



instafarm

redefining abundance

AI-powered B2B Platform Revolutionizing Agri
Procurement & Value Addition



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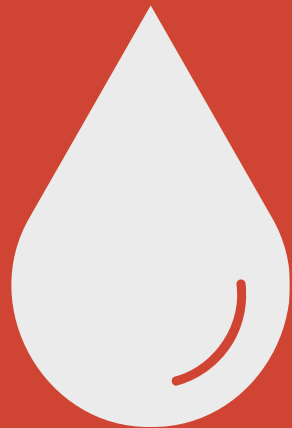
food wasted, farmers undervalued, markets unsatisfied broken chains - the hidden challenges of agriculture

- Farmers lose income
- Buyers face shortages
- Food is wasted
- Climate stress worsens everything



40% of produce in Central Asia are lost before they ever reach a buyer.

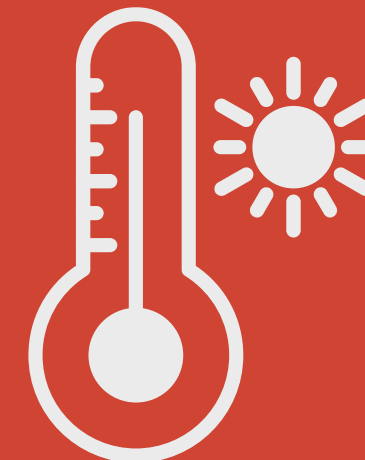
Why This Is a Climate Problem



70% of water used
in agriculture



Wasted crops = wasted
water, energy, emissions



Climate shocks =
unpredictable supply

Root Cause - it's a climate resilience failure in supply chains



No real-time demand visibility



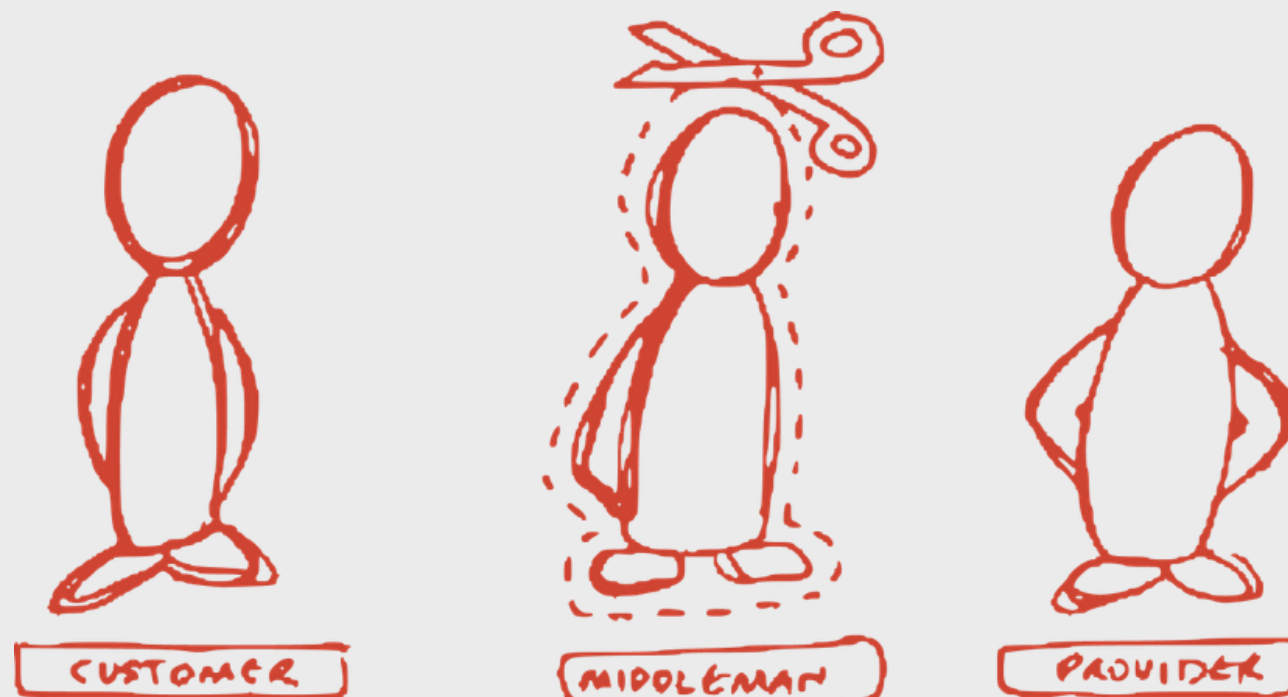
No traceability



No smart logistics



Fragmented procurement systems



the solution

InstaFarm is an **AI-native B2B procurement platform** that lets buyers source directly from farmers with full traceability and instant payments.



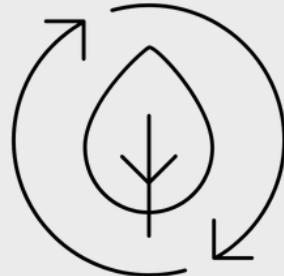
Fair Prices for
Farmers



Reliable Sourcing
for Buyers



Full
Transparency



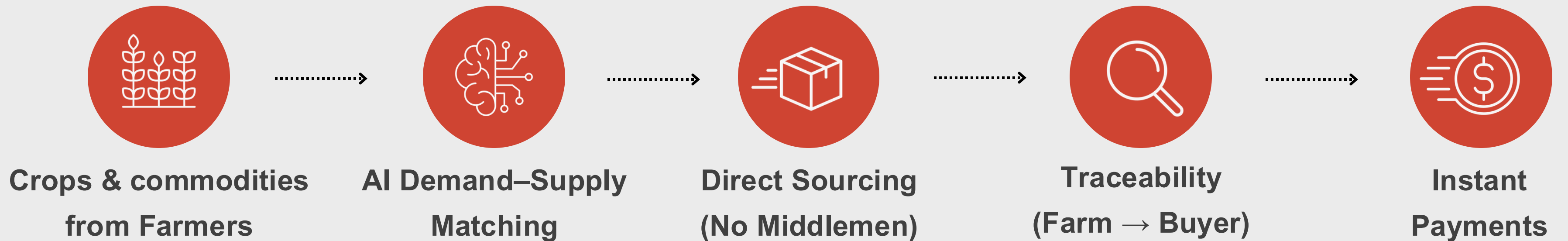
Lower carbon &
methane

**AI-
Native
Platform**

- Conversational AI ChatBot
- Predictive Demand–Supply Model
- Agentic AI Procurement Workflows


how we **work**


AI Procurement Platform for Direct Farm-to-Buyer Sourcing




We turn fragmented supply chains into intelligent, climate-resilient networks.

climate impact

↓ 20–30%
post-harvest
loss 

↓ water waste 

↓ emissions
from spoilage 

The most
sustainable crop is
the one that actually
reaches the market.

↑  farmer
income

↑  regional
food security

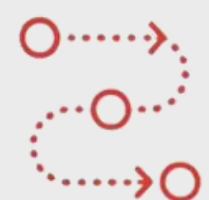
why CAREC?



60% population
in agriculture



high post-harvest
losses



weak logistics &
traceability



huge export
potential



CAREC is not just a challenge, it's a high-impact opportunity.

traction



5+ paid pilots
(India and UAE)



Traceability
pilot



UAE buyer
onboarding



Revenue: \$110K
annually



50 tons
of CO2 saved

25% Waste Reduction

the market

Who We Serve

Market Size

Business Model



Buyers

- Food brands
- Retailers & wholesalers
- Processors & exporters



Suppliers

- Small & mid-sized farmers
- Farmer producer groups

TAM

\$10–15B+



Global agritech & solar post-harvest

SAM

~\$5B+



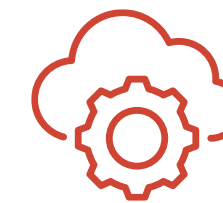
Asia and EU markets

SOM

\$50–100M

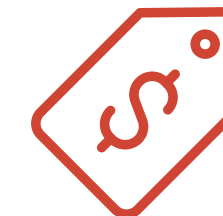


5-year obtainable



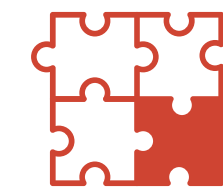
B2B SaaS Subscription

Buyers pay monthly / annual fees



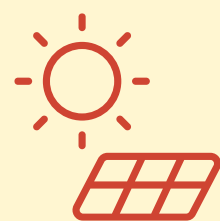
Transaction Fee

% fee per procurement order



Add-on Modules

Traceability, analytics, compliance



Solar Dryers & Panels for Farmers

On-farm processing • Higher income • Lower waste

vision

“A world where farmers lead the way in sustainable, profitable, and transparent agriculture.”

We are committed to advancing Sustainable Development Goals (SDGs) to create a lasting impact on people and the planet.



mission

- To reduce global food waste by preserving surplus.
- To deliver high-quality, traceable dried produce to globally.
- To foster sustainability, transparency, and economic opportunity for farming communities.
- To empower women through innovative technology.

preserve.
empower.
thrive.