



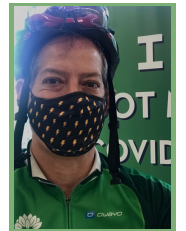
THE HARVEST

AGROMOVIL MONTHLY UPDATE



NOTE FROM FOUNDER AND CEO, ANDREW MACK

Hello Friends of Agromovil and welcome to your April-May newsletter. Things have been so busy around the world these days that, well, we just can't keep up! From pilot planning in Tanzania to technological development in Silicon Valley, and everything in between, Team Agromovil has been moving fast. Please enjoy this special double edition newsletter, and keep an eye out for more growth updates throughout the summer!



PILOT PLANNING IN TANZANIA

Working with the Tanzania Horticultural Association (TAHA) and USDA, Agromovil has been designing our latest pilot around everyone's favorite superfood – avocados. As any avocado lover knows, timing is everything when it comes to this unique fruit. A fresh avocado is a delight, but once it passes its prime, avocados can be pretty awful and almost valueless. In Tanzania, some 40% of avocados don't meet export standards... and around 1/3 of those avocados are left to rot because they cannot be sold locally in time. It's just the kind of classic matching issue that Agromovil's unique marketplace was designed to address.

This coming fall, Agromovil will be piloting with a group of 150-200 avocado farmers in the Njombe region of Tanzania. The pilot will focus on two parts of the Agromovil platform:

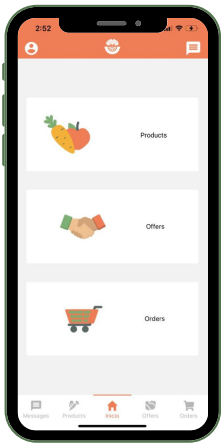
1. helping Farmers use Agromovil to signal their co-op about production and
2. helping the co-op work with local buyers to find a home for avocados that are rejected by the export market, but still viable for sale.

The pilot will also include testing of our new browser-based data tool (in development) with the Njombe co-op and TAHA. This tool will enable both parties to analyze demographic, production, and sales data, generate reports, and directly contact their members through the platform – allowing for streamlined co-op communications and support.

Agromovil is excited to partner with TAHA and USDA, and is looking forward to helping Tanzanian farmers become more profitable by putting more avocados into the market!

AGROMOVIL V. 1.5 COMING SOON

After a couple months of best practice research, user feedback, prototypes, programming, and small iterations, Agromovil's Agile Product and Development Team is closing in on Agromovil V 1.5 - to be released in the middle of June with all kinds of advances:



- Remodel of Agromovil's backend for enhanced security, better data management, and ability to add new functionality more quickly in the future
- Combination of the Producer and Buyer Apps into a Single App, simplifying the system and enabling dual-role users to switch easily between tasks
- Redesign of the UX (User Experience) to make the app even more intuitive
- Addition to marketplace features, allowing Farmers to differentiate their products and Buyers to better direct their searches

FAST STATS

40,436

Impressions on Social Media in 2021

1,306

Total Posts on the Platform

180

Types of Products on the Platform

4 QUESTIONS WITH OUR LEADERS IN THE FIELD: ANDRES (MEMO) ESQUIVEL & GRACE TELLEZ



Since joining Agromovil more than 2 years ago, Grace Tellez and Memo Esquivel have risen to key roles on Team Agromovil in Colombia. Grace serves as Field Operations Manager and Memo has taken on the role of Data Analytics Manager. The national award-winning duo, Industrial Engineers from the prestigious Universidad de los Andes, participated in field work across the country in 2019, but their roles - and responsibilities - grew as COVID-19 froze international travel in 2020. With other team members stuck outside of Colombia, Grace and Memo played huge roles in Agromovil's 2020 success on the ground.

What is your role on Team Agromovil?

GRACE: As Field Operations Manager in Colombia, I am responsible for capturing the experiences and needs of our different users so we have the right training, support, and messaging for all those we serve.

MEMO: As the Data Analytics Manager in Colombia, I work with data generated on the Agromovil platform to help audiences literally "see" how Agromovil is bringing Buyer and Seller together. I generate reports and heat maps, and I also work as a bridge between our developers and product planning team.

How have you applied your background in industrial engineering to your work with Agromovil?

GRACE: I have used various tools from my training, such as organizational strategy, logistics, & operational research tools, to reason through problems and improve efficiency. And with my work in the field, I help put a human face on the tools. We're a small team working with a LOT of users, so organization is key.

MEMO: Industrial engineering is a way of looking at the world, and there are many perspectives and tools I've learned through my background that I regularly apply to my work with Agromovil. Sometimes I write code. Sometimes I help with functionality integration. But no matter what, my job is to solve problems.

Explain what it has been like to work on an international team remotely during a pandemic. What challenges have you faced? How have you overcome them?

GRACE: Our incredible team is both multidisciplinary and multinational, so even before the pandemic, we were already working remotely and in different languages. What's the biggest difference with COVID? My



4 QUESTIONS WITH OUR LEADERS IN THE FIELD (CONTINUED)

HELP US GROW

Agromovil is making strides, and we want to pick up speed. We are expanding our visibility and fundraising activities. Share our story. Help us connect to investors or other funding opportunities. Be part of Team Agromovil. Connect with us at contact@agromovil.co.

biggest work challenges in this pandemic have actually been around helping our users, as the agricultural sector has been one of the most seriously affected in Colombia. And personally, since more senior team members couldn't come here, Memo and I have had the chance to take on more responsibility.

MEMO: I felt very lucky that I had Agromovil when COVID came. Being able to continue working while in quarantine was very important to me. It is sometimes a challenge to work with teammates who are thousands of miles away. But since Agromovil has always been a global company, pandemic or not, the team was prepared for the challenge and used the opportunity to improve on our virtual work practices. And we are a strong team.

You are Agromovil's eyes and ears on the ground in Colombia. What do you see as the future of Agromovil in Colombia?

GRACE: I dream of a future where agriculture goes hand-in-hand with technology. I am looking forward to seeing a strong network of Agromovil users, through which large amounts of information can flow and contribute to the entire agricultural chain – not only in the marketplace, but also for educational and data purposes, to make small farming better.

MEMO: We are tackling a worldwide problem. With Agromovil, I see the same future for Colombian farmers as for farmers anywhere: that our platform improves farmers' quality of life. They are the people who feed us, yet many of them live in poverty. Some must even abandon the farm that has been in their family for generations to seek work in big cities. We need both economically and environmentally sustainable farming in order to feed the world's growing population, and make farming a good business for small and medium producers.

SOURCING SOLUTION: A BUYER SUCCESS STORY

Over the last few weeks, Agromovil has spoken directly with hundreds of users from across the country. The results were very inspiring. Farmers and Buyers responding to a challenging health and political environment were even MORE in need of solutions to match products and markets. Felipe Hernandez, who learned about Agromovil from an acquaintance, was one of those Buyers. Hernandez owns a fruit store in the most important agri-marketplace in Bogotá, and was in need of new suppliers of lulo and passionfruit. Through Agromovil, Hernandez sent out a "demand notice" to Producers, and the platform connected him with 8 Farmers producing the goods he needed from 3 different regions across Colombia, 5 of whom had products immediately available. Hernandez found the goods, and the Producers were pleased to receive a demand notice, since some of them had not yet posted their products for sale.

MACK SPEAKS AT GLOBAL POLICY INSTITUTE WEBINAR

On May 4, Andrew Mack spoke at a webinar held by the Global Policy Institute and Bay Atlantic University titled: Sustainable Agriculture in Africa: Connecting Farmers to Markets. The event was hosted by international development expert, Adam Saffer, and GPI's President, Paolo von Schirach. "We are in this historical moment," Mack said, "where connectivity is improving and where demographics are working in our favor ... we can make quantum leaps in the ways that we leverage data for the benefit of farming communities." Watch the [full webinar here](#). Or catch a few [highlights on our YouTube](#).



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