



We are looking for 500,000 euros to
manufacture 2,000 soil analysis kits.

Mobile plant / soil and animal analysis laboratory on
Smartphone

through

CLINICAGRO SARL

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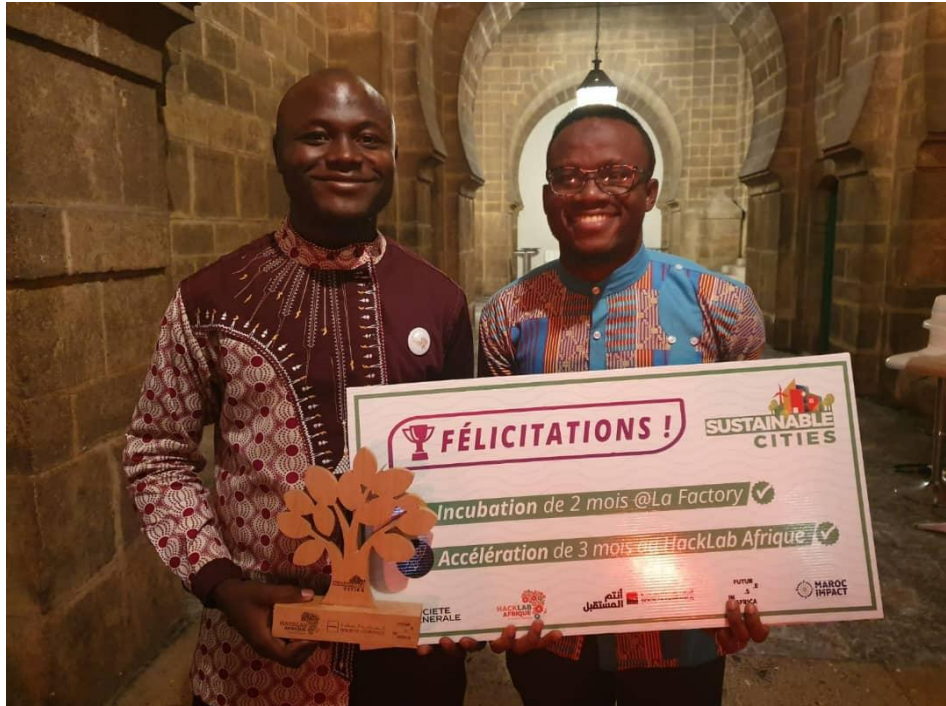
What is CLINICAGRO SARL?

CLINICAGRO SARL is a startup that puts its Technological Expertise at the service of agro-pastoral activities (agriculture, livestock) to optimize the profitability of farms, increase productivity and quality food and better manage resources.

It is a multi-person limited liability company, incorporated under Cameroonian law with its registered office at DOUALA-AKWA PARIS DANCING, registered in the trade and movable property register of the Court of First Instance of Douala - Bonassama under number RC / DLBB / 2021 / B / 324, represented through **Pyrrus KOUDJOU KOUOPLONG** in his capacity as manager.



The founder



Social Entrepreneur | Agripreneur | full-stack developer | Artificial Intelligence Expert
Several times Laureate of numerous economic initiatives in Africa and Europe

An entrepreneur who wants to revolutionize agriculture in Africa!



Our team



Pyrrus KOUDJOU, CEO & Founder (08 years exp)

Social Entrepreneur and Artificial Intelligence Expert



Franklin DJOMO, CMO (07 years exp)

West & Central Africa Market Development, Digital Marketing Expert

Strategic partners:

15 agricultural engineers

02 IOT expert engineers



Context

The world needs a stable supply of food, in quantity and quality to feed a global population which will reach 9 billion in 2050. Under these conditions, the stakes for real food security are crucial with the need for better. use the resources at our disposal.

To feed 9.2 billion people in 2050, the agricultural production model must adapt to be efficient and effective in each place of operation.

According to the Food and Agriculture Organization of the United Nations (FAO), there will be two billion (+ 33%) additional mouths to feed by 2050, but arable land can only increase by 4%. To meet this challenge, it is not so much a question of cultivating more but of cultivating better.

This challenge of today and tomorrow consists of:

- ✓ Produce while limiting waste,
- ✓ Optimize production areas and yields
- ✓ Select and diversify agricultural varieties
- ✓ Reduce inputs (phytosanitary products)



Choose the quality of seeds and **soil type** _____

Soil type = productivity improvement factor

- VS** The quality of the land must be conditioned by a soil analysis.
- Determination of favorable crops according to the soil type
- Control of nitrogen, phosphorus and potassium levels (NPK): basic parameters

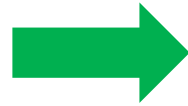
Knowing the condition of your soil at the start of each crop allows you to:

- ✓ Secure your investment,
- ✓ Anticipate crop diseases
- ✓ Reduce the use of phytosanitary products
- ✓ Optimizing the cost of inputs
- ✓ Improve productivity and agricultural yield

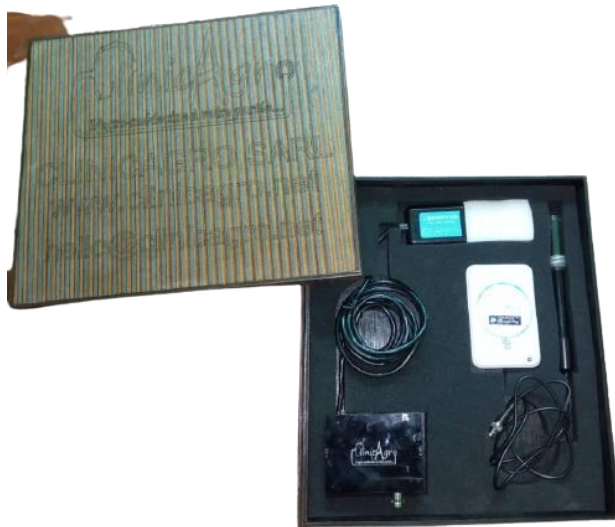
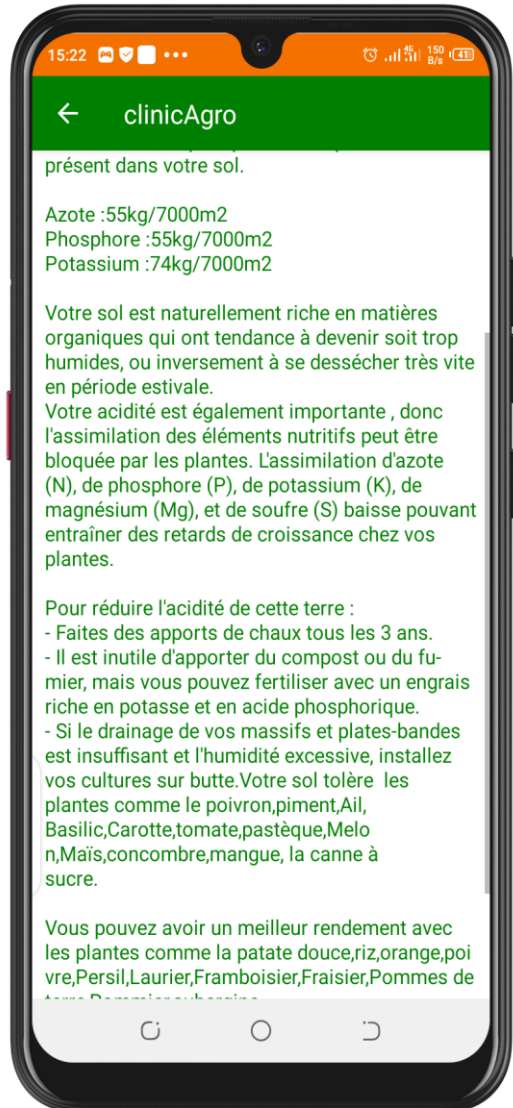


Our offer

Laboratory available on your smartphone 24/7



Complete soil analysis kit



ClinicAgro, Soil Analysis Laboratory

This connected kit for:

- Soil data collection
- Sends via Bluetooth to the ClinicAgro app
- Analysis and interpretation of results in real time
- Instantly display and edit results.

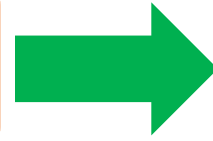
Adapted kit features:

- Degree of acidity
- Levels of nitrogen, phosphorus, potassium in the soil.
- NPK nutrient fertility index.
- Soil pH
- Soil-friendly crops
- Recommendations



Our offer

Laboratory available on your smartphone 24/7



Detection of crop diseases

ClinicAgro, plant analysis laboratory in a smartphone

❖ Multilanguage

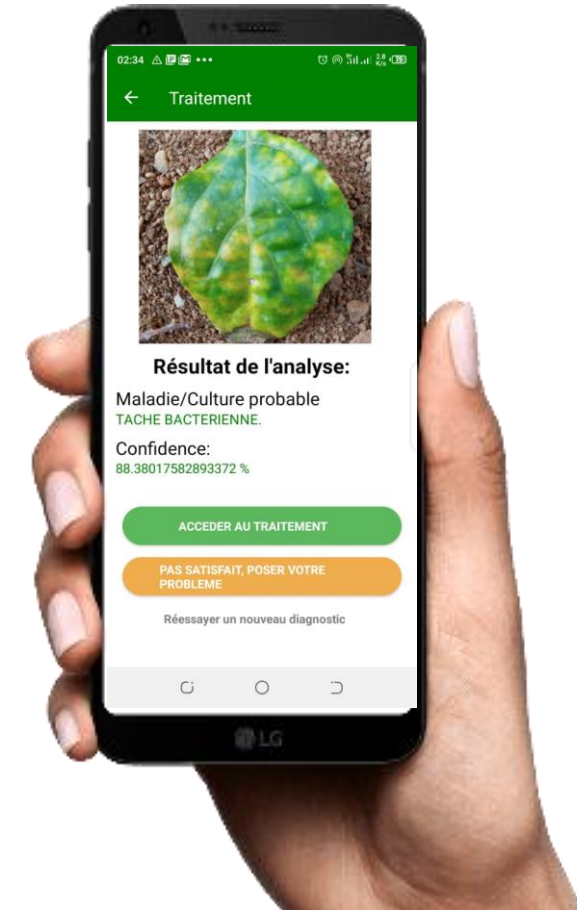
- French
- English
- Arab
- Swahili
- Hausa
- Chinese

❖ No need for internet connection

- ✓ From a simple photograph of the plant
- ✓ Instant diagnostics available
- ✓ Advice on appropriate treatments (**with products from client partners**)

❖ The options

- ✓ Access to 2 articles per week on good agricultural practices.
- ✓ Access to a forum for discussion of experts and users
- ✓ Connection with many farmer / rancher from the agricultural world.



ECONOMIC MODEL

Our target : agricultural engineers, agricultural expertise firms and agricultural cooperatives.

The Kit is delivered to this target and consists of

- A referenced box**
- Two sensors and a power bank power source.**
- A mobile application installed in his smartphone.**

Acquisition of the connected kit

- The target must pay an initial amount of 200,000 XAF (305 euros) which corresponds to a credit of 34 analyzes.
- After each analysis, this account is debited in proportion to the amount of one analysis. After the account credit has been exhausted, the account must be recharged again in order to be able to continue performing analyzes.

Price list for refills and use of the kit

- ✓ Inf. 10 analyzes: 7,000 XAF / analysis (10.67 euros)
- ✓ 10 - 20 analyzes: 6,000 XAF / analysis (9.15 euros)
- ✓ 20 - 30 analyzes: 5,000 XAF / analysis (7.62 euros)
- ✓ Sup. 30 analyzes: 4000 XAF / analysis (6.1 euros)



s of value for our partners

e: Rapid profitability of the kit acquired.

- To make a profit on the kit, the partner will sell the analyzes at the price of their choice.
An example: The partner buys an analysis at 7000 XAF from ClinicAgro, adds his margin to sell directly to a farmer.

2th advantage: Free SEO

- The partner is referenced free of charge in the ClinicAgro application to help him reach customers directly according to their location.

3th advantage: Access to updates

- You get free of all updates, access to forums, experts, with regularly updated information on the agricultural world

4th advantage: Community of excellence

- You are part of a community of excellence, focused on innovation



Our competitive advantages

Services

Country analysis laboratory



Analysis and result	5 days	60 seconds
Analysis cost	30,000 frs / direct debit	10,000 XAF / sample composite
mobility	No	Yes
Reliability	PH, Nitrogen, phosphorus, potassium, magnesium, calcium, particle size.	PH, NPK, favorable crops



Current traction

About 2000 African farmers use the CLINICAGRO mobile application on a daily basis.

10 functional and deployed analysis kits.

We are represented in France-Marseille, in Cameroon, Togo, Burkina Faso, in the Democratic Republic of Congo. Soon in Niger, Congo Brazzaville, Senegal, Mali.

8 soil analyzes per day. And we expect 150 scans per month before the end of 2021.

Our solution has received several awards: the first prize at the AGRI STARTUP SUMMIT 2019 event IN PARIS, 1^{er} Orange Cameroon award 2019, Jury Prize at the 2019 MED'INNOVANT challenge in Marseille, 2th Breizhafrica Prize 2019 in Paris, first prize for digital cultivation at the hackathon organized by Societe Generale in Morocco.

Merci

Pour nourrir 9,2 milliards de personnes en 2050, il faudra rendre l'agriculture plus productive et efficace. Et nous pouvons jouer un rôle important dans cette tendance.

Nos représentations



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INVESTMENT OPPORTUNITY

Why clinicAgro is a lucrative investment opportunity

- Produce locally at lower cost: production costs are relatively low; Selling internationally (even at a low price) leads to a relatively large turnover for this purpose.
- Technological product with high added value and unique in Central Africa. Buy 1 clinicAgro share in 2021 at FCFA16,398,926, i.e. € 25,000.
- Obtain a potential profit of CFAF 37,659,550 or € 46,274 (229% profit margin) by the end of 2023.

The capital is open up to **20 shares** to be taken out of the 100 shares constituting the capital.

Exchange rate 1 Euros =	655.96	FCFA
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	FCFA	Euro
Sale price of a ClinicAgro share	16,398,926	25,000



INVESTMENT OPPORTUNITY

Distributions Profits on investment of a share

Distribution Profit on investment		
A social share	16 398 926 XAF	€ 25,000
	XAF	EURO
Estimated profit on investment in 2021	7,306,000	11 138
Percentage of profit on investment in 2021	44.55%	44.55%
Estimate of Profit on investment in 2022	13,159,300	€ 20,061
Percentage of profit on investment in 2022	80.24%	80.24%
Estimate of Profit on investment in 2023	17 194 250	26 212
Percentage of profit on investment in 2023 Total profits on	104.85%	104.85%
purchase of a share capital at the end of 2023 Total	37 659 550	46,274
percentage of return on investment at the end of 2023	229.65%	229.65%

Case of a member of the Board of Directors

	FCFA	Euros
Minimum share to sit on the clinicAgro Board of Directors	5	5
Corresponding amount invested	81 994 630	125,000



FORECAST OPERATING ACCOUNT

	Year	2021		2022		2023	
	Product	Kit		Kit		Kit	
	Quantity produced	1000		500		500	
	Quantity exploited	1000		1500		2000	
Purchase Goods, delivery	Purchase cost	196,500,000 XAF	€ 299,561	98 250,000 XAF	149,780 €	98 250,000 XAF	149,780 €
Workforce	Production cost	49,080,000 XAF	€ 74,822	61,350,000 XAF	€ 93,527	122,700,000 XAF	€ 187,054
Transport, prospecting, advertising,...	Marketing cost Rent,	33,000,000 XAF	€ 50,308	41,250,000 XAF	62,885 €	82,500,000 XAF	125,770 €
electricity, legal fees,... Administrative cost		6,020,000 XAF	€ 9,177	6,020,000 XAF	€ 9,177	7,525,000 XAF	€ 11,472
	Total cost	284,600,000 XAF	€ 433,868	€ 206,870,000 XAF	€ 315,370	310 975,000 XAF	€ 474,076
	Unit cost of production	284,600 XAF	€ 434	137 913 XAF	210 €	155 488 XAF	€ 237
	Number of analyzes	180,000		270,000		360,000	
	Average unit price of an analysis	6,000 XAF	€ 9	6,000 XAF	€ 9	6,000 XAF	€ 9
	turnover	1,080,000,000 XAF	1,646,442 €	1,620,000,000 XAF	2,469,663 €	2,160,000,000 XAF	€ 3,292,884
	Dues and taxes	64,800,000 XAF	€ 98,787	97,200,000 XAF	148,180 €	129,600,000 XAF	197,573 €
	Net unit profit	730 600 XAF	€ 1,114	2 631 860 XAF	€ 4,012	3 438 850 XAF	€ 5,242
	Total net profit	730,600,000 XAF	1,113,787 €	1,315,930,000 XAF	2,006,113 €	1,719,425,000 XAF	€ 2,621,235
	Total margin (%)	222%	222%	401%	401%	524%	524%



BREAKDOWN OF FUNDRAISING

Fundraising amount: 500,000 euros to manufacture 2,000 soil analysis kits.

2021 funding: 250,000 euros

2022 funding: 125,000 euros

2023 funding: 125,000 euros

We sell 20 shares corresponding to 20%

Some main points on the distribution of funds:

- Working capital and research and development: 14.94%
- Purchase and production of kits: 59.83%
- Marketing and sales: 10.05%
- Rolling stock: 6.09%





Conclusion

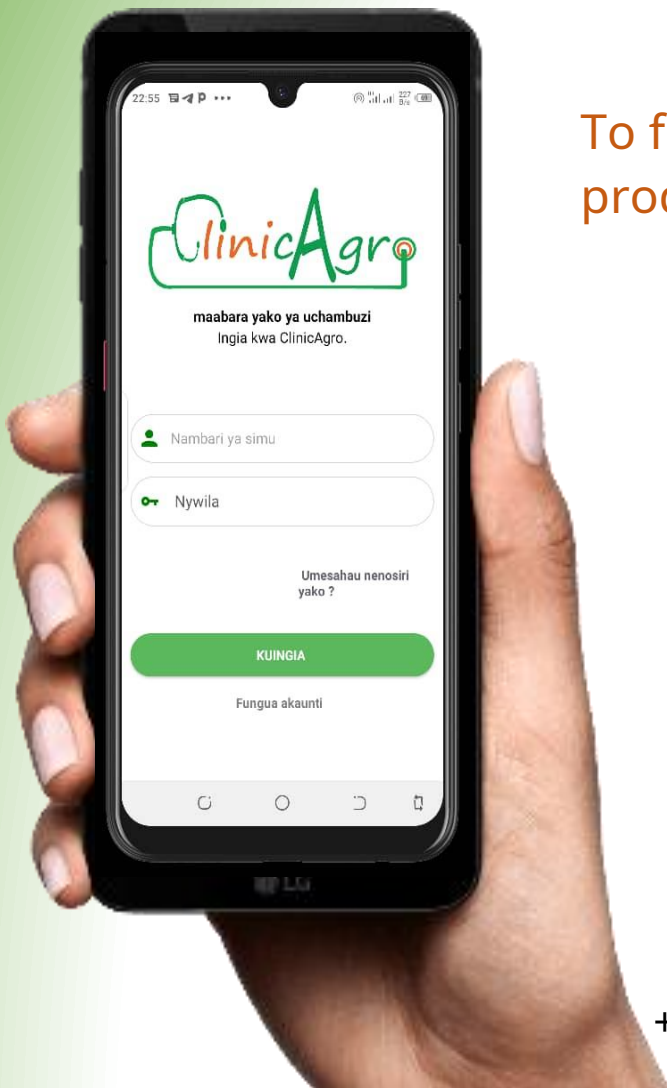
Convinced that in order to feed 9.5 billion humans in 2050, our ability to keep soils alive, healthy and fertile is a major issue. In this context, we develop with our partners farmers / agronomists / agribusiness a sustainable and plural agriculture. This integrates good agricultural practices and a good knowledge of its soil.

Our goal is simple: **Help farmers improve their productivity and profitability while guaranteeing food security thanks to our expertise and digital facilities**



Thank you

To feed 9.2 billion people in 2050, agriculture will need to be made more productive and efficient. And we can play an important role in this trend.



Our representations



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Our support

