



THE HARVEST

AGROMOVIL MONTHLY UPDATE



3 QUESTIONS WITH LEAD ADVISOR CONSTANZA NIETO

Meet Constanza Nieto, Agromovil's Lead Advisor. A successful entrepreneur and consultant, Constanza has over 20 years of international business and partnership building expertise, as well as experience as a top executive with the Government of Colombia and several private and public organizations. She is the Co-Founder of GlobalTech Bridge, a specialized consulting firm that works with entrepreneurs, funders, and governments to foster innovation and make the connection between tech organizations in Latin and North America. Constanza first encountered Agromovil as a judge in a World Bank-sponsored Panama start-up competition (where Agromovil was a winner) and has served as an invaluable advisor since 2018.



Q: You have supported all kinds of startups around the Americas, what drew you to Agromovil?
 Constanza – Two main things caught my eye with Agromovil. First, it is a start-up with great social purpose: to improve business for small farmers. Second, it has huge potential: governments, buyers, NGOs, etc, will be able to better connect with and serve small farmers through their use of Agromovil.

Q: You have been instrumental in helping us connect with partners in Colombia. Tell us about the importance of partnerships for a company looking to expand globally like Agromovil. Constanza – The first thing I say when teaching start-ups about global expansion is that they need to partner with local players that are aligned with their goals. Small farmers are a challenging market – they are not connected with social media, don't attend events, and are not easy to reach in general. But by teaming up with local organizations that also want to support farmers, Agromovil can reach them – at scale – in a way other technologies simply haven't. This is why I connected Agromovil with Comultrasan, a 400,000+ member organization in Colombia that is also looking to improve the profitability and wellbeing of small farmers.

Q: Agromovil puts power in the hands of small farmers, many of whom are women. How can Agromovil enable more women agripreneurs to succeed in business? Constanza – Technology and connectivity are powerful tools for any small farmer, but are especially useful for women farmers who have extra responsibility at home. In the past, selling the harvest was a job mainly reserved for men who were able to leave the farm and meet with buyers in person. Not any more. Agromovil creates new connectivity that puts power in the hands of the woman farmer – enabling her to post products and negotiate directly without leaving her children and farm unattended. Additionally, the ability to pay on the platform helps women farmers avoid risky cash transactions.

FUNDRAISING AND FIELD UPDATES

Progress on fundraising and field implementations continues. Two new Friends and Family investors joined the Agromovil team this month and, throughout March, Agromovil has been discussing potential equity investments with some of the world's most important global agtech and foodtech VC firms.

While funding outreach grows, so does our field presence. Agromovil is in final discussions on not one, but two new field implementations in Latin America, working with coops and coop members in conjunction with USDA and some of their largest partners. These programs will – along with our work in Tanzania – help Agromovil expand our product set for work with data users like coops, and are important milestones on our road to rapid internationalization.

TECHNOLOGY DEVELOPMENTS

Agromovil's agile product development team is hard at work in Silicon Valley. Stay tuned in the coming weeks for new versions of both the Buyer and Producer apps based on our learnings from 2020, complete with a new, state-of-the-art security model and a number of other new platform features. To enhance our work with aggregate users, Agromovil will also be introducing a data dashboard to support our growth in new markets.

FAST STATS

1,315

Total Users

1,282

Total Posts on the Platform

46%

Of Producers Have Publications

INTERVIEW WITH COMULTRASAN CEO



[Read more here.](#)

Team Agromovil had the opportunity to interview Socorro Neira, CEO of Comultrasan, our instrumental Colombian partner. Socorro spoke about her family's farming origins and how our partnership has empowered women farmers in Colombia. Based on her personal and professional experience, she illustrated what life is like for these hardworking, resourceful women, and their goals to grow their businesses and "move their families forward."

Socorro celebrated how women farmers can use Agromovil to negotiate sales "without the interference of intermediaries or constraints due to exclusion" from the traditionally male-dominated supply chain. She is optimistic about the future of farming for Colombian women, the role technology can play, and the partnership with Agromovil. "The social impact of our partnership will be striking."

WELCOMING A NEW TEAM MEMBER!

Agromovil is happy to welcome Camila Valbuena to our growing team. With experience in strategic communication and public outreach, Camila joins as our Contact Center Intern. She will be a primary resource for our users in Colombia – answering questions, gathering qualitative data and feedback, and providing general support.



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.

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