

Grow Mobile



Seizing Africa and Caribbean's trillion-dollar agribusiness opportunity.

Source: World Bank, African Development Bank, \$1t by 2030



Africa and the Caribbean's farmers power their economies, yet face broken supply chains, scarce financing, poor market access, and post-harvest losses erasing up to 40% of value – leaving a trillion-dollar agribusiness opportunity locked away.

Farmers are disconnected from markets, **forcing them into unreliable pricing, delayed payments, and informal fulfillment arrangements.**

Source: World Bank, African Development Bank, \$1t by 2030

what if a practical, execution-ready solution existed?

SINGLE PLATFORM ECOSYSTEM



- Faster – no middlemen
- Cheaper – no exploitative fees
- More Convenient – all services in one place
- Guaranteed – farmers are assured payment and buyers are assured quality

TRILLION-DOLLAR
OPPORTUNITY -
UNLOCKED!



SINGLE PLATFORM ECOYSTEM

- **Faster** – no middlemen
- **Cheaper** – no exploitative fees
- **More Convenient** – all-in-one platform
- **Guaranteed** – secure payments, assured quality

Kifa Agripreneur Hub

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massive market opportunity — and our strategic wedge

Why Grow Mobile Can Capture This Market

Total Addressable Market

Africa: \$800-920b



Caribbean: \$50b-\$55b



Source(s):

- TAM, African Development Bank (2023), World Bank (2023)
- Overall Agricultural Workforce (2022)
- CARICOM (2023)

***Note:** TAM derived from FAO production data + AfDB agribusiness forecasts, adjusted with multipliers for processing, logistics, retail, and digital services.



- **Ghana and St. Kitts & Nevis are initial entry markets**
- **TAM shows the size of the opportunity.**
- **SAM shows the digitally reachable slice we can serve now.**
- **SOM shows our achievable capture in 3-5 years, starting with Ghana + St. Kitts & Nevis.**

product portfolio

Subscriptions (Primary)

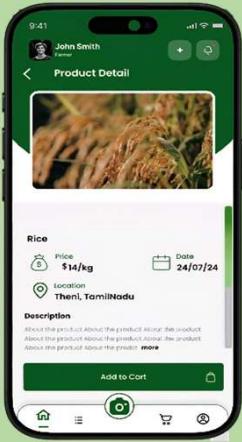


- Lite \$5 / Pro \$7 / Premium \$10 (per month)
- **Core recurring revenue**

Initial Market Activation & Validation **Ghana and St. Kitts & Nevis**

- Structured farmer onboarding
- Controlled buyer-seller activation
- Transaction validation (from manual to digital)

Marketplace Transactions



- 2.5% fee per trade
- **Scales with farmer adoption**

Transport & Logistics



- 15–20% of trip cost
- **Extension of marketplace**

Advertising / Sponsorships



- **Targeted farmer audience**
- Estimated \$8–12 CPM
- **Premium sponsorships valued at \$5K–\$15K per sponsor per month**

Example Advertisers/Sponsors

Africa

- Flour Mills of Nigeria
- Kenya Seed Company

Caribbean

- AgroAmerica Caribbean
- Agroplex Caribbean

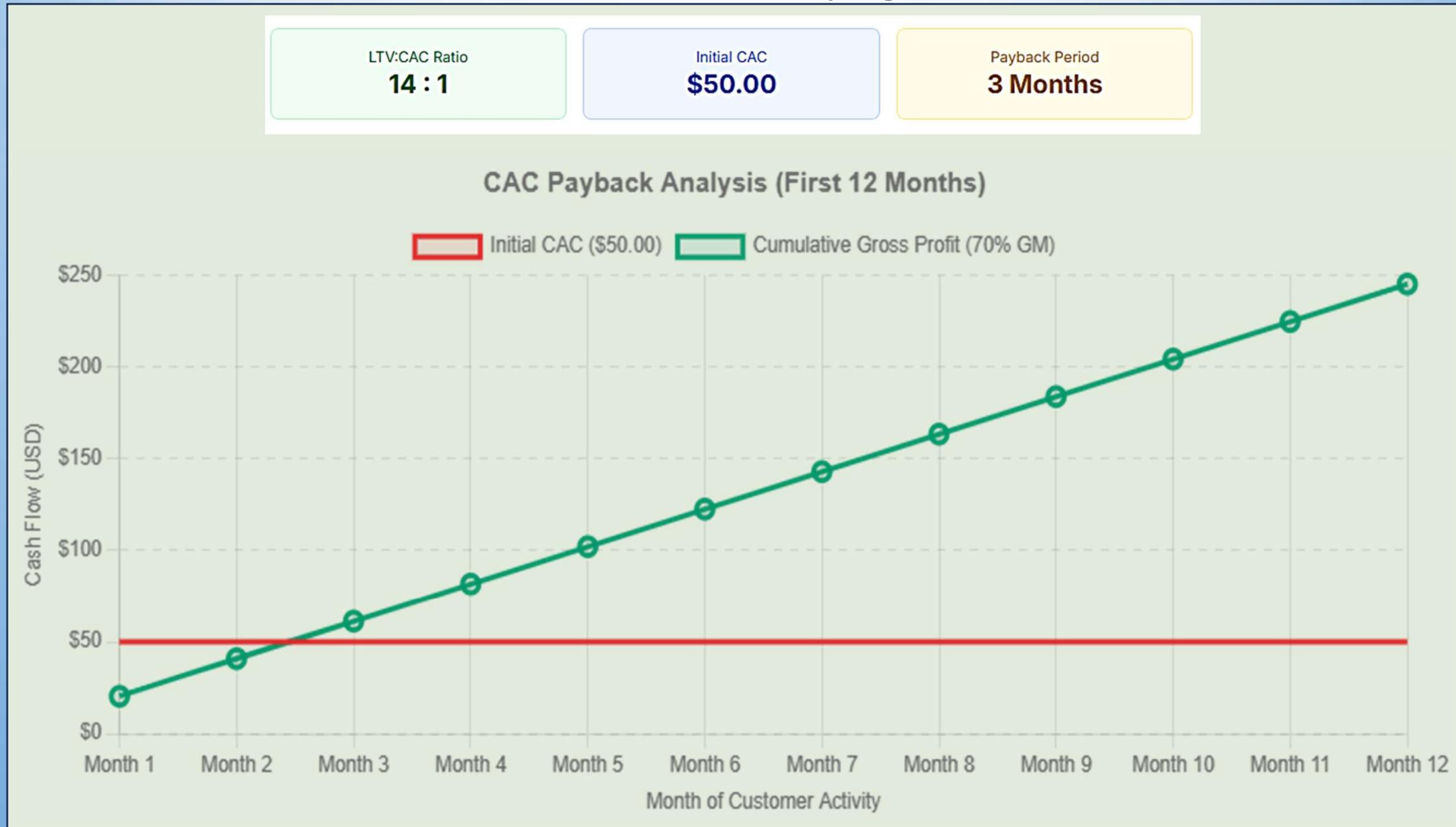
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- **\$75 per farmer (14-week training) targeting 100 farmers in pilot year**
- **Crop sales via Hub**

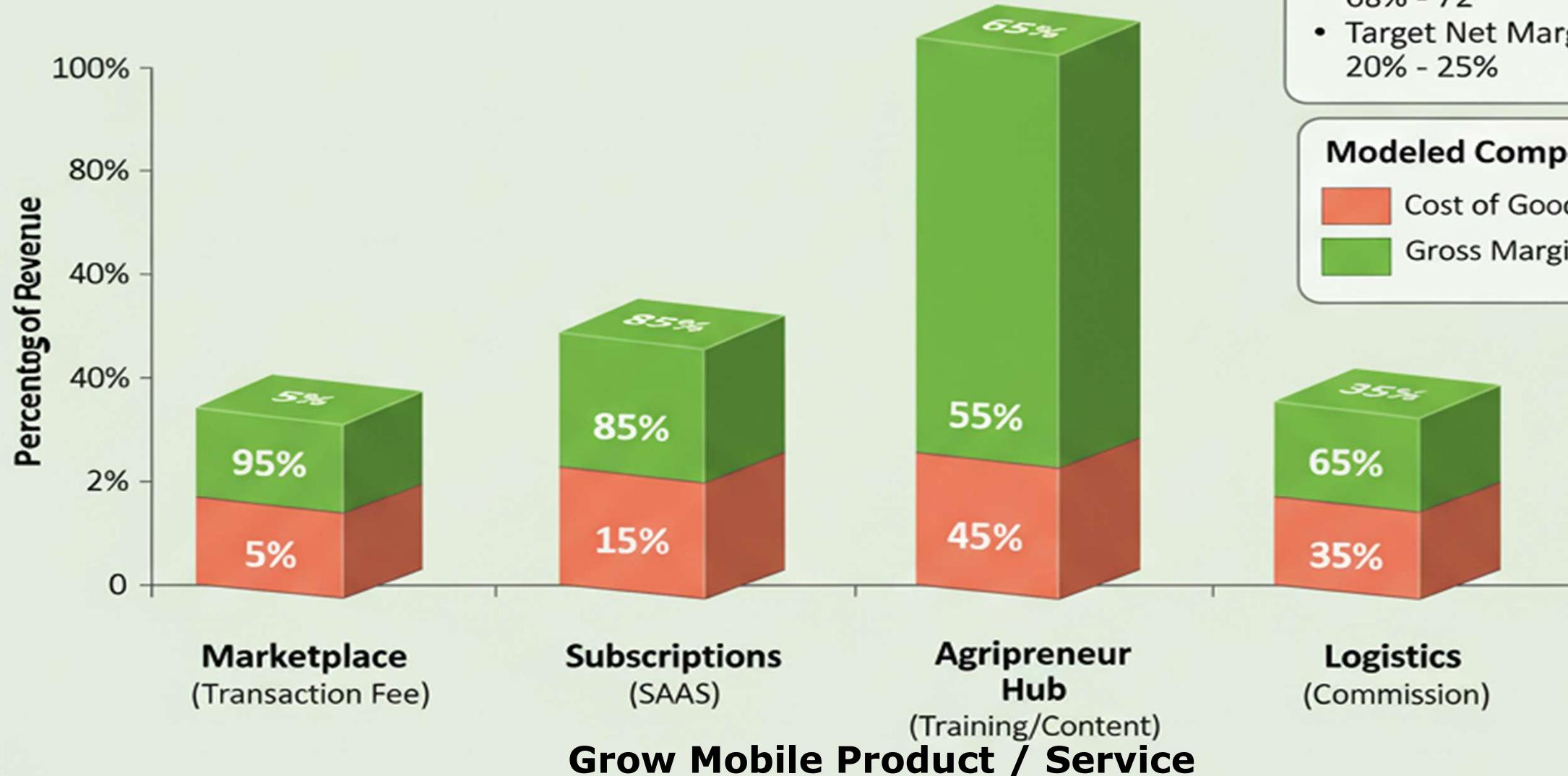
Modules activated progressively based on market validation and transaction density.

projected Customer Lifetime Value (LTV)



LTV assumptions scale after repeat transaction behavior is validated in initial markets.

modeled profitability: gross margin breakdown by revenue stream



Key Modeled Targets

- Blended Gross Margin: 68% - 72
- Target Net Margin (Scale) 20% - 25%

Modeled Components

- Cost of Goods Sold (COGS)
- Gross Margin

structural forces are aligning(why now is the right investment moment)

1. Digital Adoption & Financial Inclusion

- Smartphone Penetration: **40-50%** & rising
- Digital Market (SAM): **\$75B-\$120B**

2. Global Supply Chain Instability & Food Security

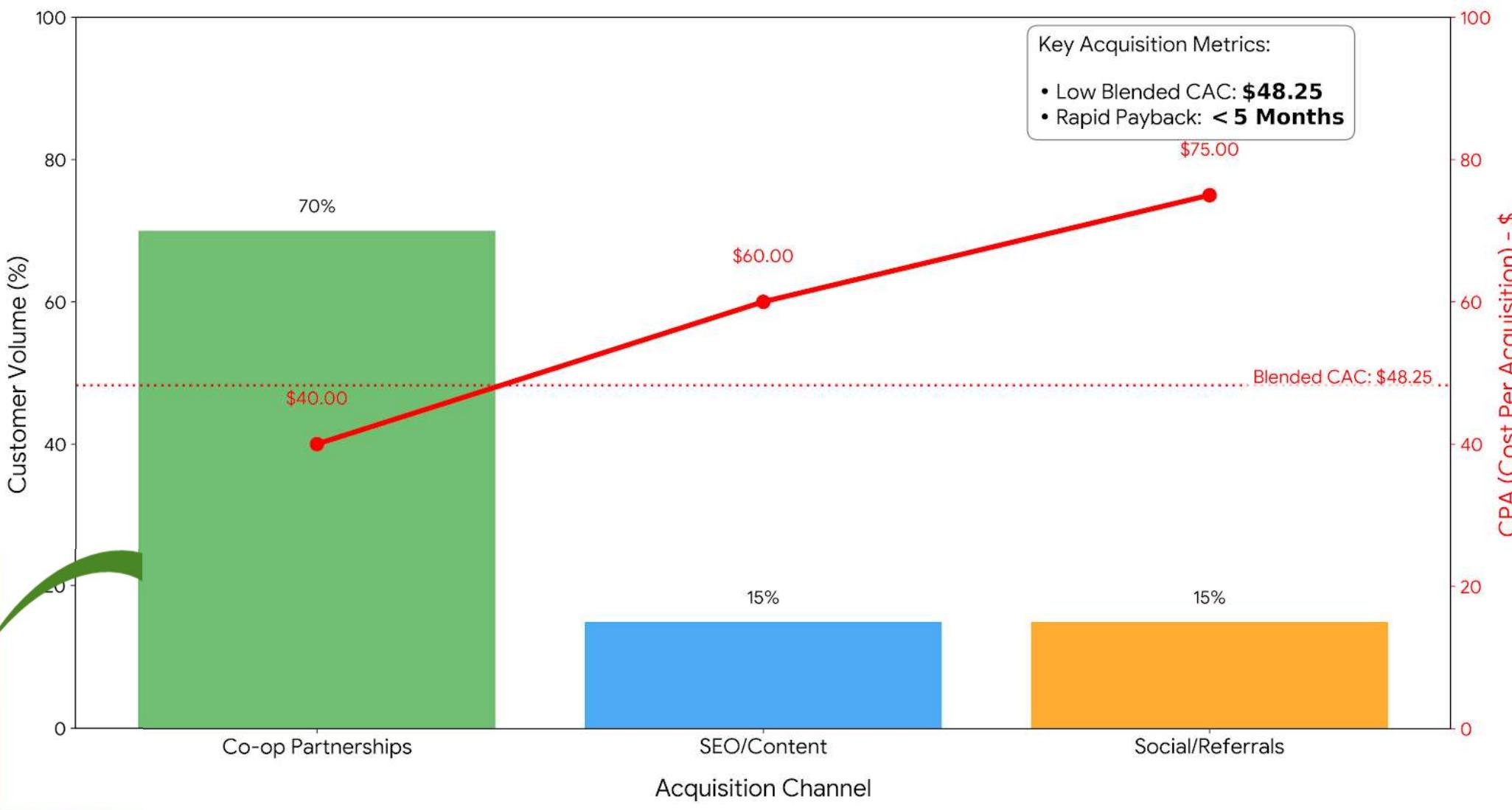
- Value Loss: Up to **40%** Post-Harvest
- Solution Requirement: Guaranteed Trust & Logistics

GROW MOBILE: THE OPTIMAL INVESTMENT We Are the **\$1T** Opportunity Infrastructure

3. Institutional Focus on Agribusiness Funding

- Market Opportunity: **\$1T** by 2030
- Strategic Entry: Ghana & St. Kitts Co-Op Partnerships

Customer Acquisition: Low-Cost, High-Efficiency Scaling



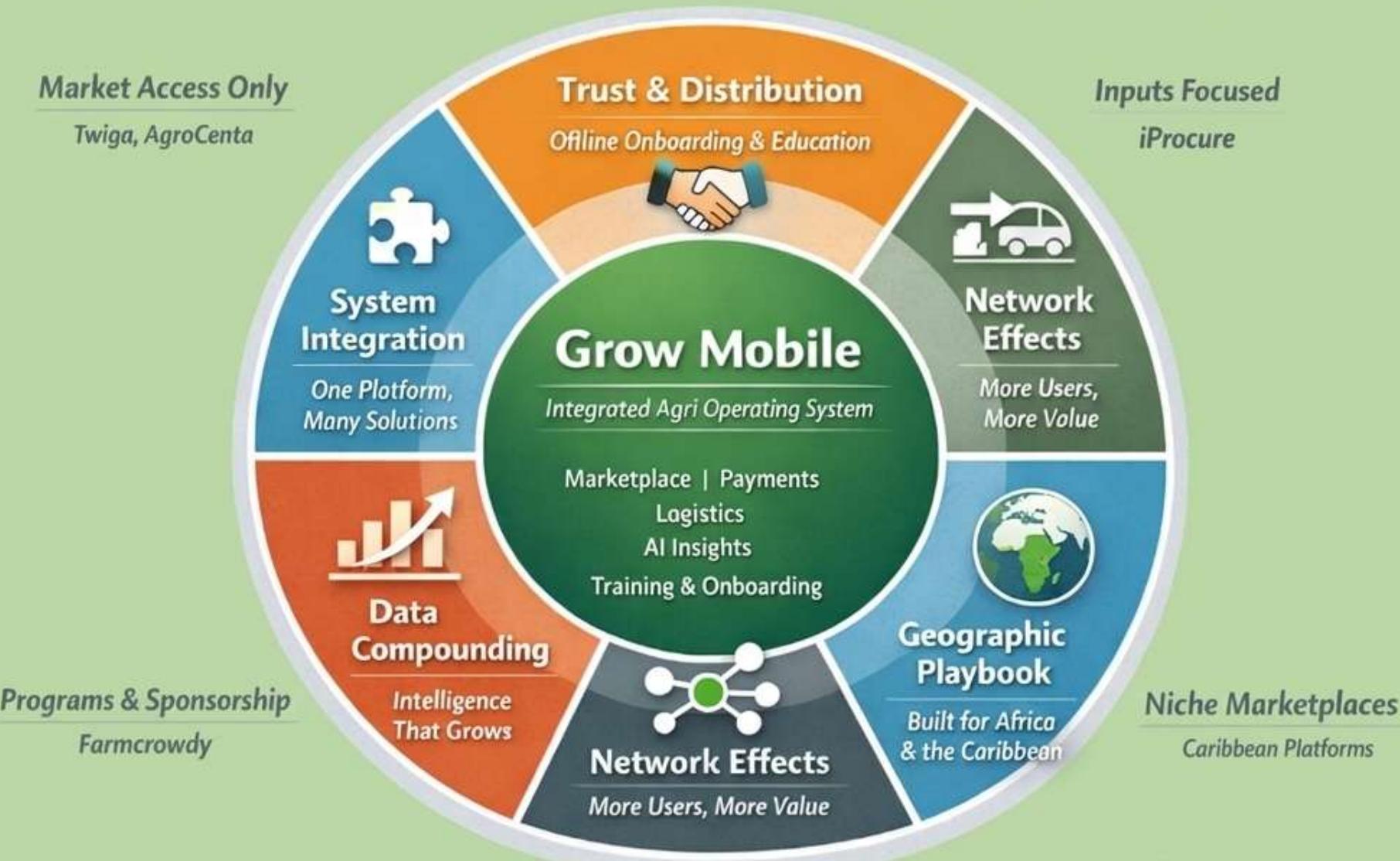
Examples:

- Government ministers of food and agriculture
- Chiefs of agricultural village groups
- Formal agriculture organizations
- Agricultural inputs companies

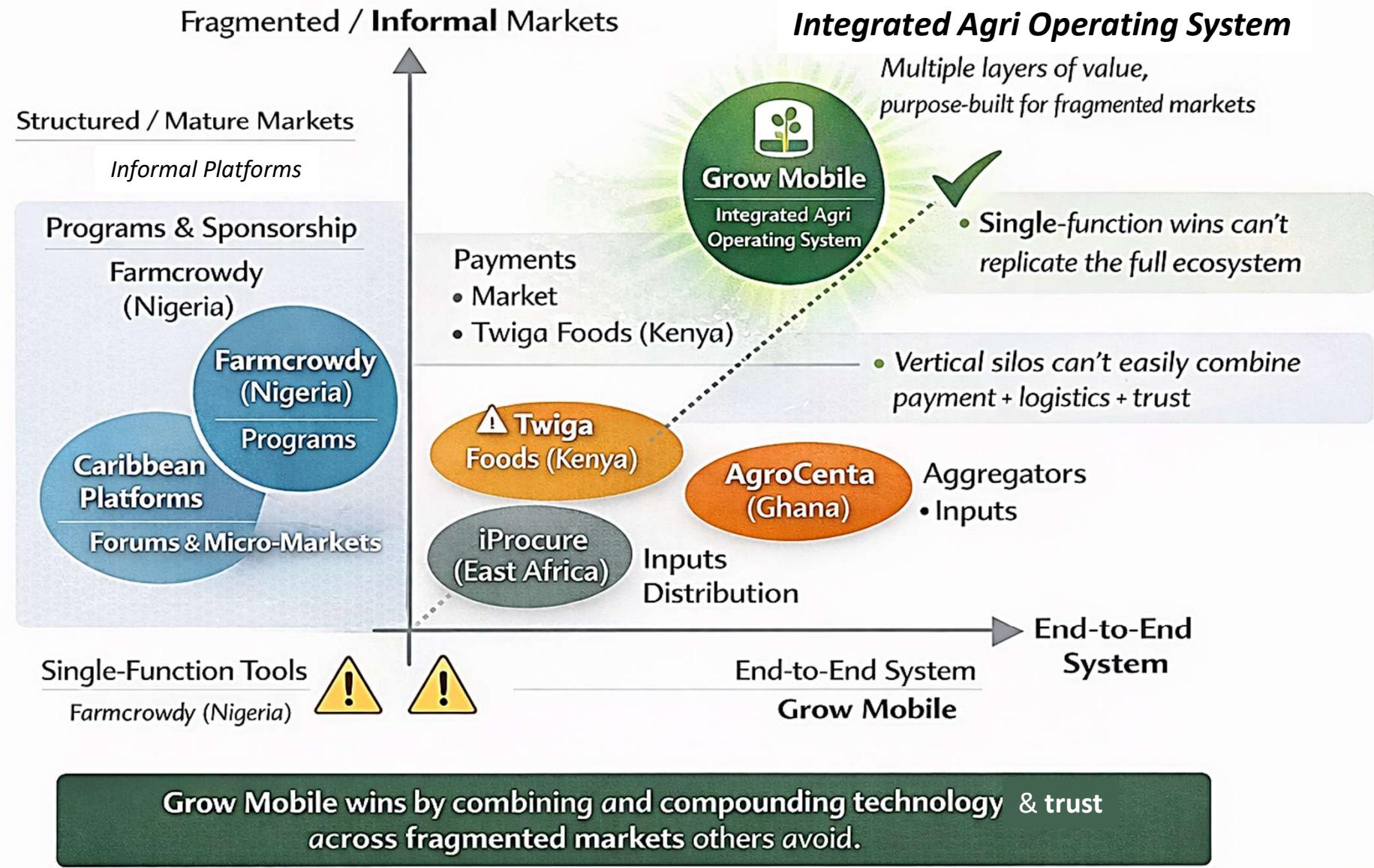
- Assisted Onboarding & Trust Formation
- Human-led onboarding precedes digital self-service in early markets.

Grow Mobile's Moat

An Integrated Operating System for Fragmented Agricultural Markets



Competitive Positioning: Why Grow Mobile Wins



Initial Market Activation & Validation

Ghana and St. Kitts & Nevis

Execution before software. Validation before scale.

- Structured onboarding of an initial cohort of farmers and buyers in each market
- Controlled activation of buyer–seller transactions to validate real demand
- Manual and semi-manual workflows used to prove pricing, fulfillment, and trust
- Focus on repeat transactions and reliability, not user volume
- Insights from live execution directly inform Grow Mobile MVP build priorities

Target early activation: 15–25 farmers in Ghana and 10–15 in St. Kitts & Nevis, prioritizing transaction flow and fulfillment reliability over scale.

Covering the key risks that matter to investors

meet the team: from idea to investable reality



Don Hough
Founder/CEO

Capital & Strategy
Discipline
45+ yrs Wall Street;
scaled firms through
multiple cycles.



Marthe Mournier
Chief of Staff

Regulation &
Governance Safety
30+ yrs compliance;
guided firms through
M&A & regulatory shifts.



Yahsonn Tafari
Head of Caribbean
Affairs

Farmer Adoption &
Resilience
18 yrs agribusiness;
pioneer in climate-smart,
off-grid farming.



Dr. Ikechi K. Agbugba
Sr. Research Consultant

Policy & Market
Foresight
Ph.D. Econ; advisor to
African ministries; Brain
Re-engineering author.

Team combines capital markets, systems design, and on-the-ground operating experience.

Planned Hires

COO
Planned Hire

Operational Excellence
Ensures flawless
execution at scale.

Head of Product
Planned Hire

Platform Evolution
Adapts platform to user
adoption.

Logistics Officer
Planned Hire

Supply Continuity
Removes transport &
delivery bottlenecks.

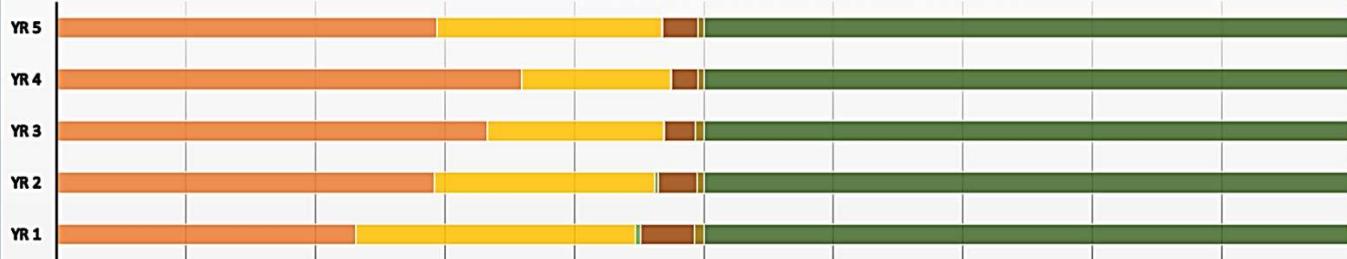
Sales & Marketing
Director
Planned Hire

Growth Acceleration
Drives adoption &
monetization.

\$71M revenue; profitable scale in 5 years

Metric	Year 1	Year 2	Year 3	Year 4	Year 5 (Annual Total)
Revenue	\$325,787.50	\$2,565,825.00	\$9,031,700.00	\$26,208,500.00	\$71,224,250.00
Number of Customers/Subscribers	\$21,100.00	\$207,200.00	\$842,000.00	\$2,577,500.00	\$5,512,000.00
COGS	\$35,655.00	\$320,112.00	\$1,154,493.00	\$3,269,619.68	\$6,338,122.83
Gross Profit	\$290,132.50	\$2,245,713.00	\$7,877,207.00	\$22,938,880.33	\$64,886,127.17
OPEX	\$774,800.00	\$802,500.00	\$6,621,922.51	\$1,831,959.92	\$2,018,356.64
Net Profit	-\$484,667.50	\$1,443,213.00	\$6,621,922.51	\$21,106,920.41	\$62,867,770.53

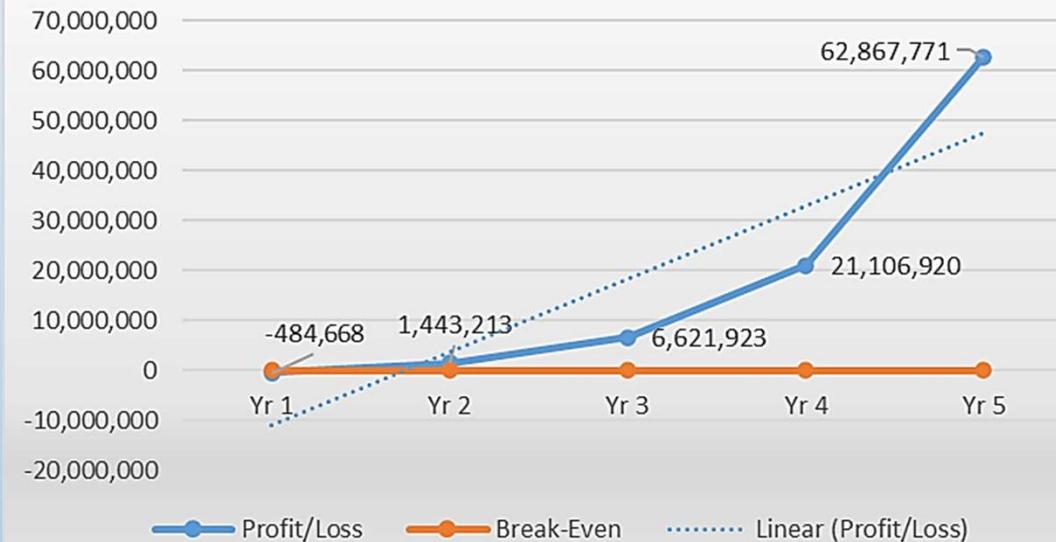
The 5 Sources of 5 Year Revenues



	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Monthly Total Subscriber Payments (Revenue)	\$150,500.00	\$1,496,400.00	\$6,014,000.00	\$18,816,500.00	\$41,824,000.00
Total Monthly Transaction Fees to be Received (Revenue)	140,750.00	876,000.00	\$2,454,000.00	6,060,000.00	24,805,000.00
Google AdMob advertising (Revenue)	\$3,000.00	\$12,000.00	\$18,000.00	\$24,000.00	\$30,000.00
Total Monthly Transportation Fees to be Received (Revenue)	\$26,662.50	\$153,300.00	\$429,450.00	\$1,060,500.00	\$3,890,250.00
Total Kifa Agripreneur Hub Membership Fees Received (Revenue)	\$4,875.00	\$28,125.00	\$116,250.00	\$247,500.00	\$675,000.00
Total Rev	\$325,787.50	\$2,565,825.00	\$9,031,700.00	\$26,208,500.00	\$71,224,250.00

Legend:
■ Monthly Total Subscriber Payments (Revenue)
■ Total Monthly Transaction Fees to be Received (Revenue)
■ Google AdMob advertising (Revenue)
■ Total Monthly Transportation Fees to be Received (Revenue)
■ Total Kifa Agripreneur Hub Membership Fees Received (Revenue)
■ Total Rev

Profit/Loss vs. Break-Even (5-Year Projection)



Notes:

- Aggressive scale-up
- Break even year 2
- Controlled user adoption curve
- Geographic expansion across multiple African and Caribbean countries

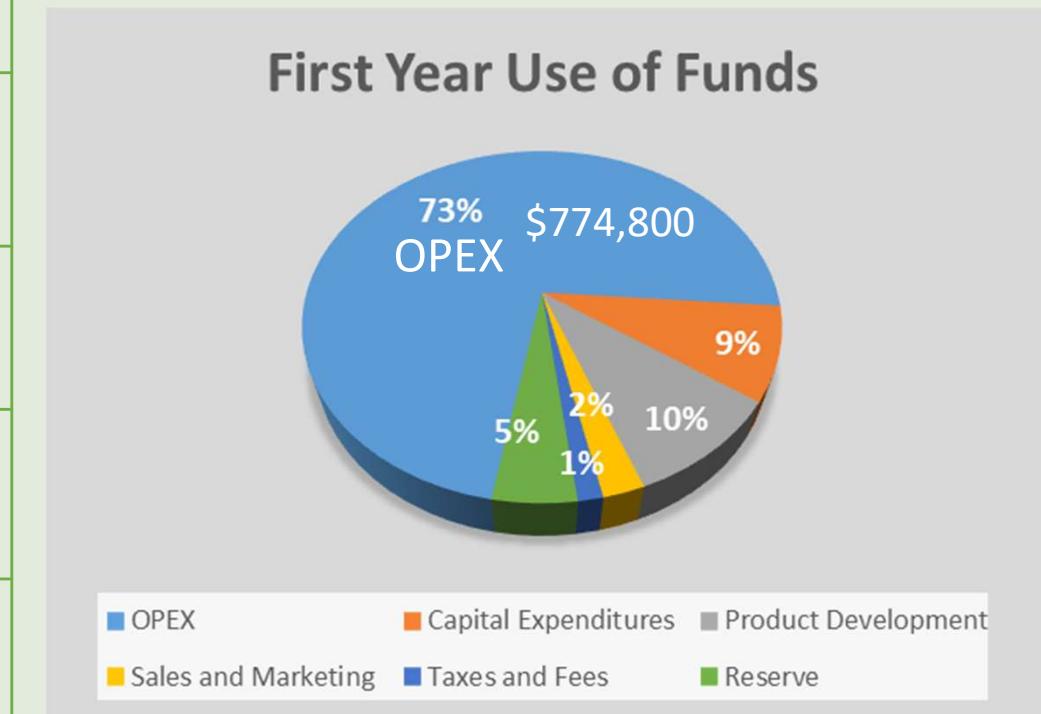
multiple viable exit pathways

Exit Strategy	Target Horizon	Deal Term (Example)	Investor Win
1. Strategic Acquisition	4 - 6 Years (Fastest)	Convertible Note or SAFE (\$15M Cap, 20% Discount)	Quick Liquidity. Realize 8-10x Revenue Multiple on user base/tech.
2. Private Equity Buyout	5 - 7 Years (Profit Focused)	Preferred Equity with 1x Liquidation Preference	Maximized Payout. Capitalize on 88% Net Margin for a high EBITDA multiple.
3. Initial Public Offering (IPO)	7 - 9 Years (Max Upside)	Preferred Equity with Strong Anti-Dilution Warrants	Billion-Dollar Potential. Highest valuation, leading to the maximum capital gain.

Our Ask: \$1.0 Million Seed Capital for 15.6 Months of Value Creation

our ask

Category	Amount	Focal Point	Investor Focus
OPEX	73% (\$774,800)	Foundational Team & Scalable G&A	Execution Certainty. Funding the CXO-level team is the cost of leadership talent.
Capital Expenditures	9% (\$90,000)	Asset-Based Future Scaling	Balance Sheet Value. Investment in long-term infrastructure that will be amortized to support 3.7M Year 5 users.
Product Development	10% (\$100,000)	Core Technology Build & AI Integration	IP & Moat. Securing the proprietary platform and building the competitive barrier.
Sales and Marketing	2% (\$25,000)	Validated Go-To-Market & Initial Traction	Demand Proof. Budget to de-risk the market entry and achieve the first 21,100 subscribers.
Taxes and Fees	1% (\$15,000)	Legal De-Risking & Compliance Setup	Trust & Stability. Ensures full regulatory compliance in the target market from Day 1 (licenses, legal entity setup, basic tax registration).
Reserve	5% (\$50,000)	Liquidity Buffer & Downside Protection	Risk mitigation. A non-operational reserve to cover unforeseen delays or cost overruns, ensuring we do not miss a critical milestone.
TOTAL ASK	100.0% \$1,054,600	~15.6 Month Runway to Proof of Concept	Capital to reach break-even in Year 2 and validate unit economics before the next round.



OPEX	\$774,800
Capital Expenditures	\$90,000
Product Development	\$100,000
Sales and Marketing	\$25,000
Taxes and Fees	\$15,000
Reserve	\$50,000
Total	\$1,054,600

Appendix

Appendix 1.

TAM, SAM, SOM source breakdown

Africa

TAM (Total Addressable Market)

Methodology:

- FAO crop/livestock production value (2023): ~\$330B.
- Processing/value addition multiplier: ~1.0–1.1× production (~\$300–350B).
- Retail, logistics, digital services multiplier: ~0.4–0.45× production (~\$120–150B).

TAM Africa = \$750–830B

SAM (Serviceable Available Market)

Assumption: Grow Mobile isn't serving all agribusiness. Narrow to:

1. Farmers with smartphone/internet penetration (~40–50% of market, rising fast).
2. Segments relevant to Grow Mobile: market transactions, transport, digital services, training.

Calculation:

- Apply ~10–15% filter to TAM for digitally reachable + marketplace-relevant subset.
- ~\$75–120B.

SAM Africa = \$75–120B

SOM (Serviceable Obtainable Market)

Assumption: Early-stage realistic penetration in 5–7 years.

- Capture ~1–2% of SAM (entry via Ghana, Kenya, Nigeria, South Africa, etc.).
- ~\$0.8–2.0B potential.

SOM Africa = \$0.8–2.0B

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Caribbean

TAM (Total Addressable Market)

Methodology:

- FAO/World Bank production base: ~\$25B.
- Processing/value addition multiplier: ~0.7–0.9× production (~\$18–22B).
- Retail, logistics, digital services multiplier: ~0.3–0.4× production (~\$7–10B).

TAM Caribbean = \$50–55B

SAM (Serviceable Available Market)

Assumption: Higher mobile penetration than Africa, but smaller base market.

- Digitally reachable + Grow Mobile-relevant segments ~15–20% of TAM.
- ~\$7–10B.

SAM Caribbean = \$7–10B

SOM (Serviceable Obtainable Market)

Assumption: Early penetration in 5 years.

- Capture ~2–3% of SAM (small, concentrated economies make penetration easier).
- ~\$150–300M potential.

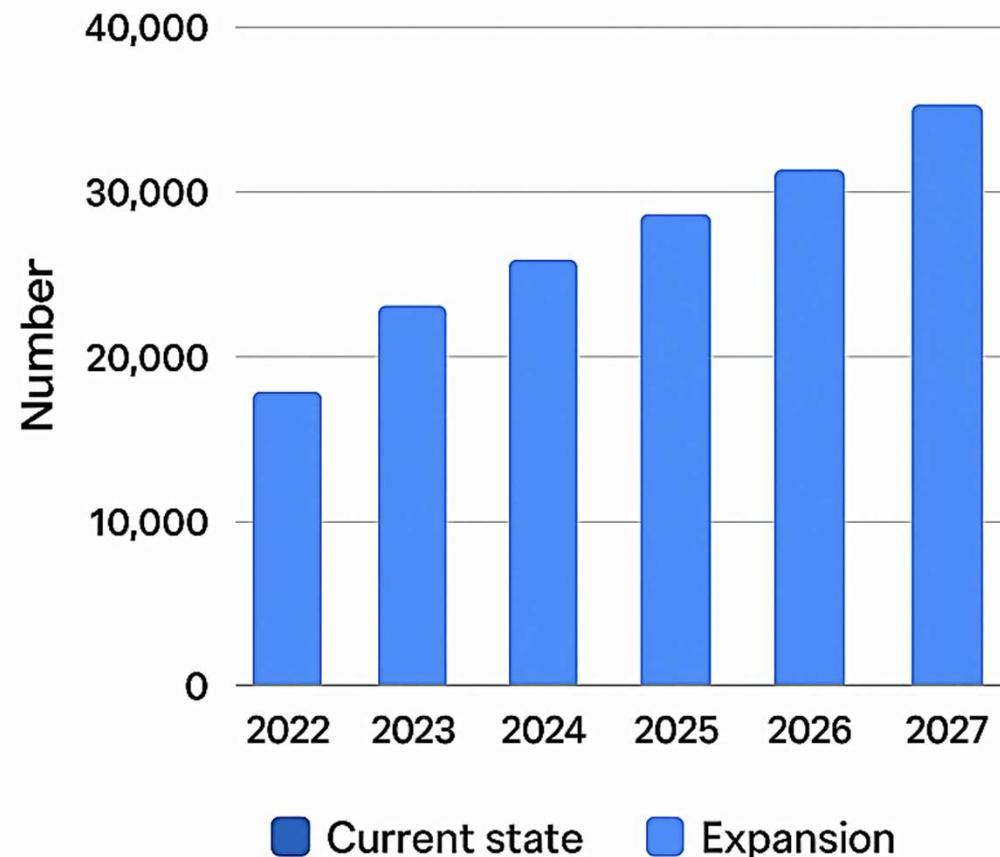
SOM Caribbean = \$150–300M

Combined View (Africa + Caribbean)

- TAM: ~\$800–885B
- SAM: ~\$82–130B
- SOM: ~\$1.0–2.3B

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AFRICAN COOPERATIVES: CURRENT STATE AND EXPANSION POTENTIAL



- 20,000+ agricultural cooperatives in Africa (2022)
- Tens of millions of farmers
- 5-year growth potential of 40%+

Drivers of growth

- Improving infrastructure
- Market access
- Financial inclusion

Model Inputs	ARPU: \$15.00 (Blended)	<i>Our integrated model allows for a \$15 ARPU, far surpassing basic mobile money, because we capture revenue from transactions, subscriptions, and logistics.</i>
	Churn: 1.5% (Monthly)	<i>Our churn rate hypothesis is low (1.5%) because the integrated platform creates extreme customer stickiness—it's too painful for a farmer to switch.</i>
	CAC: \$50.00 (Target)	<i>This low CAC is not through advertising, but through our strategic, low-cost partnerships with established farmer co-operatives in Ghana and St. Kitts & Nevis.</i>
Key Results	LTV:CAC Ratio: 14:1	<i>This ratio is the proof point of our efficiency. For every \$1 we spend on acquiring a farmer, we expect to generate \$14 in gross profit—a world-class ROI that justifies scaling investment.</i>
	CAC Payback: < 5 Months	<i>We recover our customer acquisition cost in less than 5 months, meaning every dollar invested starts generating cash flow back to the business almost immediately.</i>

Ministerial Quotes on Agriculture & Digitalization

#	Quote	Minister / Country	Source
1	"Digitalization is no longer a luxury; it is a necessity. If our farmers do not embrace these innovations, we risk being left behind in an era where agriculture is becoming more competitive and knowledge-driven."	Sam Kawale, Minister of Agriculture (Malawi)	247malawi.com article "Minister of Agriculture Sam Kawale urges farmers to embrace digitalization for modern farming" IICA+1
2	"The digital age must become the primary source of information sharing. After that, face-to-face extension, farmer-to-farmer extension ... can follow."	Sam Kawale, Minister of Agriculture (Malawi)	mwnation.com "Minister tells farmers to embrace digitisation" IICA+1
3	"We need to harness all those assets of the youth and put them in the agriculture sector so that they can contribute meaningfully to the future of the sector."	Sam Kawale, Minister of Agriculture (Malawi)	manaonline.gov.mw "Youth involvement in agriculture critical" IICA+1
4	"The agriculture sector in our country has huge opportunities for wealth creation; that's why I call on you to take advantage of these opportunities and make fortunes from farming activities."	Dr. Gerardine Mukeshimana, Minister of Agriculture and Animal Resources (Rwanda)	minagri.gov.rw "minister urges youth to participate in agriculture development" IICA+1
5	"Several African Ministers of Agriculture have called for the digitalization of the sector ... to address problems of risk and the distribution faced by smallholder farmers in Africa."	Demba Sabally, Minister of Agriculture (Gambia) , speaking collectively for African ministers	allafrica.com article "African ministers of agriculture call for digitization" IICA+1

Ministerial Quotes on Agriculture & Digitalization

#	Quote	Minister / Country	Source
6	"The traditional way of farming is a hindrance to the level of agriculture stage we want to reach ... It has become extremely difficult to encourage them to incorporate these digital platforms in their farming practices."	Bryan Acheampong, Minister of Food and Agriculture (Ghana)	accessagric.com "minister urges smallholder farmers to adopt digital farming techniques" IICA+1
7	"Technology innovation has already contributed 16 to 18 per cent, but we are aiming for 21 per cent. We need to introduce our technology into agriculture to produce enough food to feed ourselves ... Without technology, countries like Nigeria cannot practise agriculture effectively. "	Minister of Agriculture, Nigeria	punchng.com "minister urges digital tech adoption to improve agriculture; boost food security" IICA+1
8	"The next task is to strengthen the digital sector, the digital platform and the system for registration of farmers, and to provide them with real assistance."	Demba Sabally, Minister of Agriculture (Gambia)	afdb.org "African ministers advocate digitalization support smallholder farmers" IICA+1
9	"We must improve the conditions of food producers, who are the true generators of wealth."	Zulfikar Mustapha, Minister of Agriculture (Guyana)	iica.int or Caribbean News Service "Caribbean ministers of Agriculture emphasize ... cooperation needs ... transformation ..." IICA+1
10	"Rural digital inclusion has become more crucial than ever before to tackle the challenges facing the agricultural sector ... Digital skills must therefore be developed throughout the rural population, and the sector must be encouraged to adopt and utilize the available technologies and innovations."	Zulfikar Mustapha, Minister of Agriculture (Guyana)	Caribbean News Service article "Guyana's Minister of Agriculture underscores the importance of digital inclusion as a priority for agriculture in the Caribbean" caribbeannewsservice.com

Monthly Unit Economics Data

MONTH	MONTHLY GROSS PROFIT (70% GM)	CUMULATIVE GROSS PROFIT	CAC (INITIAL COST)	NET CASH FLOW (CUM. PROFIT - CAC)
Month 1	\$20.42	\$20.42	\$50.00	\$-29.58
Month 2	\$20.42	\$40.84	\$50.00	\$-9.16
Month 3	\$20.42	\$61.26	PAYBACK	\$11.26
Month 4	\$20.42	\$81.68	\$50.00	\$31.68
Month 5	\$20.42	\$102.10	\$50.00	\$52.10
Month 6	\$20.42	\$122.52	\$50.00	\$72.52
Month 7	\$20.42	\$142.94	\$50.00	\$92.94
Month 8	\$20.42	\$163.36	\$50.00	\$113.36
Month 9	\$20.42	\$183.78	\$50.00	\$133.78
Month 10	\$20.42	\$204.20	\$50.00	\$154.20
Month 11	\$20.42	\$224.62	\$50.00	\$174.62
Month 12	\$20.42	\$245.04	\$50.00	\$195.04