

AgRover

MAPS
INTERNATIONAL

Mobile
Agricultural
Power
Solutions

The Challenge: Farm Power

In Africa... Humans 70% Animals 25%



The Challenge: Transportation



Normal



85%

unpaved

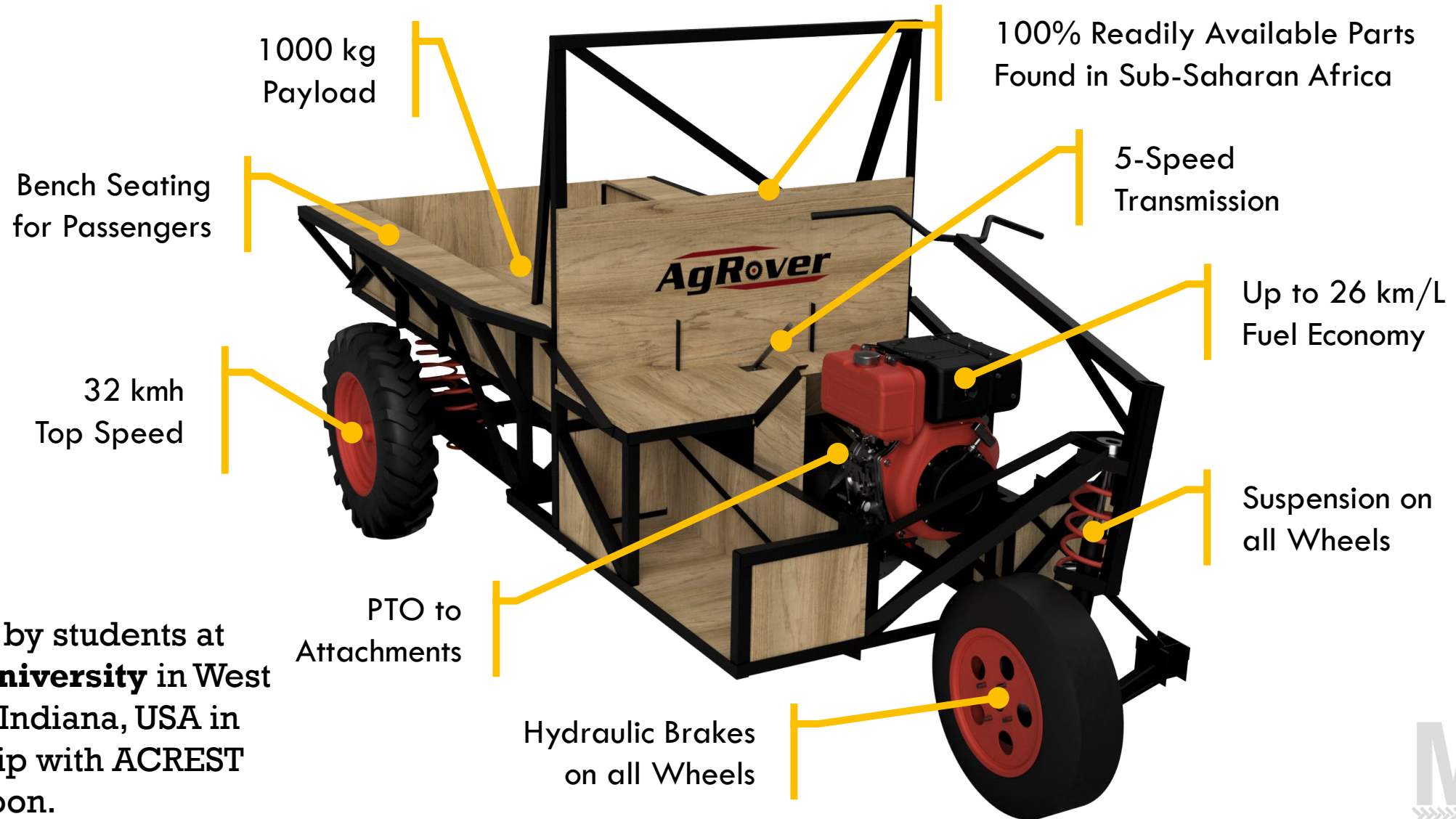
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Our Solution: The MAPS **AgRover**



Designed by students at **Purdue University** in West Lafayette, Indiana, USA in partnership with **ACREST** in Cameroon.

AgRover

*Moving
Farmers
Forward*

SERVICES

\$743,000,000 market

40.6 million
smallholder
farmers.

40 million+
metric tons of
cassava
produced per
year in
Nigeria.

Average
charge of
\$0.0019/kg/km

Can move 10x
more cassava
than a
motorbike.



Our Solution:



AgRover Services moves farmer's crops from the farm to the market or processing plant.

Farmers therefore only pay for what they use.



2 REVENUE STREAMS



Direct Sales

- Medium size farms
- Cooperatives
- Agribusinesses

AgRover Services

- Owned and operated by MAPS
- Pay-for-use model (taxi)
- Small farms without upfront cash



COMPETITION COMPARISON



VS.



The main technology currently being used in the Ijoun area by farmers to transport their crop is motorbike services. However, the AgRover can carry 10x the volume and is safer on the road.



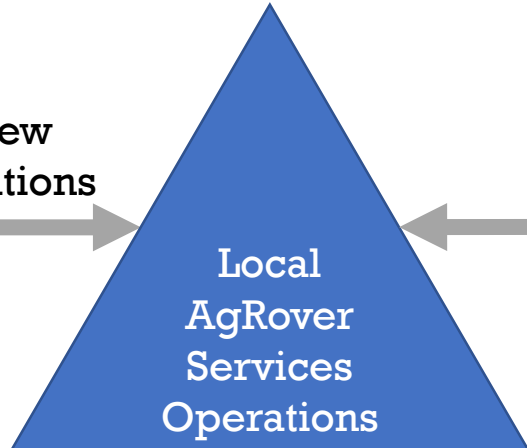
	Motor-bike	AgRover
<i>Fuel rate, unloaded (km/L)</i>	35	26
<i>Fuel rate, loaded (km/L)</i>	25	18
<i>Fuel price (\$/L)</i>	0.45	0.46
<i>Payload (kg)</i>	100	900
<i>Unloaded speed (km/hr)</i>	45	28
<i>Loaded speed (km/hr)</i>	30	20
<i>Trip (km)</i>	10	10
<i>Rate (Naira/kg)</i>	2	2
<i>Rate (\$/kg)</i>	\$0.01	\$0.01
<i>Working day (hr)</i>	8	8
<i>Trip time (hr)</i>	0.56	0.86
<i>Fuel per trip (L)</i>	0.69	0.94
<i>Cost per trip (\$)</i>	\$0.31	\$0.43
<i>Trips per day</i>	14	9
<i>Fuel cost per day (\$)</i>	\$4.32	\$3.89
<i>Kg/day</i>	1400	8100
<i>Income (\$/day)</i>	\$7.00	\$40.50
<i>Rate of transport (kg-km/hr)</i>	3,750	21,600
<i>Profit (\$/day)</i>	\$2.68	\$36.61

AGROVER SERVICES

- Road (density & quality)
- Number Vehicles
- Ag Production (qty and type)
- Markets (size and locations)



New locations



What actually are the optimal conditions for new locations?

Road info

Trip Data (load, length, profit, location, etc)

% Vehicle Usage

...

How can we optimize local operations?



Ijoun, Nigeria

nia

Mali

Niger

Burkina Faso

Benin

Nigeria

Togo

Côte d'Ivoire

Ghana

eria

Gulf of Guinea

Equatorial Guinea

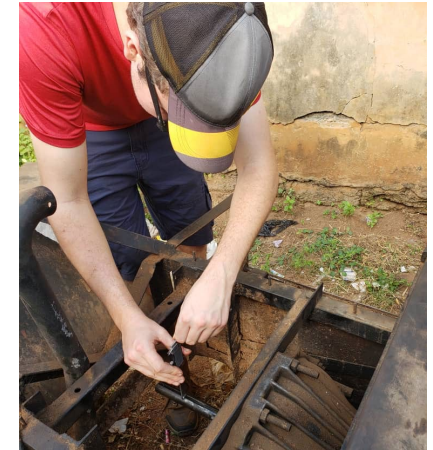
São Tomé and Príncipe

Gabon

the

MAPS IN NIGERIA

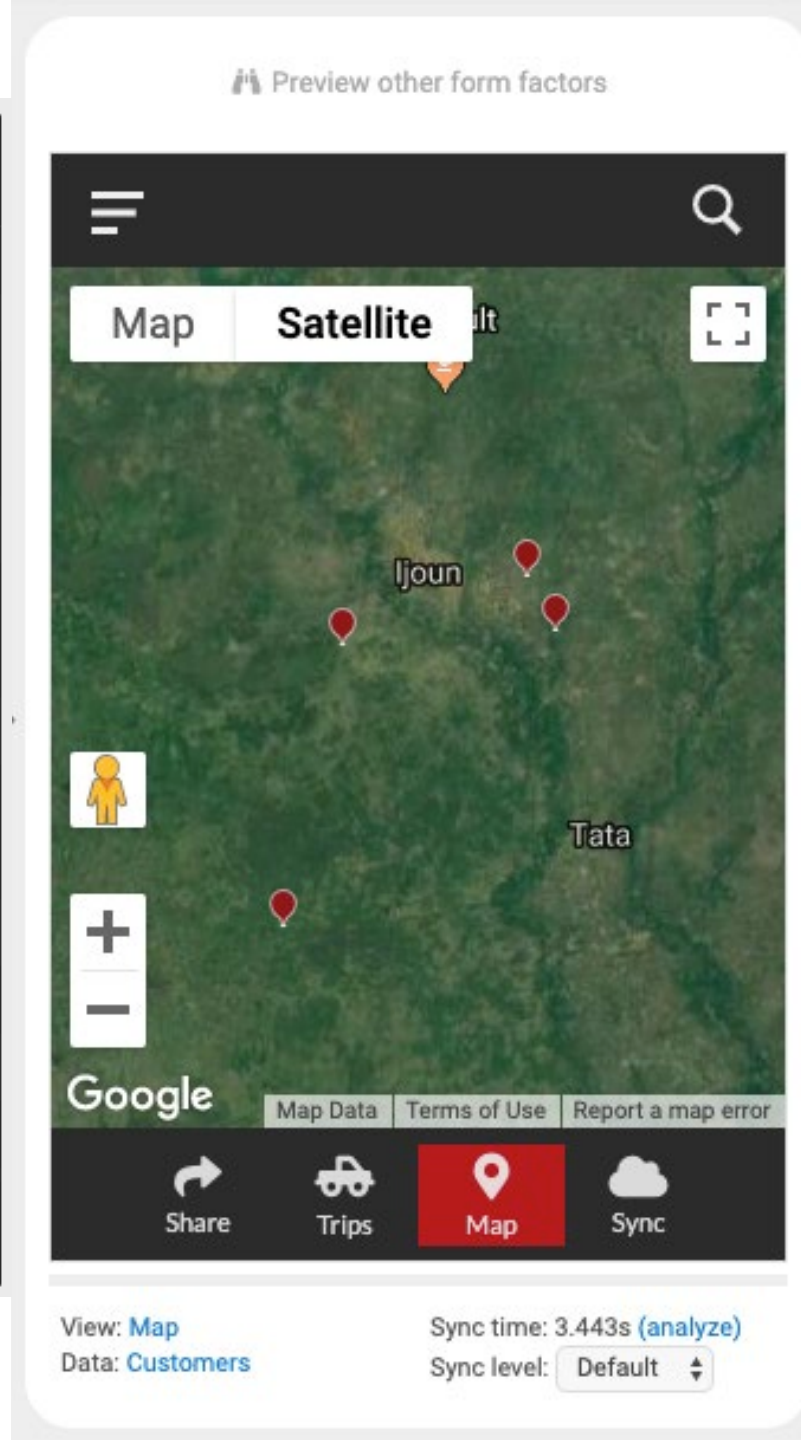
- Manufactured multiple AgRovers
- Operating AgRover Services in Ijoun since June 2019
- Transported 30+ tons in the first 30 days
- Primary transported item: Cassava (40m+ metric tons/year in Nigeria)
- Return customers
- Breakdowns, Jordan on tech support
- Met with local king and received his blessing

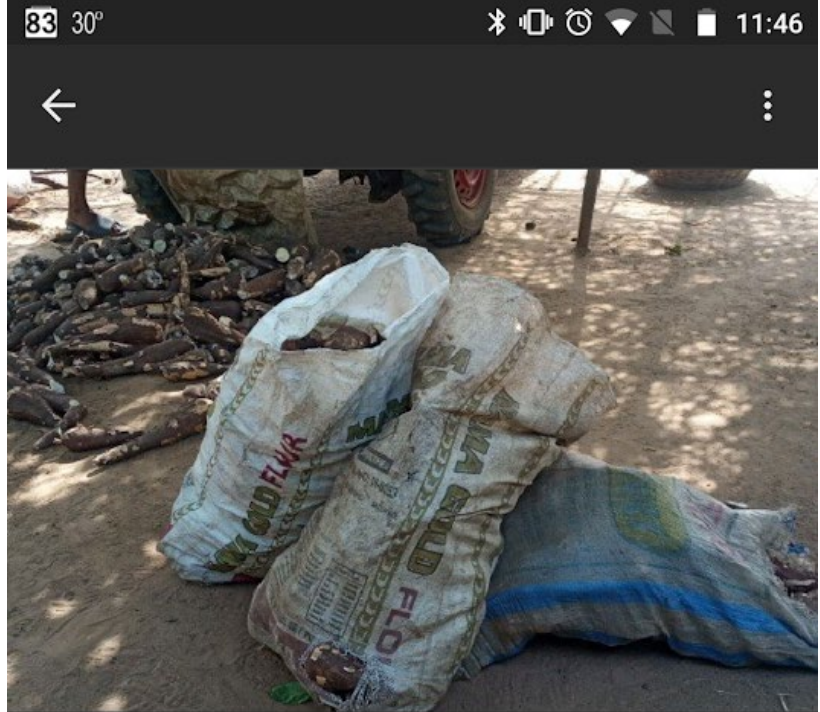


CURRENT WORK

- Explore Market Opportunity
- Add customers
 - Job posting
- Increase vehicle utilization time
- Better data collection (app)

Date	Item	Quantity	Status
12/7/2019			Y
	✓ Sand	2,000	Y
12/6/2019			Y
	Concrete blocks	3,000	Y
	✓ Cassava		N
11/21/2019			Y
	✓ Cassava	1,200	Y
	✓ Firewood	1,800	N
11/13/2019			N
	✓ Cassava	1,500	N
11/9/2019			N
	✓ Cassava	2,500	
11/8/2019			





Trip ID
4ef876c2

Entry Created
12/16/2019 12:00:00 AM

Trip Date
12/16/2019

Driver
AY

Vehicle
AR5

- Share
- Trips
- Map
- Sync

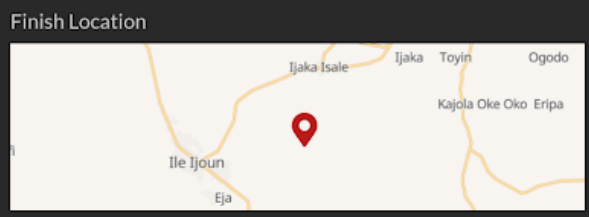
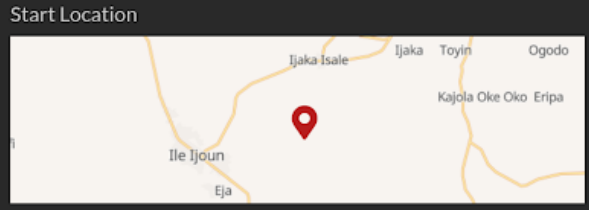
Total Charge
1,000

Trip Status
In Progress

Paid
N

Time Started
4:01:28 PM

Time Completed
4:01:28 PM

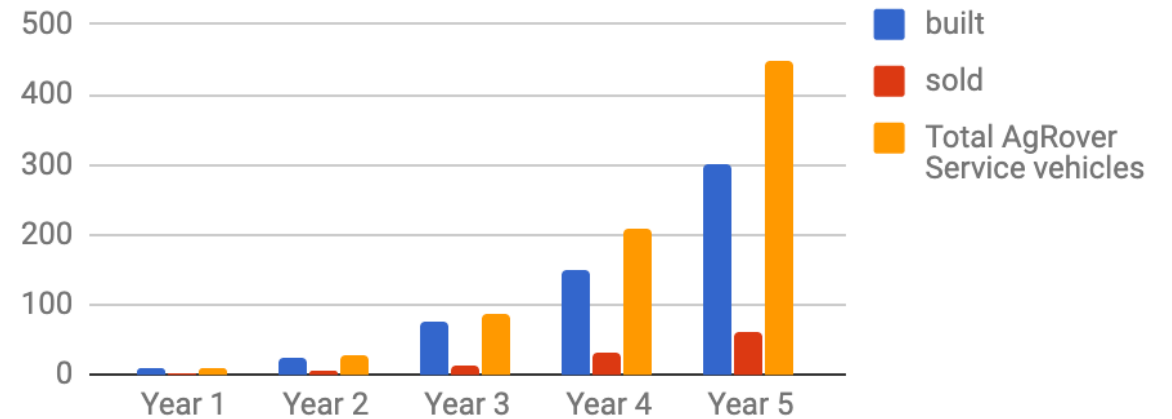


Trip time
0

- Share
- Trips
- Map
- Sync

NUMBERS - ASSUMPTIONS

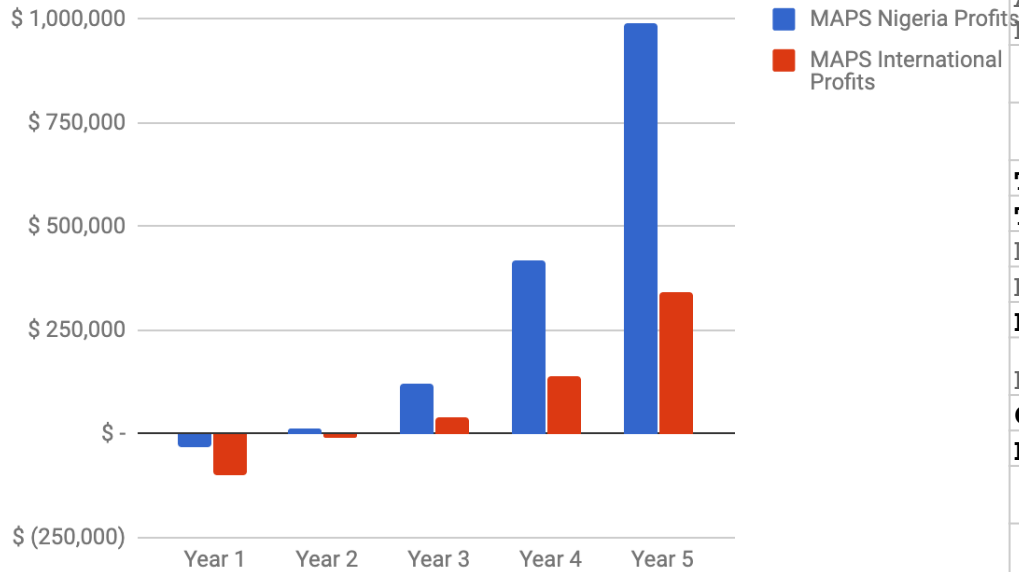
- Production and sales as shown in chart:
- 2 jobs per day. Each:
 - 11 km
 - 1175 kg
 - \$ 0.00186 /kg/km
- ~\$5000 per AgRover
 - \$3000 parts and materials
- 15 working days/month
- Assembly lines in years 2 and 5



NUMBERS

- **Services:**
 - 2 jobs/day
 - \$ 0.00186 /kg/km
- **Sales: \$5000 price**

Profit Chart

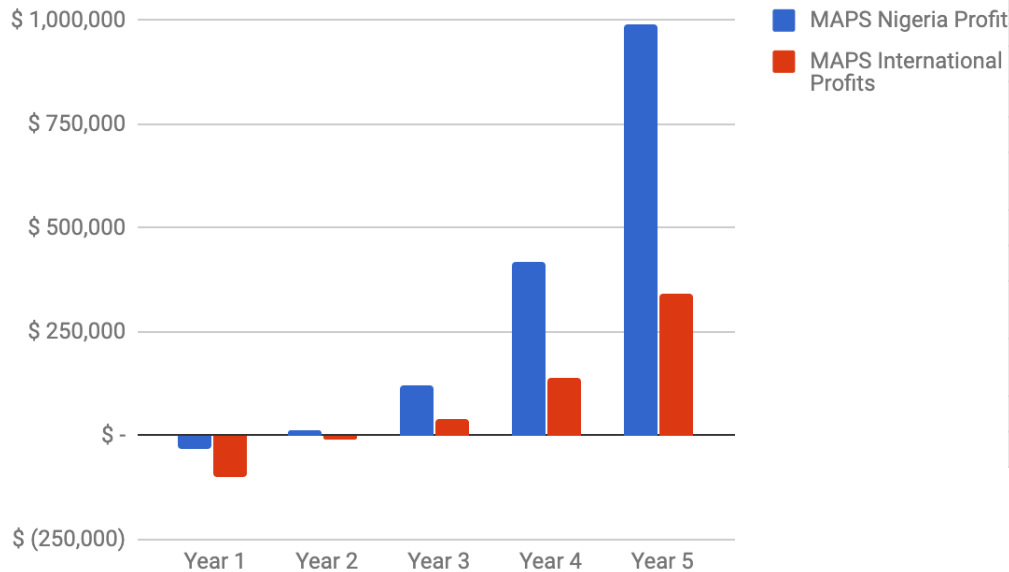


	Year 1	Year 2	Year 3	Year 4	Year 5
Total Expenses	\$ 80,524	\$ 151,820	\$ 371,301	\$ 686,758	\$ 1,343,017
Capital Expenses	\$ 15,000	\$ 20,100	\$ 5,050	\$ -	\$ 20,403
Operational Expenses	\$ 65,524	\$ 131,720	\$ 366,251	\$ 686,758	\$ 1,322,614
COGS (cost of goods sold)	\$ 49,339	\$ 107,025	\$ 331,677	\$ 639,441	\$ 1,245,829
SG&A (selling, general and administration)	\$ 16,185	\$ 24,695	\$ 34,574	\$ 47,317	\$ 76,785
Total Revenue	\$ 50,651	\$ 167,414	\$ 522,635	\$ 1,208,420	\$ 2,579,990
Profits	\$ (29,873)	\$ 12,475	\$ 121,067	\$ 417,329	\$ 989,578
External investment/grant/etc	\$ 75,000		\$ -	\$ -	\$ -
Final Cash Balance	\$ 45,127	\$ 57,601	\$ 178,669	\$ 595,998	\$ 1,000,000
Assets (inventory + cash balance)	\$ 54,990	\$ 67,465	\$ 188,532	\$ 605,861	\$ 1,009,863
	Year 1	Year 2	Year 3	Year 4	Year 5
Total Expenses	\$ 86,500	\$ 14,500	\$ 30,000	\$ 64,500	\$ 120,000
Total Revenue	\$ (14,638)	\$ 6,113	\$ 89,209	\$ 264,562	\$ 605,634
MAPS-International Share	\$ (14,638)	\$ 6,113	\$ 59,323	\$ 204,491	\$ 484,893
Licensing Revenue	\$ -	\$ -	\$ 29,886	\$ 60,070	\$ 120,741
Profits	\$ (101,138)	\$ (8,387)	\$ 41,446	\$ 140,043	\$ 339,944
External Investment	\$ 100,000				
Cash balance	\$ (1,138)	\$ (9,525)	\$ 31,921	\$ 171,964	\$ 511,908
Net Worth	\$ 25,807	\$ 23,532	\$ 124,301	\$ 468,836	\$ 1,006,741
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MAPS Nigeria Profits	\$ (29,873)	\$ 12,475	\$ 121,067	\$ 417,329	\$ 989,578
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ASK

- \$100k
- Get more vehicles in the market
- Ensure higher up-time
- Drive sales growth hard

Profit Chart



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THE TEAM



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AS FEATURED ON



CLINTON GLOBAL INITIATIVE
UNIVERSITY



VIDEOS

Summary pitch video: <https://www.youtube.com/watch?v=nTZeiOWayE>

Footage from Nigeria: <https://www.youtube.com/watch?v=pGcMe6cA7JY>