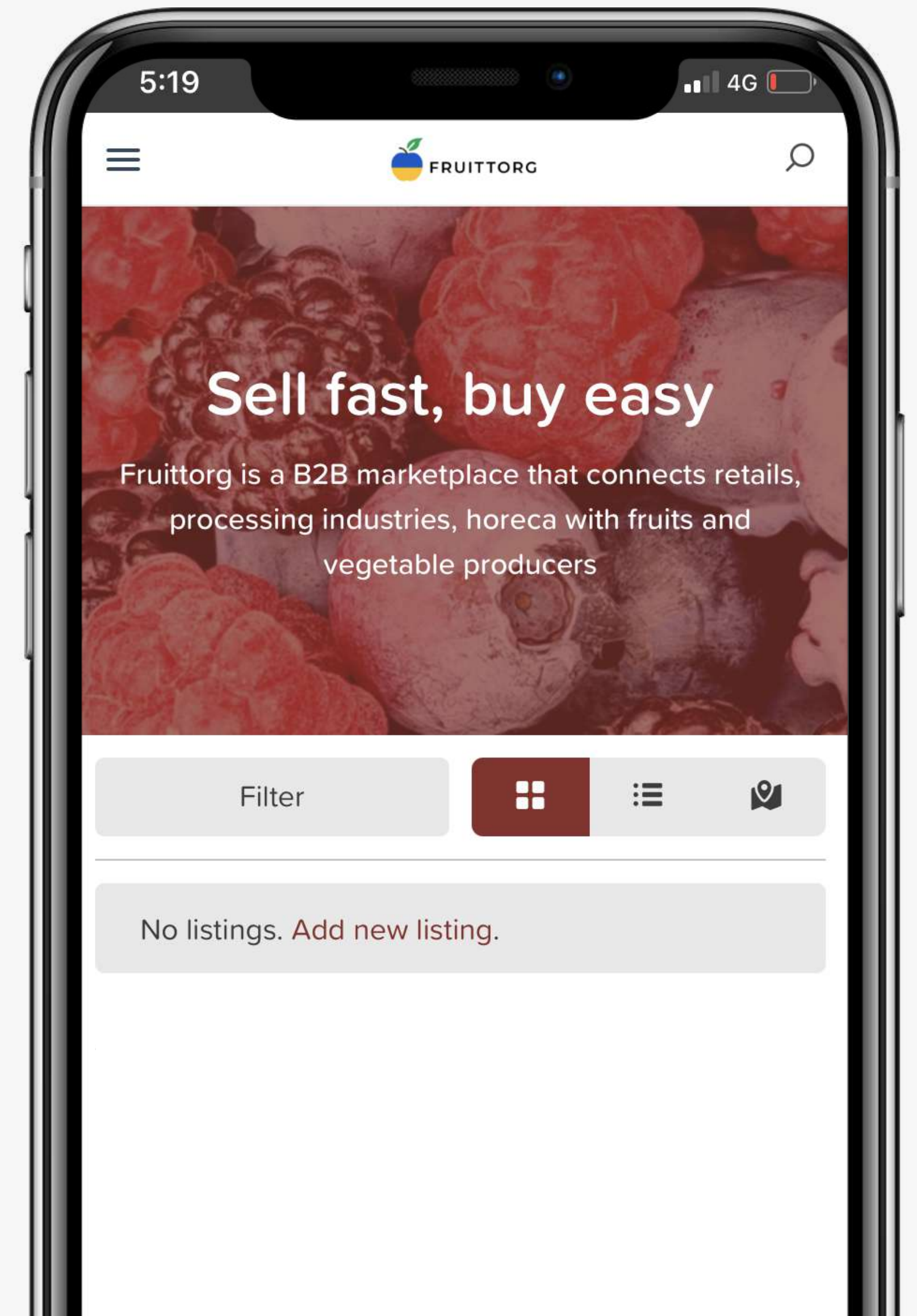


GET THE
END-TO-END
SUPPLY CHAIN

Fruittorg — is a b2b agri platform that reduces food waste by shortening a food supply chain and directly connecting fruit and vegetable producers with retail companies and the processing industry.

- *Producers* get direct access to the global market, fair trade, and time
- *Businesses* get the best price offer on the relevant product, in-time delivery, simple landing process, and fresh quality products



TRADE NOWADAYS



FARMER



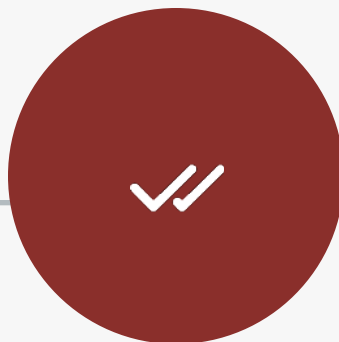
CONTACT
EACH OTHER



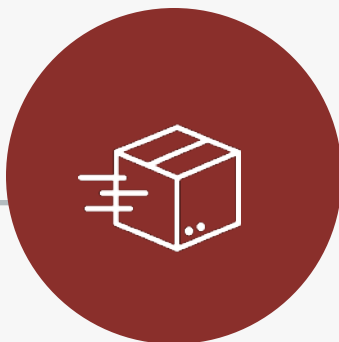
NEGOTIATIONS



SELLER
VERIFICATION



BATCH
CHECK



SHIPPING



PRODUCT
LOAD



FINDING THE
LOGISTICS OPERATOR



SETTING THE
CONTRACT



UNLOAD



QUALITY
CHECK



FINAL
PAYMENT



BUSINESS



THE PROBLEM

- *Local producers* have a **lack of access** to the global market for sale, **price risks**, **many stages** of intermediaries, and **self-monitoring** of a deal
- *Retailers, processing companies, and HoReCa* face problems like **higher costs**, **big price volatility**, **no access** to fresh organic products, and the **long food supply chain**

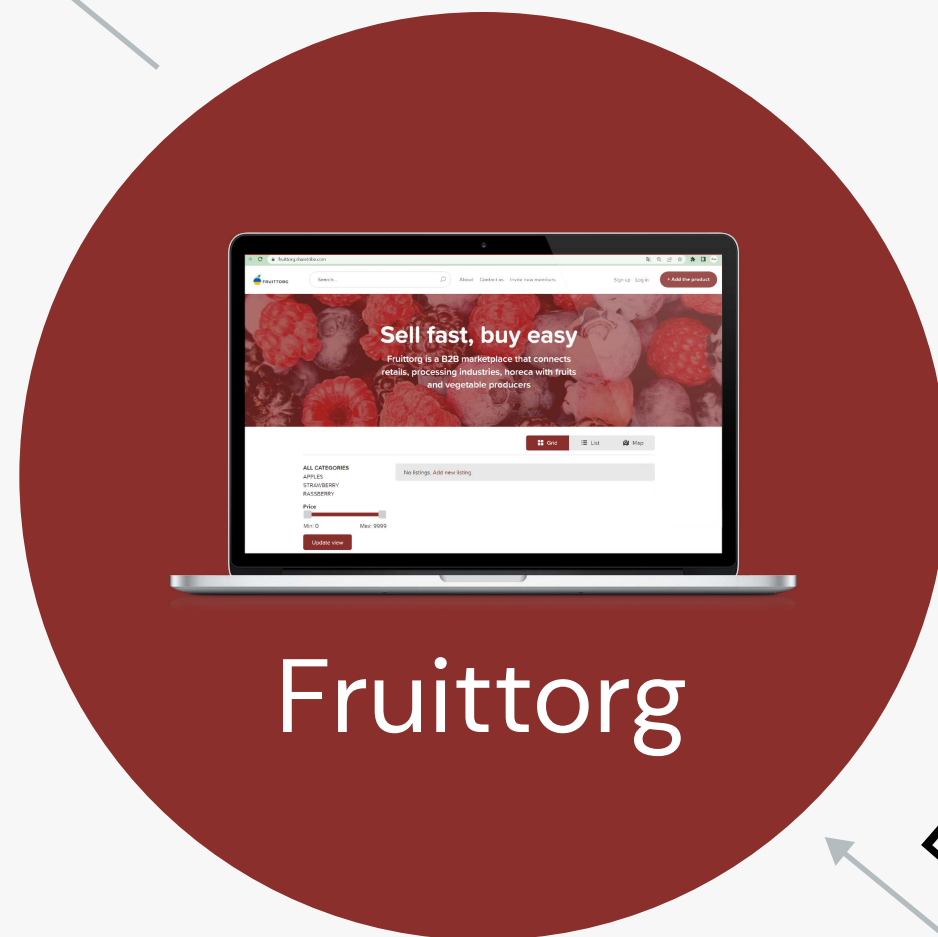
WHY NOW?

- *Local farmers* lose 30% of the potential income and at least 2 hours per day to find the channel for sale
- *Retailers, processing companies, HoReCa* cannot earn 30% of potential income, and have competitive price



FARMER

SUPPLY



Fruittorg

DEMAND



BUSINESS

DELIVERY
FROM FARM
TO RETAIL

TRADE WITH FRUITTORG

- Data-driven cloud
- Concluding agreements
- Payments security
- Inventory management and order flow *for producers*
- Quality control
- Connecting to logistic operators (+consolidation shipping)

MARKET OPORTUNITY

Total Addressable Market (TAM)

Revenue in the Fresh Vegetables and Fruits segment worldwide

CAGR 2022-2027 - 5%

Serviceable Addressable Market (SAM)

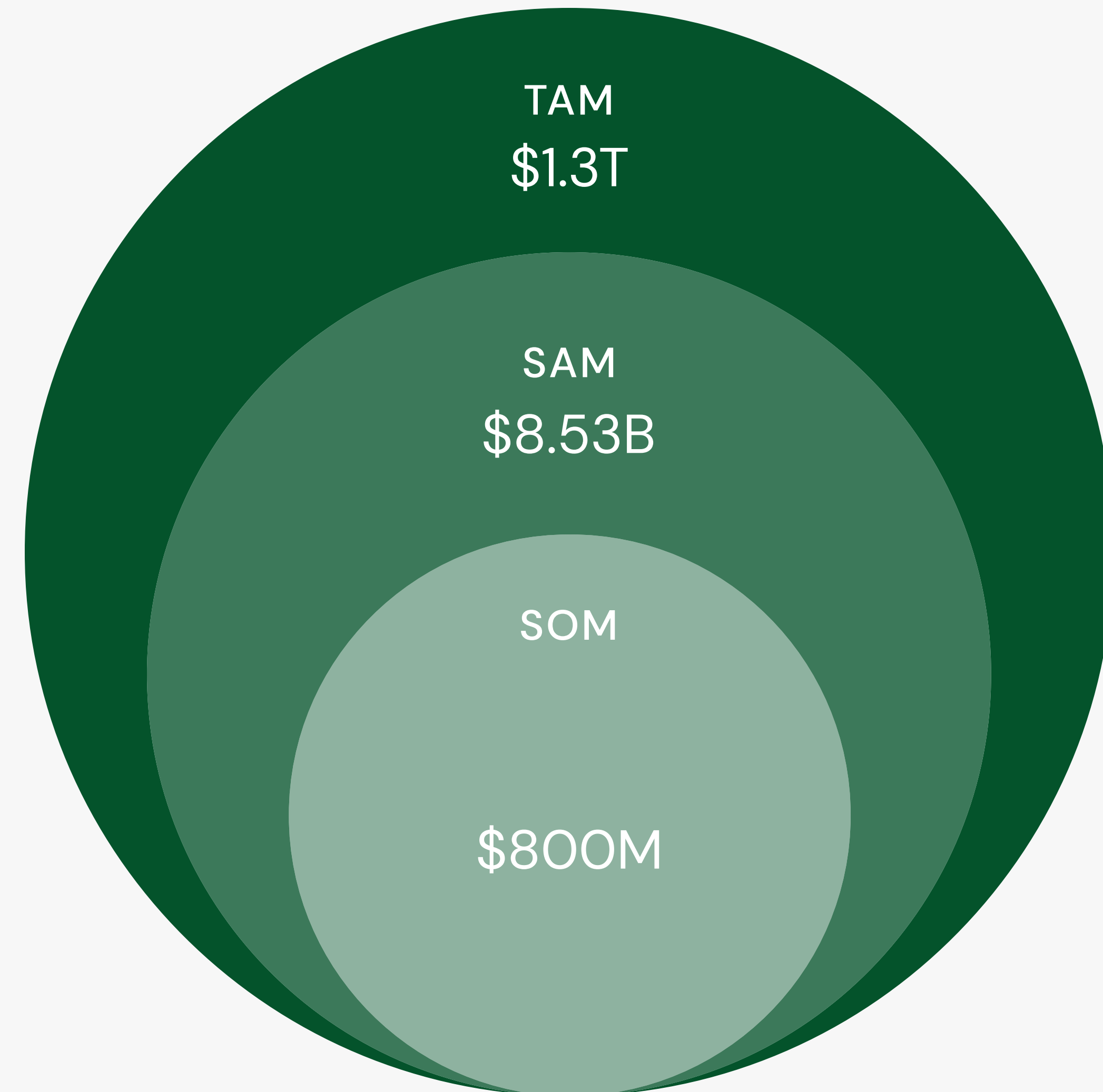
Revenue in export and inside the Polish and Ukrainian market in the Fresh Vegetables and Fruits segment

CAGR export (Poland) - 3%

CAGR export (Ukraine) - 6.3%

Serviceable Obtainable Market

10% of Polish and Ukrainian market to cover for 2 next years



AGRITECH PLAYERS

	Target market	Target product trade	Automatization processes	Matchmaking	Quality control	eCommerce and CRM tools	Connected logistic operators
Fruittorg	EUROPE	FRUITS AND VEGETABLES	HIGH	✓	✓	✓	✓
Wikifarmer	EUROPE	GENERAL AGRO TRADE	LOW	✓	—	—	—
ninjacart	INDIA	GANERAL AGRO TRADE	MEDIUM	✓	—	—	✓
Europager	EUROPE	GENERAL AGRO TRADE	LOW	✓	—	—	—
Grub Market	THE USA	GENERAL AGRO TRADE	LOW	—	—	✓	—

BUSINESS MODEL

Subscription

Basic

17\$

Expert

34\$

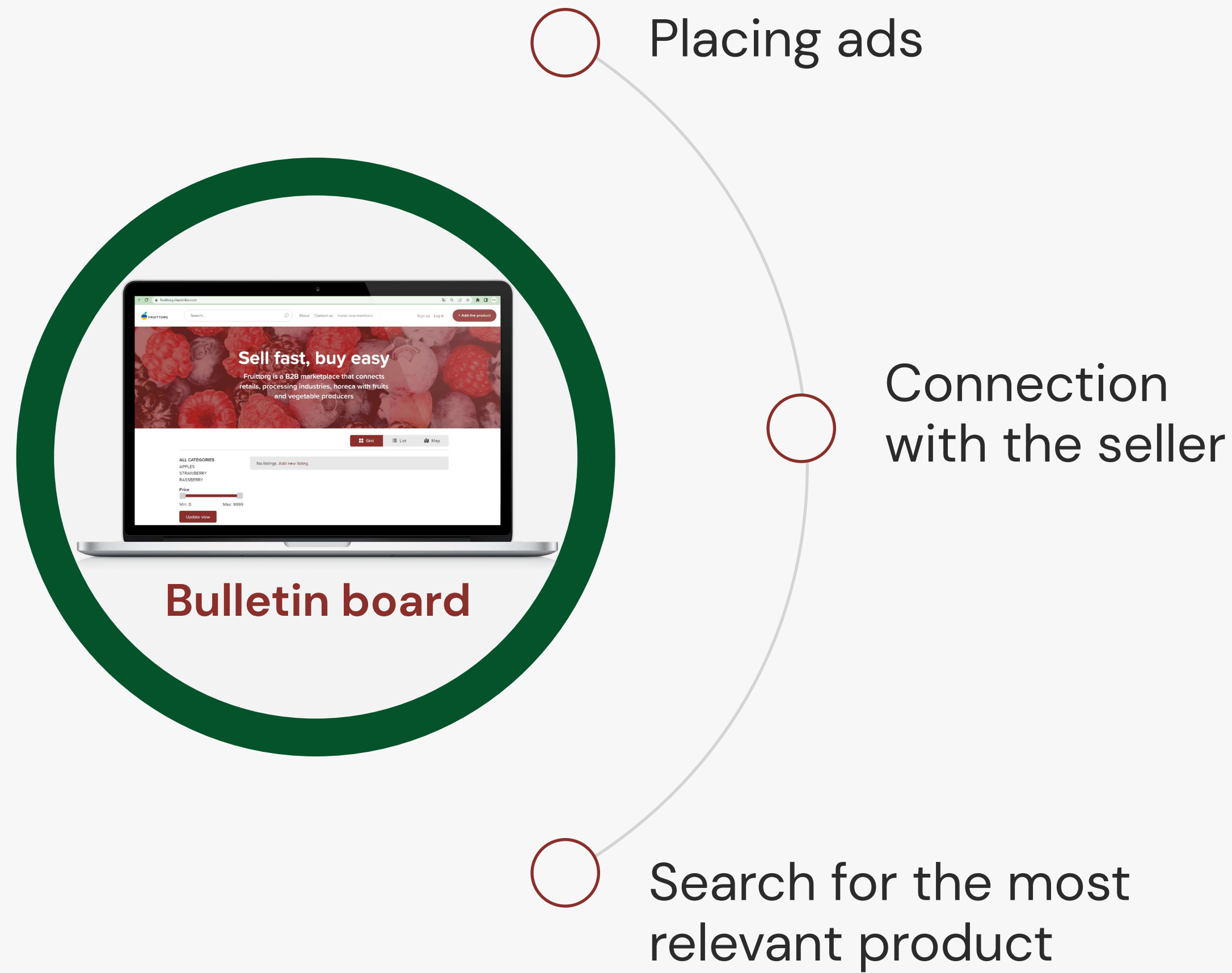
Business

50\$

Sales commission

5-8%

FRUITTORG NOW



**400
pre-registrations**



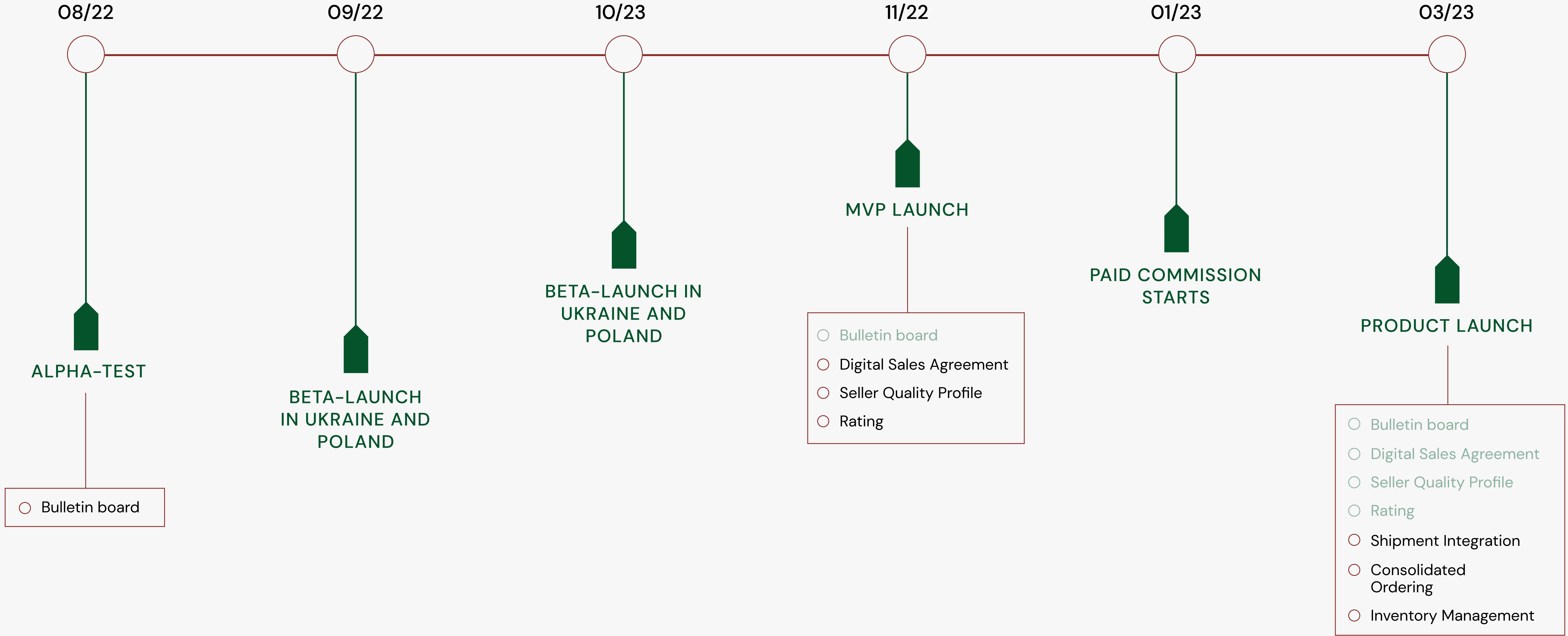
**Signed 4 memorandums
with associations**



Еврорегион
«Дністр»



PRODUCT TIMELINE



HOW DO WE PLAN TO ATTRACT CUSTOMERS?

Direct sales to the existing base of contacts and members of specialized groups

360 000+

Cooperation with partners
agricultural clusters, associations



Referral sales

Building a specialized agro community under the Fruittorg brand

Participation in agricultural exhibitions and events

TEAM

Zubar Serhii

Co-Founder, CEO



5 years experience in management.

Family business for growing berry products.

8+ thousand contacts.

Andruschak Anna

Co-Founder,
Head of Product



4+ years experience in the digital area, creating the product and bringing it to the market.

Google
#WeStart

Berezhna Hanna

Head of Marketing



3+ years of experience in creating brand strategies, growing social media, and doing market research.

Kyiv
Academy
of Media
Arts

Buhtiyarov Roman

CTO



10 years product developer.

Worked with projects with 1M+ users (viagogo, zocdoc, Haodf).

ADVISERS

Ganesh Yanadi

Agri – Food Tech



Spain

Over 20 years of executive experience in agribusiness with global top 5 companies in Europe, Latin America, and Africa



NDA

Machine Learning , AI



England

Technology Leader specialising in Enterprise Architecture, Software Engineering, Machine Learning, Data Engineering, Agile, and DevOps



Mirjana Perkovic

Business Development



USA

Forbes BC Member | Digital Award Winner | Entrepreneur | FI Benelux Managing Director | Board Advisor | Startup Mentor | Author



Snizhana Sukhoroslova

Finances



Ukraine

20 years of hand-on experience in investor relations, fundraising and team management.




MEET YOUR FRUIT UNICORN



Our contacts

 startup@fruittorg.com

 21012, Vinnytsia

