

CROPMIND INC. (CANADA) · AGRIPAY · WFP INNOVATION CHALLENGE

The smallholder's work is real. We make it **provable — and payable.**

AgriPay turns African smallholder activity — material handoffs, farm plots, carbon outcomes — into verified records that unlock income, market access and climate finance.

1 · THE PROBLEM

Smallholder activity is invisible to every system that pays for it

Resource flows go unverified. Manure, crop residues and livestock mortality are burned, dumped or traded informally — farmers lose fertilizer-substitution income and all of the carbon value, because no verification layer exists at their scale.

Market access is about to close. From 30 Dec 2026, the EU Deforestation Regulation (EUDR) demands plot-level, deforestation-free proof for coffee, cocoa, rubber and palm entering the EU.

44%

of affected smallholders have mapped plots — the rest risk exclusion from EU supply chains

5%

received any geolocation help from their buyers

€100bn+

of annual EU commodity imports require plot-level evidence from Dec 2026

One platform: physical activity in, verified evidence out

1

Capture

GPS + timestamp + media-hash records of handoffs, farm boundaries and processing — built for low-literacy, offline-first field use.

2

Screen & assemble

Deforestation screening on the free FAO Open Foris datasets regulators use; legality assessment; EUDR Due Diligence Statement generated automatically.

3

Anchor & verify

Every record hash-anchored to a public ledger with an open, no-auth verifier API — buyers and regulators check evidence themselves, no trust in our database required.

Live in production on Google Cloud Run: registration, verified handoff ledger, veterinary clearance, MRV report generation, full EUDR evidence pipeline, public-ledger anchoring.

Map once, comply many: the same plot record serves EUDR, carbon MRV, certification and CSDDD.

<\$1/yr

to anchor ~141,000 records on-ledger

\$0

marginal data cost —
deforestation screening runs
on free FAO infrastructure

Challenged publicly — answered with evidence

A senior executive at a **Volcafe-group coffee exporter in Kenya** dared us to prove EUDR compliance on any lot from a live Nairobi Coffee Exchange auction catalogue.

We delivered the complete Due Diligence Statement evidence bundle for an estate lot from that sale — plot geolocation, FAO Whisp deforestation screen, 2020-vs-today satellite comparison, legality assessment — **every record independently checkable through our public verifier.**

~70

EUDR-exposed institutions contacted
across 7 African countries

+11%

production lift reported by a Nigerian
aquaculture group using insect-protein feed
substitution — the circular economics we
verify

2026

EU-operator sales pipeline opened; XRPL
Commons incubator application filed (Paris)

Income resilience for the farmers WFP serves

- **Market access kept:** verified origin evidence keeps smallholders inside EU supply chains after the EUDR deadline — protecting existing income, not just adding new income.
- **New income unlocked:** verified waste-to-resource handoffs create fertilizer substitution, feed substitution and carbon revenue that currently leak away.
- **Cheaper inputs:** recovered organics displace synthetic fertilizer purchases.

Operating from **Nigeria**, working with institutions in **Kenya, Ghana and Côte d'Ivoire** — all WFP programme countries.

5-YEAR PLAN (BASE CASE)	YEAR 1	YEAR 5
Registered producers	500	50,000
Cooperatives	1	30
Verified organic tonnes / yr	840	75,000
Carbon issued (tCO2e / yr)	0	32,000

Funded incumbents validate the market. We undercut the cost base.

Sourcemap (\$20M Series B), Meridia and Live EO sell EUDR compliance mapping to EU corporates at enterprise prices. Three structural differences:

Cost

Free FAO Open Foris screening + <\$1/yr public-ledger anchoring vs proprietary earth-observation stacks — we price for African origin supply bases the incumbents can't serve economically.

Verifiability

Incumbent evidence lives in vendor databases customers must trust. Ours anchors to a public ledger with an open verifier anyone can re-implement — audit-grade by construction.

Distribution

We work origin-side through national commodity institutions, research bodies and producer associations — including a 10,102-member rubber producers' association in Nigeria.

Two founders, full-stack — field networks plus production engineering

Damilare Odumosu — CEO

Commercial strategy and partnerships. Agritech founder background to 2018 (All-Farmers-Online, the company's original incarnation). Built the institutional network across Nigeria, Ghana, Kenya and Côte d'Ivoire — national rubber and fisheries bodies, research institutes, EU-bound exporters.

Moyosoreoluwa Odumosu — Technical Lead

Designed and built the entire platform end-to-end: Next.js, Firebase/Firestore, Google Cloud Run, the carbon-accounting engine, the EUDR evidence pipeline and the public-ledger anchoring layer — production-grade, shipped solo.

Why this team wins: **African agricultural field networks**, **audit-grade carbon and compliance domain knowledge** (Verra, Puro.earth, EUDR), and **in-house engineering** — three things rarely found in one two-person team, with no outsourcing risk.

Revenue lines sequenced by close speed, on a near-zero data cost base

1

EUDR compliance (now)

Fixed-fee readiness audits from \$3,500 + annual per-hectare subscriptions to EU operators — the legally liable party with the budget.

USD 11.8M

Year-5 revenue, base-case model — EBITDA-positive from Year 2; still positive in the no-carbon sensitivity

2

Platform & MRV services

Coordination fees on verified handoffs; MRV reporting for cooperatives, processors and programmes.

USD 55k

founder capital built everything to date — no external funding, no debt

3

Pooled carbon (upside)

Revenue share on pooled smallholder portfolios — treated as upside, never the survival case.

USD 1.5M

next 12–24 months: ~\$500k non-dilutive grants + \$1M pre-seed equity