

EXECUTIVE BUSINESS PLAN & INVESTOR PITCH

CONSAI AGRO OS

The AI-Powered Agricultural Operating System

122,600+

AI SIGNALS

12

PILOT MARKETS

\$46B

MARKET OPPORTUNITY

6

INTEGRATED LAYERS

Turning Fragmented Agriculture into Structured Market Intelligence

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The Pitch in One Sentence

"Agriculture does not lack resources, technology, or demand. It lacks structured connection.

CONSAI is the operating system that connects them all."

01 Executive Summary

CONSAI AGRO OS is the world's first AI-powered Agricultural Operating System — a unified digital infrastructure layer connecting farmers, machinery providers, investors, governments, and institutions through one intelligent platform.

METRIC	VALUE
Product	CONSAI Agro OS (Live — Web + Android v1.0.10)
Active Markets	12 regional pilot markets
AI Signals Captured	122,600+ qualified agricultural signals
Market Opportunities	36,000+ regional demand signals
Target Market	\$46.1B (AgriTech software, marketplace, fintech)
Headquarters	Dubai, United Arab Emirates
Contact	info@consaiagroos.com +971 52 296 4119
Website	consai-agrosystem.com

Investment Ask: \$2M – \$5M Seed/Series A to scale from 5,000 to 250,000+ users and expand into three new regions.

\$46B

TOTAL ADDRESSABLE
MARKET

122.6K+

QUALIFIED AI
SIGNALS

12

PILOT MARKETS
ACTIVE

6

INTEGRATED
PLATFORM LAYERS

\$161M

TARGET ARR (YEAR 5)

02 The Problem — A \$46B Fragmentation Crisis

Global agriculture operates in silos. The result is massive inefficiency, untrustworthy transactions, and missed economic opportunity.

ISSUE	IMPACT
Demand is scattered	Farmers, buyers, machinery — spread across WhatsApp, spreadsheets, disconnected websites
Trust is manual & fragile	Documents, payment proof, certificates checked late or outside any workflow
Execution is disconnected	Trade, logistics, finance, commissions handled in different systems
Capital cannot find targets	Investors see no structured, verified projects to fund
Governments operate blind	No real-time data on machinery gaps, harvest needs, infrastructure

The Agri-Tech Landscape Is Fragmented

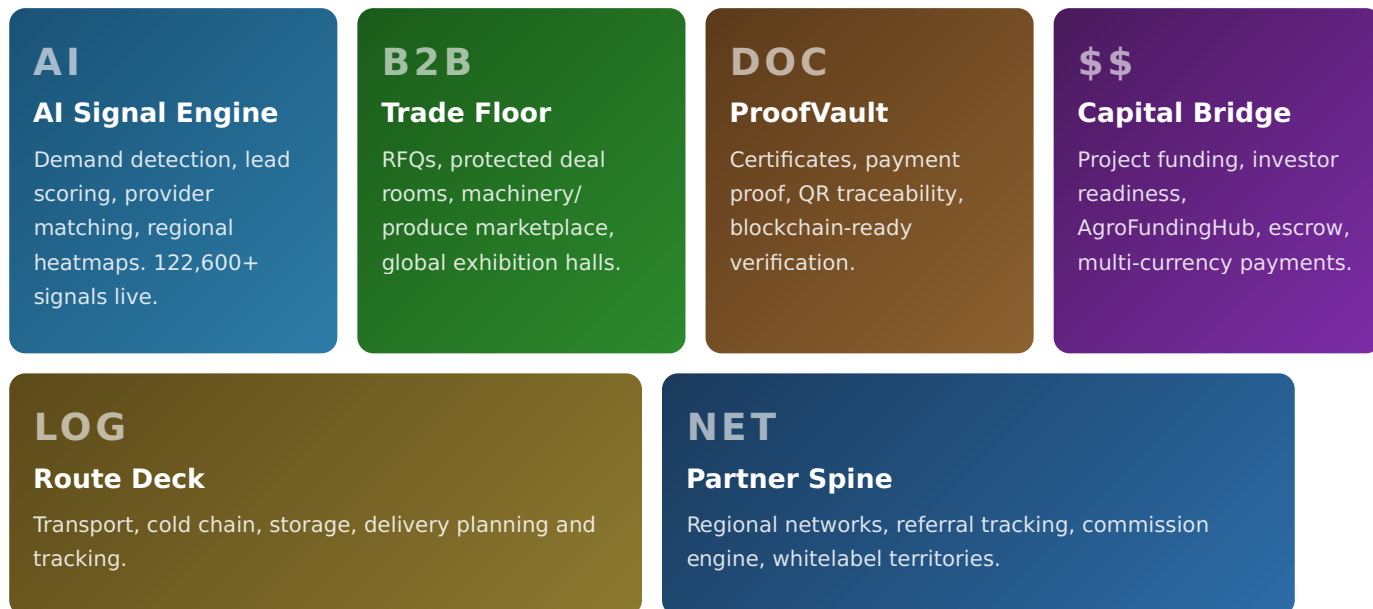
No existing solution combines all layers in one platform:

PLATFORM	AI DEMAND	MARKETPLACE	FINANCE	LOGISTICS	TRUST	PARTNER	GLOBAL
CONSAI AGRO OS	✓	✓	✓	✓	✓	✓	✓
GrubMarket	✗	✓	✗	✗	✗	✗	✗
Farmers Business Network	✓	✗	✓	✗	✗	✗	✗
Horizen (Ag ERP)	✗	✗	✗	✗	✗	✗	✗
Trimble / Corteva	✗	✗	✗	✗	✗	✗	✗
Apollo Agriculture	✗	✗	✓	✗	✗	✗	✗

The Gap: The market has farm management tools, separate marketplaces, standalone fintech, and isolated logistics solutions — but **no unified operating system** that connects all layers with AI-driven intelligence.

03 The Solution — CONSAI AGRO OS

A role-based, AI-driven agricultural operating system with six integrated core layers — connecting demand, machinery, capital, and intelligence.



3.1 AI Signal Engine

Machine learning that detects agricultural demand **before manual outreach begins**. The engine analyzes seasonal patterns, regional activity, and machinery usage to surface real demand.

- Demand scoring and provider fit ranking
- Regional heatmaps and opportunity timelines
- Qualified lead recommendations for every role
- **122,600+ signals** captured to date

3.2 Trade Floor (Marketplace)

A structured, protected marketplace where farmers publish demand and providers respond with structured offers — sale, rental, or lease.

- RFQ system with provider bidding and offer comparison
- **Protected deal rooms** — contact data stays locked until formalization
- Global **Exhibition Halls** and **Country Pavilions**
- Live listings: rice (Mozambique), beans, machinery, services

3.3 ProofVault (Trust Layer)

The infrastructure for trust and compliance in agricultural trade.

- Document management for certificates, payment proof, audit trails
- **QR-based public traceability** — scan a product for origin, batch, certification
- **Blockchain-ready hash verification** (no wasteful on-chain bloat)
- Role-based access to sensitive documents

3.4 Capital Bridge (Finance Layer)

Embedded finance connecting agricultural projects with capital.

- **AgroFundingHub** — crowdfunding platform for farm projects
- Investor readiness scoring and deal flow visibility
- Harvest-based repayment models and leasing integration
- Multi-payment: **Ziina, Mamo Pay, Bank Transfer, PayPal, USDT, ETH**

3.5 Route Deck (Logistics)

End-to-end logistics coordination from farm to buyer.

- Transport requests and fleet management
- Cold-chain monitoring and risk alerts
- Warehouse/storage coordination and delivery tracking

3.6 Partner Spine (Ecosystem Growth)

Scalable partner economics for regional growth.

- Regional/country partners with **tracked referral ownership**
- **Commission engine** — 10-25% recurring revenue share
- Partner dashboards with network growth visibility
- Whitelabel programs for large territories

04 Market Opportunity

The global shift toward digital agriculture creates a massive, fast-growing market. CONSAI addresses multiple high-growth segments simultaneously.

\$46.1B

TOTAL ADDRESSABLE MARKET

\$13.5B

SERVICEABLE ADDRESSABLE
MARKET

16.1%

MARKET CAGR

Total Addressable Market by Segment

SEGMENT	2025	2030	CAGR
Global Ag Software	\$14.3B	\$25.0B	11.8%
Smart Farming (AI/IoT)	\$22.0B	\$45.0B	15.4%
B2B Ag Marketplaces	\$4.2B	\$12.0B	23.0%
Ag Fintech	\$5.6B	\$15.0B	21.7%
TOTAL	\$46.1B	\$97.0B	16.1%

Primary Target Markets

REGION	RATIONALE	SAM
Sub-Saharan Africa	Massive demand, low digitization, high mobile penetration	\$4.5B
MENA / GCC	High investment readiness, government agri-diversification programs	\$3.2B
Southeast Asia	Smallholder-heavy, rapid digital adoption	\$5.8B
TOTAL SAM		\$13.5B

Key Market Trends

\$2.4T

GLOBAL AG OUTPUT
VALUE

60%

UNFARMED ARABLE
LAND IN AFRICA

\$200B+

ANNUAL AG FUNDING
GAP

80%+

MOBILE PENETRATION
IN TARGET MARKETS

Timing is perfect. Global food security concerns, government digitization initiatives, and the rise of AI are converging to create unprecedented demand for platforms like CONSAI. The window for market leadership is now.

05 Business Model & Revenue Architecture

CONSAI employs a multi-layer platform revenue model inspired by Shopify, Salesforce, and Alibaba — with five distinct revenue streams.

5.1 SaaS Subscriptions

ROLE	MONTHLY PRICE	TARGET
Farmer / Producer	Free (network effect driver)	Millions
Buyer / Importer	\$49-\$199	Traders, distributors
Supplier / Vendor	\$49-\$199	Machinery dealers
Service Provider	\$49-\$149	Field service companies
Logistics Operator	\$49-\$149	Transport companies
Investor	\$99-\$299	Funds, family offices
Government / NGO	Custom	Ministries, development orgs

5.2 Transaction Fees

TRANSACTION TYPE	FEE
Marketplace sales	2-5% per transaction
Financing facilitation	1-3% of volume
Escrow service	0.5-1.5%
Insurance / logistics	Affiliate commission

5.3 Value-Add Services

SERVICE	PRICE
Guided onboarding	\$149 - \$499 one-time
Enterprise team plans	\$250+ / month
Exhibition booths	\$50 - \$500 / month
Data intelligence reports	\$500 - \$5,000 / month

5.4 Partner Commission Model

PARTNER TIER	COMMISSION RATE
Regional Partner	10-20% of subscriptions in territory
Country Partner	15-25%
Global Strategic Partner	Negotiable

5.5 Capital Bridge Revenue

- **AgroFundingHub** — Platform fee of 3-6% on funded projects
- **Investor matching fee** — 1-2% of deployed capital
- **Due diligence service** — \$500 - \$5,000 per project

06 Financial Projections (5-Year Forecast)

Revenue Forecast

YEAR	USERS	MRR (USD)	GROSS TRANSACTION VOLUME	ARR (USD)
Year 1	5,000	\$28K	\$500K	\$336K
Year 2	25,000	\$168K	\$5M	\$2.0M
Year 3	100,000	\$840K	\$50M	\$10.1M
Year 4	500,000	\$3.4M	\$250M	\$40.3M
Year 5	2,000,000	\$13.4M	\$1B+	\$161.3M

Revenue Mix — Year 3 (\$10.1M ARR)

STREAM	REVENUE	%
Subscriptions	\$5.0M	49.5%
Transaction Fees	\$2.5M	24.8%
Value-Add Services	\$1.2M	11.9%
Partner Network	\$0.8M	7.9%
Capital Bridge	\$0.6M	5.9%
Total	\$10.1M	100%

Key Unit Economics

METRIC	YEAR 1	YEAR 3	YEAR 5
CAC (Customer Acquisition Cost)	\$45	\$25	\$12
ARPU (per paid user / month)	\$35	\$42	\$48
LTV (3-year)	\$630	\$1,008	\$1,440
LTV:CAC	14:1	40:1	120:1
Gross Margin	72%	78%	84%
Churn (paid users / month)	4.5%	2.5%	1.5%

Path to profitability: With gross margins of 72%+ from Year 1 and rapidly improving unit economics, CONSAI is on track for cash-flow positivity by Year 3. The free-farmer model drives viral network effects with zero customer acquisition cost on the supply side.

07 Traction & Milestones

Already Achieved

milestone	status
CONSAI Agro OS Platform (Web)	LIVE
Android App v1.0.10 — Field Tested	LIVE
Public Marketplace with Live Listings	LIVE
AI Demand Detection Engine	LIVE
122,600+ Qualified Agricultural Signals	CAPTURED
36,000+ Regional Market Signals	IDENTIFIED
12 Regional Pilot Markets	ACTIVE
Global Exhibition Platform with Country Pavilions	LIVE
Multi-Payment Integration (Fiat + Crypto)	LIVE
QR-Based Public Traceability	LIVE
Full Website & Sales Funnel	LIVE
Social Media Presence (7 platforms)	ACTIVE

Upcoming Milestones — Next 12 Months

- **Q3 2026**
20,000 users — Africa rollout (Mozambique → Nigeria)
- **Q4 2026**
50,000 users — Capital Bridge & AgroFundingHub launch
- **Q1 2027**
100,000 users — MENA expansion, government contracts
- **Q2 2027**
250,000 users — Southeast Asia entry, API ecosystem

08 Technology & Platform Architecture

Stack Overview

COMPONENT	TECHNOLOGY
Frontend	Role-based responsive dashboard (desktop + mobile)
Mobile	Native Android App (APK) — v1.0.10, offline GPS field mapping
AI Engine	Proprietary ML for demand detection, lead scoring, matching
Payments	Ziina, Mamo Pay, Bank Transfer, PayPal, USDT, ETH
Verification	Blockchain hash-based (no wasteful on-chain operations)
APIs	Trefle (plants), Perenual (crops), Stripe, Moralis
Security	Role-based access control, payment gates, contact release logic
Infrastructure	Cloud-native, scalable multi-region deployment

Platform Differentiators

- **Role-native architecture** — each user sees a tailored cockpit
- **Privacy-by-design** — contact data never exposed publicly
- **Mobile-first** with offline capability
- **Progressive trust model** — actions build reputation over time
- **API-ready** — built for third-party integrations
- **Multi-currency** — fiat + crypto, critical for emerging markets

Security & Compliance: Role-based permissions, encrypted data storage, audit trails, and GDPR-compliant data handling. The platform is designed for enterprise and government-grade security requirements.

09 Competitive Moat

CONSAI's competitive advantages create a defensible moat that strengthens over time.

ADVANTAGE	WHY IT MATTERS
Full-stack OS, not a point solution	Competitors solve one problem (farm mgmt, marketplace, fintech). CONSAI solves ALL in one platform.
AI-first demand detection	122K+ signals create a data advantage that compounds over time — more data, better AI, better matches.
Global Exhibition model	Country pavilions, sector halls, digital trade fairs — no competitor offers this unique market access.
Partner economy	Regional partners build territories with tracked commissions — a viral growth engine with low CAC.
Government intelligence layer	Real-time data for policy & infrastructure creates sticky, high-value B2G contracts.
Multi-currency (fiat + crypto)	Critical for emerging markets where crypto adoption often outpaces traditional banking infrastructure.
Farmer-free model	Zero barrier for supply-side (free for farmers) attracts demand-side paying users — network effects.

Network Effects: As more farmers join (free), more buyers and suppliers pay for access. As more transactions happen, AI signals improve. As AI improves, matching accuracy increases. Each layer reinforces the others — creating a self-strengthening ecosystem that competitors cannot replicate overnight.

10 Go-to-Market Strategy

Three-Phase Rollout

PHASE	PERIOD	FOCUS	TARGET
Phase 1: Foundation	2024-2025	Platform build, 12 pilot markets, PMF validation	✓ DONE
Phase 2: Scale	2026-2027	Africa rollout, Capital Bridge, government contracts	1M users, \$10M ARR
Phase 3: Global	2028-2030	Southeast Asia, Latin America, API platform, IPO/exit	\$161M ARR, \$500M+ valuation

Sales Channels

CHANNEL	FOCUS
Digital Marketing	SEO, content, social media, paid acquisition
Strategic Partners	On-the-ground regional partners with commission incentives
Government / Institutional	RFPs for food security & agriculture digitization programs
Trade Exhibitions	Digital & physical agri trade shows worldwide
Referral Network	Farmer-to-farmer, partner-to-partner viral growth

11 Investment Opportunity

We are seeking strategic capital partners to accelerate our scaling phase and capture first-mover advantage in multiple high-growth markets.

\$2M-\$5M INVESTMENT ASK	Seed/ Series A ROUND STAGE	5K→250K+ USER GROWTH TARGET	\$10M+ ARR TARGET (YEAR 3)
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Use of Funds

USE	ALLOCATION
Team scaling (engineering, sales, operations)	40%
Market expansion (Africa, MENA marketing & sales)	25%
Product development (Capital Bridge, API, mobile)	20%
Legal, compliance, governance	10%
Operating reserve	5%

Why Invest Now

FACTOR
✓ Platform is live — not a PowerPoint, not a prototype. Real users, real transactions.
✓ Real traction — 122K+ signals, 12 markets, paying users onboarding now.
✓ Massive TAM — \$46B and growing at 16% CAGR across multiple segments.
✓ Defensible moat — multi-layer platform, network effects, compounding data advantage.
✓ Right team — agriculture, technology, finance, and emerging markets expertise.
✓ Perfect timing — global food security focus, government digitization, AI adoption wave.

Exit Strategy

Option A: Strategic Acquisition (Year 5-7)

Target acquirers: John Deere, Bayer/Crop Science, Syngenta, AGCO, or large agri-corporates seeking a digital OS layer.

Valuation target: **\$500M+**

Option B: IPO (Year 7-10)

As the leading global agricultural OS, an IPO on NASDAQ or LSE would provide liquidity and continued growth capital.

12 Contact & Next Steps

We invite serious investors to engage further with a platform demo, full data room, and team introduction.

CHANNEL	DETAILS
Email	info@consaiagroos.com
Phone / WhatsApp	+971 52 296 4119
Website	consai-agrosystem.com
Platform	app.consai-agrosystem.com
LinkedIn	linkedin.com/company/consai-agro-os
X / Twitter	@consai45357
Instagram	@consaiagroos

Engagement Options

1. Platform Demo

Live walkthrough of CONSAI Agro OS — all layers, live listings, AI engine, dashboard.

3. Team Introduction

Meet the founders, lead engineers, and regional partners behind CONSAI.

2. Full Data Room

Detailed financials, user metrics, legal structure, cap table, growth projections.

4. Market Visit

Field trip to active pilot markets — see CONSAI in action with real farmers.

"Turning fragmented agriculture into structured market intelligence."

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