



Full-stack fintech platform for aquaculture

Pitch deck
December 2021

Presented by: Rajamanohar, CEO





Aquaculture in India is a massive market, which is growing faster than GDP

~5 million

Aquaculture farmers

3.5 Mn hectares

Brackish water reserves
and inland ponds

2nd largest

Aquaculture producer
globally

~15%

Share of global
aquaculture production

Largest

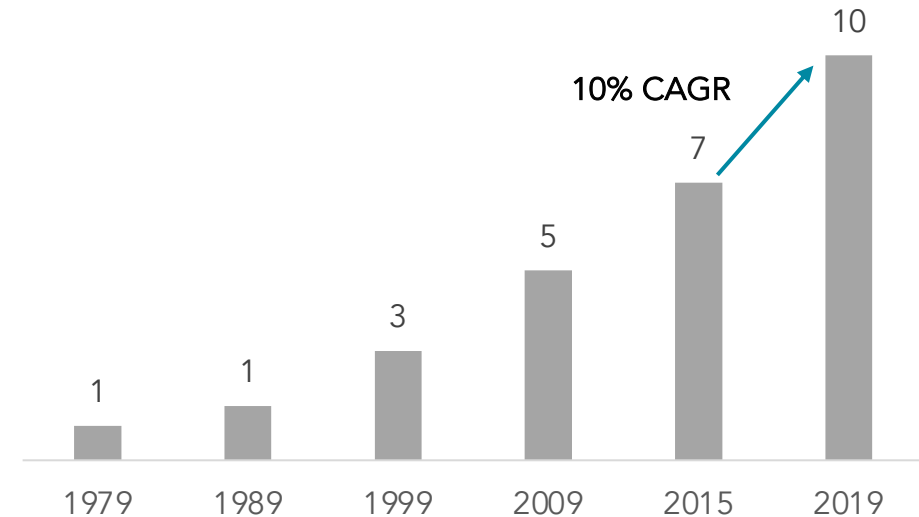
Shrimp exporter
globally

70%

Share of aquaculture
products in total
seafood exports from
India

Aquaculture in India is growing faster than the GDP

Aquaculture production in India
million tonnes



Major species of production: Carps (Rohu, Catla), Pangasius (Bassa) and Shrimp



ప్రాఫైట్ : అరదాడి పేరాజు
GST: 37BWPA5758E1Z3

98491 48657
96187 44659

Aquaconnect

విష్ణు ప్రయ ఆక్వా ఏజెన్సీస్

ఆక్వాకనెక్ట్

9-308, గుడ్డువాని తూము, నీతారామపురం,
కోరంగి, తాళ్ళరేవు మండలం, ఈస్ట్ గోదావరి జిల్లా, ఆంధ్రప్రదేశ్.

Toll Free: 1800 123 1263

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However, India's aquaculture market has several challenges, underpinned by poor access to formal credit across the value chain



Aquaculture farmers



Input retailers



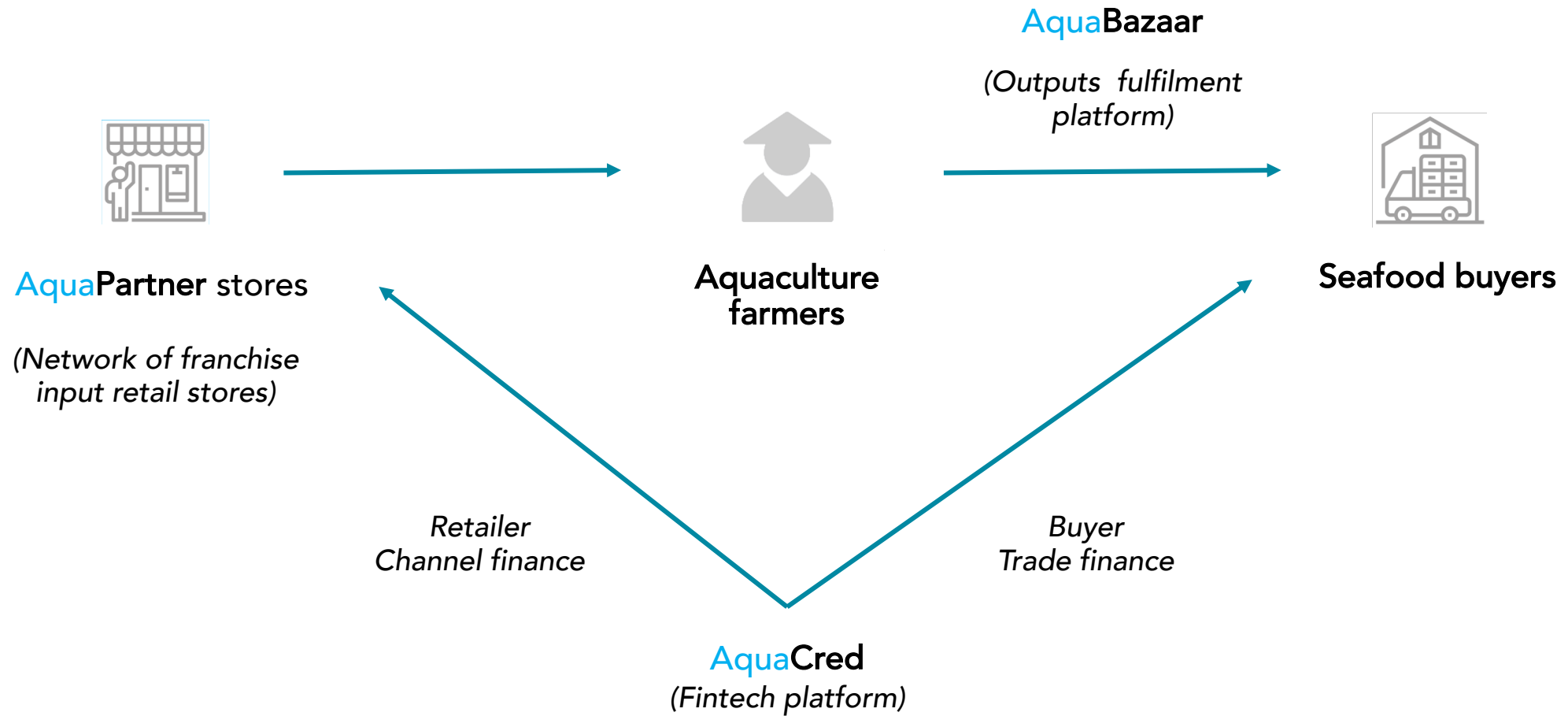
Seafood buyers

Challenges

- Lack of access to the **scientific advisory**
- Need for **immediate liquidity** post harvesting **limits the bargaining power of farmers**, leading to sub-optimal prices
- Lack of access to **low cost, formal working capital**, inhibiting growth of their business
- **Hassle** to coordinate with **multiple input distributors** and arrange logistics
- **lack of working capital and operational challenges** at the farm-gate
- **Lack of transparency** in product quality and pricing



Aquaconnect's ecosystem supercharges the entire aquaculture value chain



Our interventions are enabled by technology, providing a smooth experience for major value chain stakeholders

Farmer

- Post Harvest pricing
- Weather updates
- Multimedia content & Advisory



FARMER APP

Aqua Officer

- Farm visit log
- Visit prioritization tool
- Farm metadata tool
- Aqua Partner



AQUA OFFICER APP

Aqua Partners

- Input purchase management module
- Harvest sale module
- Financial Services



BUSINESS APP

CRM & Stakeholder support

- Stakeholder query resolution
- Technical support
- Sales support



CRM DASHBOARD

Supply Chain management

- Inventory management
- Procure to pay process
- Logistics



SCM DASHBOARD





We have access to proprietary farm-level data that will help us underwrite credit across the value chain

We have built the base for a robust data science and underwriting engine

Data collected by GIS remote sensing

- Individual pond-level boundary demarcation
- Active / inactive status of ponds
- Stages across the crop cycle (date of culture, harvest etc.)
- Historical (10-year) cropping pattern for a particular farm / pond

Data collected by ground team

- Farmer KYC with demarcated ponds
- Land records for the demarcated ponds
- Crop status data (growth, health, count) for an ongoing culture
- Harvesting data

Data collected by CRM system

- Farmer engagement details with field officers, call center, app
- Farmer's purchase history of farm inputs

C. Prasad View | Reg No: AP II 2016(18238) | Issued Date: 14-06-2016

| Name | Farms | Ponds | Active | Inactive | Location | Loan ac NO |
|-----------|-------|-------|----------|----------|----------|------------|
| C. Prasad | 1 | 4 | 4 (0.80) | 0 (0.00) | ongole | AP0012345 |

Prasad Aqua Farm (0.80 Ha)

Ponds: [select any pond to know more details about in](#) ✔ BAP Certified

Farm View | Pond P1 | Pond P2 | Pond P3 | Pond P4

Present Culture | Farm Details



We are also creating substantial impact across multiple SDGs



USD 15 million

Economic value (cost savings or revenue increase) created for smallholder farmers



USD 0.9 million

Farm produce sold to organized buyers



1.2 Mn kg

Reduction in feed usage



28,000 hectares

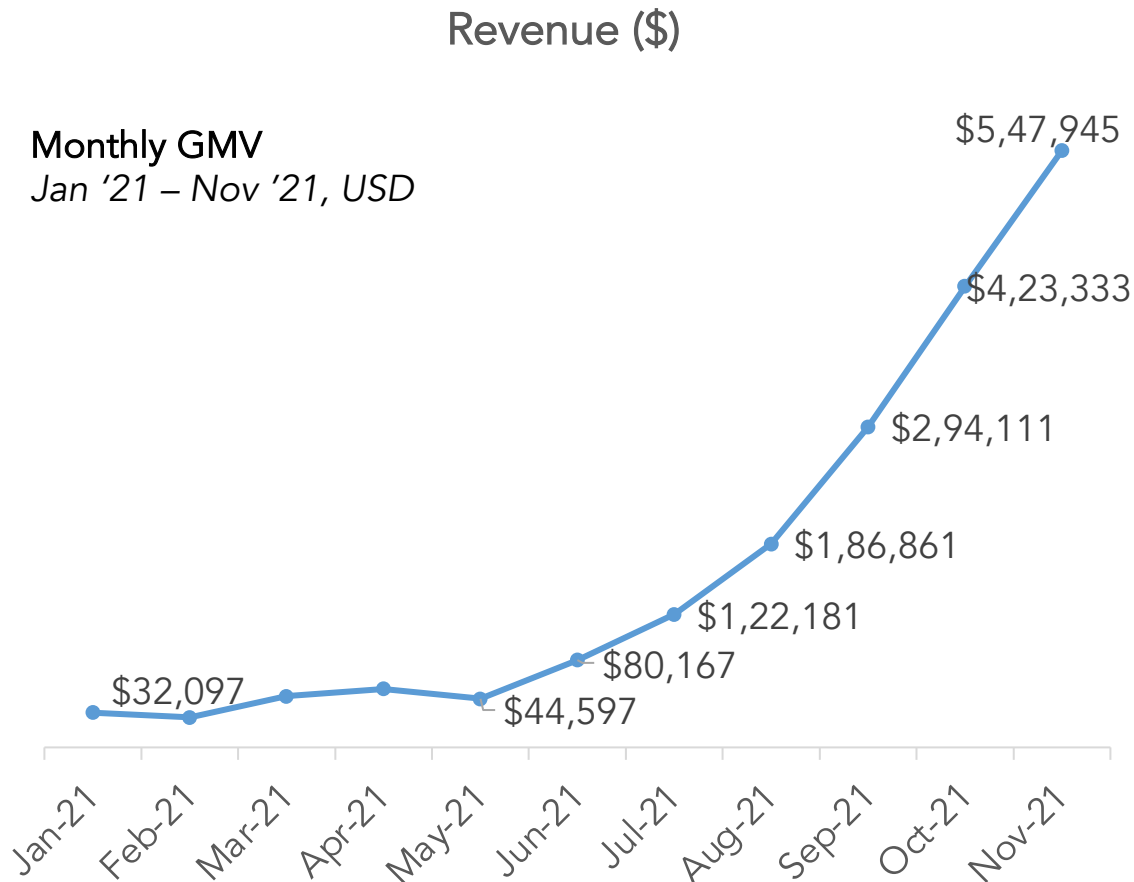
Area under sustainable agriculture

Note: Figures reported are as of March 2021



We have achieved a 9X growth in Revenue over the last 6 months

Our GMVs are on a hockey-stick trajectory



~25%

of Input GMV
currently financed

35% / 65%

Split of inputs and
outputs GMV

AquaPartner stores

19

AquaPartners
onboarded

USD 3,000

Avg. GMV per month
per aquapartner
(increases with
embedded credit)

AquaBazaar

4

Seafood buyers
onboarded

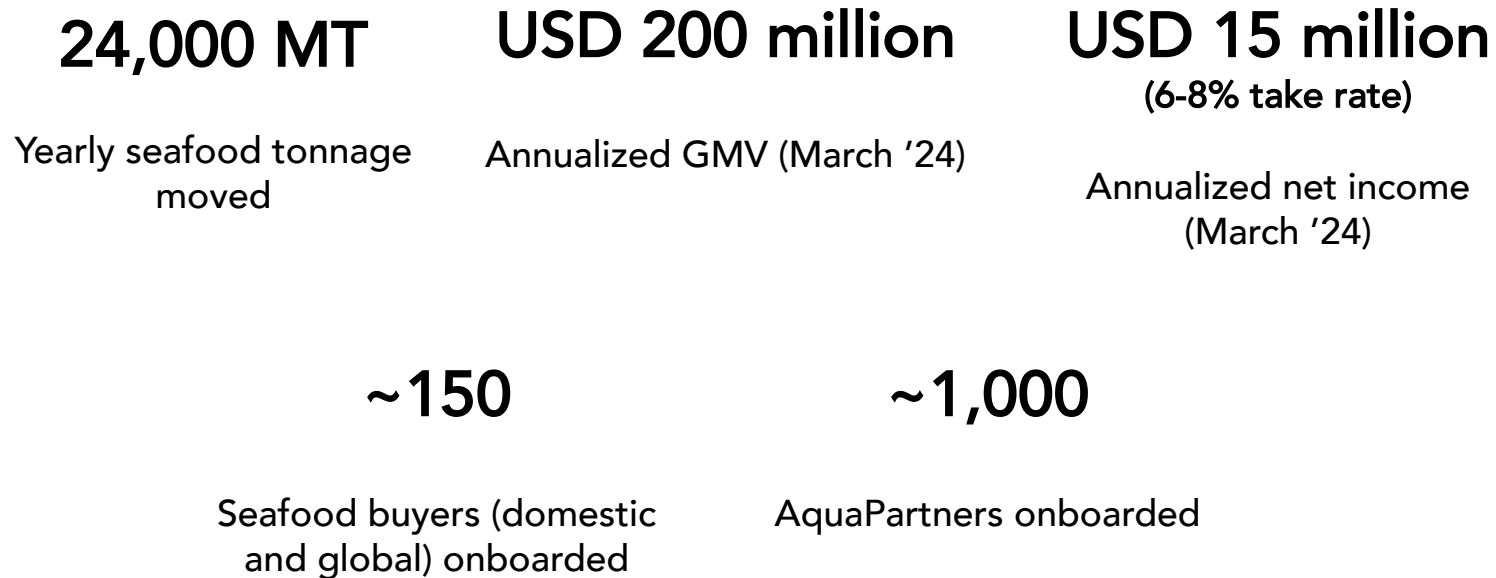
560000 pounds

Total tonnage moved
285 MT



We aim to grow exponentially over the next 2 years

By March 2024, we will achieve an annualized GMV of USD 200 million



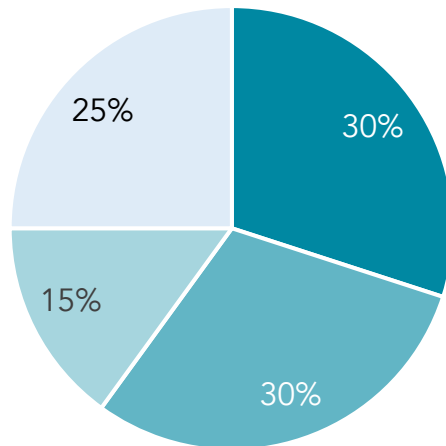
Potential Collaborative Opportunities

- 1 Sustainable sourcing partnership for Japanese seafood importers
- 2 Equity & Debt investment opportunities in the fastest growing aquaculture value chain



We are raising Series A round

\$15 million



- Digital and Fintech product development
- AquaBazaar expansion
- AquaPartner network expansion
- Others (marketing, FLDG provision etc.)

Our investors



Thank You





We earn 2-20% trade margin on input / output GMV; AquaCred helps increase transaction volumes massively, and improves blended take rate by ~2%

| | AquaPartner (input retailer) | Seafood buyer |
|---------------------------------|---|---|
| AquaCred Instrument | BNPL for retailers to purchase and maintain stock of aqua inputs | BNPL for buyers to purchase outputs; Farmers are paid immediately post harvest |
| Average transaction size | ~USD 3,000 - USD 4,000 ; higher based on nature of goods ; transaction financed as per AquaPartner's credit limit | ~USD 8,000 per harvest (2.5 MT) ; varies based on species and specifications ; transaction financed as per buyer's credit limit |
| Transaction frequency | 20-35 days | 15-20 days |
| Trade margin | 5-10% for bulk inputs (feed, equipment); 20% for non-bulk inputs (healthcare, test kits) | 1-2% for domestic buyers, 6% for exports trade |
| Financing margin | ~1% for 20 days; ~18% APR | ~1.5% for 20 days; 25% APR |
| Blended margin | 12% Further improvement levers (1) High margin exclusive brands ; (2) Optimizing product mix; | 3-8% Further improvement levers (1) Higher margin from export (2) Premium for predictable / efficient supply chain |



Our team brings deep expertise across aquaculture, strategy, business and operations



Rajamanohar Somasundaram
CEO
Serial entrepreneur, Stanford
Fellow, IIT Kanpur



Arpan Bhalerao
Chief Growth Officer
Urban Company,
IIT Madras, ISB



Karthivelan Selvaraj
COO
IndusInd, ICICI



Venkatesan Vinayagam
CTO
MIT Tech Review Awardee,
13+ yrs of exp. in AI and ML



<Currently onboarding>
Head of Fintech
Senior leader in embedded
fintech



Ravi Krishna
Head of Inputs
TATA Rallis, Godrej,
Coromandel, 13+ yrs of exp.
in agri input sales



Dharm Chaturvedi
Head of Outputs
Walmart, Spencers, 20+ yrs
of exp. in seafood value
chains



Sudhir Silwal
Head of Data Science
Farmguide, 12+ years of exp.
in GIS and data analytics for
BFSI and agriculture



Pavan Kumar Sreeram
Head of Finance
Chai Point,
Slay Coffee, CA, 10+ yrs of
exp. in early-stage startups