

CONSAI AGRO OS Pricing Model

Empowering the Agricultural Ecosystem through Digital Transformation

1 The 5 Revenue Engines

CONSAI AGRO OS scales through a diversified monetization strategy designed for high-volume transactions and enterprise value.

- 1. **Subscription:** Baseline SaaS for business continuity.
- 2. **Transaction Fees:** The core driver of platform revenue.
- 3. **Performance Fees:** Aligned incentives for investor success.
- 4. **Usage-Based Pricing:** Monetizing the AI and Data layer.
- 5. **Marketplace Monetization:** Lead generation, visibility, and commissions.

2 Supply Layer: Farmers & Producers

Our goal is rapid acquisition of supply to dominate market liquidity.

2.1 Farmers (The Acquisition Engine)

Farmer Tier Structure

- ✓ **Free Tier:** Profile creation, basic AI, demand visibility, and limited listings.
- ✓ **Starter Tier:** Crop tracking, basic analytics, and financing visibility.
- ✓ **Growth Tier:** Yield prediction, buyer priority, and AI planning.
- ✓ **Pro Tier:** Full AI optimization, risk scoring, and investor access.

Critical Fee: 1% Transaction Fee per completed deal across all farmer tiers.

2.2 Producers (Enterprise Supply)

Package	Price	Focus
Business	\$150/month	Standardized enterprise supply management.
Enterprise	\$500/month	Custom ERP-style integration + Onboarding.

3 Demand Layer: Buyers & Investors

The primary revenue drivers that fund the ecosystem’s growth.

3.1 Buyers

Buyer Packages

- **Basic Buyer:** 3-month Free Trial, then **\$15/month**.
- **Verified Buyer:** **\$100/month** for enhanced trust and access.
- **Enterprise Buyer:** **\$500/month** for high-volume procurement tools.

Transaction Fee: 3% per deal (Buyer side).

3.2 Investors

Capital infusion is incentivized through a professional performance-based structure.

- **Explorer:** \$20/month
- **Professional:** \$200/month
- **Institutional:** \$400/month

Performance Fee: 5% Carry (Industry Standard) on investment returns.

4 Ecosystem Support: Operators & Partners

4.1 Operators (Logistics Layer)

Scaling pricing based on certification and volume capacity.

- **Standard:** \$50/month
- **Verified:** \$150/month
- **Strategic:** \$500/month
- **Job Fee:** 2% per completed logistics task.

4.2 Partners & Agents (The Distribution Engine)

- **Partners (Regional/Master):** Free subscription with **15% revenue share** of deals.
- **Agents:** Performance-based commission (**10%** for standard, **20%** for Regional Directors).

5 Strategic Tiers: Service Providers & Government

- **Service Providers:** Range from \$29/mo (Listing) to \$300/mo (API/Embedded). Includes a **3% revenue share** on leads.
- **Governments:** Enterprise contracts starting at **\$70,000 / year** for data and regional planning.

6 Advanced AI & Infrastructure

Usage-Based AI: \$49/month base fee + \$0.10 per prediction (Enterprise: Custom).

Mobile Money Infrastructure: Full integration with M-Pesa, MTN, and Airtel Money for seamless regional payments.