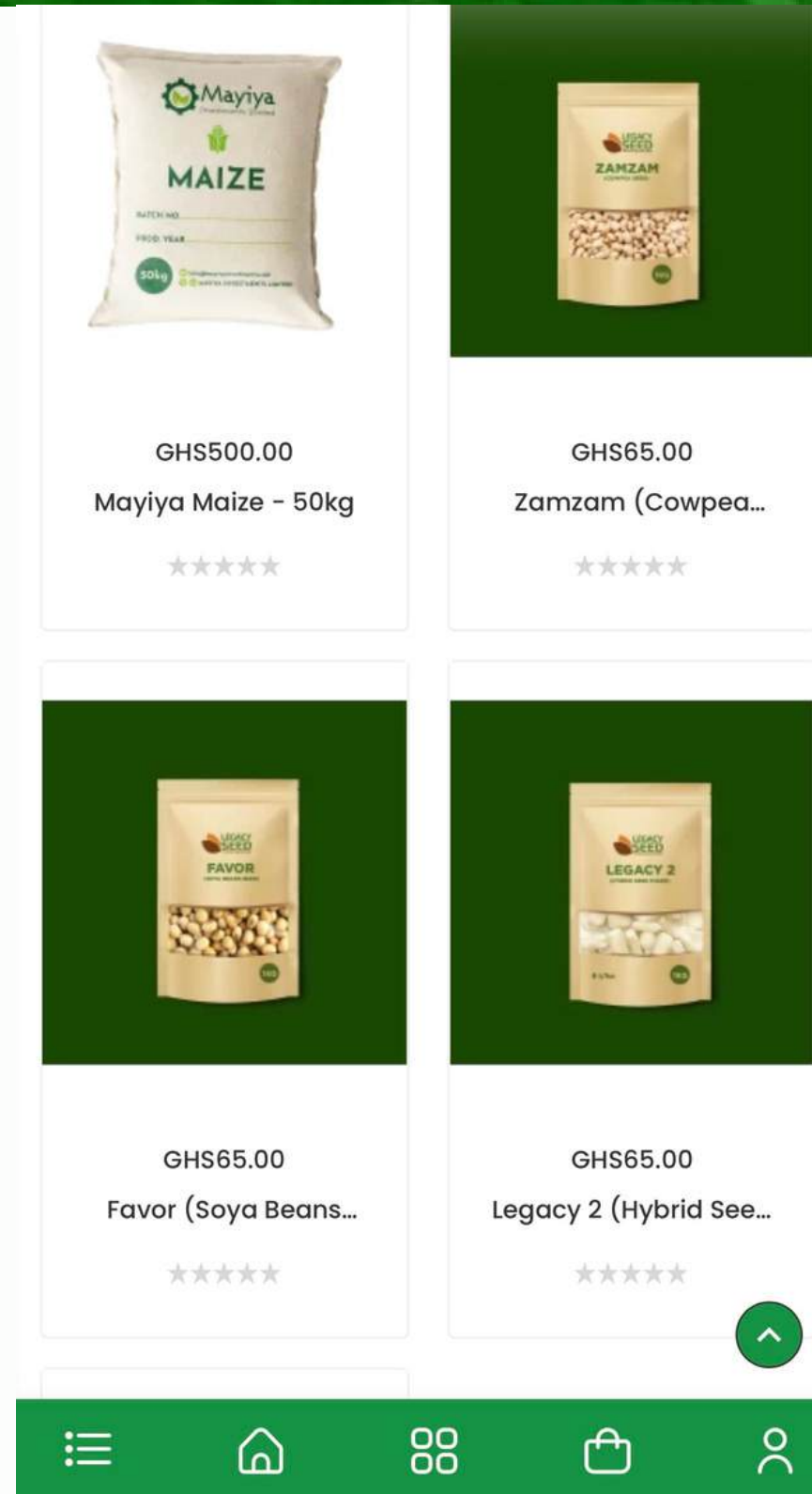




**FARM
STORE**^{GH}

**Building the trusted last-mile
distribution infrastructure for
agricultural inputs.**

● ● ● ● ● Presented By: Lydia and Dayan



The problem



Rural agro retailers face fragmented supply chains, unreliable delivery, and limited access to trusted suppliers, leading to frequent stockouts and poor access to inputs for farmers.



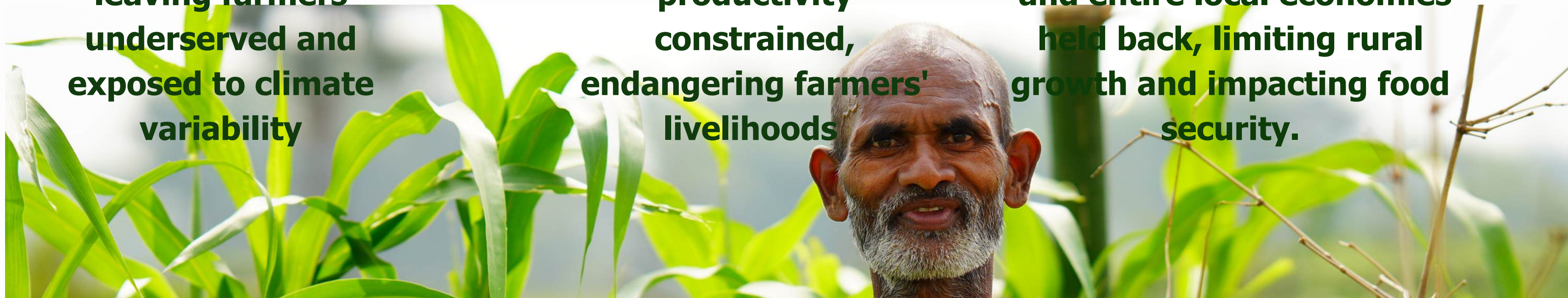
leaving farmers underserved and exposed to climate variability



productivity constrained, endangering farmers' livelihoods



and entire local economies held back, limiting rural growth and impacting food security.



Our Solution



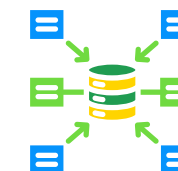
FarmStore is building a data-driven digital platform that connects rural agrochemical retailers directly to input suppliers, enabling aggregated ordering, transparent pricing, and coordinated last-mile fulfillment, powered by logistics intelligence that ensures reliable, timely access to agricultural inputs at scale.



**centralized fulfillment
for reliable last-mile
delivery**



**verified suppliers
with transparent
pricing**



**demand
aggregation
eliminate stockouts**

Add-on services



01

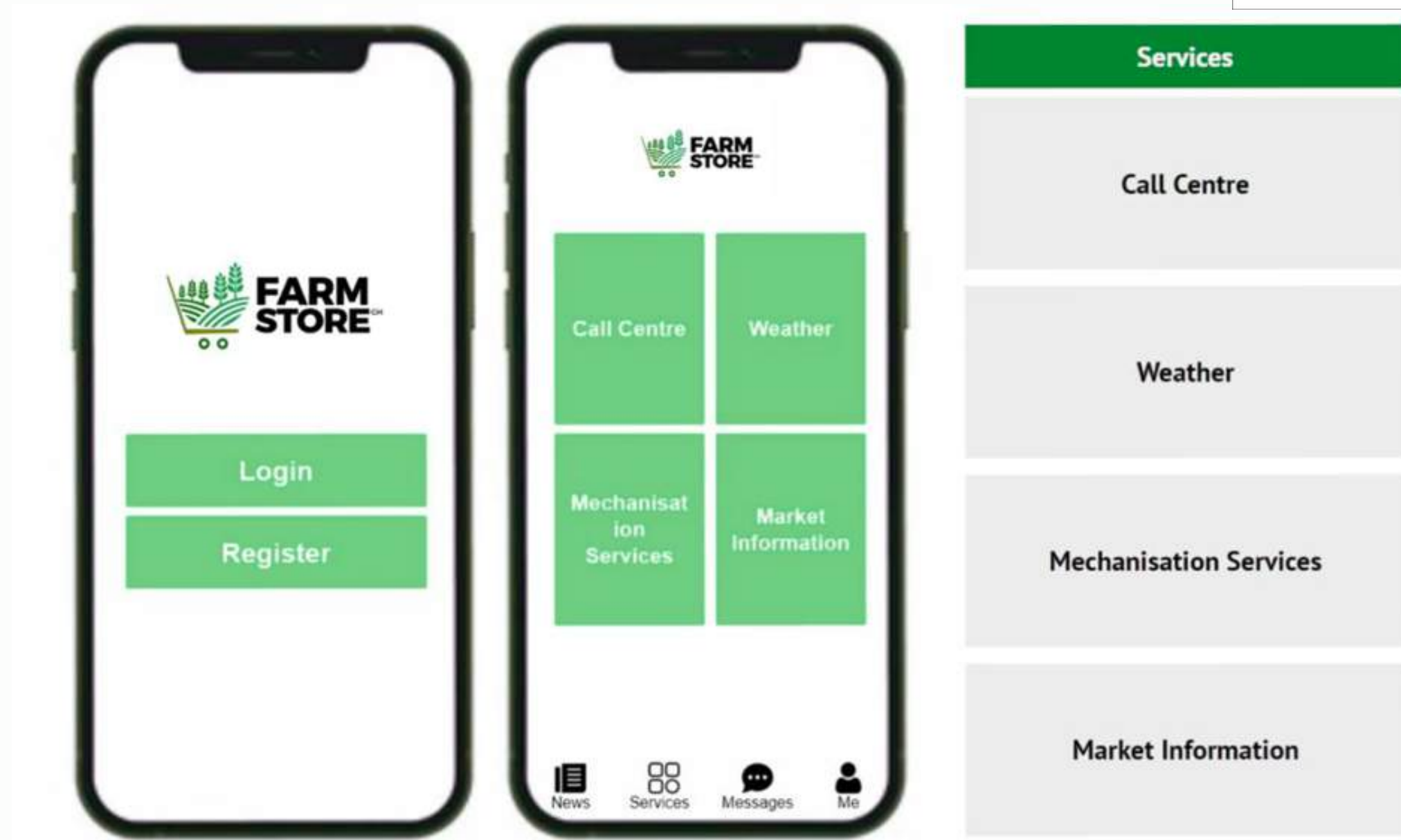
Call center, providing farmers with weather and price information

02

Mechanization services on demand through the call centre

03

Extension services advice



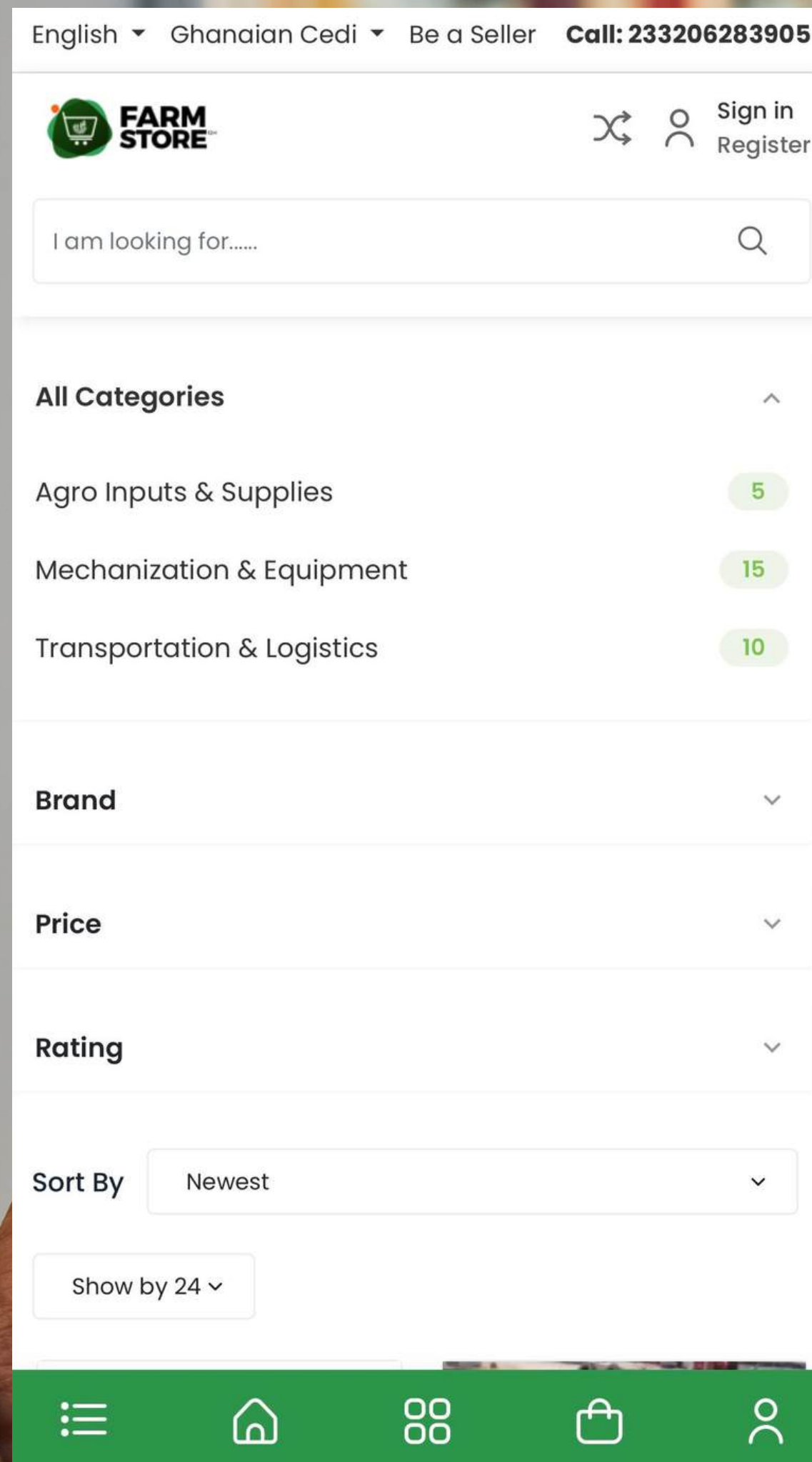
The Big Idea



Delivering agricultural inputs to smallholder farmers through trusted agro retailers, powered by simple, intelligent technology that ensures reliable last-mile access.



How our solution works



01

Agro retailers place orders via farmstore

02

Platform aggregates demand automatically

03

Orders are matched with trusted suppliers

04

Farmstore coordinates fulfillment and delivery

Competitive Analysis

Company	Farmstore	Farmerline	Complete Farmer
Reliable Input Access	✓	✓	✓
Last Mile Delivery Focus	✓	✗	✗
Logistics + supply chain coordination (Fulfillment)	✓	✗	✗
B2B Automation	✓	✗	✗

Farmstore stands out by delivering end-to-end value from reliable inputs to last-mile delivery, logistics coordination, and B2B automation where competitors fall short.



UNIQUE VALUE PROPOSITION

What sets us apart:

- Reliable input access
- Better pricing through aggregation
- Coordinated delivery for rural retailers.
- Empowering agro retailers to consistently serve farmers

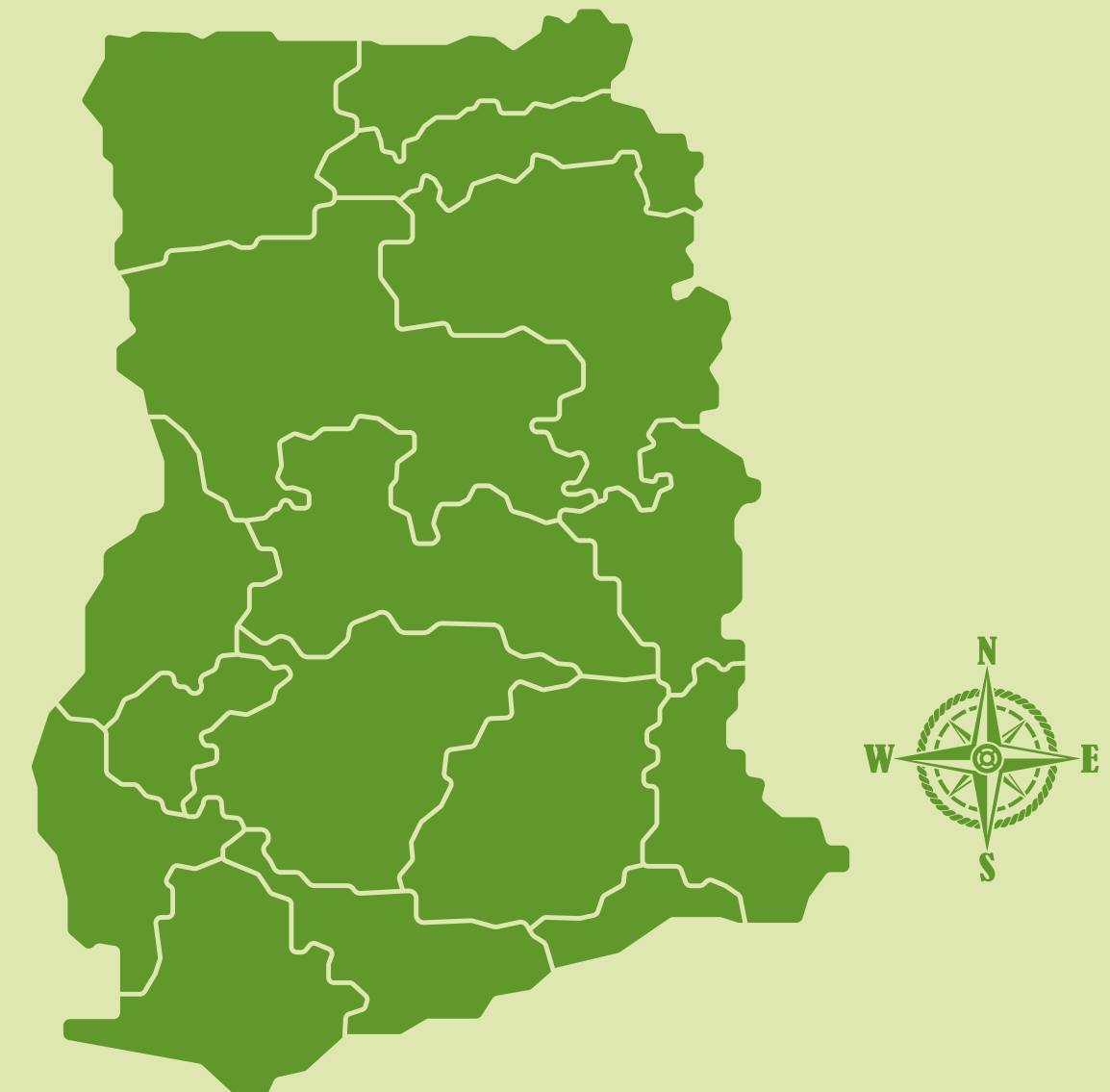
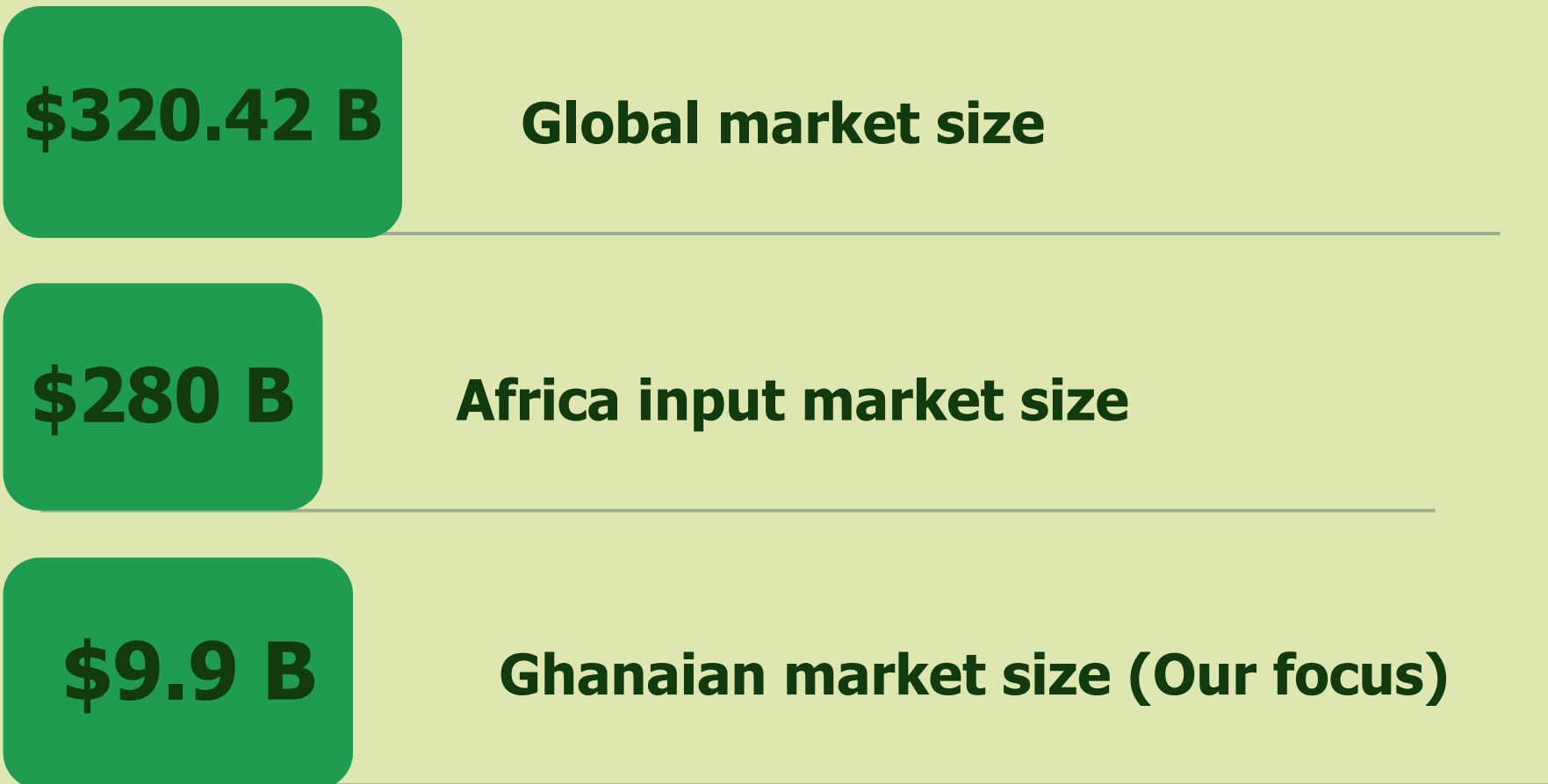
OUR DIFFERENTIATORS

- B2B Aggregation platform
- Automation
- Logistics + supply chain coordination (Fulfillment)
- Last-mile distribution focus

Size of the market

Major Segments: The market includes fertilizers, pesticide/agrochemicals (3.70 Mt active ingredients), and seeds.

Key Drivers: Increasing population, high demand for improved food security, and advancements in agricultural technology.





TARGET CUSTOMERS

Primary customers: Agro Input Dealers, Service Providers, and Grain Aggregators in rural communities serving smallholder farmers who depend on consistent access to inputs.

secondary customers: large-scale farmers in hard-to-reach communities



**FARM
STORE**^{CH}



@farmstore

Direct B2B Sales: supplying inputs
to rural agro retailers

Future Expansion: advanced product
lines for infrastructure and housing

Business Model



Revenue Streams

65%

● **Fees**

Onboarding fees from
agroretailers

15%

● **Commissions**

Transaction commissions, per unit of
every input sold from input suppliers

12%

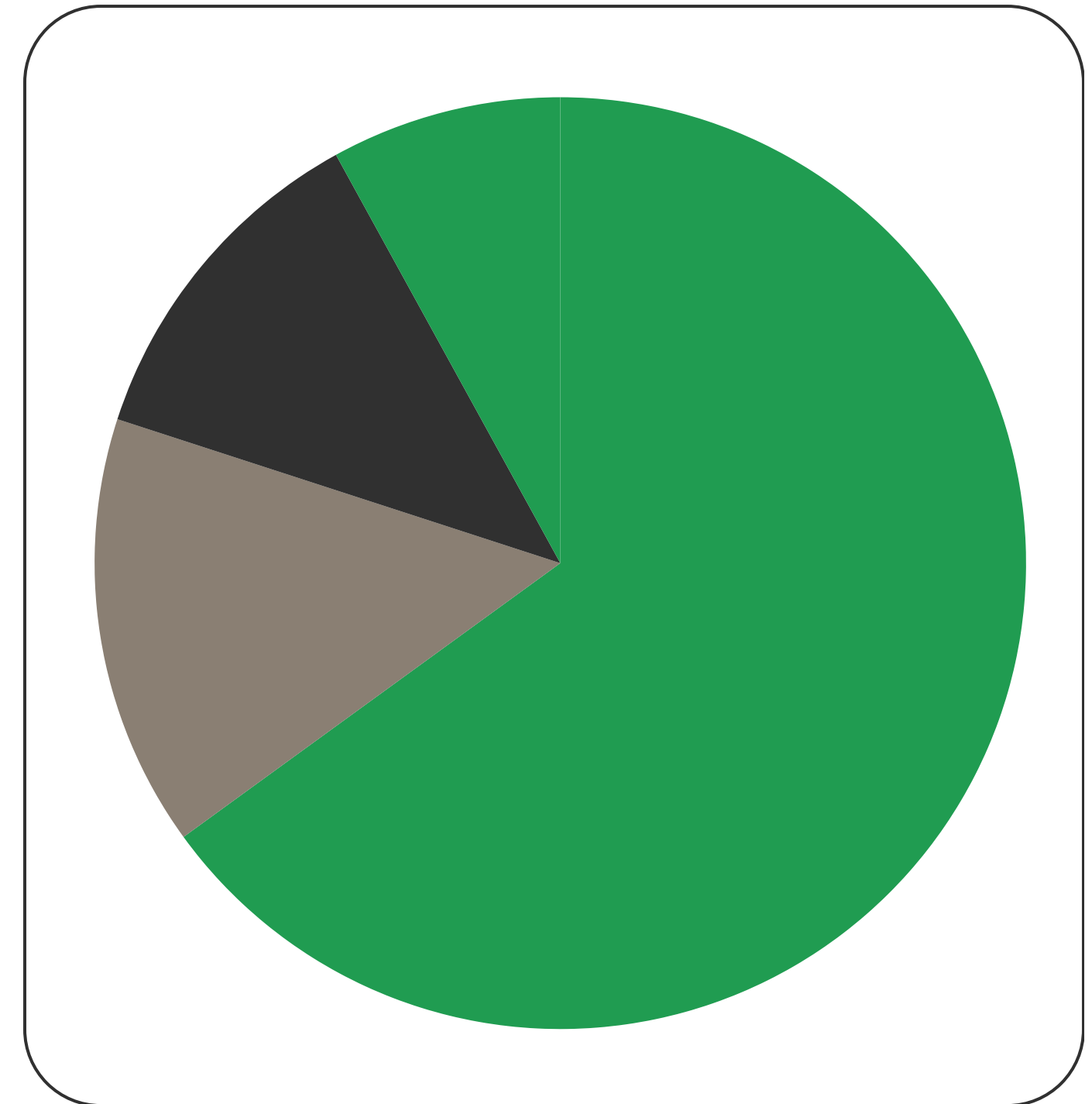
● **Partnership Contract**

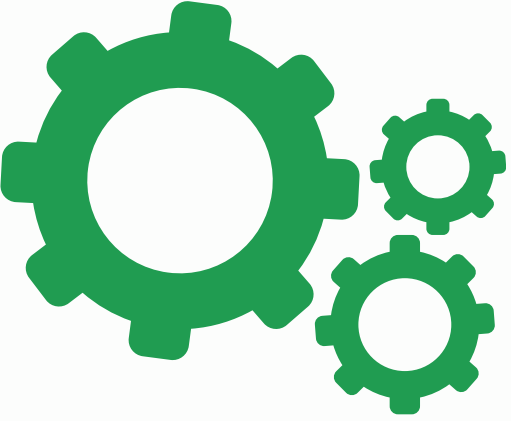
Partnership Contracts

8%

● **Data Insights**

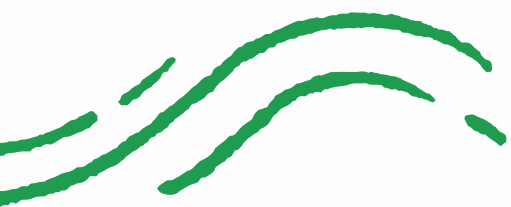
Sales on data



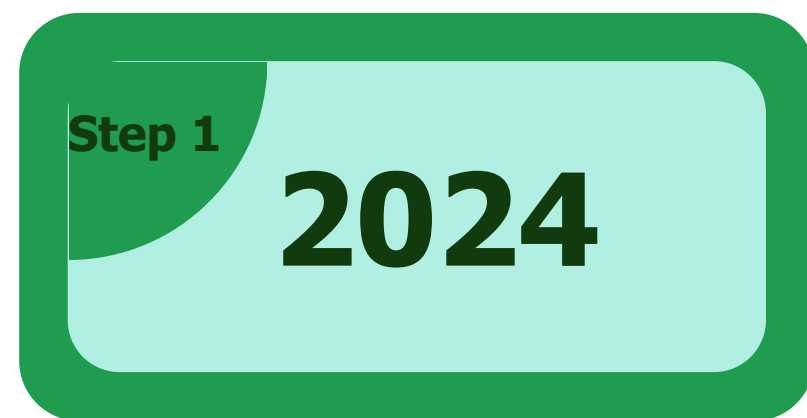


Traction

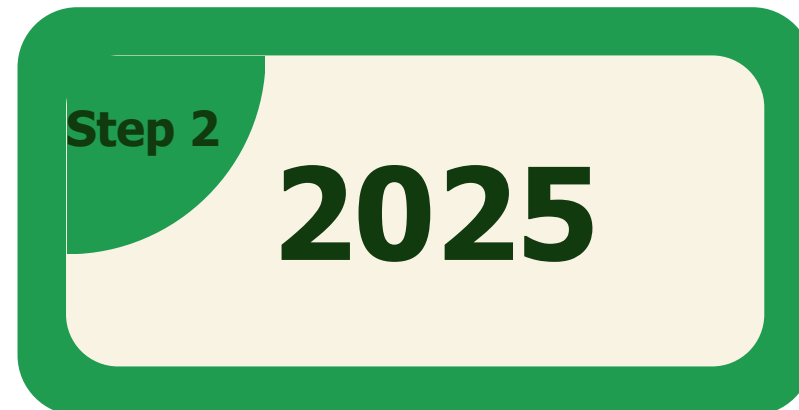
- Farm Store has a current revenue of \$10,000 monthly with 65% Onboarding fees from agroretailers, 15% from transactions, 12% on partnerships and 8% on data insights. The expected revenue for the year is \$400,000 in sales revenue.
- 5 partnerships established with input dealers and suppliers
- 200 orders placed on farmstore platform



Product roadmap



- Pilot/Prototype testing in northern Ghana.
- MVP launch
- Product marketing



- Onboarded 4 verified suppliers
- 200 inputs ordered
- 1 agro retailer onboarded and used our platform



- Business incorporation
- website development
- Partnership with input suppliers
- Scale retailer network
- Optimize logistics



Our Team



Dayan Abdul Razak
CEO & Founder
MBA



Lydia M. Konlan
Co - Founder
MBET & MSc.



Farida T Abdul-
Razak
Operations support

Our team has over 8 years of combined experience in agriculture, operations, entrepreneurship, and technology development.

Funding Needs

\$500,000

25%

● Scaling up of product

AI Embedded features on Farm Store Gh

25%

● Capacity Building

Skills development on Human Resource

20%

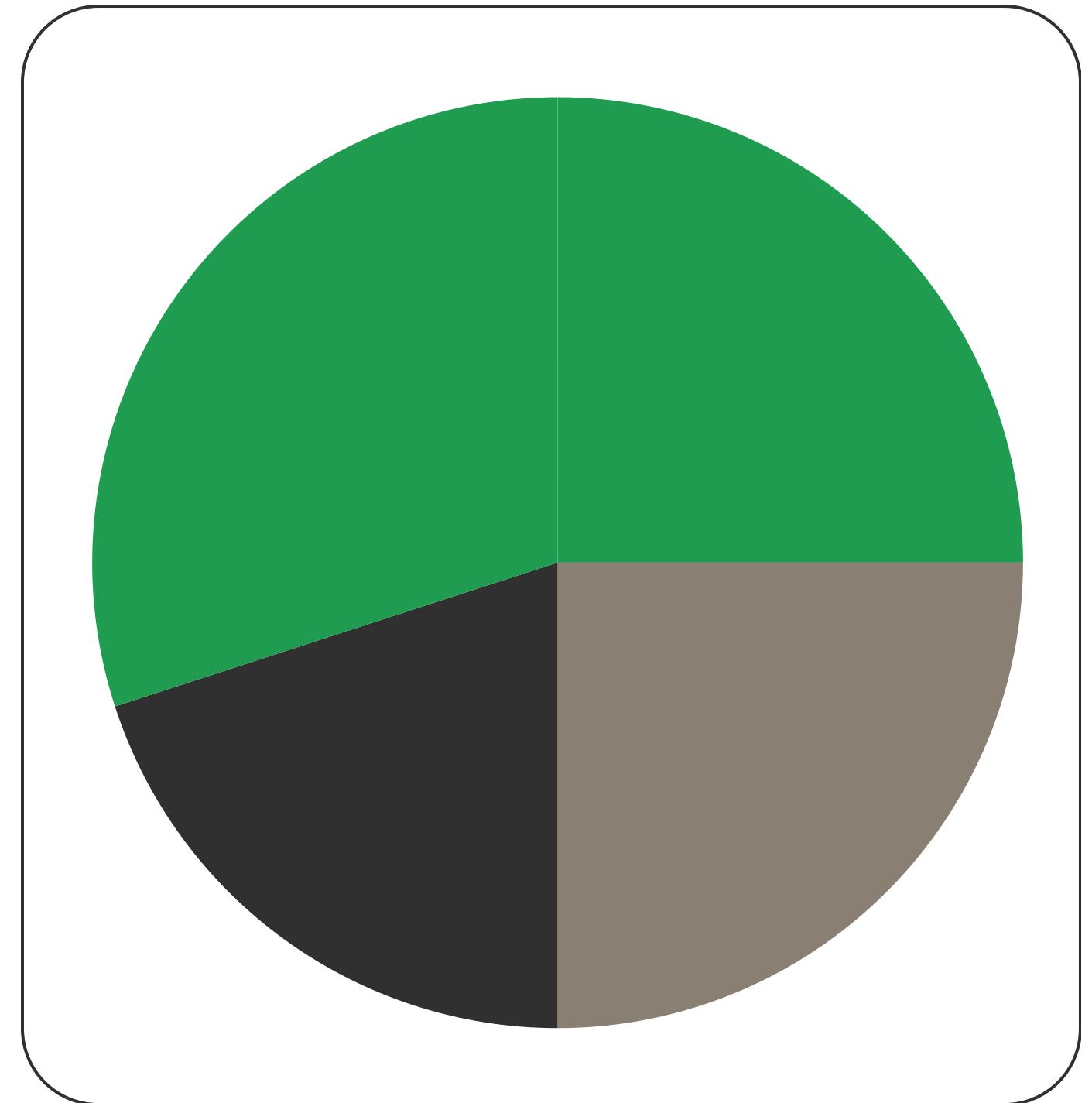
● Recruitment

- Recruitment of AI Specialist
- Data Analyst
- Sales Officers

30%

● Marketing

- Social Media Marketing
- Radio Marketing



Collaborators and Partners





**Let's build the future
of agricultural
distribution.**

+233 558189824

@farmstoregh

 [Farmstoregh.com](https://farmstoregh.com)

 Beside American Royal Lodge,
Tamale

