



Digital Platform for Agricultural Inputs and Services for Small scale farmers.

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Address
Plot 4, Kaguta Road,
Mayuge Town

Website
www.essymart.com

PROBLEMS

Meet Ms. Kauma Monica one of 87% of 18.2 million Uganda rural farmers who faced

Own less than 1 care, Low yields below 30%

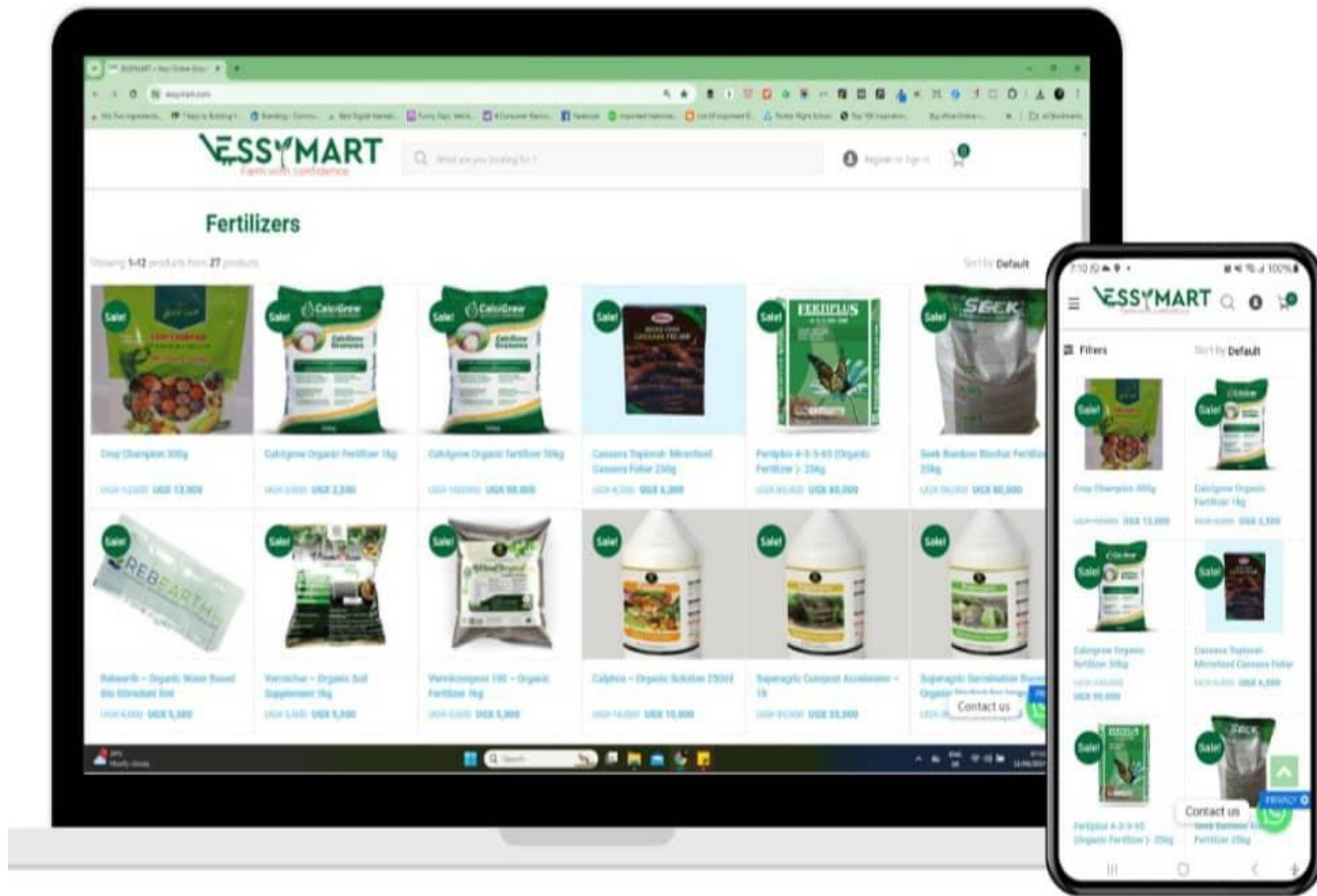
Live on \$1.9 & Spend \$3-\$10 on inputs & transport

Travel 5-10 km to access agro- input shops

20-30% post-harvest loss due to lack of market access



SOLUTIONS



Essymart Provides smallholder farmers in Eastern Uganda with access quality Agri-inputs, training, delivery, market access and flexible payment

One- Stop shop for all quality-inputs

Saving 20% on inputs & Transport

70% increase in yields & 40% increase in incomes

Personalized digital extension services and digital payment model

MARKET SIZE

Uganda has over 18.2 Million smallholder farmers and the overall agriculture market in Uganda is growing steadily at 6.9% year on years.

**Total Available Market
(TAM)**

\$15.21 Billion

**Serviceable Available Market
(SAM)**

\$3 Billion 20% of TAM

**Serviceable Obtainable Market
(SOM)**

\$150 Million 5% of SAM.

BUSINESS MODEL

Product	Cost price	Selling price	Gross Profit	Profit margin
Maize seeds	\$2	\$3	\$1	33%
Fertilizers	\$19	\$24	\$5	30%
Pesticides	\$7	10	\$3	30%
Farmers extension services and training	\$22	\$40	\$18	45%

COMPETITIVE ADVANTAGE

Features and capability	ESSYMART	EZY AGRIC	OMIA AGRIBUSINESS	AGRO SUPPLY
Last-mile distribution network	✓	✗	✓	✗
Digital Payments	✓	✗	✗	✓
Access to personalized advisory services	✓	✗	✗	✗
Integrated full-service bundle	✓	✓	✓	✓

GO TO MARKET STRATEGY



Website, Mobile App, Social Media Sites (Facebook, WhatsApp), SMS And Phone Calls



Partnerships With Telecom companies, CBOs, NGOs, Farmer Cooperatives And Village Saving Groups to gain trust and establish credibility



Local Agripreneurs to deliver products and services

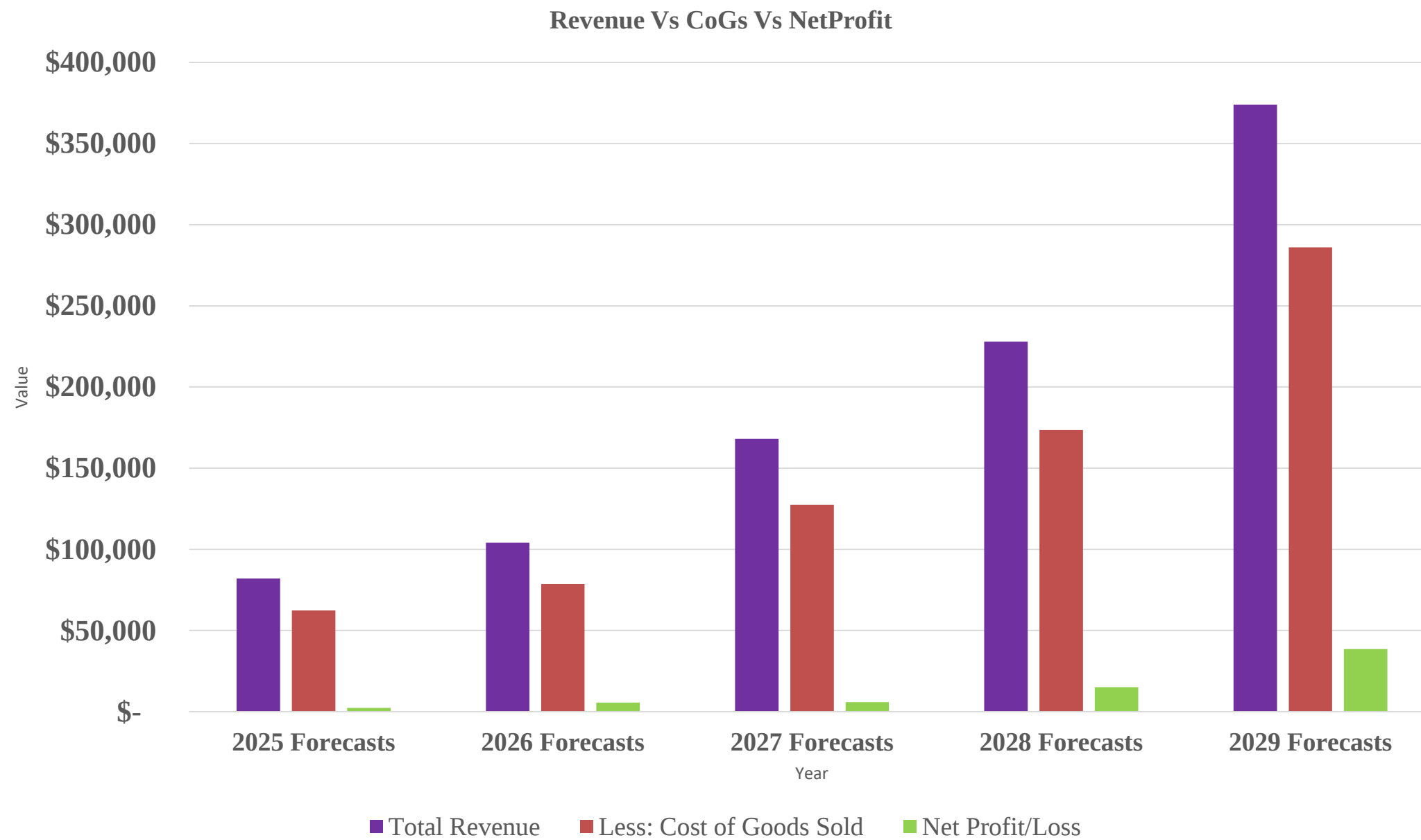


Invites From Existing Farmers

TRACTION

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- Over 5,000 smallholder farmers impacted
 - Average household income increase is \$150-\$300/year
 - \$75,500 in total revenue
 - Average yield increase is 40%
 - 20% cost saving for farmers
 - Partnered with 10 major input suppliers, 5 cooperatives, 50 farmers groups
 - \$45,000 in funding raised

FINANCIAL PROJECTIONS



Revenue: \$82,000 in 2025 →
\$374,000 in 2029

CAC: \$2 per farmer

TEAM



Elvis Kadhama

Co-founder and CFO
3X founder with 6+ years experience



Viola Nakadama

Co-founder & CEO
3 years in farming and crop management, seed propagation.



Viva Kasingye, CTO

5 years expertise in building scalable platforms



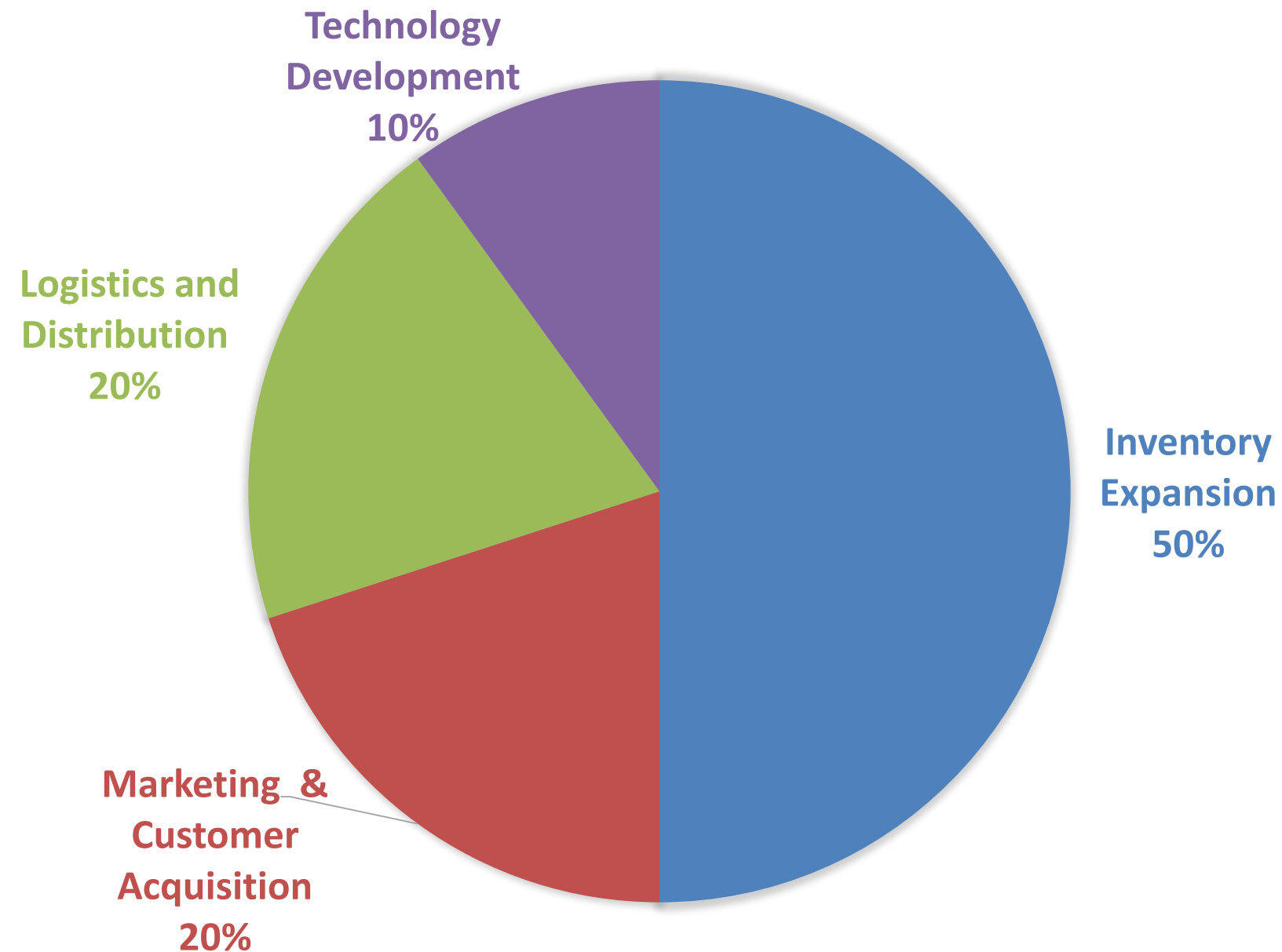
Stella Doreen Namulondo,

Co-founder & COO
3+ years in customer service and operations

ASK



Seeking \$50,000 pre-seed funding to



Stage:

Seed

Funds Raised:

\$45,000

Run way:

10 months

This funding will enable us to grow user base to 20,000 farmers within the next 2 years

CALL TO ACTION

Join us in empowering smallholder farmers through access to affordable, high-quality agricultural inputs

Email : essymartafrica@gmail.com

info@essymart.com

Website: <https://essymart.com>

THANK YOU

