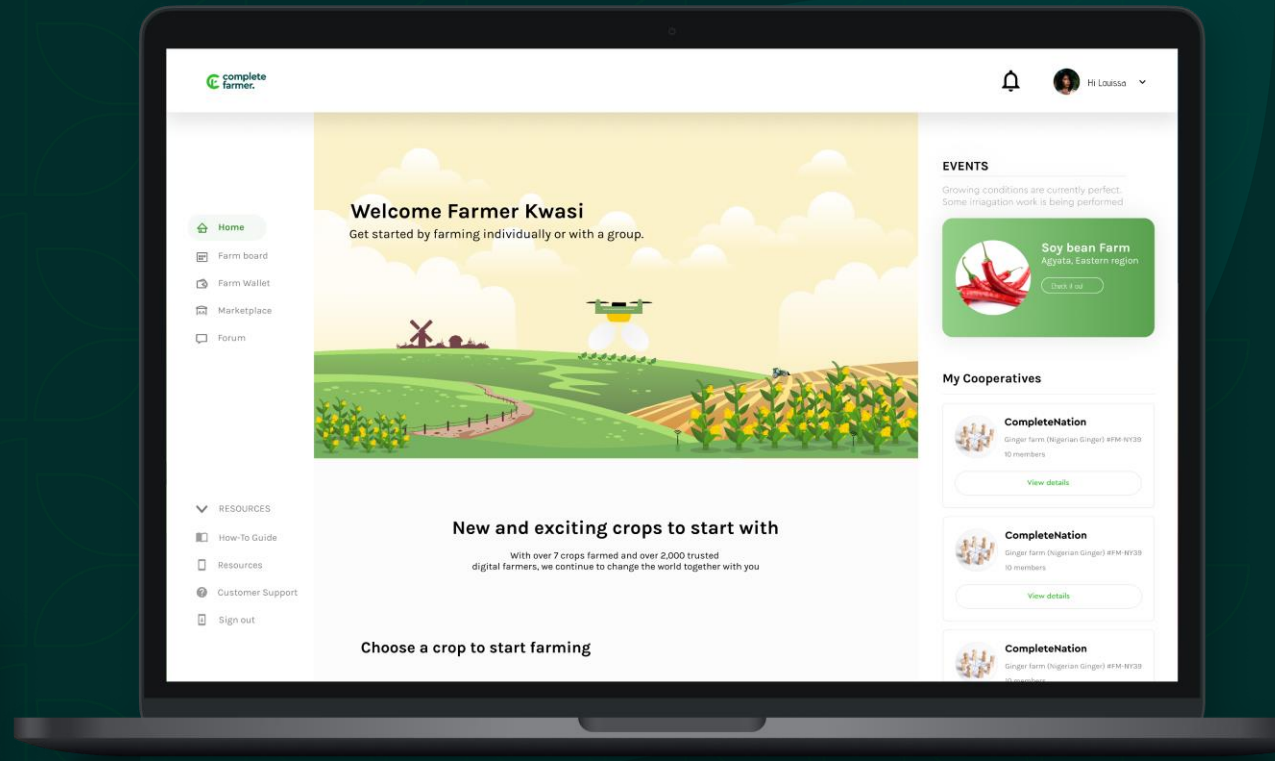
FUTURE GROWTH

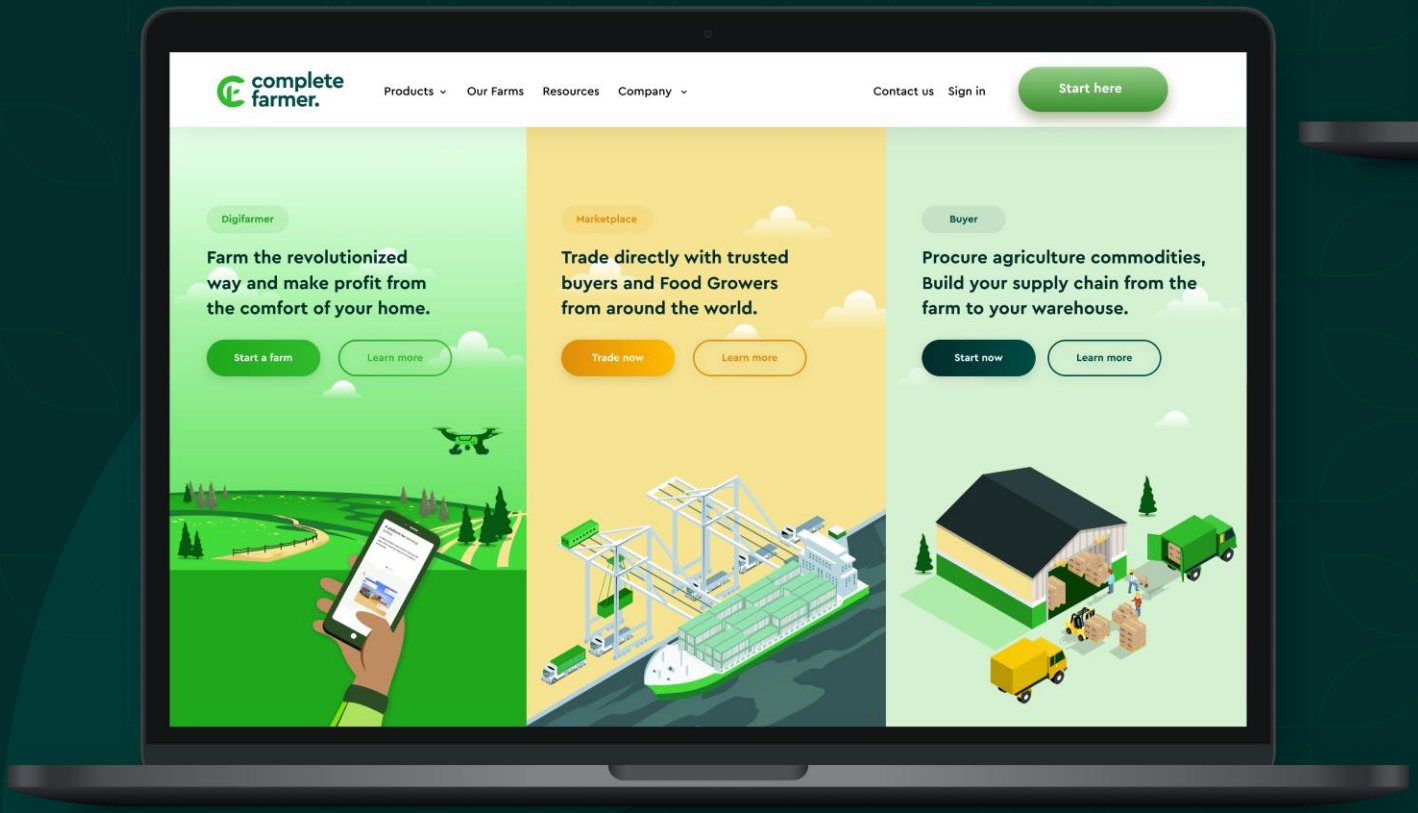
Complete Farmer intends to expand into different crop value chains across the sub region. The company's tech platform is designed for commodity traders, agro processors, factories and other food raw material buyers globally. Complete Farmer seeks to grow into other countries with its lean farming model to capitalize on other high margin crops .

FARM LOCATIONS

- Asutsuare
- Yemong Karaga
- Yapei
- Afram Plains
- Adidome

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PARTNERS

- Earth Observing Systems
- DiMuto
- MEST
- SKTAeroshutter
- Ghana Agricultural Insurance Pool
- MVX
- Jetstream
- Tazapay
- Freezelink

MEDIA

- Daily Graphic
- Farmers Review
- Venture
- TechNova
- Disrupt Africa
- Tech Crunch

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