



**fresh
source**

**ON A MISSION TO BUILD MENA'S MOST
SUSTAINABLE *Fresh Food Systems.***

WHO ARE WE?

**LAUNCHED OUT OF
CAIRO IN 2019,
FRESHSOURCE IS THE
MENA REGION'S FIRST
B2B AGRI-SUPPLY CHAIN
PLATFORM
TRANSFORMING THE
LIVES OF PRODUCERS,
CONSUMERS &
BUSINESSES.**



WHAT WE DO?



DATA & TECH ENABLEMENT
FOR OUR PARTNERS



ENSURE CONVENIENT,
AFFORDABLE & RELIABLE
SUPPLY



STRENGTHENING FOOD
SECURITY THROUGH
SUSTAINABLE FOOD SYSTEMS

**FRESHSOURCE PARTNERS WITH PRODUCERS AND DISTRIBUTES DIRECTLY TO BUSINESSES;
HOTELS, MANUFACTURERS & RESTAURANTS THROUGH ITS PLATFORM.**

PROBLEM

Agri-sourcing is stuck in the past.

45%

Of Egypt's food is lost before it reaches store shelves.

LACK OF TRANSPARENCY

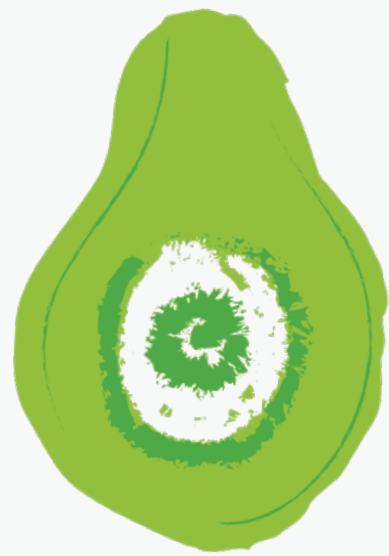
Of prices, enables middle men to exploit both producers and businesses.

NO DATA & TECH

Despite being a significant industry, there is a lack of innovation.



SOLUTION



DATA

Introducing key data to the industry in order to make smart decisions when buying and selling, predicting demand and getting competitive prices.



TECH

Strong fresh produce cold chain logistics know-how with decades of experience.

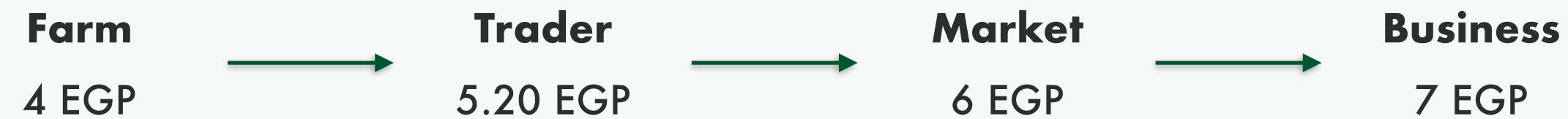


OPERATIONAL POWER

Streamlining the sourcing process through app and web tools & leveraging 30 years of experience through our family business.

CASE STUDY

**75% INCREASE FROM
FARM TO BUSINESS PRICE**



TRADITIONAL MODEL

**SAVING MONEY &
SAVING FOOD**



12%
empowering
farmers



30%
COLD CHAIN

Data
saving food



-10%
Saving
businesses &
consumers
money

FRESHSOURCE MODEL


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DATA



PRICES



AVAILABILITY



ROUTE OPTIMIZATION



FUTURE TRENDS

We have collected nearly **5 years of data** on the availability and prices of over 70 Egyptian crops. This enables us **to buy at the right time and sell at the most optimal time** which improves our margins and enables us to be around **20%** cheaper than competition.

WHAT WE OFFER



SAVE MONEY

Through our data & technology we are able to offer 20% lower prices than others.



SAVE TIME

We save an average of 8 hours per week for our customers.



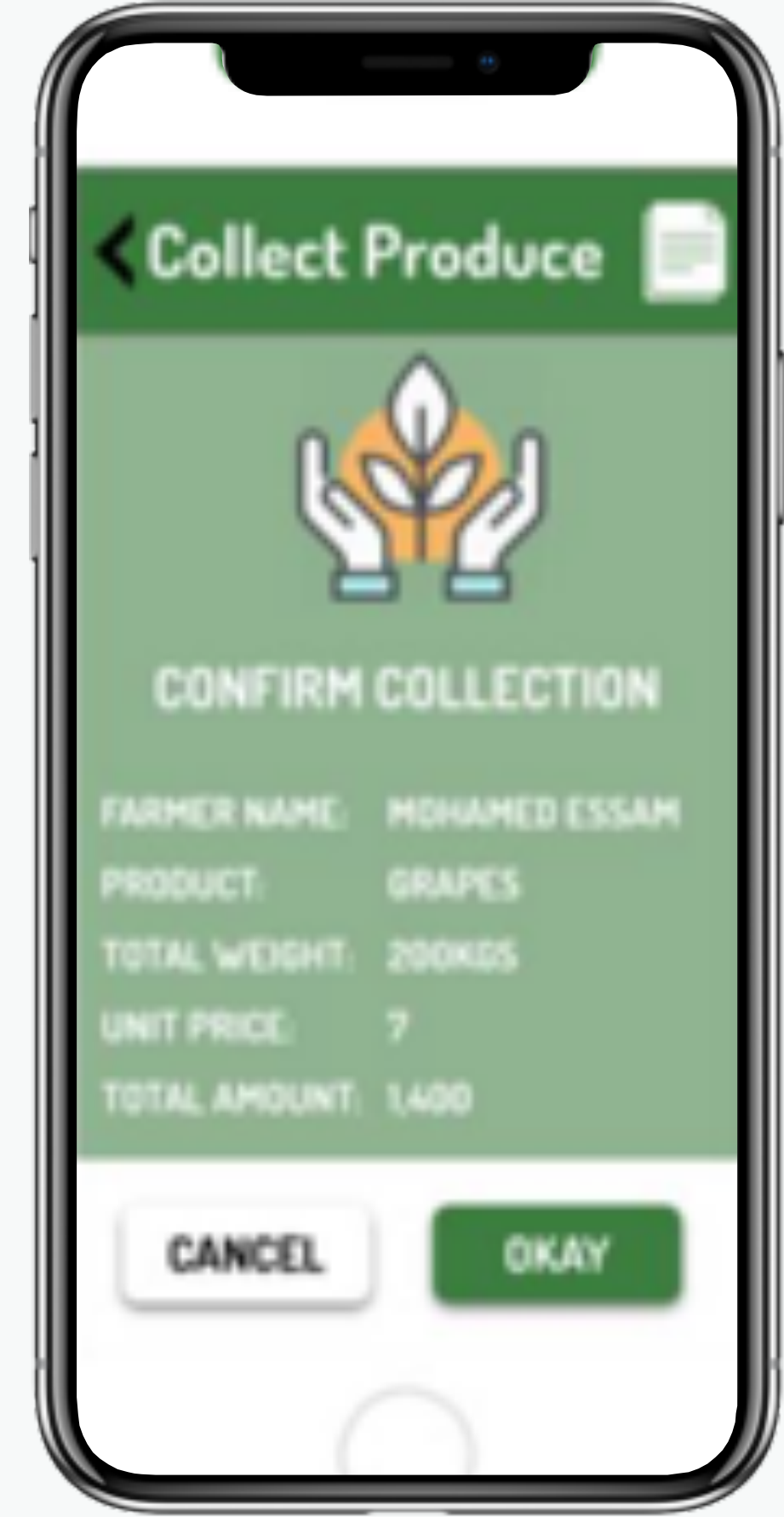
SAVE FOOD

We save our customers food through analytics on their consumption.

PRODUCER APP



Customers



Producers

CUSTOMER PLATFORM



CUSTOMERS CAN

PLACE ORDERS

SET UP RECURRING ORDERS

GPS TRACK TRUCKS

VIEW ANALYTICS

Market Size (USD)



\$11.8 Billion

Total Available Market

\$3.2 Billion

Serviceable Available Market

\$500 M

Serviceable Obtainable Market



Breakdown

\$3.3 Billion

Fresh Fruits & Vegetables

\$6.5 Billion

Dairy, Seafood, Poultry & Beef

\$2 Billion

Fruit & Vegetables Exports

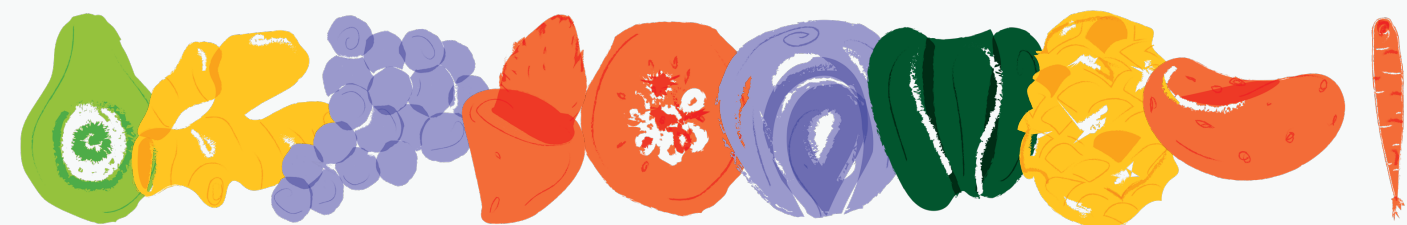
*All calculations & assumptions can be found [here:](#)

https://docs.google.com/spreadsheets/d/1MvTqMtXnRyUZ5744kplXRdJ5T_roTrpL6YjkpsUzWaQ/edit#gid=361490743

Customer Profile

*Other spend relates to Institutions such as Governments for more information check Appendix 1

*All calculations & assumptions can be found [here:](https://docs.google.com/spreadsheets/d/1MvTqMtXnRyUZ5744kplXRdJ5T_roTrpL6YjkpsUzWaQ/edit#gid=361490743)

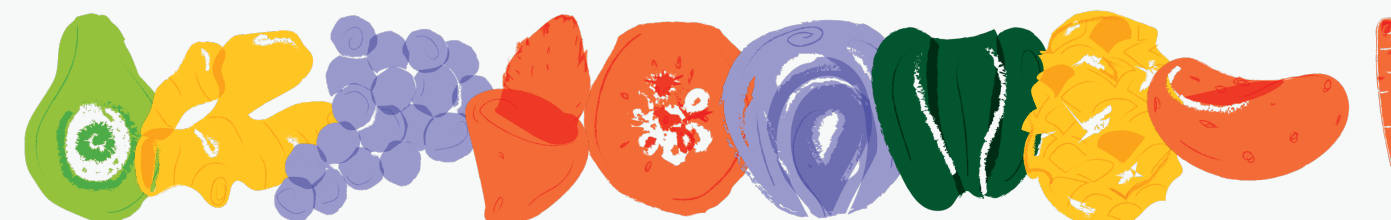


	# of Entities	F&V Spend \$M
Hotels	1,217	450
Restaurants	45k	693
E-commerce	15	3.4
Retailers	4,000	307
Traditional Retailers	20k	538
Manufacturers	10K	385

OUR JOURNEY SO FAR

	Products	Governorates	Customers
2019 (Q1)	1 Product	1	5
2019 (Q3)	3 Products	1	20
2020	10 Products	5	100
2021	100+ Products	11	300

All fresh fruits & vegetables



TRACTION



Governorates in Egypt **11**

Deliveries weekly **300+**

Tonnes moved daily **~ 10**

Tonnes moved **7,000+**

Unparalleled network of key players

**MAKING OUR
CUSTOMERS
PROUD TO
SOURCE
LOCAL**



In-Direct Competitors

Traditional Wholesale Market

High Prices

5+ Hours to source

Inconsistent

Direct Competitors

Traditional Distributor

High Prices

Lengthy Process

No data/tech

COMPARABLES

Global



Twiga

Kenya

Raised: \$160M

<https://www.crunchbase.com/organization/twiga>



WayCool

India

Raised: \$67.7M

<https://www.crunchbase.com/organization/cheetah>



Ninjacart

India

Raised: \$203.7M

<https://www.crunchbase.com/organization/ninjacart>

Regional



Tazah Tech.

Pakistan

Raised: \$6.5M

<https://www.crunchbase.com/organization/tazah-technologies>



Right Farm

UAE

Raised: \$2.8M

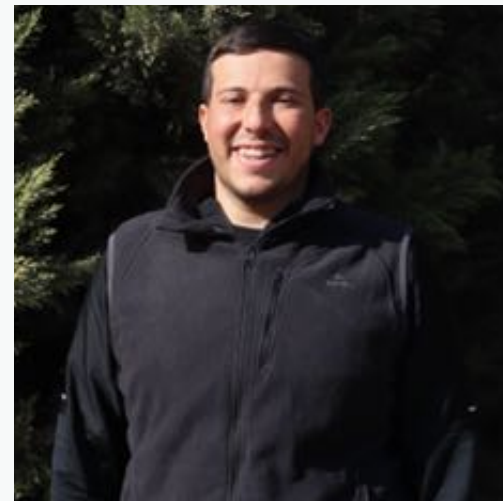
<https://www.crunchbase.com/organization/right-farm>

THE TEAM

95+ TEAM MEMBERS



FARAH EMARA,
CEO & CO-FOUNDER



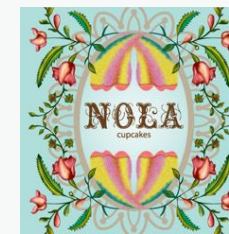
OMAR EMARA,
COO & CO-FOUNDER



RAMY ABOULENEIN
HEAD OF FULFILLMENT



MOHAMED NAGUI
HEAD OF SALES
OPERATIONS



SARY MAMDOUH
HEAD OF QUALITY & FOOD
SAFETY



WALID SAID
HEAD OF ACCOUNTING

FINANCIAL INCLUSION

B2B AGRI-MARKETPLACE PARTNER FOR THE CENTRAL BANK OF EGYPT



Crop Loans

Short-term advance to cover the cost of cultivation and repaid once the crops have been harvested.

The loan amount is fixed based on the cultivation area and the type of crop being cultivated.

Agri-Inputs

Farmers will be able to access their fertilizer needs as well as procure other necessities through pre-paid card.

Financing B2B

We provide flexible payment terms to different businesses such as traditional retailers.

FOOD SECURITY

BUILDING VALUE CHAINS THAT BENEFIT PEOPLE & THE PLANET



World Food Programme



5% Food Loss Rate

FreshSource has a food loss rate of 5% compared to the national average of 45%.

Farmer Empowerment

We empower our farmers to take more control over their lives, improve their crops and their income.

ML & Traceability

The use of blockchain in the food supply chain can improve food safety, food tracking, and weather forecasting.

2 ZERO HUNGER



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



FUTURE ROADMAP



- Launched 4 additional governorates**
2021
- Launched 6 additional governorates**
2022
- Launch exporting arm**
2023
- Launch second regional country**
2024

Recognition



GOOGLE FOR STARTUPS

Tech Accelerator

EBRD STAR VENTURES

€30K Grant

AWARD WINNER

Digital Agriculture Award



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