



Yellow Brick AgTech



**MYFARM  
STORE**

The Marketplace To Network, Buy, Sell And Lease  
From Agricultural Inputs To Fresh Produce And Machinery

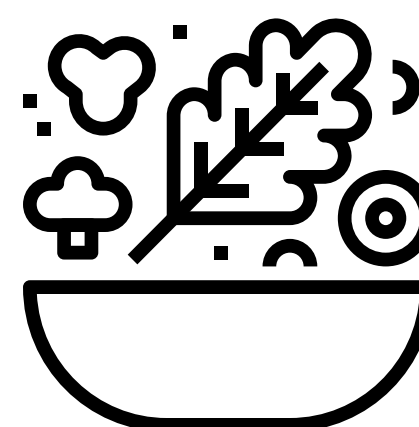




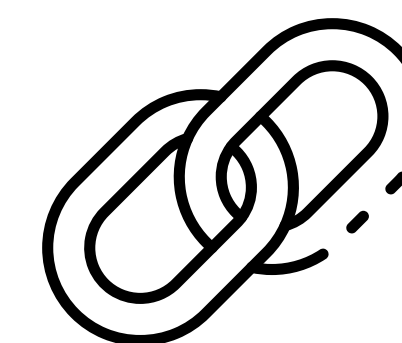
# The Problem



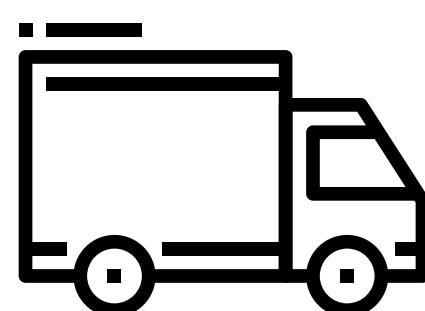
Weaknesses in the supply chain lead to waste and economic losses



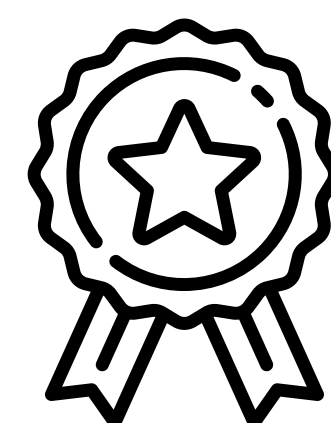
Around 30% of the food for human consumption is lost or wasted<sup>1</sup>



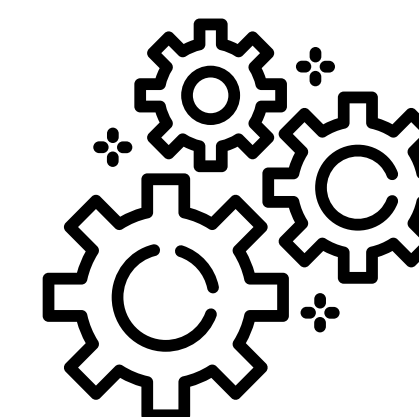
Several intermediaries in the supply chain leads to big disparity between farmer and consumer prices



High logistic costs and high carbon footprint



Compromised quality and shelf life



Investment intensive mechanisation

1. Food and Agriculture Organization. 2011. Global food losses and food waste—Extent, causes and prevention. Rome, Italy: Food and Agriculture Organization.

# Agriculture Market

- Agriculture and related industries contributed \$1.109 trillion to the U.S. GDP, a 5.2% share <sup>1</sup>
- Agricultural inputs of all types are sold globally

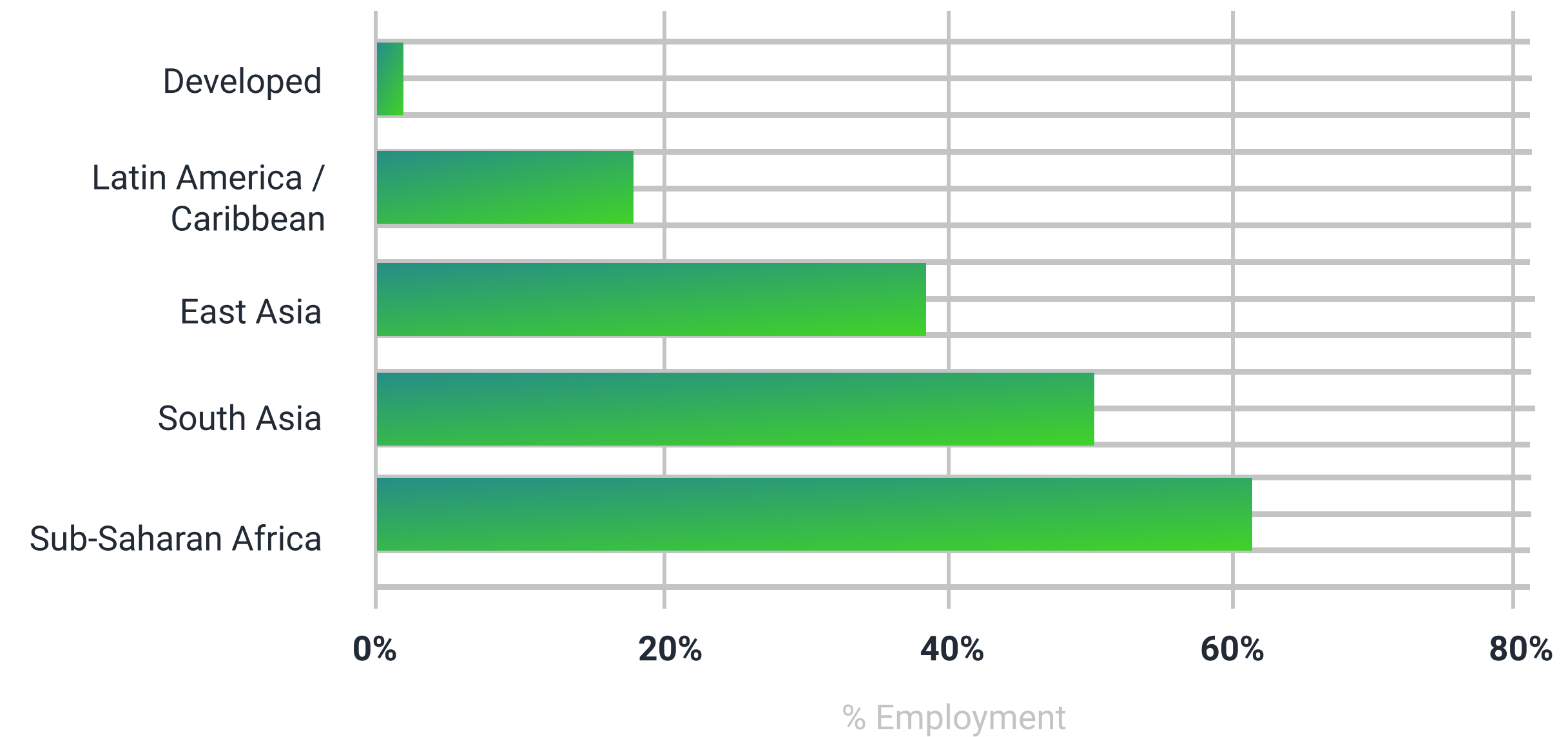
1. <https://www.ers.usda.gov/data-products/chart-gallery/gallery/chart-detail/?chartId=58270>

2. FAO, World Bank, American Economic Association



The global agricultural market is valued at  
**\$2.4 TRILLION** <sup>2</sup>

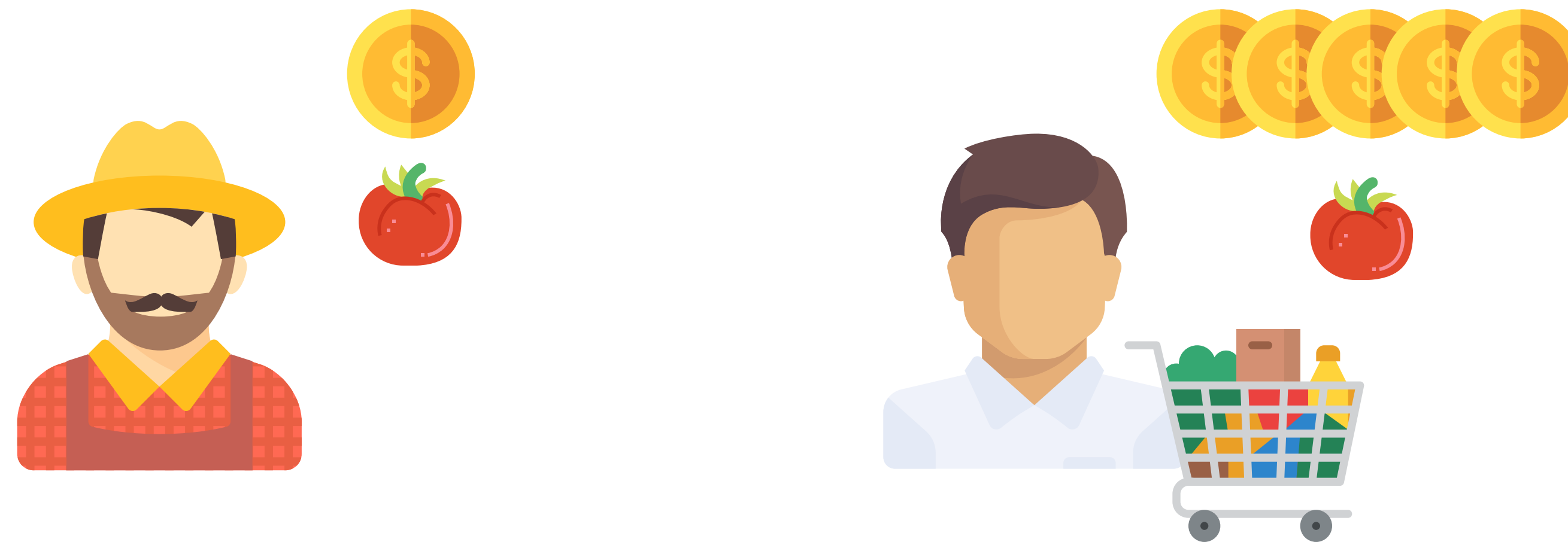
In underdeveloped countries, agriculture employs more people than any other industry <sup>2</sup>





# The Opportunity

- Currently, only up to 20% of the final price of fruit and vegetables goes to the farmer<sup>1</sup>



- Only large-scale producers have access to the major distribution channels. **MyFarmStore (MFS)** empowers and provides a marketplace platform for all producers
- **50-70%** smallholder farmers are not able to switch from subsistence and non-profitable to commercial farming<sup>2</sup>

1. [https://www.ers.usda.gov/webdocs/publications/45598/15790\\_err24a\\_1\\_.pdf?v=0](https://www.ers.usda.gov/webdocs/publications/45598/15790_err24a_1_.pdf?v=0)

2. <https://www.sourcetrace.com/blog/smallholder-farmers-market-access/>



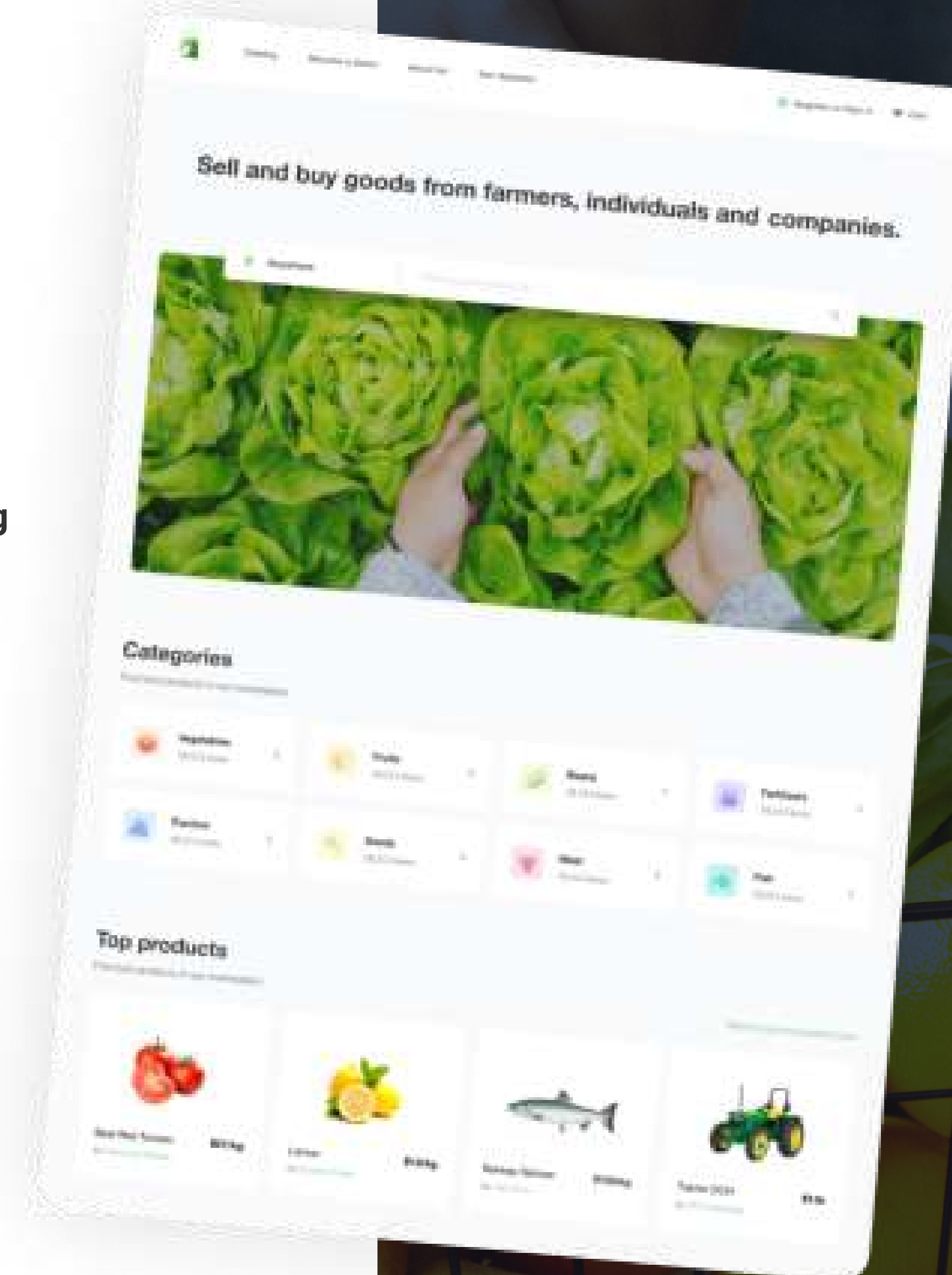


# The Solution





# How It Works





# MyFarmStore Offering And Go-To-Market Strategy

- Target market: all **farmers, growers, wholesale buyers** and **consumers**
- Offering a **web-based platform** – subscription and commission-based
- Use the partners and collaborators of YB AgTech to launch initial structure and introduce the offering to their network
- Use social media traction gained by YB AgTech companies to advertise and introduce to users

- Use existing client network in over **70+ countries** and **5 continents**



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# Confidence In Traction In The Agricultural Sector

- Investor support from a pioneering company in the agtech industry
- Supported by a network of companies under the YB AgTech umbrella with a combined history of over 50 years in the agricultural industry
- Developed in-house by a software team with experience in the agtech sector
- EU market for ag equipment and inputs has an annual revenue of around €138 billion - 24% expected to be online<sup>1</sup>



1. <https://www.mckinsey.com/industries/agriculture/our-insights/unlocking-the-online-retail-opportunity-with-european-farmers#>





# Competitors

- Facebook Marketplace
- The Farmers Marketplace
- Agrimp

facebook



AGRI MARKETPLACE   
FAIRTRADE MADE EASY



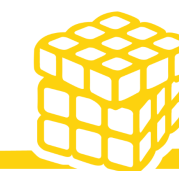
# Our Partners & Shareholders



**Yellow Brick AgTech**



YELLOW BRICK



YELLOW BRICK  
Technologies





# Collaborators



Wholesale buyers and  
growers



Agricultural input  
companies



**Yellow Brick AgTech**



PLANT METRICS



YELLOW BRICK  
Technologies



**YB IndoorFarm**



ONLINE AGRONOMIST



**I-Feeder Technologies**  
Dosing System Design and Innovation







# The Team



**Johnathan Kol-Bar**  
Executive Chairman



**Johan van Zyl**  
CEO



**Hayley Martin**  
Executive Assistant



**Dino Maletta**  
Chief Financial Controller



**Mini Kol-Bar**  
Financial Control Management



**Tobias Chang**  
CEO, Yellow Brick  
Estates Limited



**Rahul Kanakgiri**  
Properties General Manager



**Eli S Kol-Bar**  
GM I-Feeder Technologies  
(US) Inc



**Joel L. Cuello, Ph.D.**  
Advisor for Indoor Farming



**Moti Margalit Ph.D.**  
Chief Technology Officer



**Mathilde Stefanini**  
Agronomist



**Rodanthi Bampili**  
Agronomist



**Gabriela Fernandes**  
Agronomist / Support



**Mitchel Marin Restrepo**  
Agronomist / Support



**Elisa Genovesi**  
Agronomist



**Abigail Salomon**  
PR Representative



**Ahmed Abdalla**  
Customer Success Manager



**Alexey Pylypenko**  
Group IT



**Anjana Ashrit**  
Operations



**Tahifa Choudhury**  
Executive Assistant



**Andrew Dai**  
Financial Analyst



**Illia Volha**  
CTO



**Vitaliy Niftayev**  
Algorithm Specialist



**Michael Starosud**  
Frontend Software Developer



**Serhii Yarosh**  
PHP Software Developer



**Sviatoslav Pavelko**  
Frontend Software Developer



**Yan Mahdych**  
Backend Software Developer



**Nikita Fursa**  
Backend Software Developer



**Olha Kovalchuk**  
Brand Identity Designer



**Roman Bilotserkovets**  
Design Team Leader



# Current Round



Raising:

**GBP 25MM**



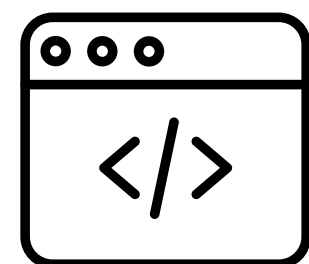
Pre-money valuation:

**GBP 125MM**



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STORE**

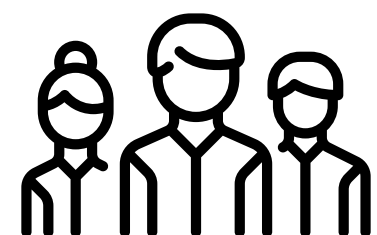
# Use Of Funds



Completion of product development



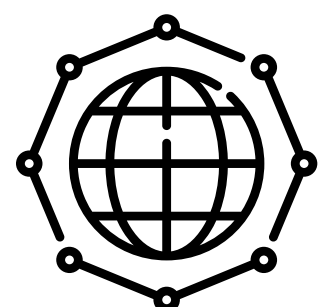
Business development and sourcing



Hires across sales and operations



Marketing



Integration with the whole YB AgTech ecosystem



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# Contact Details



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# Next Presentation

To learn more, please click on the logos below:

