**Deal Room Transaction Executive Summary Form**

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| **Company / Project Name:**  [ABC Ltd]  **Sector:**  [Agriculture] | **Company / Project Contact Name and Designation:**  **Location [City & Country]:**  **Website:** www.abc.com  **Email:**  **Telephone:** |
| **Company / Project Overview**  [please provide a succint overview of your organisation or project using the sample headings provided as much as possible] | Launched in August 2015, ABC links farmers to markets by using drone technology to pick from the farm gate and deliver directly to clients doorstep.  **Problem Situation:**   * Farmers lack access to consistent market and are affected with low prices paid by middlemen * Households receive untraceable and usually highly priced vegetables and fruits from markets   **Business Model:**  ABC provides seamless movement of produce from farms to households. The company simultaneously on boards farmers and clients to facilitate trade and charges a 50-100% mark-up on every delivery made.  **Operating Model:** The ABC model has 2 important stakeholders - farmers, end users/customers  **Farmer Acquisition:**   * Currently targeting xxxx farmers in xxxxx regions * ABC vets farmers and registers them onto it’s platform offering them contracts for produce to be sourced * Farmers them request pick-up of produce via ABC’s propreirtry app, indicating quantity and quality. * ABC sends field staff to pick-up procude while verifying quality * ABC makes payments via M-Pesa and Cash on Delivery   **Customer Acquisition:**   * ABC plans to market its services to individuals though event sponsorships, mall promotions and fairs, targeted Facebook ads, first time user discounts, referral benefits and rider merchandise * ABC has set up business development team focused on closing institutional partnerships with restaurants and café’s * Customers signed up to the company make requests for delivery of specific produce in advance with produce delivered in 36-48 hrs   **Target Market:**   * Customers: Smart phone users with internet access and in the age group of 20-45 years * Restaurants, Café’s and eateries   **Current Status:**   * Fully developed mobile and web application with proprietary location algorithms * Completed a 3 month pilot working with 10 farmers and 100 customers * Incubated at XXX incubator * Set up 6 member strong team working on technology and customer activation * Winner of XXX Award   **Future Plans:**   * Complete beta testing, followed by commercial roll out in May 2016 * On board ~1,000 delivery players and 15,000 customers on the platform in the 18 months * Train and invest into farmers with drip irrigation equipment to stabilize procurement * Expand to other East African cities in over the next 2 years   **Competition:**   * XXX: Only provide a delivery service no functionality to purchase products * XXX: Only provide produce in a market setting with lack of tracebaility   **Revenue Streams:**   * 50-100% markup on produce sold |
| **Financials**  [Please provide past Financial Results and Future projection] | Financial Year: January – December   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | USD 000’ | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | | Number of Countries | 1 | 1 | 1 | 2 | 4 | | Number of Deliveries |  |  |  |  |  | | Total Revenue\* |  |  |  |  |  | | Total Expenses |  |  |  |  |  | | EBITDA |  |  |  |  |  | | EBITDA Margin |  |  |  |  |  |   *Note: Average dollar value per delivery is USD x* |
| **Funding Requirement** | **Funding Requirement:** USD 5m in equity  **Usage of Funds:**   * Technology upgradation and refinement * Increase marketing and promotion activities * Hire staff to onboard and manage key accounts and developer to improve the product experience   **Funds infused into the business:** ~USD xxK through grant/ equity from XXX Incubator  **Ownership Structure:** Jane Bloggs (70%), Joe Bloggs (30%) |
| **Team** | **Jane Bloggs,** Founder and CEO   * 3+ years of experience in business development and sales having worked for XX corporation * Bachelor’s degree in Computer Engineering and Information Technology from the University of Nairobi   **Joe Bloggs,**  CTO   * 3+ years of experience in software development * Bachelor's degree in Computer Science from the University of Leeds |
| **Challenges** | * Strong user base set up by competitors * Managing large number of riders * Ensuring high delivery acceptance rate and quick response time |