



Farm Estates
Green Using 95% Less Water
Locally Grown Urban Farming
Long lasting Freshness

Crisp Batavia Lettuce

HAPPY LOLLOROSSA LETTUCE
100% Pesticide and Residue Free
NET WT 4OZ (113g)

HAPPY OAK LETTUCE
100% Pesticide and Residue Free
NET WT 4OZ (113g)

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Tender Crisp Lollo Rossa Lettuce

HAPPY ROMAINE LETTUCE
100% Pesticide and Residue Free
NET WT 4OZ (113g)

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Building climate-resilient vegetable supply chains across Africa



USER PERSONA



40%

Individual Households in West Africa are our target consumers, in Middle & Upper Class looking for **Traceable, Quality & Safe food.**

THE PROBLEM

\$6 Billion+

worth of fruity vegetables and leafy greens are imported in West Africa annually



- **Low Yields**
- **Food Safety Concerns**
- **Post-harvest Losses**

Insufficient supply of safe and traceable produce for consumers.

THE SOLUTION



CLIMATE-CONTROLLED HYDROPONIC HUBS

Conduct research & produce fresh, clean, and pesticide free vegetables year round

SPOKE FARMERS

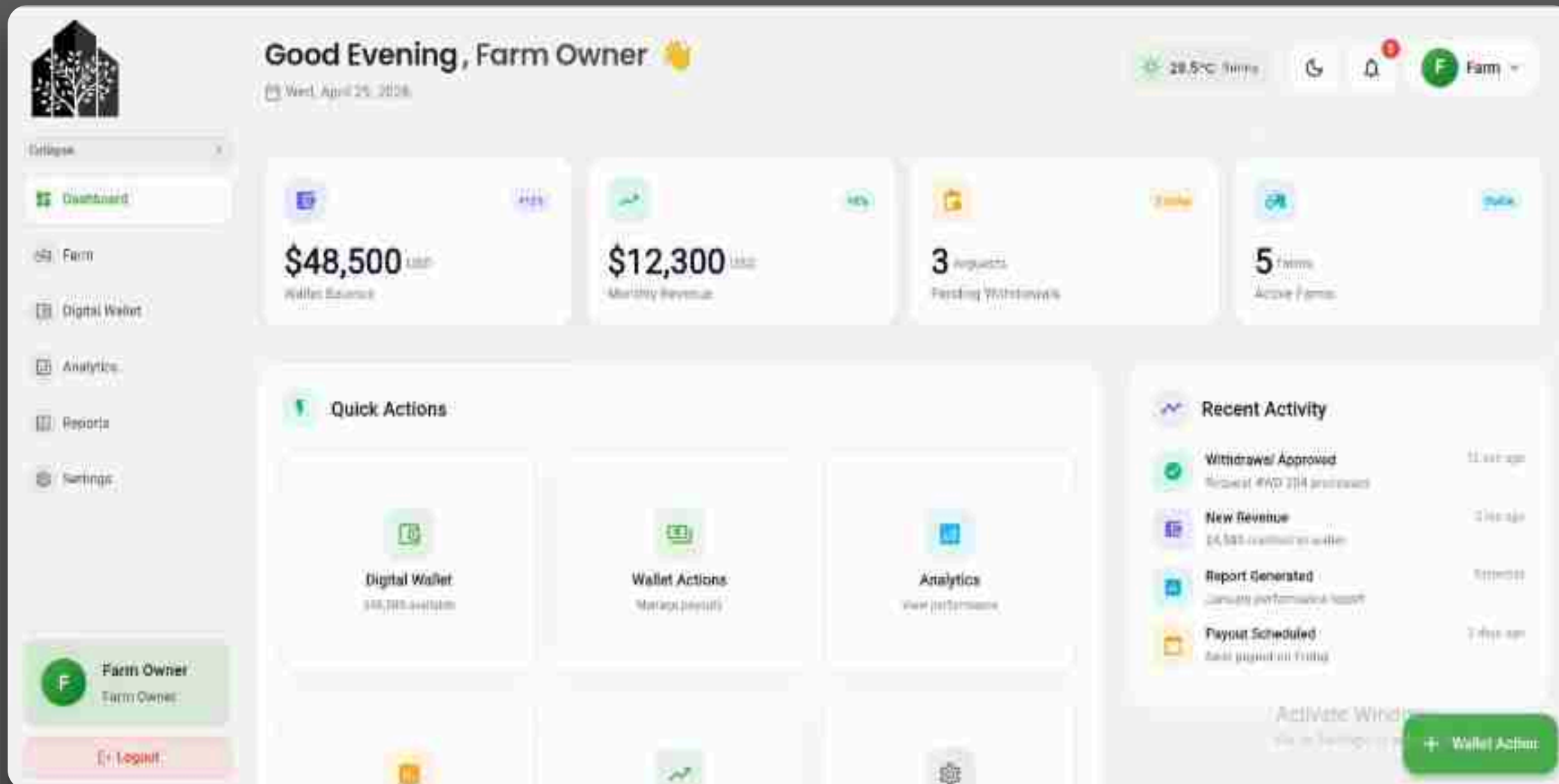
We also provide training, Input, Land, technology and Set-up small-holder farmers and agripreneurs at the same campus via our Hub & Spoke model



THE SOLUTION

AI PRODUCTION INTELLIGENCE PLATFORM (FARMOS)

AI-powered production intelligence system that automatically controls farms climate, increase yield, reduce waste, forecast demand, monitor quality, and deliver traceable premium vegetables to urban markets.



VALUE PROPOSITION

Grow pesticide-free and traceable produce all year round

Grow 5x more yield per square meter than a conventional farm.

Use 90% to 95% less water per production cycle compared to traditional farming.

Reduce risk and increase farmer income by 10% to 50% per square meter.

Climate Impact, Paris Agreement & SDG Alignment

Our innovation aligns with Ghana's NDCs, the Paris Agreement Articles 2 and 7, and SDGs 2, 6, and 13 by supporting climate-resilient agriculture, sustainable food systems, water-efficient production, and climate adaptation.

8 DECENT WORK AND ECONOMIC GROWTH



8

Farmers trained

5 GENDER EQUALITY



60%

Women employed

1 NO POVERTY



200+

Livelihood supported

2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



2,000+

Pesticide free product delivered

6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION







90 - 95%

Water saved per production cycle compared to conventional farming

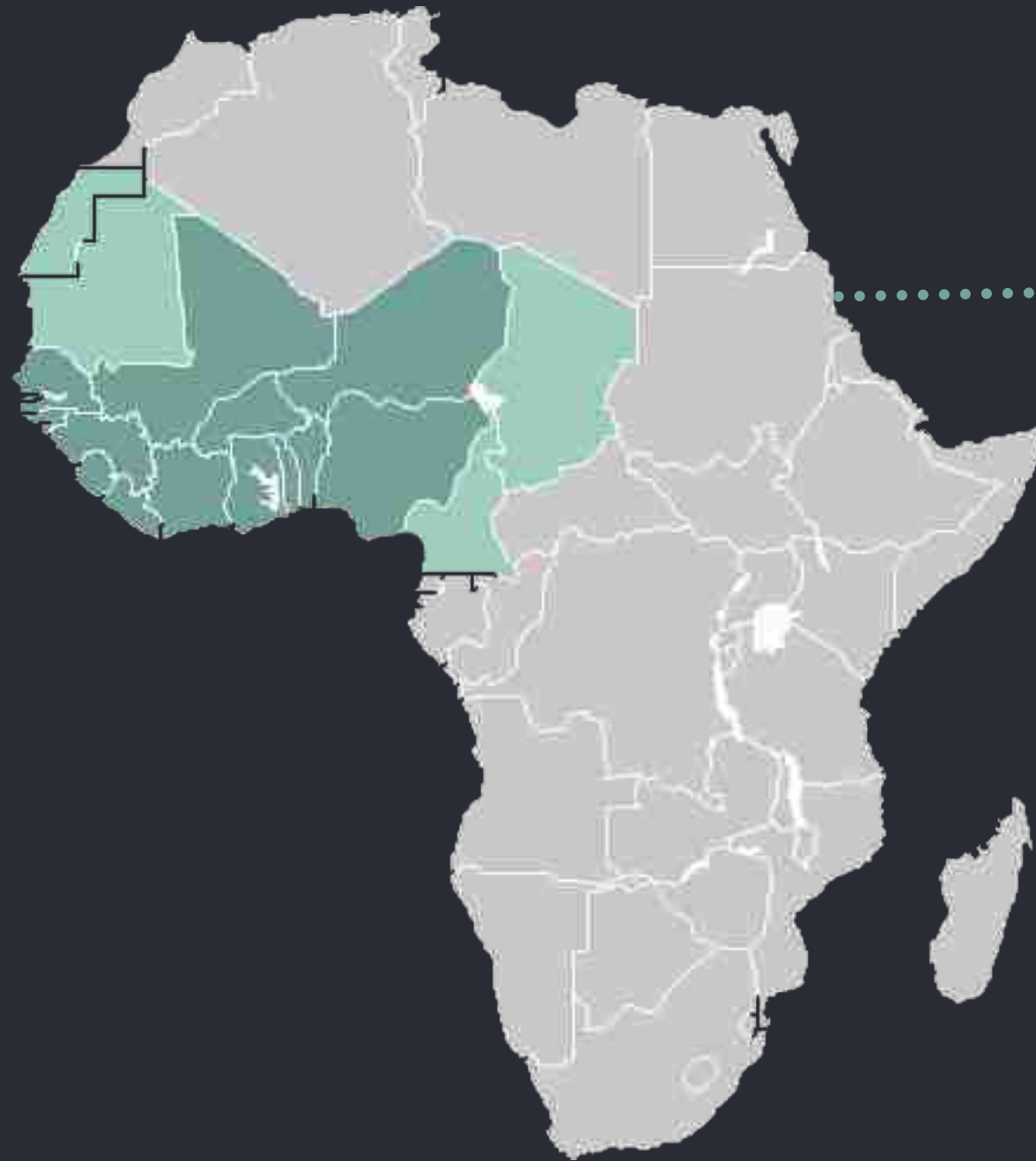
COMPETITOR ANALYSES

What makes our business unique

				
All Year-round Farming	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Controlled Environment Hydroponics Farm	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data-Driven Production System	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farm-as-a-Service (FaaS)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Hub-and-Spoke model	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
90 - 95% Less Water use per production cycle	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Produce Pesticide-free products	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Linkages & increase product shelf life from 3 days to 18 days	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MARKET SIZE

Fruit vegetables and leafy greens industry in West Africa is valued at \$ 29 Billion +



\$29 B+ TAM

\$18.5B SAM

\$500M + SOM

3%

We seek to obtain 3% share of the market at 5% growth rate/year for the next 20 years

GO - TO - MARKET STRATEGY

Retail Distribution



Hospitality Industry



Export Markets



Institutional Buyers



Exhibition



Traditional & digital marketing



BUSINESS MODEL

We Operate a B2B, B2C and hub-and-spoke integrated agriculture model

Produce Sales

30% gross margin on bulk aggregation and Hub produce

Service Fees:

38% gross margin on services provided to spoke farmers

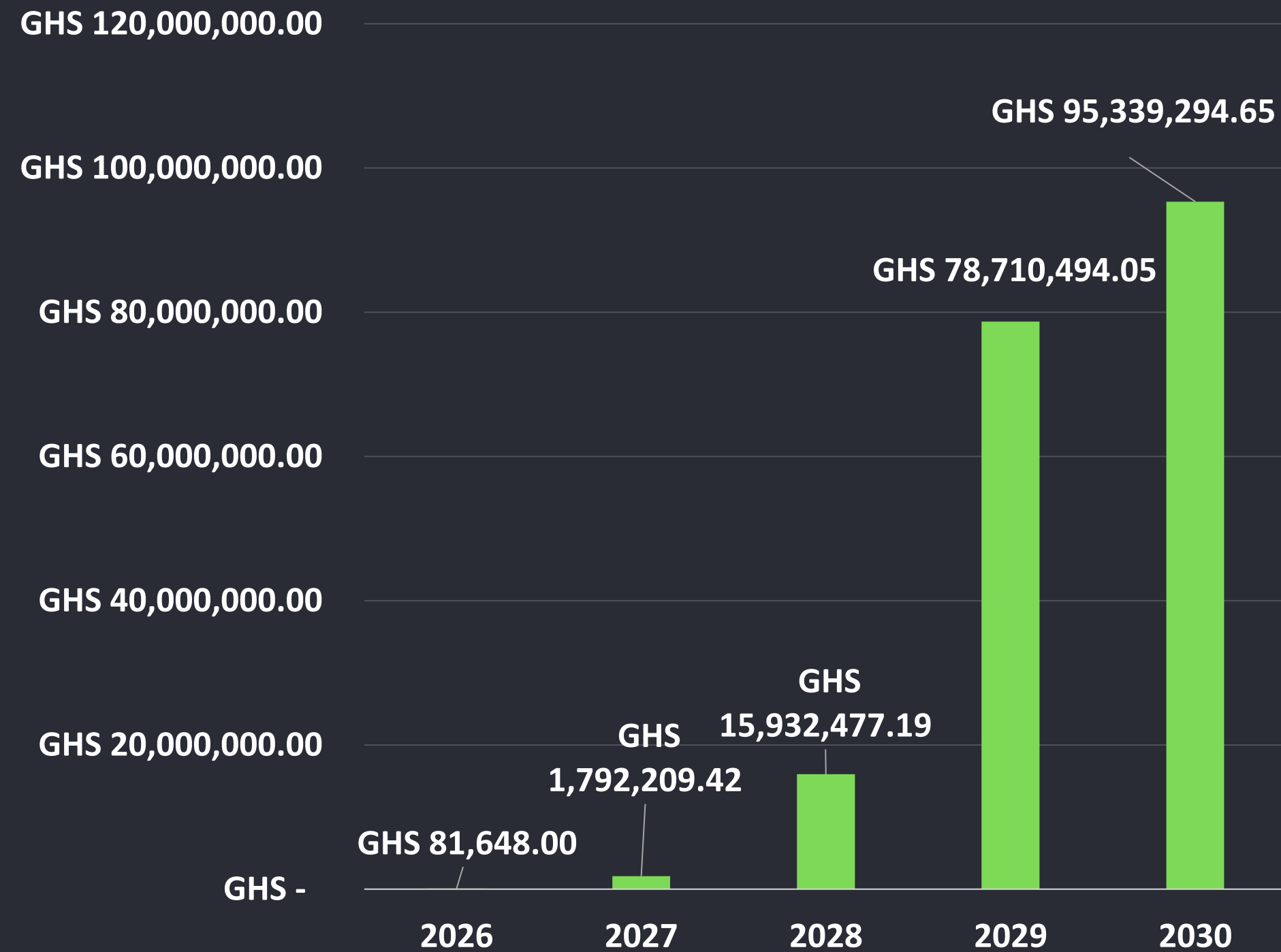
Subscription Fees

IoT Farm monitoring, Traceability, Production and resource Monitoring, and Wallet

FINANCIAL PROJECTIONS



Revenue Growth (GHS) in the next 5 years



Metric	2026	2027	2028	2029	2030
Gross Margin	- 38%	32.6%	30.9%	18.7%	18.3%
EBITDA (GHS)	17,1264	299,626	3,977,454	13,716,661	16,325,375
B2B customers	4	4-10	10-15	10-20	10-25
Training & Setup - Spoke Farms	0	0-4	4-10	10-20	20-30
B2C customers	0	0	0-20	20-100	100-200

Business Performance & Traction

3 customers

B2B accounts

Melcom · Palace Mall · Duka

GHS 200,000 +

Revenue earned

Since May 2024

2,500+

Packs sold

Lettuce, 113g

50%+

Production growth

100 to 150+ packs

1,543

Social followers

Organic audience

Certifications

FDA Facility License — Jul 2025

FDA Product Certificate — Mar 2026

Ghana Standards Authority — 2026

Ga West Public Health Dept — 2025

Awards & Funding

SDG Digital Game Changers — UNDP & ITU

Best Entrepreneur Award — 2024

\$40,000 Pre-seed — Kosmos Innovation Centre

Market entry: 30 May 2024

Media Coverage

CNN Inside Africa — 2025

JoyNews Business — 2024

88GreenYard Farm — YouTube

The Ghanaian Farmer — YouTube

COLLABORATORS AND PARTNERS



OUR TEAM



Adelaide Okpoti

Co-founder and CHO

Horticulture and Marketing
5 years experience



Ernest Larmie

Co-founder and CEO

Electronics Engineer
8 years experience



Daniel Mensah

Accountant, and CFO

BSc. Business Administration
Member, Institute of Chartered
Accountants Ghana Six (6) years
of experience across accounting,
external audit, and financial
modeling & valuation.



Philip Acquaye

Co-founder and CTO

Software Engineer
5 years experience



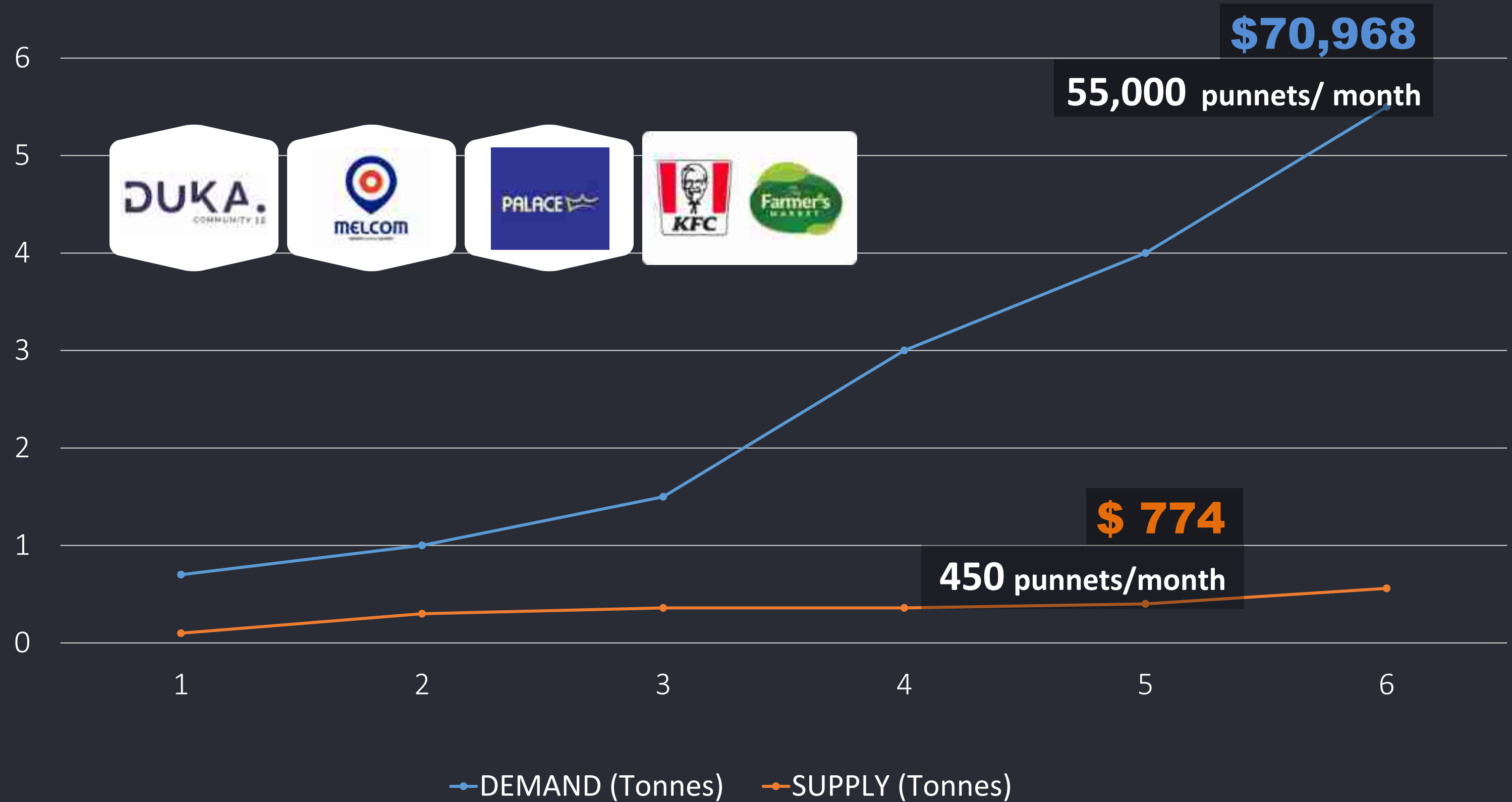
Felix Larmie

Co-founder and COO

Electrical Engineer
5 years experience

Market Opportunity

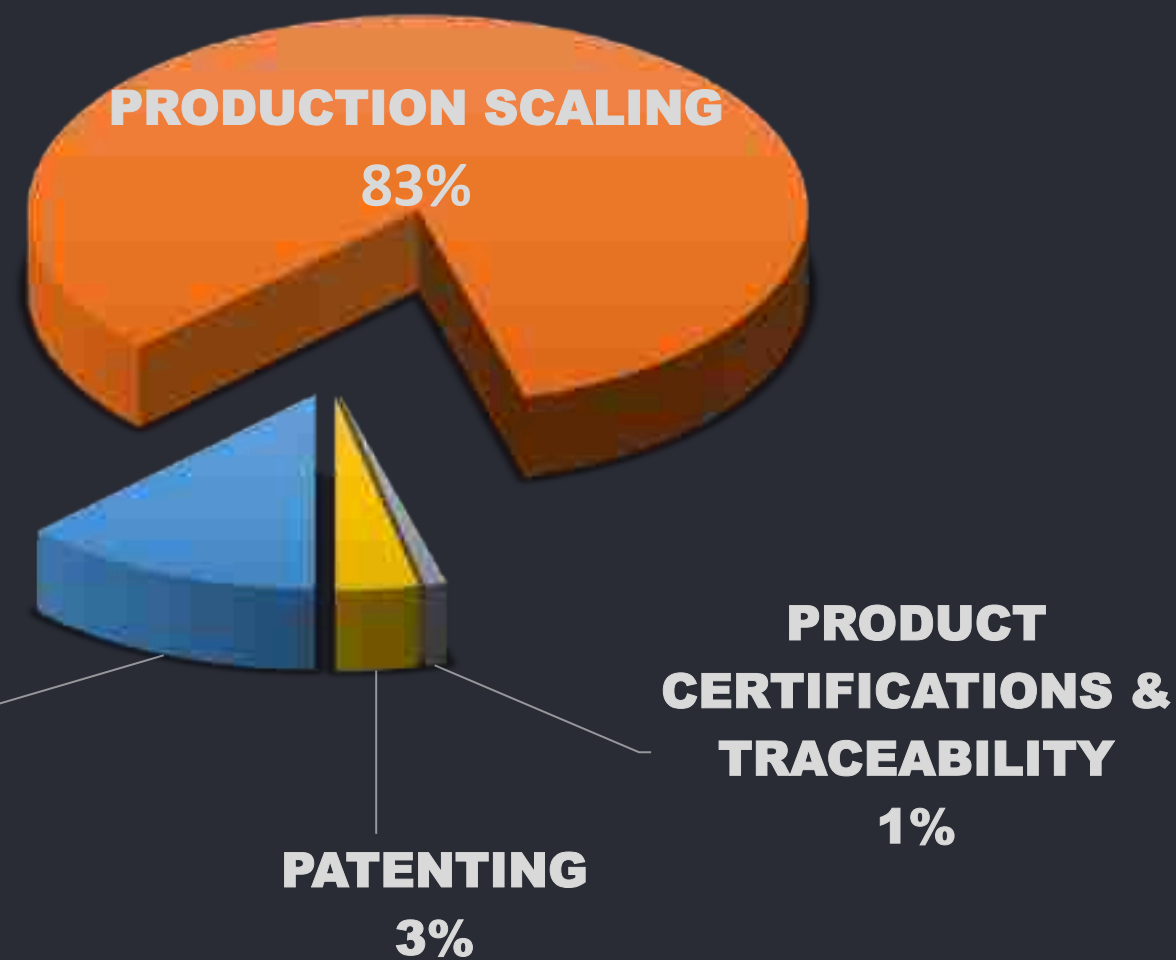
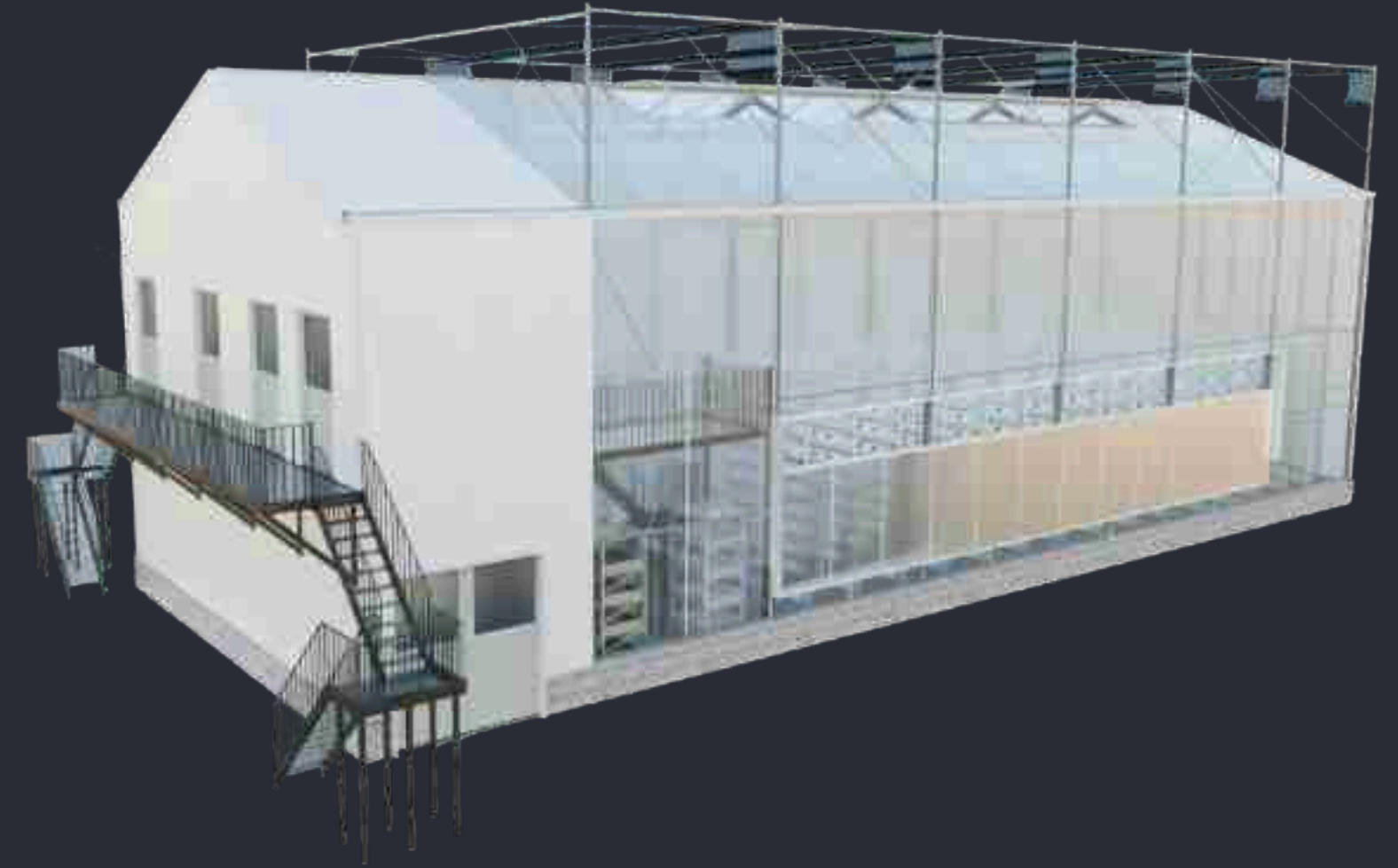
Farm Estates' Lettuce Market



Our Ask

We are seeking 12-month equity through SAFE instrument financing

USD\$ 300,000



- ❖ Increase production capacity form 150 packs to 2,520 packs per 1 week
- ❖ Increase our B2B customers from 3 to 7
- ❖ Increase our annual revenue from \$8,000+ to \$142,000+ annual
- ❖ Improve our production intelligence platform V1.1



Thank You

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