

# CONSAI AGRO OS

## Pricing Strategy & Revenue Architecture

*Where Agriculture Becomes a Scalable Digital Economy.*



# The Operating System for Global Agriculture



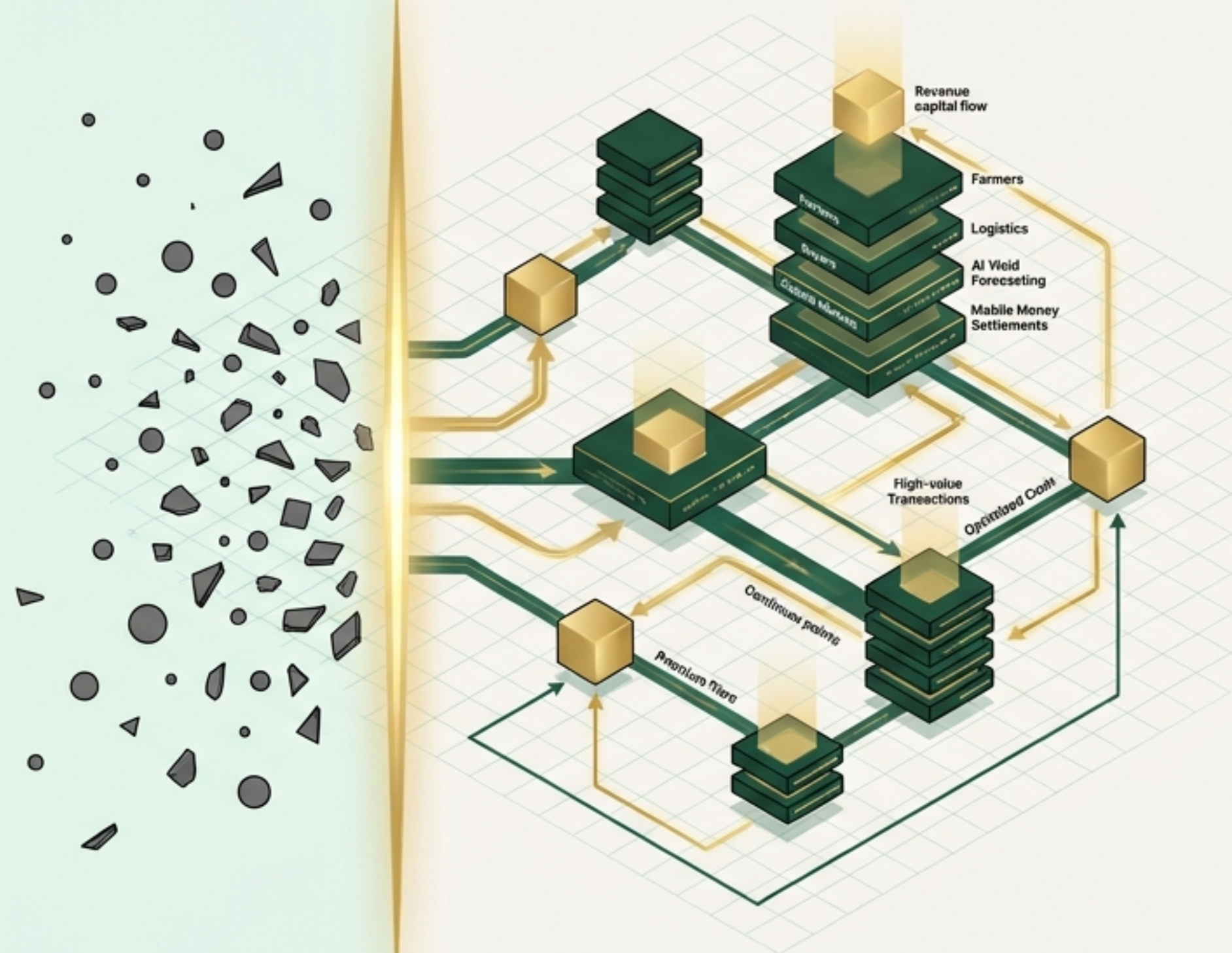
**The Fragmentation Problem:** Global agriculture operates in deep silos. Farmers, buyers, logistics providers, and capital markets remain disconnected, creating massive inefficiencies and value leakage across the supply chain.



**The Orchestration Layer:** CONSAI AGRO OS acts as the unifying digital infrastructure. We go beyond connecting buyers and sellers; we orchestrate the entire agricultural value chain—from predictive AI yield forecasting to embedded mobile money settlements.

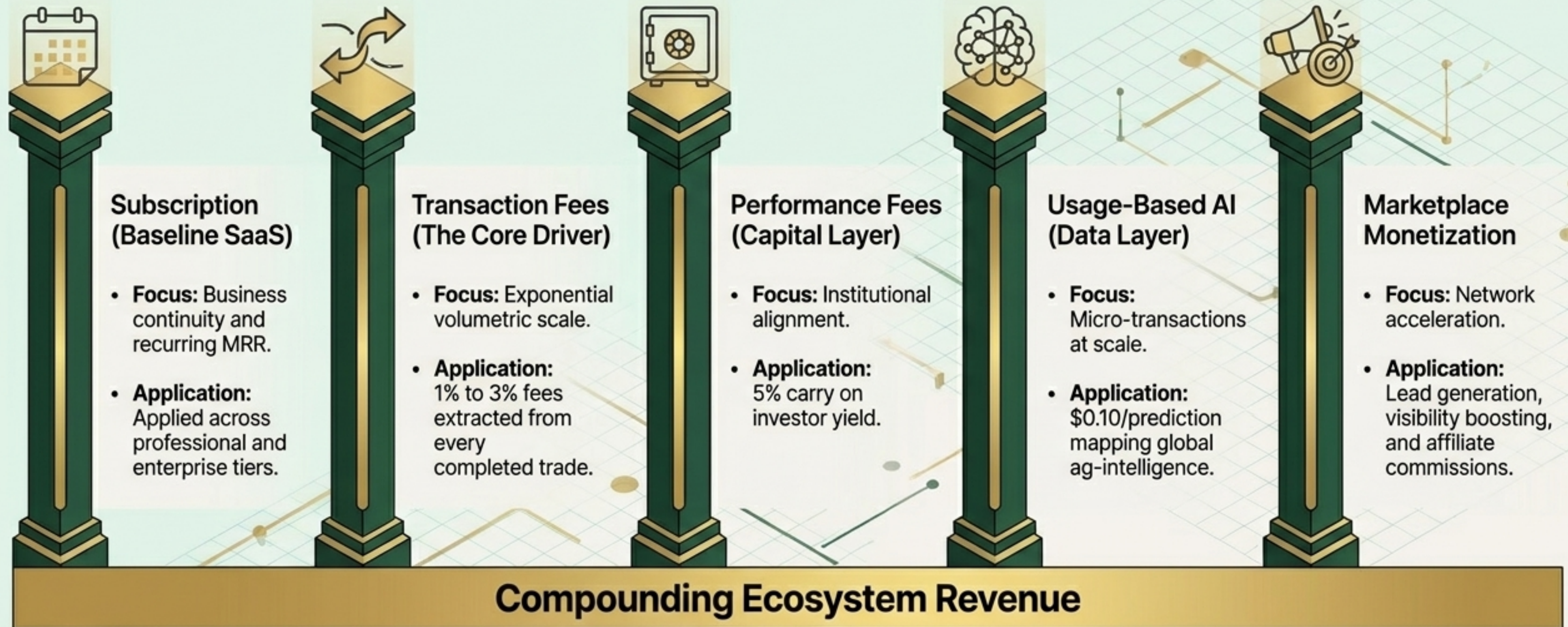


**The Economic Result:** A highly scalable, frictionless digital economy where every systemic interaction is optimized and monetized.





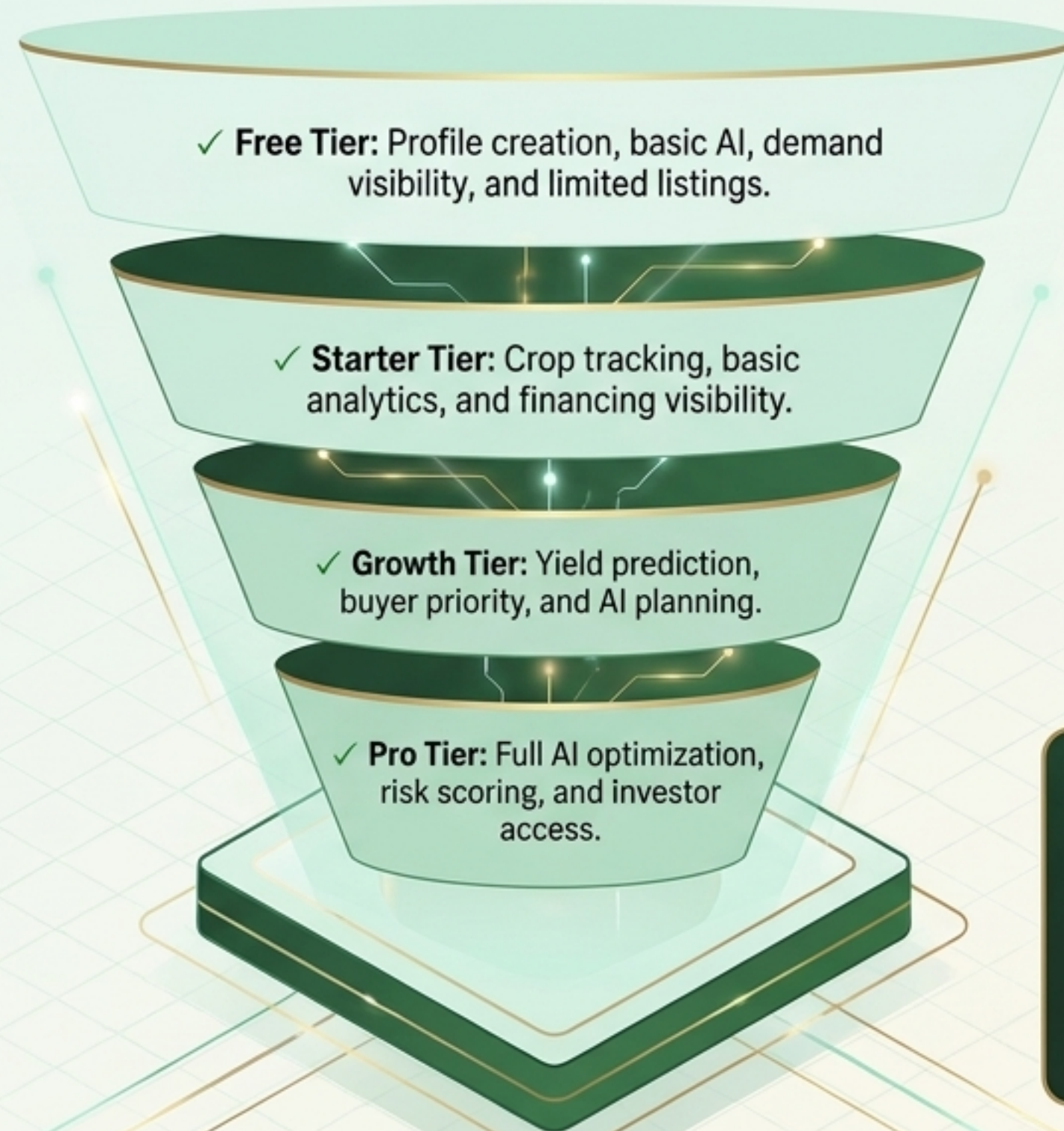
# 5 Interlocking Revenue Engines.







# Mass Acquisition & Market Liquidity

**Core Strategy:** Rapid onboarding of supply (Free) to dominate market liquidity, continuously upselling via AI value-add.



**The Universal Rule:**  
**1% Transaction Fee** per completed deal across **ALL** farmer tiers.

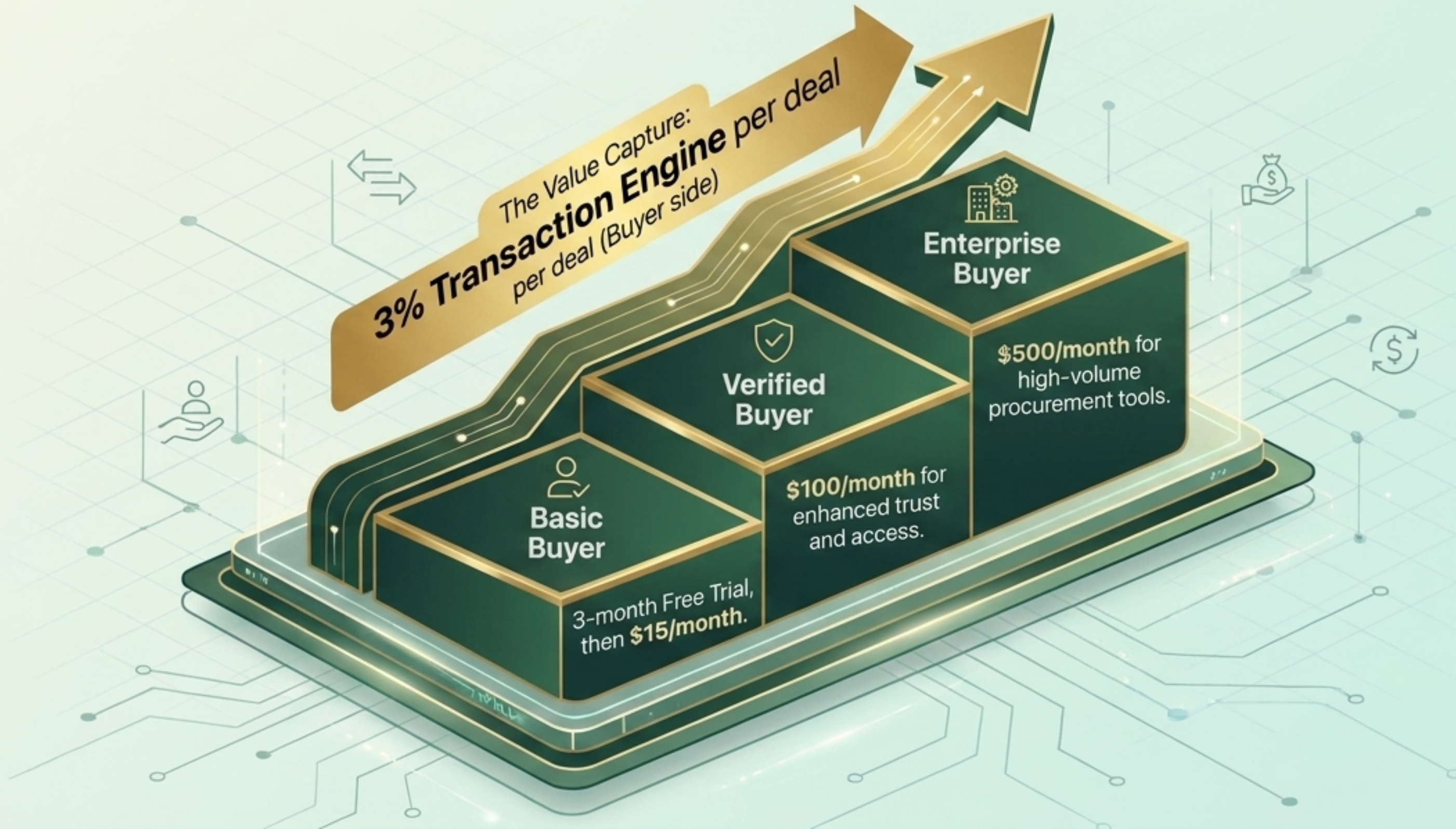
## Enterprise Supply (Producers)

-  **Business: \$150/month** (Standardized enterprise supply management).
-  **Enterprise: \$500/month** (Custom ERP-style integration + onboarding).



# The Primary Revenue Driver.

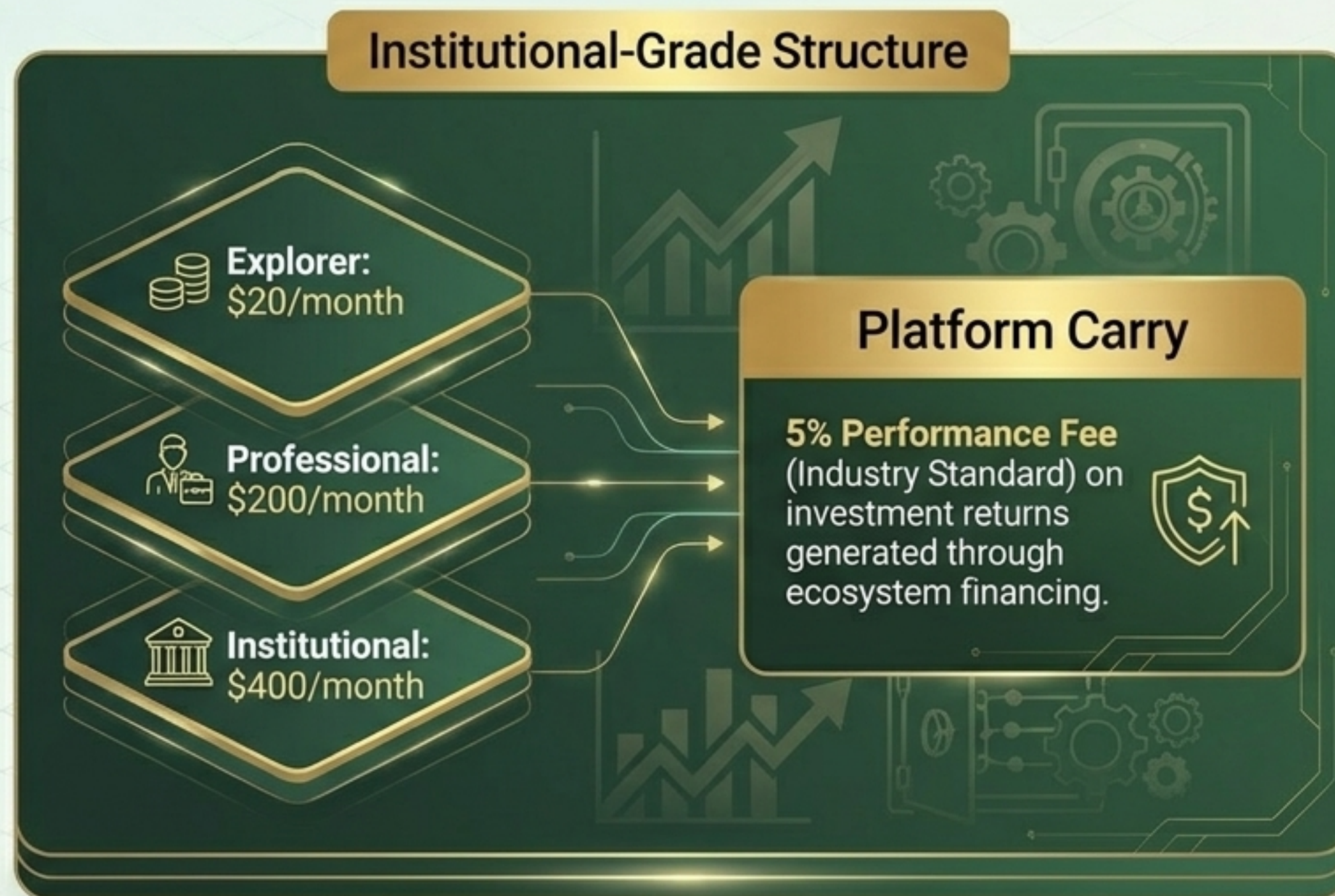
Core Strategy: Buyers fund the ecosystem's growth. Tiered access acts as a filter for institutional reliability and high-volume procurement capacity.





# Capital Infusion & Yield Optimization.

**Core Strategy:** Incentivizing capital deployment through a professional, performance-based alignment. CONSAI wins only when deployed capital wins.





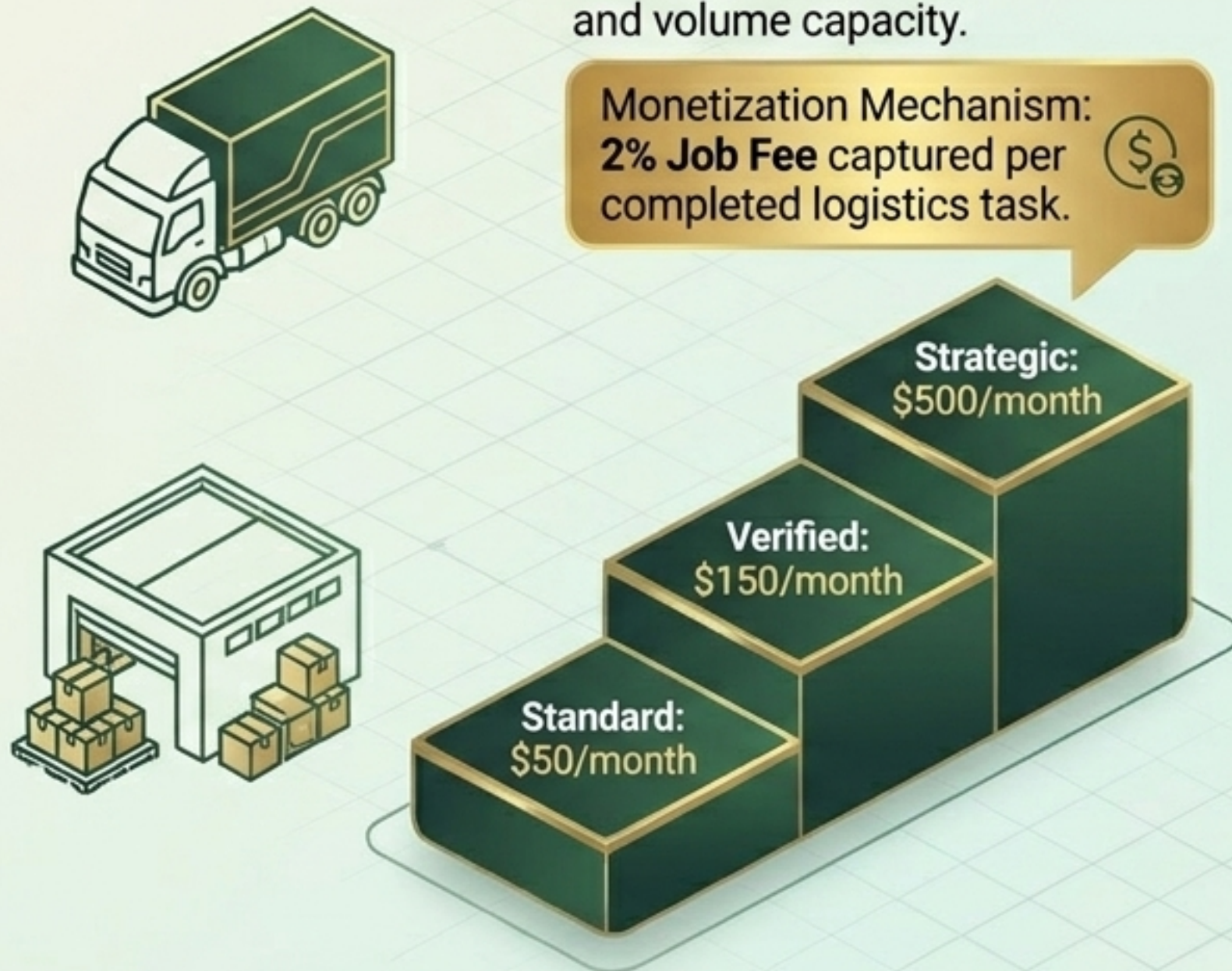
# Fulfilling and Securing the Transaction.

**Core Strategy:** Incentivizing logistics, wavel crocrors and elistence evaluations and technician elianps and development a parcnities.

## Logistics Operators Layer

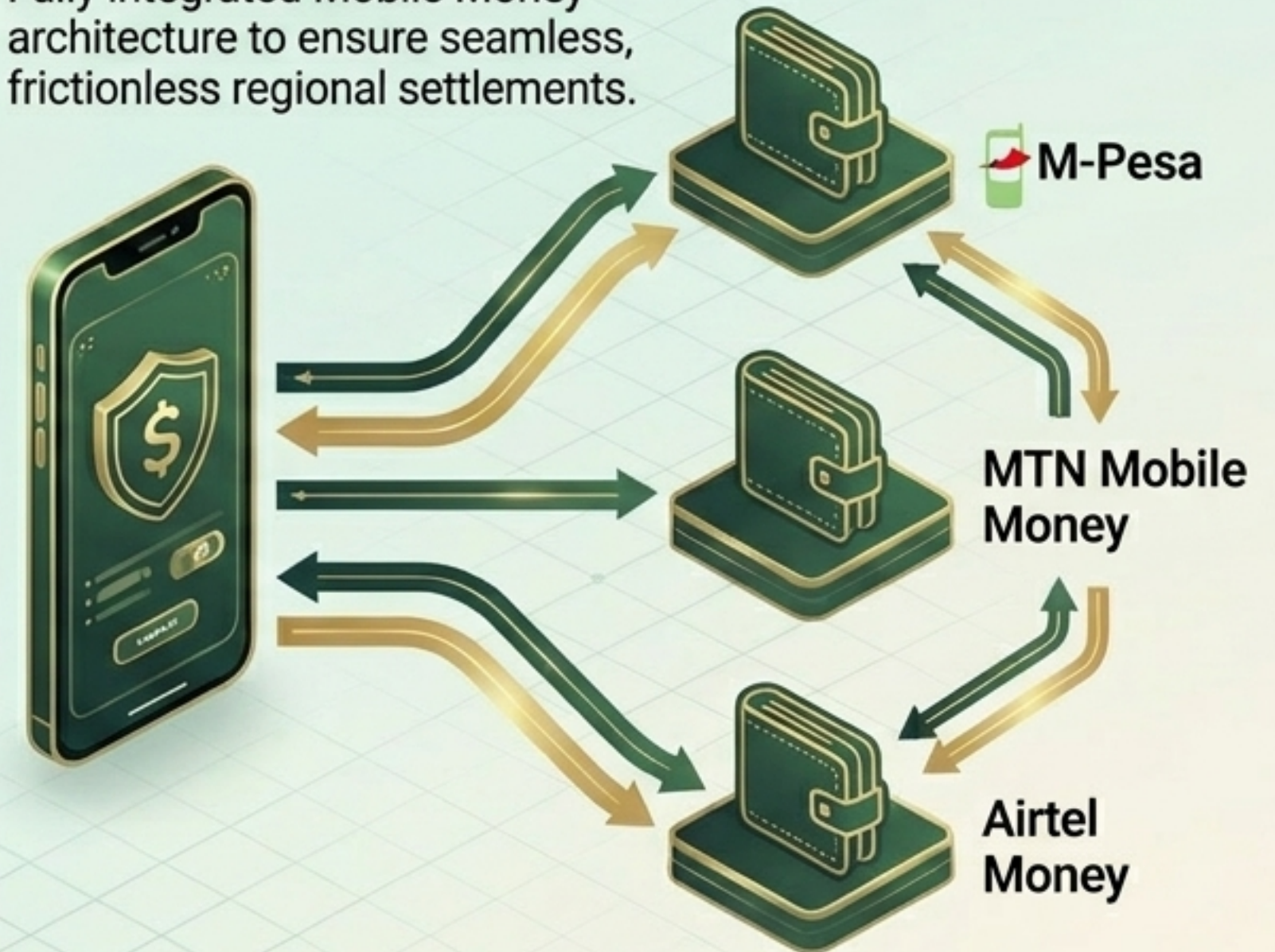
Scaling pricing based on certification and volume capacity.

Monetization Mechanism:  
**2% Job Fee** captured per completed logistics task.



## Embedded Payment Infrastructure

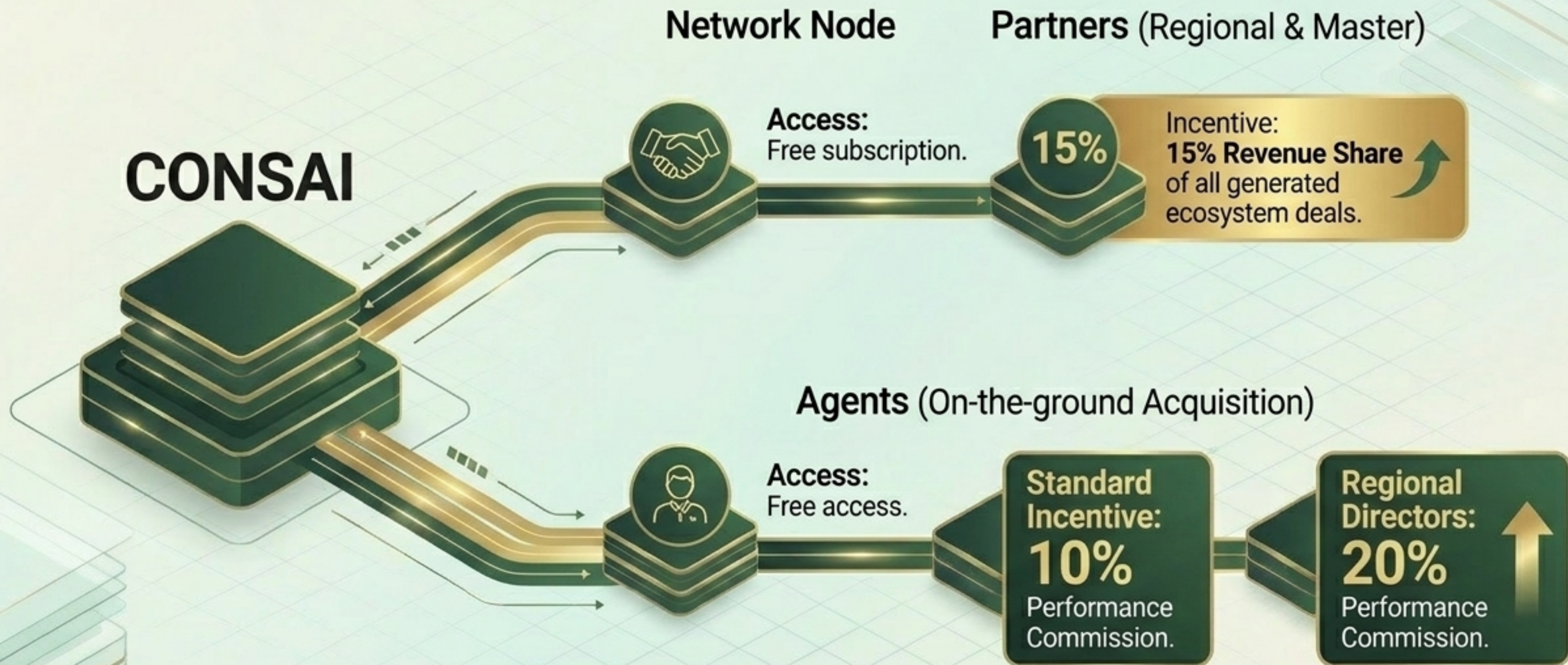
Fully integrated Mobile Money architecture to ensure seamless, frictionless regional settlements.





# Hyper-Scaling via Decentralized Distribution.

**Core Strategy:** Zero customer acquisition cost (CAC) expansion engineered through aggressive, performance-based revenue-sharing models.





# High-Ticket B2B & B2G Monetization.

## Service Providers Layer

- **Listing Level:** \$29/month.
- **Premium Level:** \$100/month.
- **Strategic Level (API/Embedded):** \$300/month.

**Conversion Engine:**  
3% Revenue Share / Lead fee on converted business.

## Government & Public Sector Layer

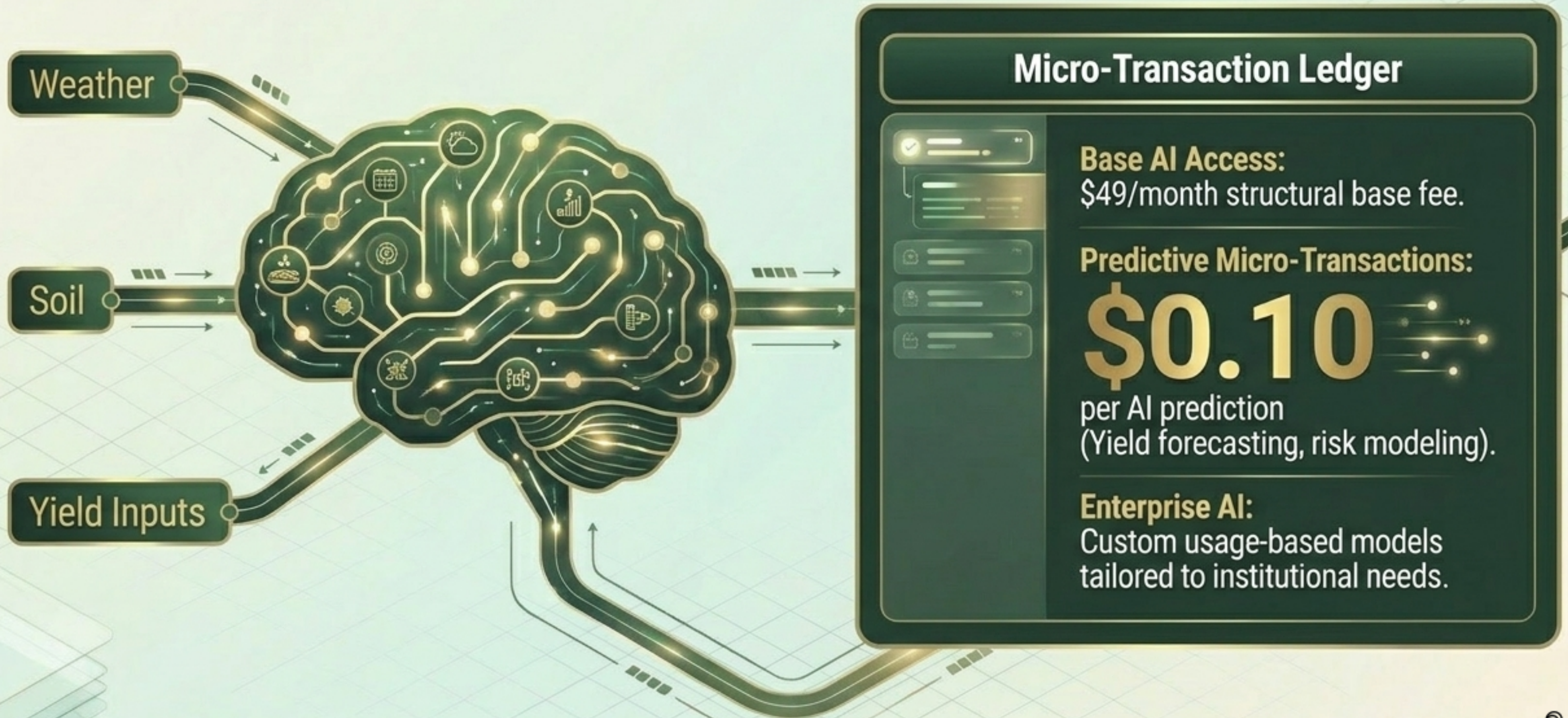
Macro-data access, **regional planning**, and **food security** intelligence.

**Enterprise Contracts:**  
**Starting at \$70,000 / year**



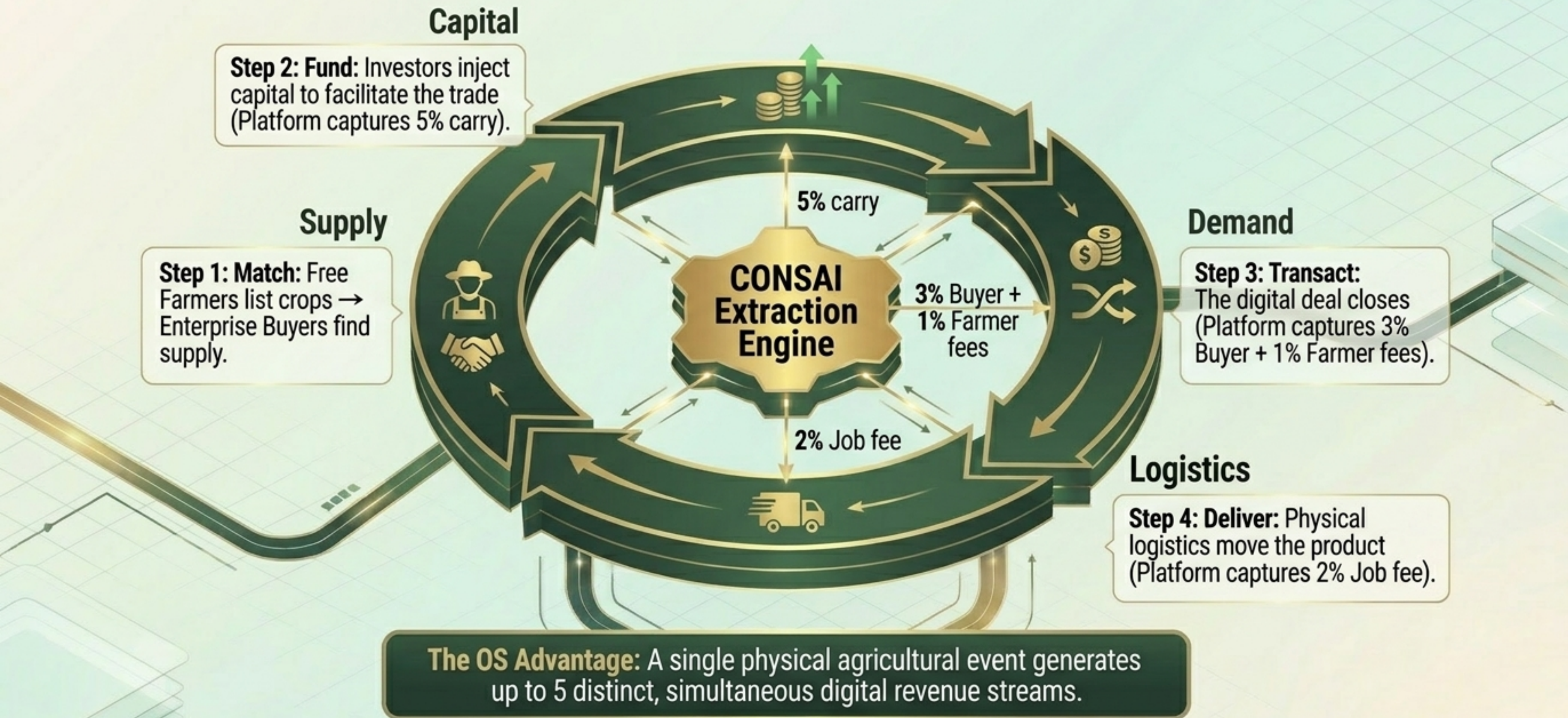
# Monetizing the Future of Ag-Intelligence.

**Core Strategy:** AI acts as a scalable, usage-based revenue engine. As platform adoption grows, data intelligence usage compounds entirely independent of crop seasonality.





# The Ecosystem Revenue Multiplier





# Infinite Scalability & Network Mechanics.

## 1. Zero-Friction Supply

Free farmer onboarding removes adoption barriers, creating immediate, critical market liquidity.

## 2. Demand Gravity

High, reliable supply liquidity naturally attracts Enterprise Buyers, who bring high-volume capital into the system.

## 3. Data Superiority

Every closed transaction actively trains the AI layer, making predictive models more valuable and **driving heavier \$0.10 API usage.**

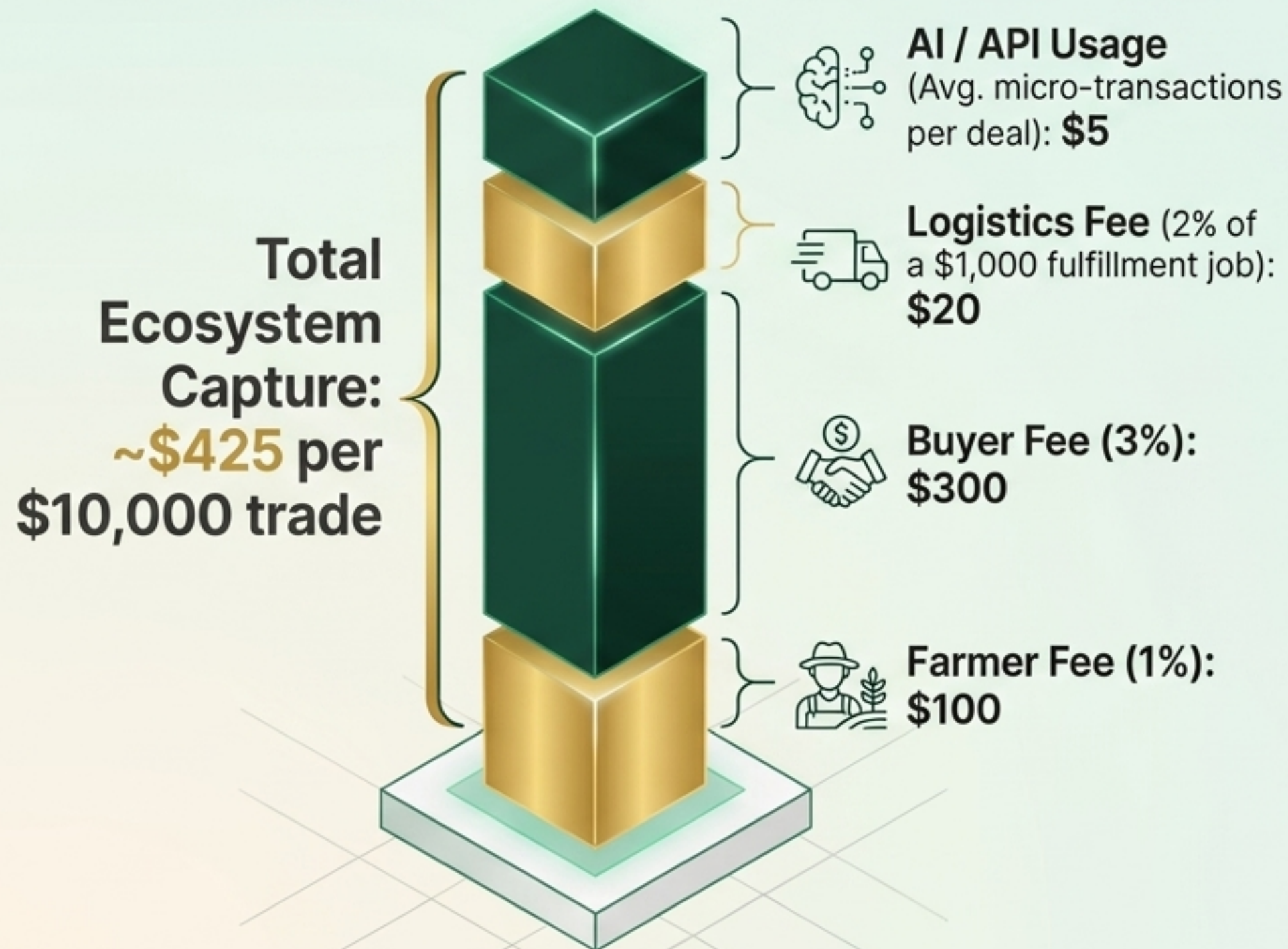
## 4. Total Defensibility

As producers, institutional buyers, and logistics deeply embed their daily operations into CONSAI, platform switching costs become mathematically insurmountable.



# Exponential Revenue Simulation

Baseline Scenario: 1 Deal = \$10,000 Total Transaction Value




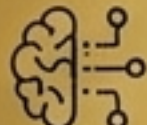



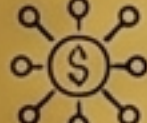


## The Scale Impact:

**10,000** routine transactions yield **\$4.25M** in net platform transaction revenue—entirely excluding all recurring SaaS MRR, Performance Carry, and \$70k B2G Enterprise contracts.



# Why an 'Operating System' Defeats a 'Platform'.

	<b>Traditional Ag-CRM</b>	<b>Basic Marketplace Apps</b>	<b>CONSAI AGRO OS</b>
 <b>Core Business Model</b>	SaaS Only	Transaction Only	 <b>Multi-Engine SaaS + Fintech</b>
 <b>Data Utilization</b>	Siloed & Static	Basic Matching	 <b>Predictive Usage-Based AI (\$0.10/call)</b>
 <b>Capital Integration</b>	Unfunded	External Banks	 <b>Embedded Investor Yield (5% Carry)</b>
 <b>Logistics Fulfillment</b>	Disconnected	API Only	 <b>Native Ecosystem (2% Job Monetization)</b>



# Global Expansion & Strategic Partnerships

**Phase 1:** Dominate African agricultural liquidity (Leveraging native M-Pesa & MTN Mobile Money integrations).

**Phase 2:** Expand into Middle Eastern food-security corridors.

**Phase 3:** Establish a globally interconnected, AI-optimized Ag-Economy.

**Join the CONSAI Agro OS Ecosystem**

We are currently onboarding strategic investors, enterprise supply partners, and institutional buyers to aggressively accelerate our liquidity engine.