



The illustration shows a smiling man with dark skin wearing a yellow straw hat, a blue t-shirt, and a red and white striped apron. He is holding a large orange and yellow striped pumpkin. The scene is set within a purple circular frame. To the right of the farmer is a green speech bubble with three white dots, and below it is a purple shape with three white circles, resembling a stylized leaf or a drop.

Eagmark Agri-Hub Profile

We have proactively envisioned expertise for Agribusiness and Agri-Tech growth strategies, seamless quality, intellectual capital, collaboration, and idea-sharing.



Word from the Founder & CEO



Since inception, Eagmark has been working to find solutions to the growing demand for food and agricultural products, rooted in our core values of quality, integrity, teamwork, stewardship, and commitment to humanity. This focus has kept us grounded and guides us in making the best decisions for the organization, the communities we serve, consumers, and our planet.

We have embarked on an advocacy mission for farmers and agribusiness owners to adopt smart farming and Agri-Tech innovations and inventions to address the issues in agriculture. Our objective as an organization is to provide farmer-focused solutions to be able to sustainably feed the world.

We work together with other industry players to deliver smart solutions, market insights, technical know-how and applicable education and training that is needed by farmers to sustain their operations and the environment while increasing farm productivity. Eagmark continues to be the true partner of farmers and will always endeavor to think and act from the perspective of its clients and the community.

Bonnie Oduor, BSc. MSc. MHE.
Founder & CEO - Eagmark

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Preamble



The global population is on the rise and it is projected that by 2050, the world population will reach approximately 10 billion. With the increasing population, there is continuous and rapidly increasing demand for food. Consequently, the increase in individual wealth and income has resulted to increase in demand for food and this has presented astronomical opportunities for agricultural food systems to catalyze employment creation, strengthen resilience, boost trade, and transform economic systems.

Singly, agriculture presents the greatest opportunity to spur and sustain the economy of a nation full circle through economic growth, creation of jobs, and improving the health of a country's population. The world over, nations have built modern economies by focusing on strengthening the agricultural industry and this has continued to contribute towards increasing their gross domestic product (GDP).

For Africa, it is estimated that the value of food market will grow to USD 1 trillion by 2030. This presents an opportunity and pathway for African countries to attain and sustain agricultural transformation.

Eagmark strategy and programs have been tailored to responded to the gaps below by designing "an all-inclusive agricultural transformation process to optimize agricultural productivity for farmers in Sub-Saharan Africa through innovative approaches and advanced technologies" with the main objective of strengthening technical and agribusiness capacities of individuals and households in the field of agriculture.

1. Low number of skilled personnel largely contributed by the few training skill-based training opportunities that can churn out the workforce needed to achieve optimal agricultural productivity.
2. Lack of strong agribusiness empowerment programs prioritized for reducing the burden of food shortage and hunger while supporting farmers, especially the youth and women in honing their skills in agribusiness.
3. Poor linkage, relevance and competencies that could respond to the immediate agricultural needs.
4. Almost lack of opportunities of practical experience for students in the agricultural industry which has led to reduced interest and focus in agribusiness.
5. Few routine training opportunities through workshops, farm 'laboratories', practical farming, etc.



About Us

- Eagmark provides a central location that serves as an Agri-Hub for various agriculture-related activities and services.
- We provide a virtual space where farmers, agribusinesses, and other industry stakeholders can come together to access resources, information, and support.

Vision, Mission & Values



Vision

To advance agricultural productivity and enhance innovation and technology in the industry.



Mission

To improve the present and build a sustainable, resilient, food-secure future through innovations and collective intelligence.



Core Values

Our core values are the practices we use every day, in everything we do while entrenching integrity, professionalism, and partnership.

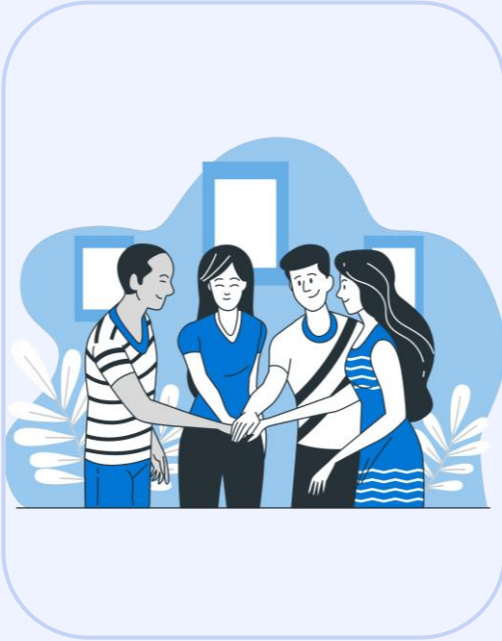
Our Services



Eagmark supports the agriculture industry by providing a range of services that help farmers and agribusinesses improve their operations and increase their competitiveness. Eagmark does this by providing:

- **Market Research:** We collaboratively provide turnkey market research and unbiased market insights that help farmers and agribusinesses understand the trends and make informed decisions.
- **Capacity Building:** Providing agriculture professionals & farmers with access to training and education programs that can help them improve their skills and knowledge in areas like crop & animal production & management, Agri-Tech, Agripreneurship, Social Technology, Sustainable Agriculture, Access to Finance, etc.
- **Data Resource:** Eagmark is a source of information and resources for farmers and agribusinesses, including access to market data, price trends, and other industry-specific information.
- **Networking and collaboration:** Eagmark provides opportunities for farmers and agribusinesses to network and collaborate with one another, which can help them share best practices and ideas, and work together to solve common challenges.
- **Facilitation of access to markets and buyers:** Eagmark helps farmers and agribusinesses access new markets and buyers, which can help them increase their sales and revenue.

Team Accord



Eagmark brings together a group of highly skilled professionals with a shared vision and commitment to achieving success through collaboration and effective communication.

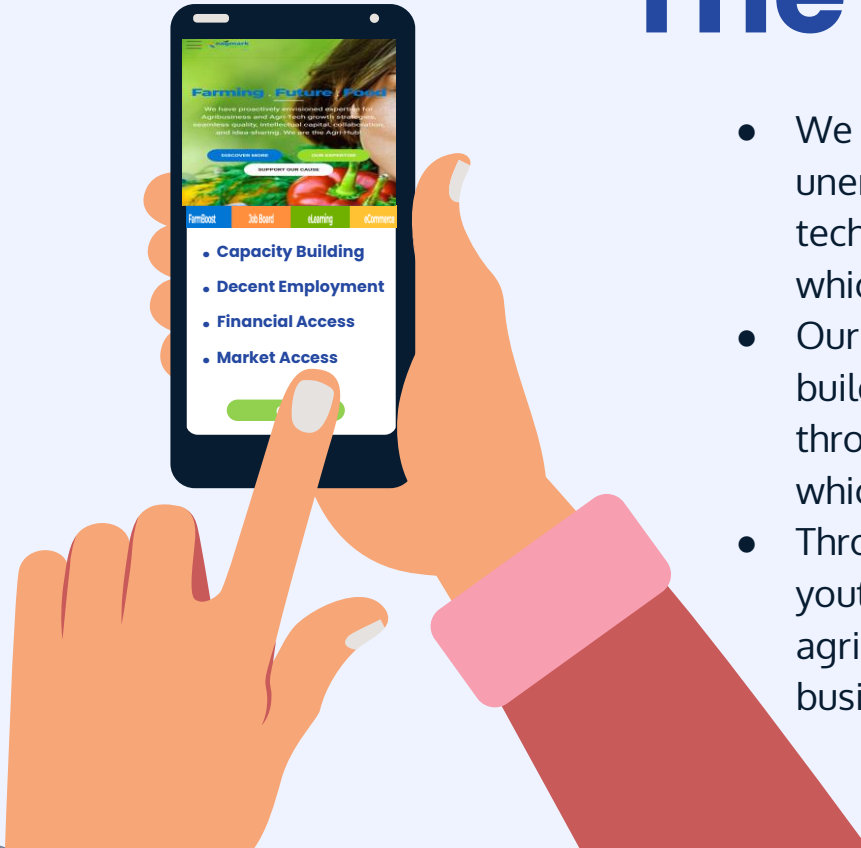
- Our team's diverse backgrounds and expertise allow us to approach complex challenges with creativity and innovation.
- We prioritize inclusivity and mutual respect in all aspects of our work, which fosters a culture of trust and transparency.
- With Team Accord leading the way, we are confident in our ability to execute on our project goals and deliver exceptional results for our partners and stakeholders.

The Opportunity

- Africa's population is projected to increase from 1.3 to 2.5 billion by 2050, making up 25% of the world's population which is estimated to be at 9.7 at the same time.
- With this growth, the demand for food will grow exponentially and unemployment will soar since the number of young people in Africa will increase.
- As many as 90% of African youth are expected to work in the informal sector due to a scarcity of jobs.
- The current education systems in Africa are not effectively preparing students for the job market because of lack the skills needed to secure available jobs.
- This situation contributes to a high level of unemployment and underemployment.



The Solution



- We believe that Africa's food insecurity and youth unemployment can be addressed by adopting technology and transforming the education system which will translate to employment.
- Our programs focus on improving the present and build a sustainable, resilient, food-secure future through innovations and collective intelligence, which is the critical driver towards transformation.
- Through a heuristic approach, we also empower the youth to learn and employ practical skills in agribusiness, such as opportunity identification, business planning, and resilience.

Business Model



Our business model is based on a combination of four key service levels



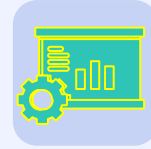
eCommerce

We offer a selection of handpicked, premium-quality organic products, including fresh farm produce, grains, livestock products, farm equipment, and other merchandise.



FarmBoost

We are on a mission to empower agribusinesses with simplified bespoke financing plans – our goal is to level the playing field and ensure fair access to capital for every farmer.



Big Data

Once fully established, the platform will focus on sharing data with researchers, becoming an intermediary for active advancement of agricultural research base.



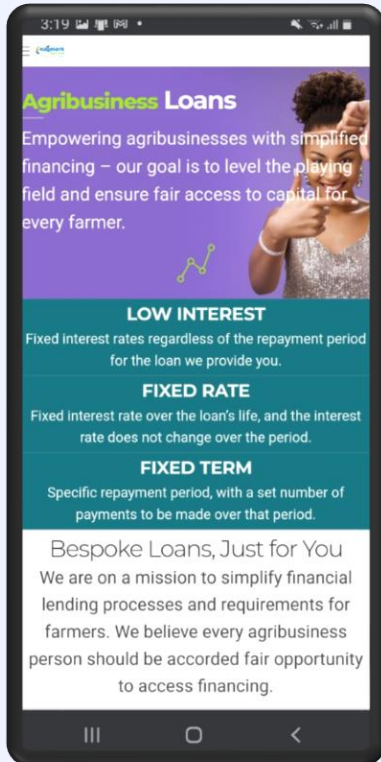
Eagmark OLC

Our Online Learning Campus (OLC) is dedicated to providing valuable resources for agricultural students, farm apprentices, farmers, farm managers, and other Ag professionals.

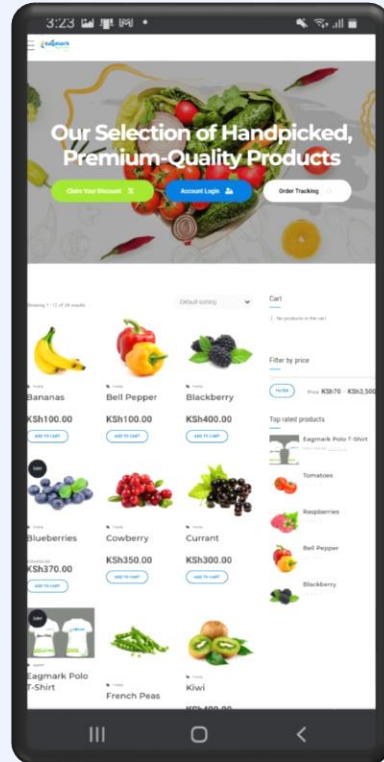
Service Portfolio



FarmBoost



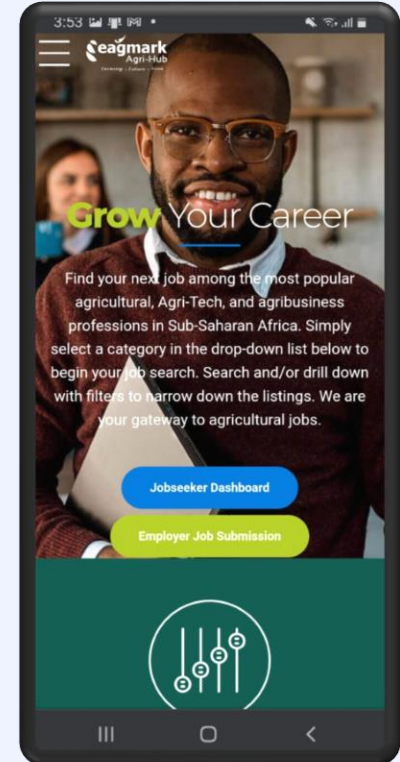
eCommerce



Eagmark OLC



Job Board



Service Portfolio...

Big Data Platform



For Farmers

Crop Protection, Livestock Management, Seed Production, Climate & Weather, Plot Management, Precision Agriculture.

For Agribusinesses

Market Insights, Supply Chain Information, Transport & Logistics, Financial Management, Plot Management.

For Researchers

Crop Analytics, Livestock Analytics, Soil Analytics, Weather & Climate Analytics, Market Analytics, Economic Data.

Our Social & Environmental Impact



Employment Creation, Poverty Reduction & Food Security

- As we scale up our operations, we can create employment opportunities for young people and other members of the community.
- By providing farmers with a direct platform to sell their produce, we can help reduce the impact of middlemen on farmers' income in the communities where we operate.

Social Technologies

- Gender Equality
- Youth Empowerment
- Employment Creation
- Economic Sustainability

Reducing Food Waste & Improving Nutrition

- Our solution can help farmers to better plan their production, reduce spoilage and post-harvest losses, reducing food waste and increasing access to nutritious food for consumers.

Improving Market Access

- Access to market for farm produce
- Reducing barriers to market access
- Increased farm productivity
- Community Sustainability

Reducing the Effects of Climate Change

- By providing farmers with access to knowledge and information on best practices, in the long-term, more and more farmers are expected to adopt sustainable agriculture practices.

Mitigating Climate Change

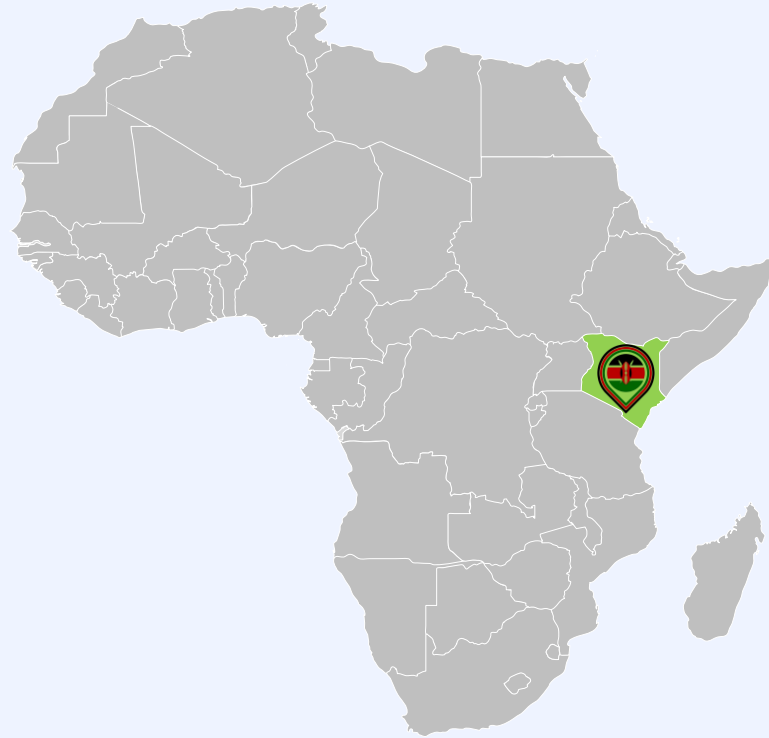
- Promoting sustainable farming
- Reducing carbon footprint
- Increasing carbon credits
- Environmental Sustainability

“We must have concrete solutions and investment to address the challenges faced by farmers in accessing markets, finance, and technical skills.”

— **Bonnie Oduor** (Founder & CEO, Eagmark)

Regional Footprint

- Africa's population is projected to increase by 1.2 billion (from 1.3 to 2.5 billion) by 2050, making up 25% of the world's population which is estimated to be at 9.7 by mid of the 21st Century.
- According to a [UN report](#), Africa's youth population will reach nearly a billion by the year 2050. Youth (aged 15 to 24) constitute slightly more than 20 per cent of Africa's population¹. In 2050, youth will constitute: 18.6% of the population in Central Africa, 18.5% in Eastern Africa, 18.8% in Western Africa, 15.6% in Southern Africa, 13.9 per cent in North Africa.
- We have plans to expand Eagmark in the coming days. We intend to achieve this by building more Agri-Hub centers across different regions in Kenya and eventually expanding to other countries in Africa.
- This will be achieved through seeking investment opportunities, partnerships with relevant stakeholders, and leveraging technology to scale and optimize operations.
- We will also continue to conduct market research to identify potential areas of growth and adapt the business strategy accordingly.



\$10,000,000

Our Target Valuation By End of 2026

Investment Plan

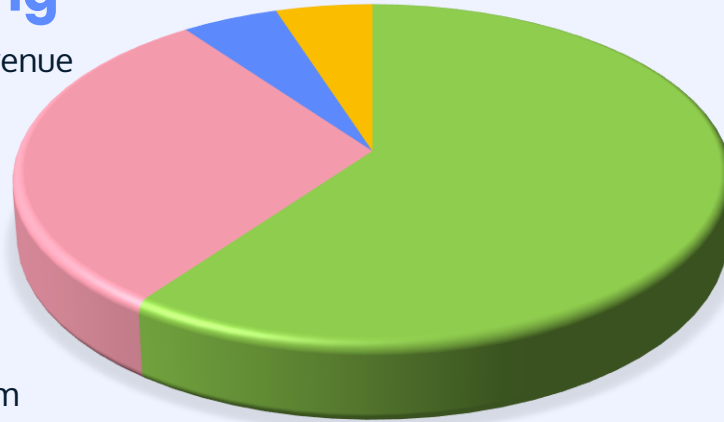
60%

Bootsrapping

Personal savings, revenue generated by the business.

30%
Grants

Program support from philanthropic organizations and other charity organizaions



5%

Crowdfunding

Donation-based, reward-based, debt-based, and equity-based crowdfunding.

5%

Venture Capital

Seeking funds from potential investors in exchange for an ownership stake in the business.

What Differentiates Us

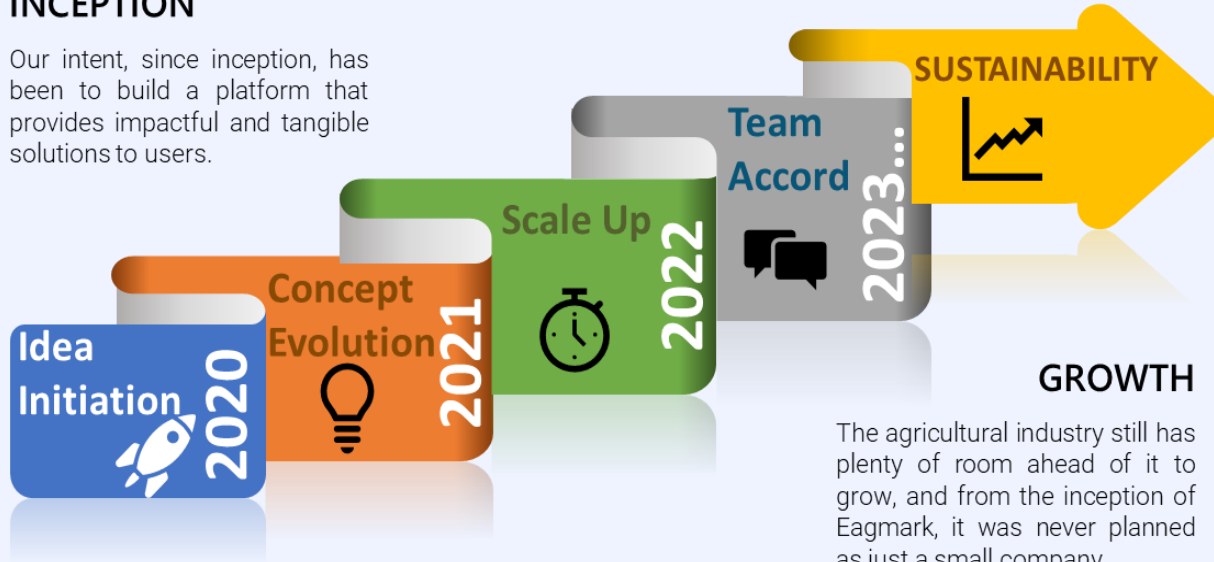


- **Holistic Approach:** While some of our competitors may focus on just one aspect of agriculture, such as an eCommerce shop or an online learning platform, we offer a comprehensive approach to agribusiness. This means that we are able to offer a one-stop-shop for farmers and agribusinesses, which sets us apart from our competitors.
- **Bespoke Financing:** Our FarmBoost service is designed to offer bespoke financial lending processes and requirements for farmers. We are able to tailor our financing solutions to the specific needs of each farmer or agribusiness, rather than offering a one-size-fits-all solution.
- **Community-Focused:** We place a strong emphasis on building and supporting communities of farmers and agribusinesses. Our Online Learning Campus, for example, offers a platform for sharing knowledge with farmers and a forum for them to learn from each other. This community-focused approach sets us apart from our competitors who may not prioritize community building and support.
- **Agricultural-specific Job Board:** We provide access to customized agricultural job opportunities through our Job Board.

Growth Timeline

INCEPTION

Our intent, since inception, has been to build a platform that provides impactful and tangible solutions to users.



GROWTH

The agricultural industry still has plenty of room ahead of it to grow, and from the inception of Eagmark, it was never planned as just a small company.



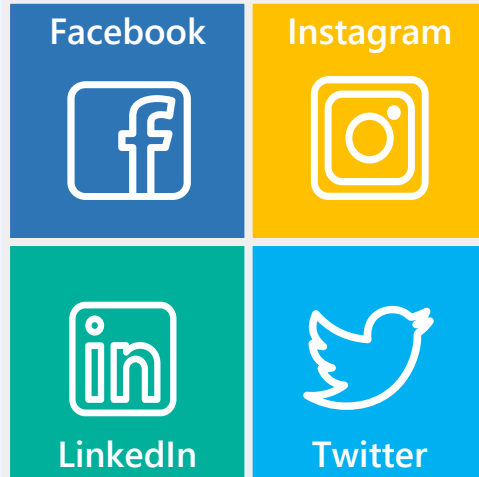
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