AGROVAR

Combining **Nature** and **Tech**
to help farmers improve their **soil health and profitability**

We give context to **agronomical data**
and guide farmers **transition to regenerative agriculture**

CLIMATE CHANGE IS **REAL** AND NEEDS **ACTION** NOW !

Extreme weather conditions are the most serious threat to ecosystems and our future food security

Increased pressure on polluting businesses

- Paris Agreement (190 countries signed), EU Green Deal, Farm to Fork initiative

- More than 130 countries have set or consider committing to net zero goal by 2050

We must focus on Carbon removal not just Carbon Avoidance

- Currently Agriculture generates 18% of the global carbon pollution, but it has a huge capacity to sequester carbon through regenerative farming

- Carbon removal will be crucial to avoiding the long term impacts of climate change

IT WILL BE EXTREMELY HARD TO ACHIEVE THE 1.5°C TARGET **BUT NOT IMPOSSIBLE**

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THE IMPORTANCE OF SUSTAINABLE AGRICULTURE:

Key for adapting to and mitigating climate change

Lowering pressure on natural habitats and conserving biodiversity

Providing sufficient and healthy food for the global population

AGROVAR - THE OPPORTUNITY !

CARBON CREDITS

10,5 billion/p.a. carbon credits (175 mill hectares x 2 tCO2e x $30) in Europe expected to reach +$40 billion by 2030

COVER CROPS

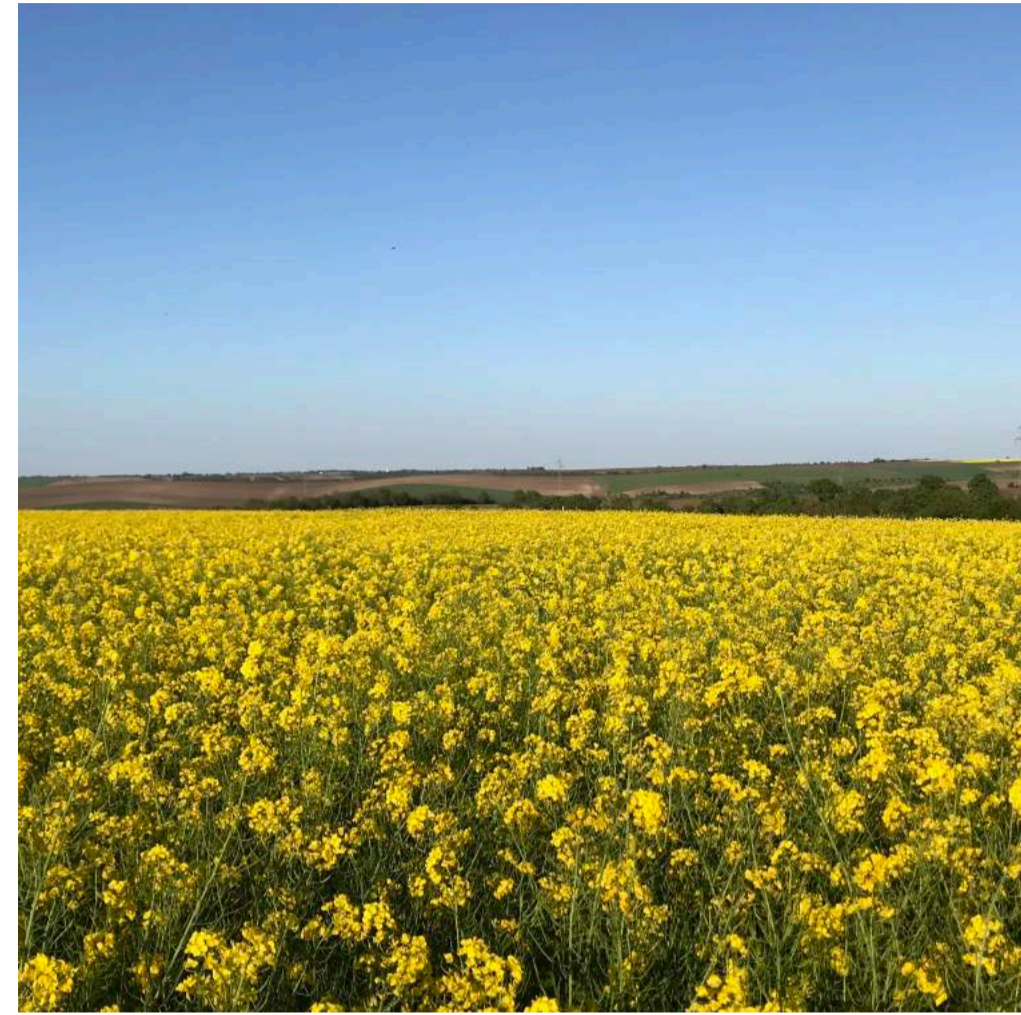$5,5 billion/p.a cover crop seeds market expected to double by 2030

GREEN FINANCING

$800 billion green financing green bonds market expected to reach $5t by 2025

AgTech MARKET

$1,1 billion AgTech SaaS market projected to double by 2025

AGRICULTURE IS NOT A ONE SIZE FITS ALL!

▶ Farmers often pay a lot for analyses and agronomical guidance which is too general and non-specific for their land and climate conditions

▶ Paying for information without context is unnecessary and doesn't help the farmers in any way to adapt to the adverse changes in climate

▶ Changing practices has proven long term benefits, but the short-term actions have to be done with individual approach and guidance

WE GIVE CONTEXT TO THE DATA

Using Regenerative Ag knowledge and Precision Ag tools, our AI gives the data agronomical context.

It provides custom regenerative farming recommendations based on geographic specifics and soil conditions
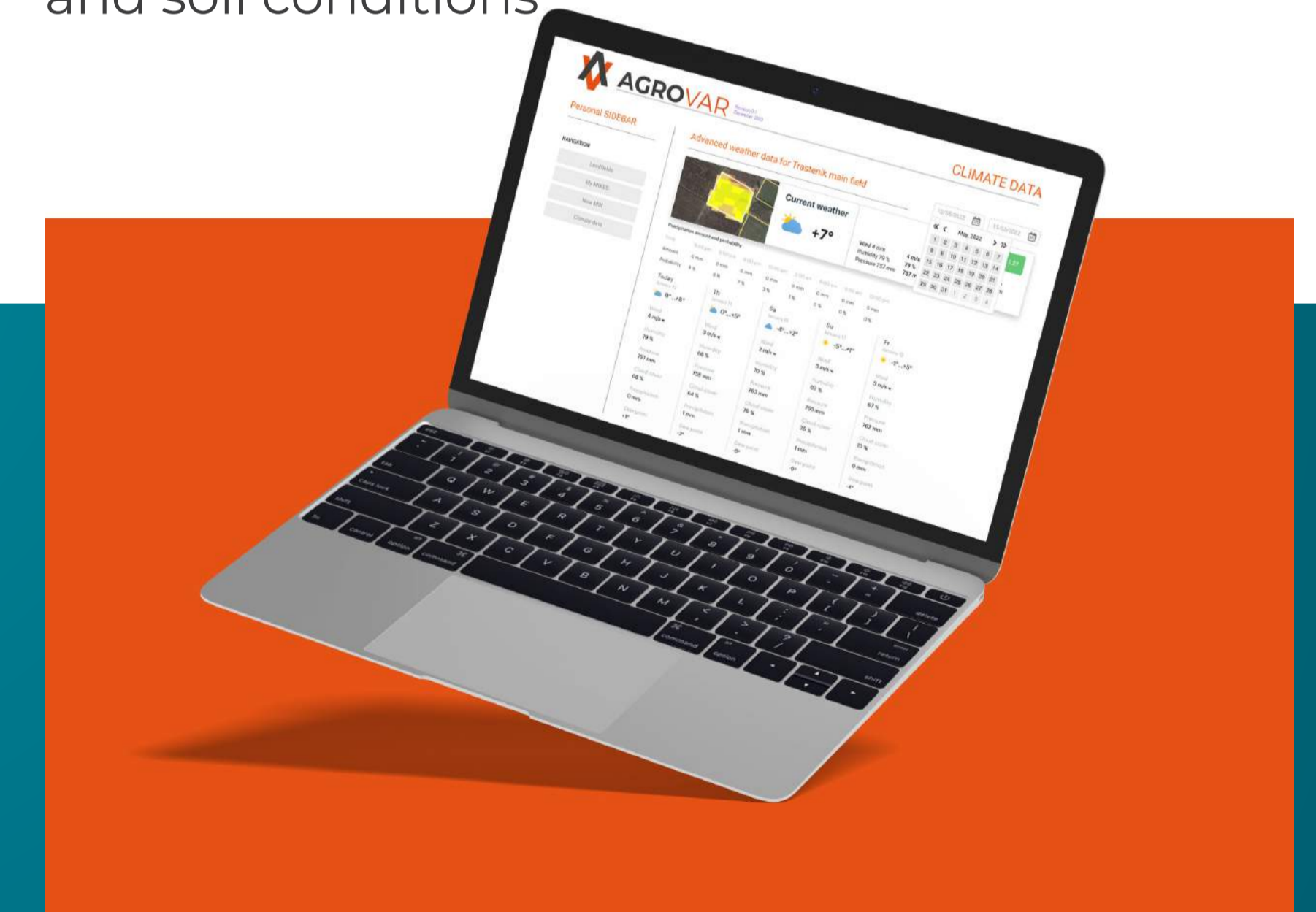
GIS data collection

- Field location
- Field soil data
- Climate historical data

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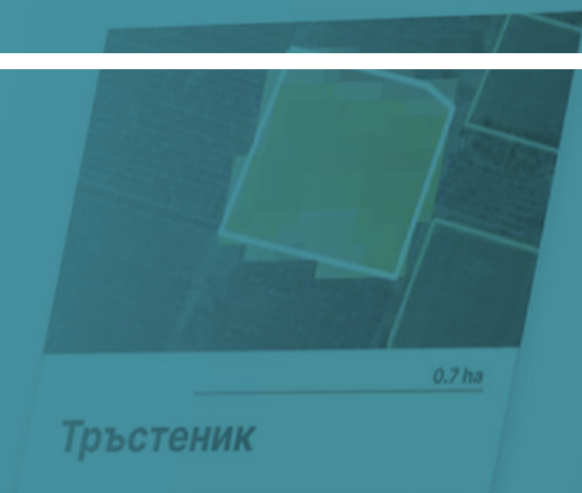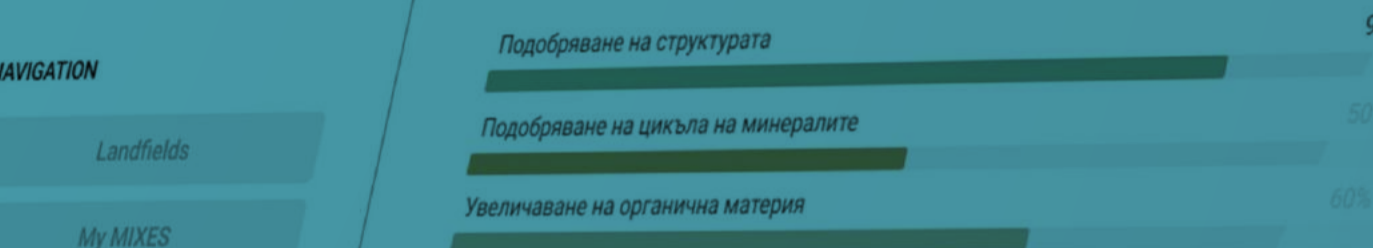
Based on the results, the tool gives individual recommendations for cover crops application and how the defined goals can be reached with lower inputs and less soil disturbance
Estimation based on historical data

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Using remote sensing and current weather data models our IA tracks the progress of the crops and provides farmers with details about crop performance and goal achievement

Estimation based on current data
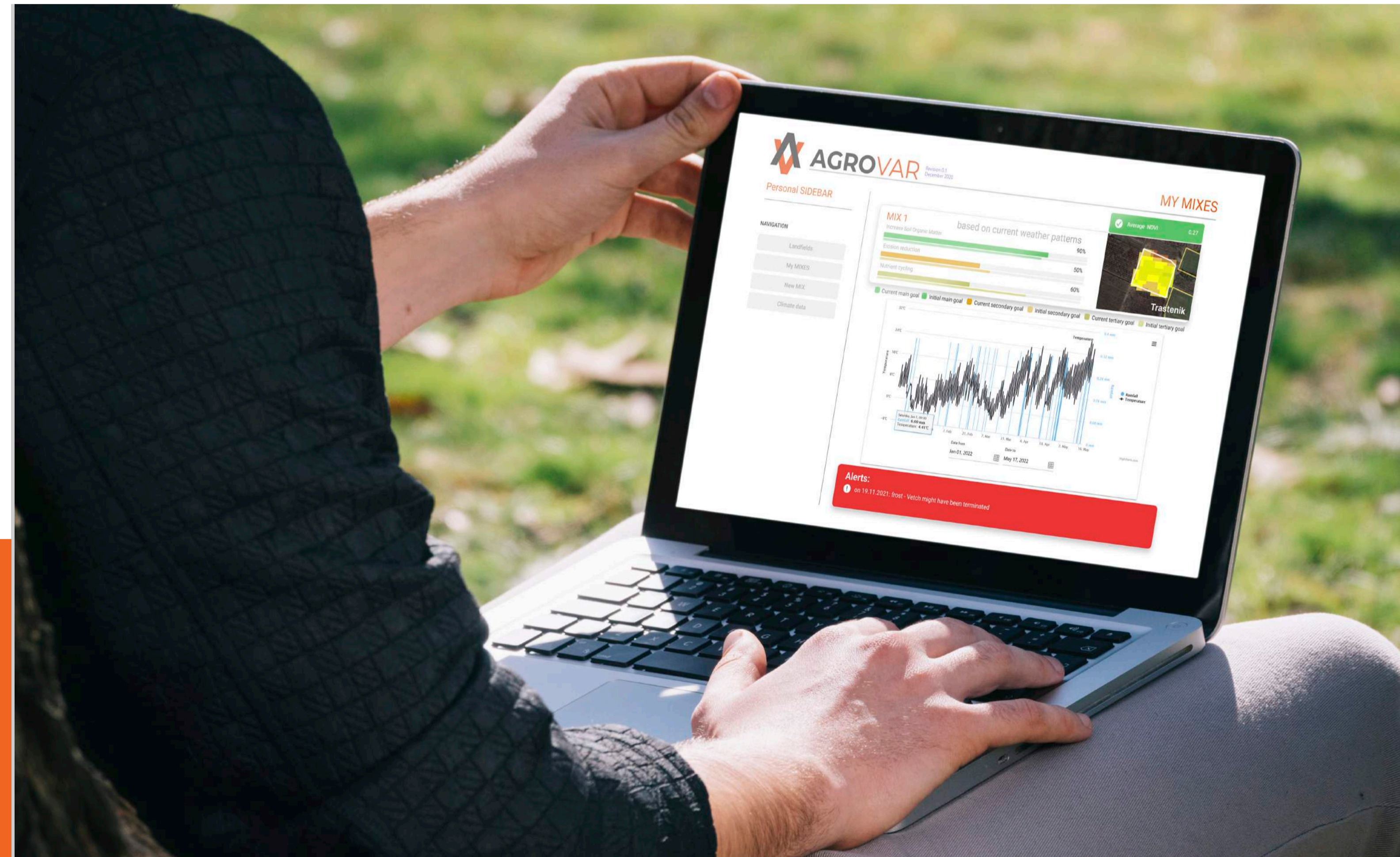
THE PATH TO
CARBON FARMING
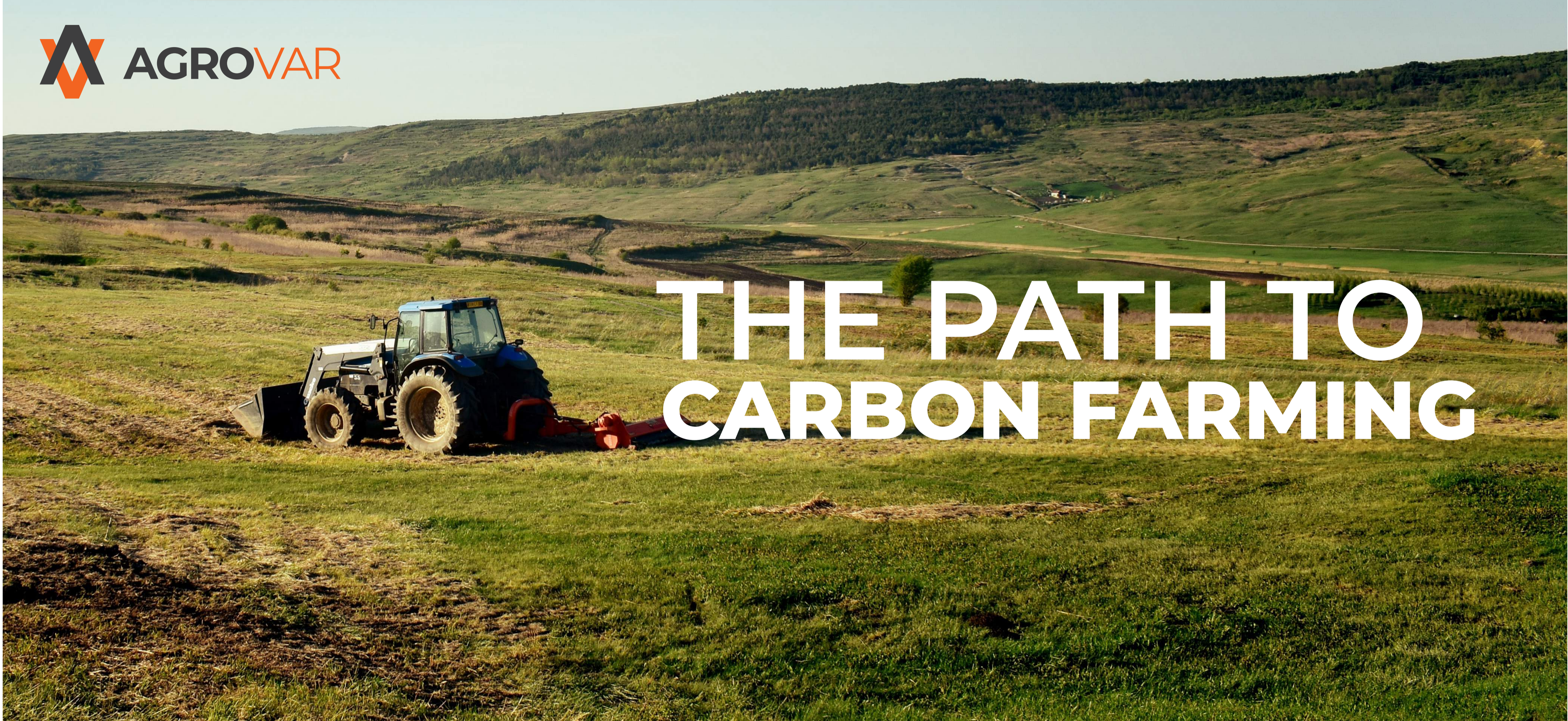
HOW DO **CARBON CREDITS** WORK

Corporations buy credits to offset their emissions and carbon footprint.

Farmers implement new practices to **reduce their emission and increase sequestration.**

Corporations fulfil their climate goals and farmers receive extra income

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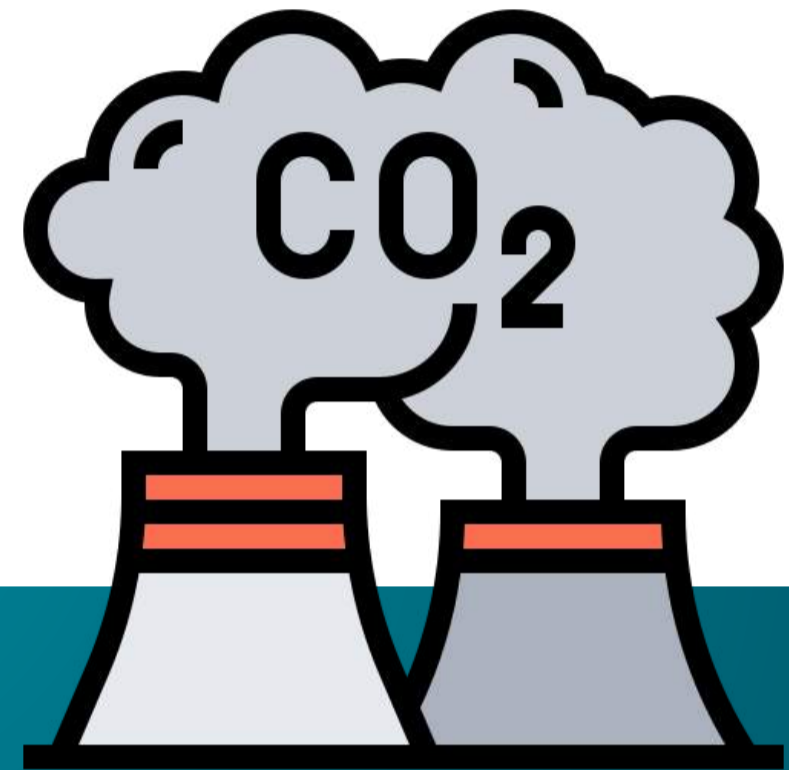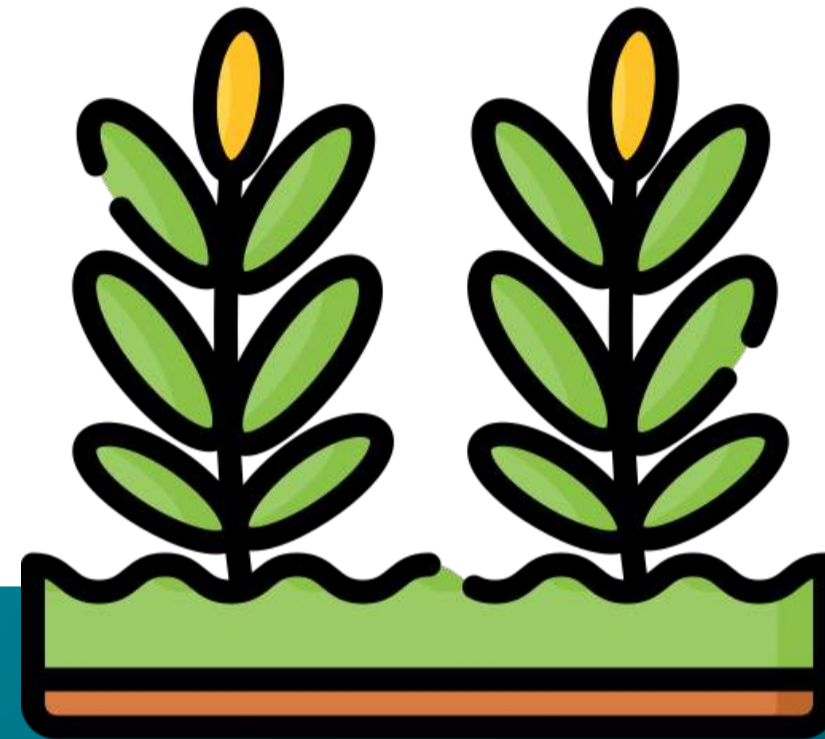# BENEFITS OF CARBON FARMING

SOCIAL
· Community empowerment
· Land equity
· Food production
· Poverty alleviation

LAND
· Soil stabilisation
· Soil nutrient building
· Land preservation

ATMOSPHERE
· Community empowerment
· Reduced GHG emissions
· Air quality

NATURAL LIFE
· Biodiversity enhance-ment
· Habitat creation

ECONOMIC
· Additional farm income
· Financial strenght
· Job creation and security

WATER
· Runoff reduction
· Water quality
· Water retention

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THE **BUSINESS** MODEL **⋀** AGROVAR

Subscription based software

Annually, 1 EUR/ ha (minimum 100 EUR per farm

Cover crop seed sales through the platform

Commission based trought partner contracts

Custom soil sampling and analysis service

Direct sale, done inhouse by our resident PhD expert

Other products and services

Commission based

Carbon Initiative

Commission based

TRACTION

WE'RE IN A UNIQUE POSITION TO ACCELERATE THE FARMERS TRANSITION FROM CONVENTIONAL TO CARBON FARMING

1

42,000+ hectares - on track to have **100+** farmers signed on the platform by the end of 2022

15,000 ha cover crop seed sales - in pipeline

10,000 ha services sales - projected
7 sites of Carbon Initiative Pilot projects – in action

2

Expertise and Network - Technology, Agribusiness and Climate know-how

PARTNERSHIP Carbon Crops Inc. - Mutual cooperative with farms that utilise more than 10,000 ha of cropland to produce cover crop seeds.

AGROVAR | THE **TEAM**

Boris Koev
Soil conservationist

- 12+ experience in Ag sector;
- 5+ experience in Ag market solutions;
- Comes from a family of a successful farm operation

Constanti HARALAMPIEV
Experienced entrepreneur

- 10+ years of business development and consultancy
- Academic in business relations
- Product market fit expert

Antonio TRICHKOV
Full stack developer

- 14+ experience of software engineering;
- confident in php, laravel, java, sql
- Experience in AI programming with prolog

Kristian PANAYOTOV
Environmental scientist

- 13+ years of experience in sustainable development and environmental planning
- 8+ years of experience is soil science and agriculture
- PhD in climate data modelling

Stefan Grozdev,
Agronomic consultant

- University of Ag, Plovdiv Postgraduate
- 18+ years of experience in growing crops
- 10+ years in organic production
- Leading consultant in his area of expertise

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NOW THERE'S A GREAT TOOL TO HELP YOU TRANSFORM YOUR FARMLAND FROM DIRT INTO THE HEALTHY ENVIRONMENT YOUR CROPS NEED