

Green-Tech, AI and Agriculture

**Farming
for
future?**



// AI solution to empower small farms



We believe small farms can feed the world

Each year, 4.5M of small farms are forced to shut down, minimizing green spaces and declining biodiversity.

We're digitalizing farms

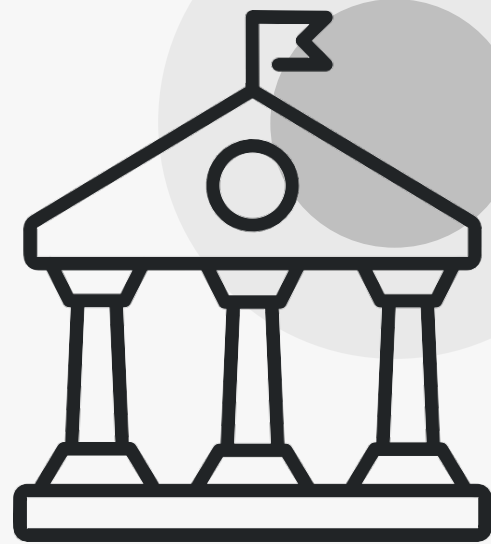
Agriculture is the world's largest industry, with small farms comprising 85 % percent. By 2050, 120 million of them will be forced to close due to economic challenges, low-margins and very low life quality. And that means that we are losing our green spaces and our biodiversity.

We are committed to supporting this farms by ensuring that a larger share of the profit goes directly to the producer. Farmlifes is creating intelligent software solutions that use Big Data, AI and Blockchain to strengthen farmers economic independence and enable direct sales without middlemen.

Farmlifes is fully aligned with the UN Sustainability Goals, the European Green Deal, and the farm-to-fork strategy.



Challenges of farms



Laws and Regulations

The dependence on investment grants and changing laws leads to a lack of planning security.



Revenue and Finances

Low profit margins mean there isn't enough money to invest in essential technology or hire skilled staff.



Time Constraints

Low life quality and a lack of time can hinder changes and key activities like business growth.

Solutions for farms



Market Independency

Farms gain greater self-sufficiency through B2C sales and build their own successful businesses.



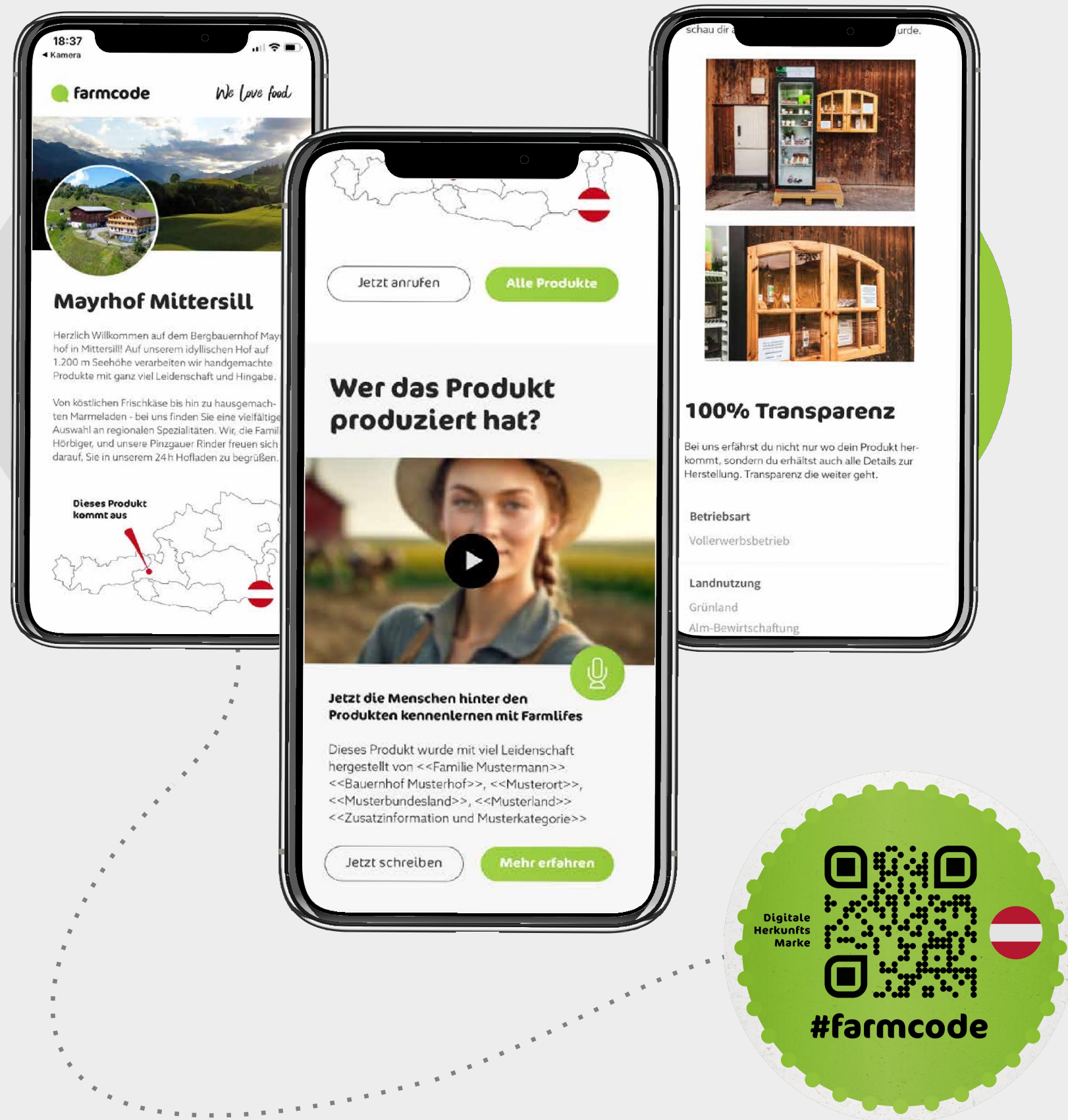
Customer Awareness

Farms need a direct channel to the customers, that enables real time offers and build transparency.



Increase Revenue

Farms sell directly to customers, take out the middlemen, and increase margins and profits.



Customer retention and transparency

All in one tool

The first product is a user-friendly customer loyalty tool paired with a digital mark of origin for food. Farmers can attach this code to their products. When consumers scan the code, they gain access to details about the product, including information about origin and its producer.

User interface

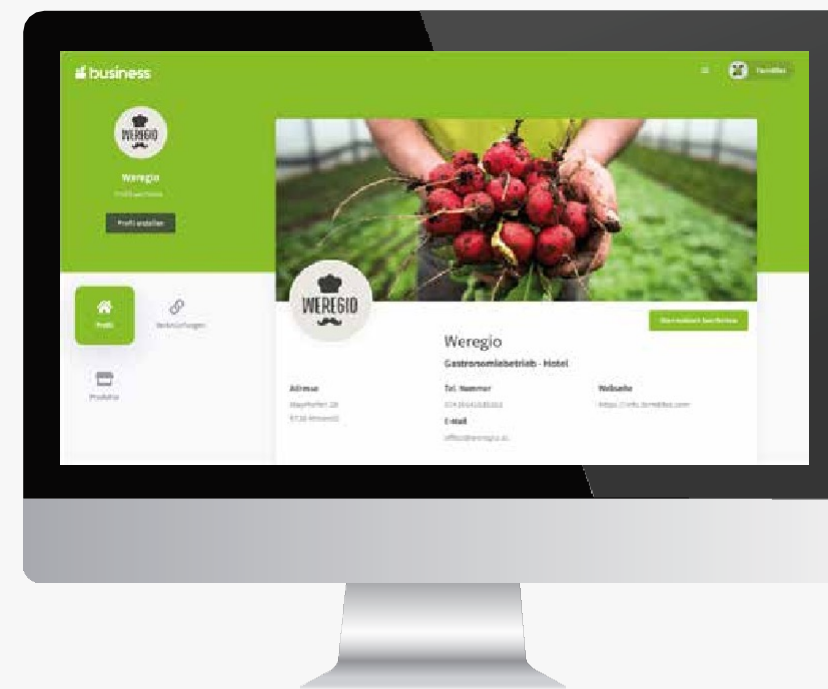
Management software

Why farmers buy the solution?



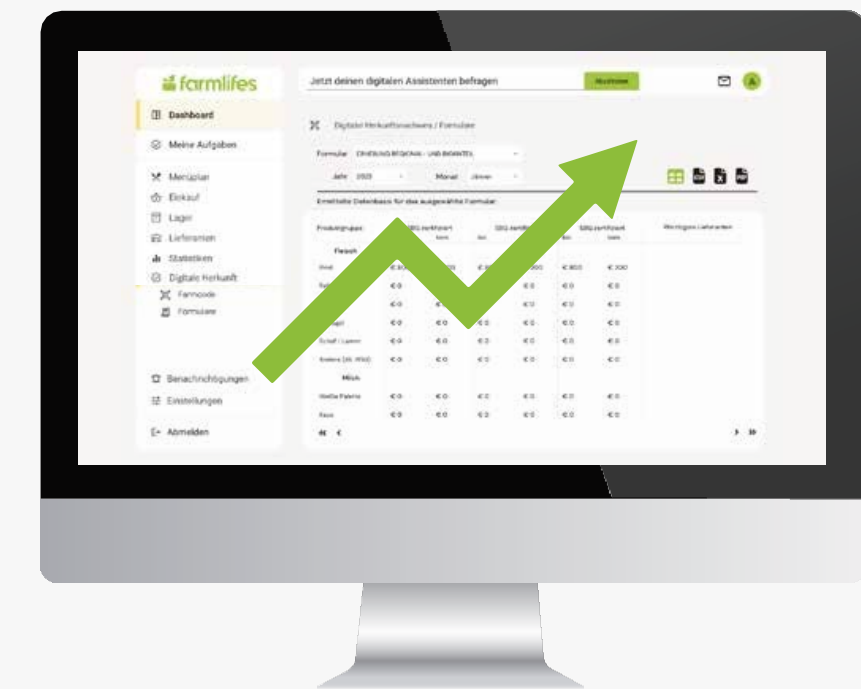
B2C selling easy and fast

In less than 10 min, farmers set up a website, and a marketing and customer connection tool to start with B2C direct sales.



Boost business and sales

Already existing B2C farmers create a direct channel to their customers, offer real-time deals, and boost their customer base and sales.



Big data and AI-Analyse

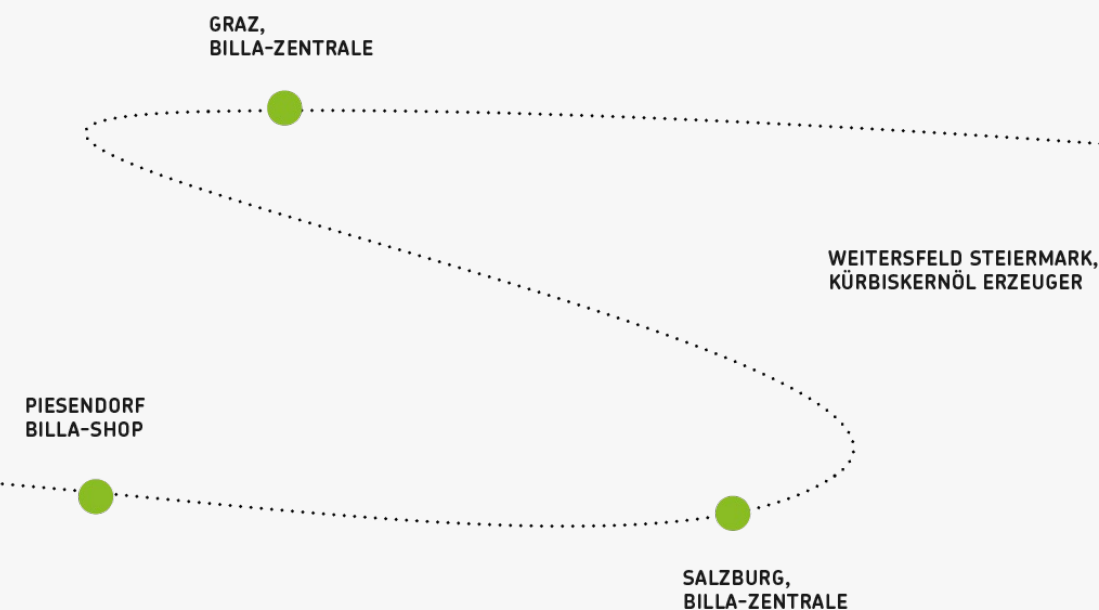
Scalable AI-Content Management Software behind, enables additional sales outlets for raw materials, for example in restaurants.

Digital farm data for the entire value chain

Once we have gathered all this data from farms, we aim to use it to build transparency and awareness throughout the entire value chain. In partnership with a County Council, we have created a prototype that combines a digital origin label with AI-driven restaurant management software. We have secured a significant sales agreement with the group 'Gut zu Wissen'.



Go to market strategy



Founding Team



Lisa Rieder, CEO

Communication, 9+ years experience
Marketing, Design and Management
Entrepreneur, Tourism Expert
+ Grew up on a farm



Daniel Schlager, CTO

Technology, 15+ years experience
Senior Developer, AI and Blockchain
Entrepreneur, Startup Expert
+ Specialized in agriculture



Herbert Astl, COO

Innovation, 6+ years experience
E-Commerce and Sales
Entrepreneur, Agriculture Expert
+ Grew up on a farm

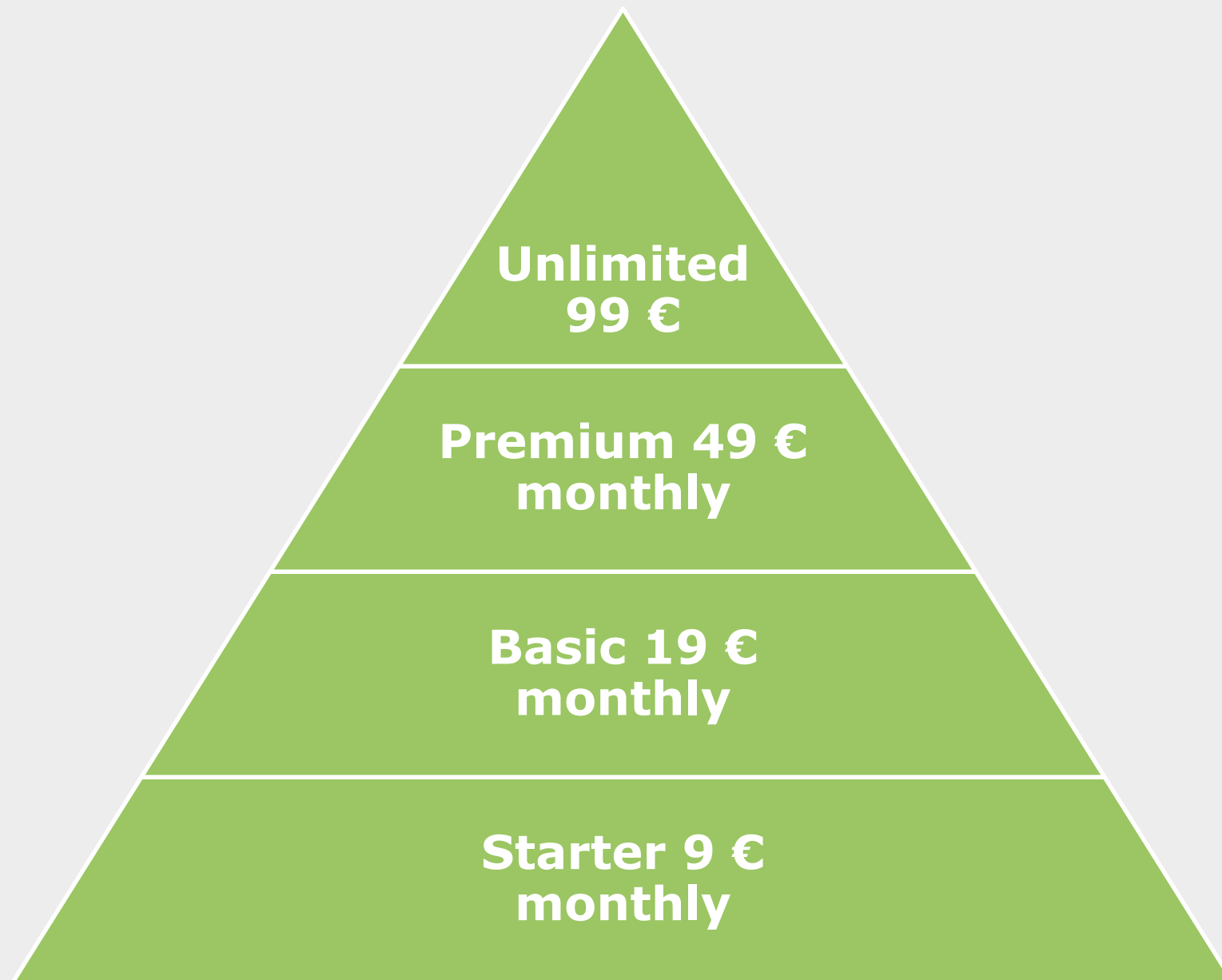
Traction, product, fundings and status quo

In 2021 our prototype won the European Young Farmers Award! In 2023 we launched our platform and on boarded the first paying farms.

Investment SBC 15K

Funding BMF 50K

- Prototype won the **European Young Farmers Award of the EU** — requests from 3+ nationalities.
- **MVP platform for farms** finalized. 10 test users, 7.8K codes, 1.25K scans. Market survey: 30% are willing to pay. Funding from **Austrian Ministry**.
- Community App with **3.5K farmers** in Austria, 3K Facebook followers, 1.5K Instagram followers.
- **Digital Mark of origin** prototype for restaurants finalized including AI and Big Data Analyze – Collaboration with County Council and **“Gut zu Wissen”**.
- **Coverage of the SDG’s** 8,12 and 15 and the EU Green Deal (+ Farm to Fork).



The subscription models vary based on business size and included features. We provide an affordably priced starter package for easy access, and additionally, we charge a one-time setup fee.

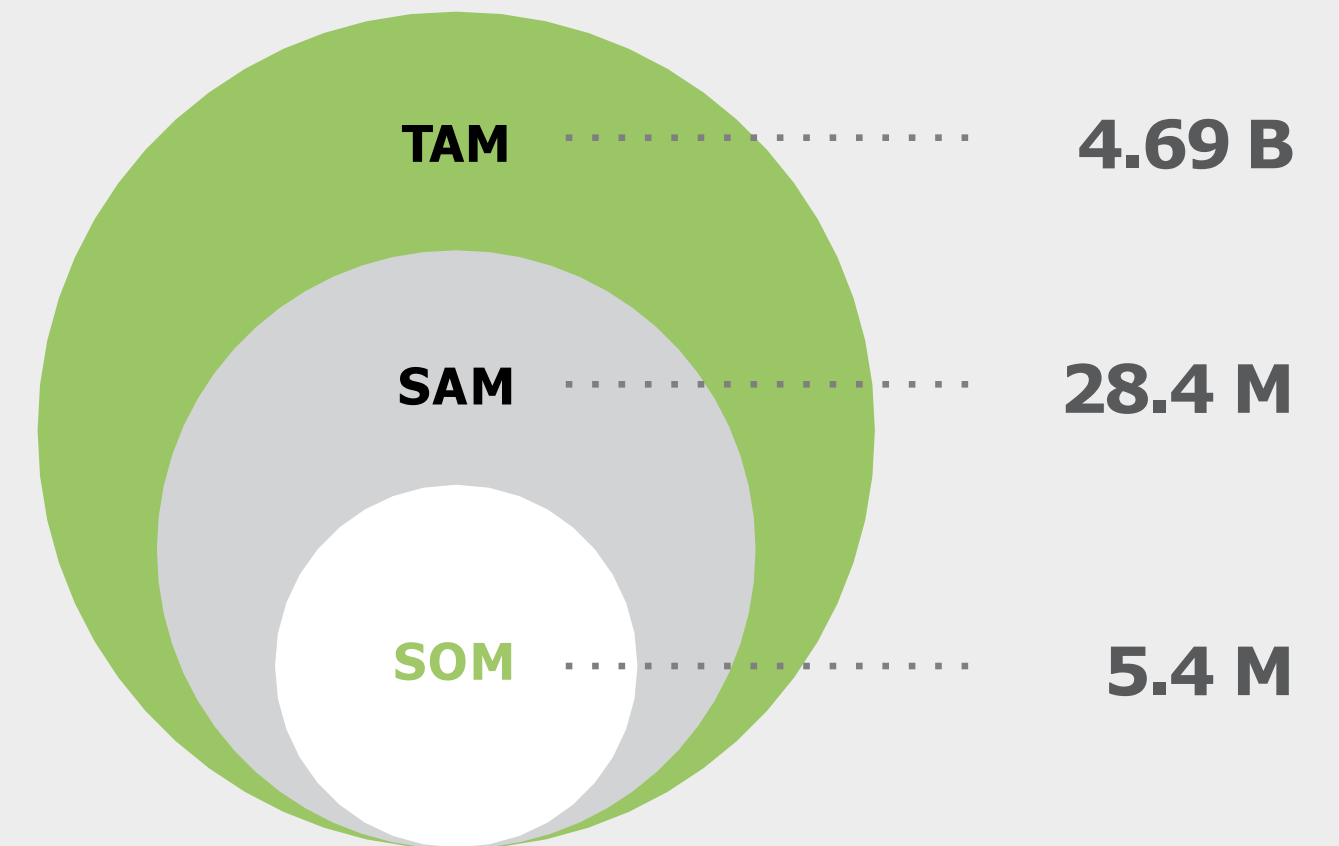
Business model and scalability SaaS-Solution

We offer a user-friendly SaaS-Solution within four different subscription models for farmers and restaurants

[Read more online](#)

Market potential along the entire value chain

Total Addressable Market, 4.69 B
Serviceable Addressable Market, 28.4 M
Serviceable Obtainable Market, 5.4 M
Market segment: Farmers & restaurants



First target group

840 M €

B2C farmers (EU)  3.5M companies
Market annually (Austria)  5.4M€ (SAM)

Second target group

3.58 B €

Mass catering (EU)  1.14M companies
Market annually (Austria)  23.0 M € (SAM)

First investment round is starting Seed funding

Total amount: 160.000,00 €
Goal: 2.000 farmers, 80 restaurants,
43K Monthly Recurring Revenue



farmlifes.com/investment

Timeline and Roadmap

Growth

Revenue Target
€ 3.460,- p/m

Product Target
MVP for restaurants

User Target
200 producers

Revenue Target
€ 43.560,- p/m

Product Target
Full Release (Payment Fees)

User Target
2.000 producers
80 restaurants

2024

Q2

Q3

Q4

2025

Q2

Q3

Q4

2026

Q2



Funding

Seed Round
€ 160.000,-

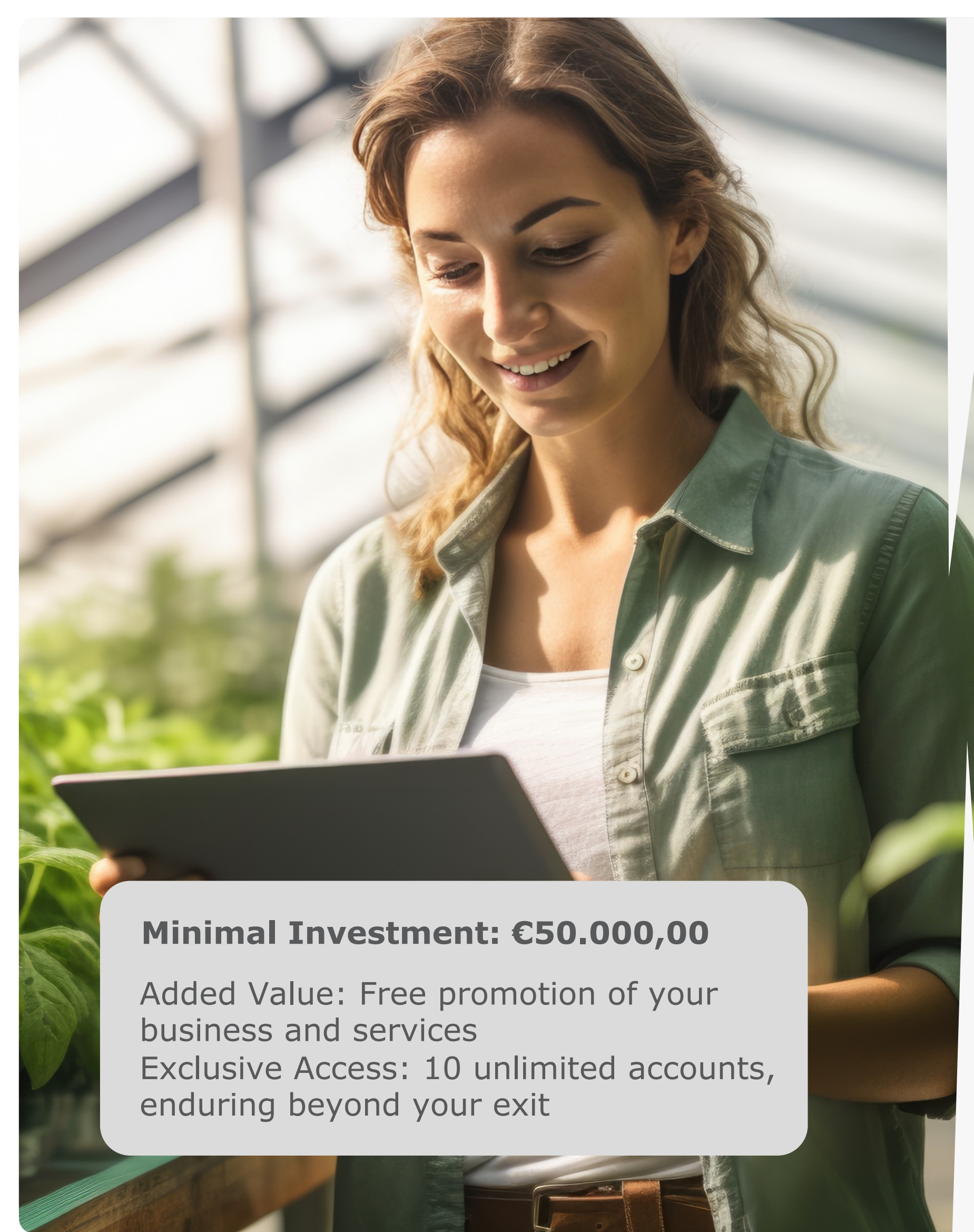
Milestone
AI-Managementsoftware for restaurants

Seed Round
...

Milestone
Expansion various European countries

Series A Round
...

Milestone
AI-Assitent ELLA for agriculture



Let's revolutionize agriculture with us **The proposal**

Invest in Farmlifes and pioneer the future of sustainable and digital agriculture. We are looking forward to your call! Only available until spring 2024!

Minimal Investment: €50.000,00

Added Value: Free promotion of your business and services

Exclusive Access: 10 unlimited accounts, enduring beyond your exit



farmlifes



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CEO and Communication

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