

Vertical
Agriculture

Target market:
B2B (Business-to-Business)

Stage
Seed: MVP available &
received first market feedback

Revenue-Stage:
Pre-Revenue

Investment sum:
600000 EUR

Number of founders:
2

Founded in:
2018

Legal form:
GmbH i.G.

HQ:
Berlin, Germany

Contact:
info@capmatcher.com

Innovative and biocompatible agtech ensuring higher yields and sustainable agriculture: Minority Stake Investment Opportunity in a Agriculture, B2B - Vertical

The startup creates smart and biocompatible agtech for soil and fertilizer, to increase yields while protecting the environment. The startup has developed two smart technologies, one for soil & one for fertilizer.

The soil technology is a formula that makes for powerful soils with automatic pH-regulation, high water retention & slow distribution capacity. A smart pH-responsive coating allows conventional fertilizers to control nutrient release based on pH changes in the soil. Leads to slow nutrient release in accordance to the plants needs, while protecting the environment from fertilizer leakage. The most important key figures of this startup are included in this exposé. The questions were raised in a 60-minute process while the founders answered all questions.

General Business Model

Realization of profits: Patented technology licensing for royalties on product-related sales

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Product

Problem:

For the ideal soil-manufacturing B2B customer, soils tend to degrade quickly, in part due to pH changes resulting in either low or high pH, preventing nutrients from becoming optimally available for plants to uptake. Secondly, soils require regular watering, increasing costs.

For the ideal fertilizer-producing B2C customer, it's the high production costs of controlled-release fertilizers, which use expensive polymer coatings. Also, the majority of coating materials used are not biocompatible & do not naturally break down in soil after usage.

Solution:

Our technology solves the problem of soil degradation & corresponding low & unhealthy yields. PH-regulation and water-retention functions makes nutrients optimally available to plants for uptake, leading to higher, healthier yields, longer soil life capable of hosting several planting seasons & reduced irrigation. This results in lower water & labour costs.

The fertilizer technology solves the problem of high production costs of controlled-release fertilizers, given the wide availability and low cost of the coating material. It also solves the biocompatibility problem, as the coating material used is fully biocompatible and naturally degrades in soil after

Strictly confidential.

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USPs:

1. The soil technology automatically regulates pH and allows for high water retention, making nutrients consistently available to plants for high and healthy yields.
2. The fertilizer coating is cheap to produce, making CRFs affordable to commercial farmers.



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Market

Prioritized geographic market:

Europe

Market size (expected):

1 Bio. - 5 Bio. Euro

Market growth (expected):

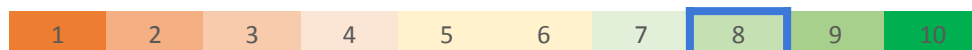
8%

Competitive environment:

Yes, few competitors.



Expected Switching Costs:



Financials

According to the founders, the following sales and earning numbers were generated during the last three years.

Year	2016	2017	2018
Revenue	0	0	0
Profit	0	0	0

Scalability:

Opinion of the founders as to which degree costs increase in an increase of revenue. Low values values (bad scalability) indicate that costs grow linear or overproportional in terms of revenues.



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Team

Number of founders:
2

Number of founders with a proven entrepreneurial background:
2

Total size of the team:
5

Background of the team:

Founder & CEO - Diploma in Physics, more than 15 years of experience in IT consulting for leading insurance companies and private banks in the DACH region. Founded two startups in Berlin.

Founder and COO - based in South Africa. PhD in Engineering. Founder of Aparate, a company that offers digital solutions to emerging farmers in South Africa.

Business Development & Investor Relations - MA in Philosophy and MSc in Psychology. More than 2 years of experience in the Berlin startup world. Previously worked as a Business Development Specialist for Canope, an accelerator in the digital health industry.

Operations - Diploma in Engineering. More than 5 years of experience in the Berlin startup world, along with a few years of experience at Siemens. Previously the founder of Kwitt, a company offering online payment solutions.

Traction

1. We developed its smart soil formulas.
2. We developed our smart fertilizer technology.
3. We have two potential customers testing our technologies. One of them is a strong player in the DACH region; the other is one of the biggest fertilizer producers globally.
4. We are teaming up with a Berlin-based seed coating company. Our cooperation spans several domains: (1) we will optimize their seed coating using our own technology and know-how; (2) we will help them develop new seed coating for additional crops; (3) we will sell our soils and fertilizers as complementary products to their seeds, thus gaining quick market access by taking advantage of their existing network and customers.

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Investment

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Use of proceeds:
Expansion of the team, Expansion of production, Sales, Improvement of
the product

Number of currently invested Business Angels oder VCs:
0

Preferred stake:
Minority Stake

