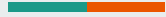


Team Food Access



Name of Company: Conecta Sertão

Core Team

- Cameron Kemske (United States)
- Maxwell Chou (United States)
- Pierri Della Bruna (Brazil)



The Team



CEO: Cameron Kemske

- Oversees daily operations
- Develop company strategies
- Maintains relationships with local organizations



CMO: Maxwell Chou

- Oversees all marketing efforts
- Manages outreach operations
- Directs new target market expansion



CTO: Pierri Della Bruna

- Leads our design teams
- Oversees customer support
- Develops virtual network

Company Purpose

- With the United Nations Sustainable Goal of **Zero Hunger** as a driving factor in our business formulation, we propose that our company is fulfilling the need of those in **Northeast region** by providing a **new internet application** which increases **access to food**.



The Problem

- In the eastern coastal region of **Sertao**, farmers have been working with an NGO “**Adapta Sertão**” to increase farming production and **broaden market access** to sell their products.



- Several large townships within the Sertao region have **internet access** but still significantly **underutilized** technology to purchase food for their markets.
- There is a technological divide that is hampering the ability of the region’s farmers and towns to **transact** between each other.

How can we provide a fast and reliable way for these towns and farming organizations to buy and sell their goods?

The Solution

“Conecta Sertão” Application

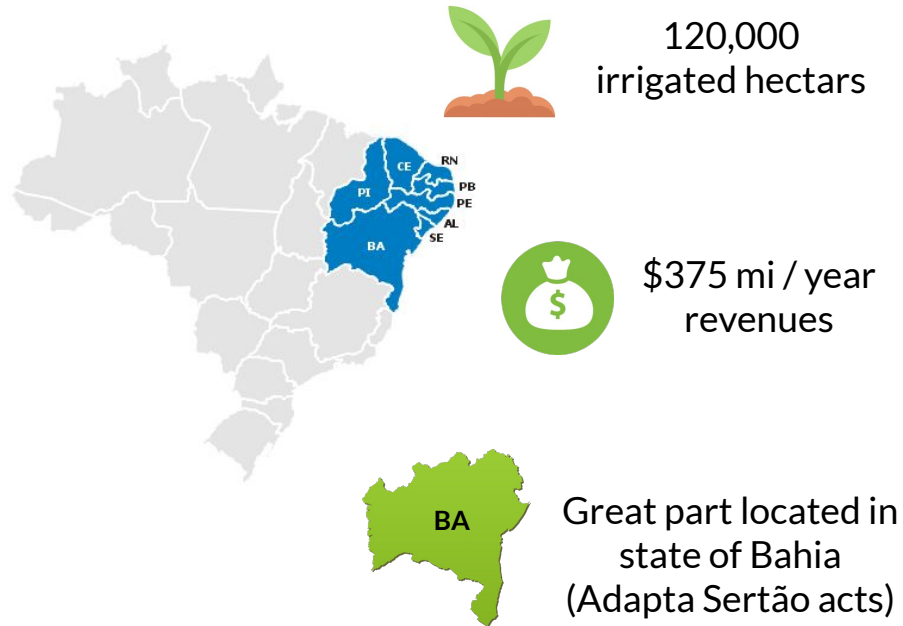


Two key factors of the application

- Provides an **online marketplace** for towns and farmers increasing overall market access in the region.
- Provide local delivery **jobs** for distribution of the products using a **contract driver** to help increase wealth among those in the region.

The Market

São Francisco River Valley (NE - Brazil)



Northeastern Sertão



Competition

- No major competitors within market space
 - iFood Company Indirect Competitor
-
- Lack of support from government due to poor infrastructure



Competitive Advantages

- Unique Market Entry
- No direct competitors

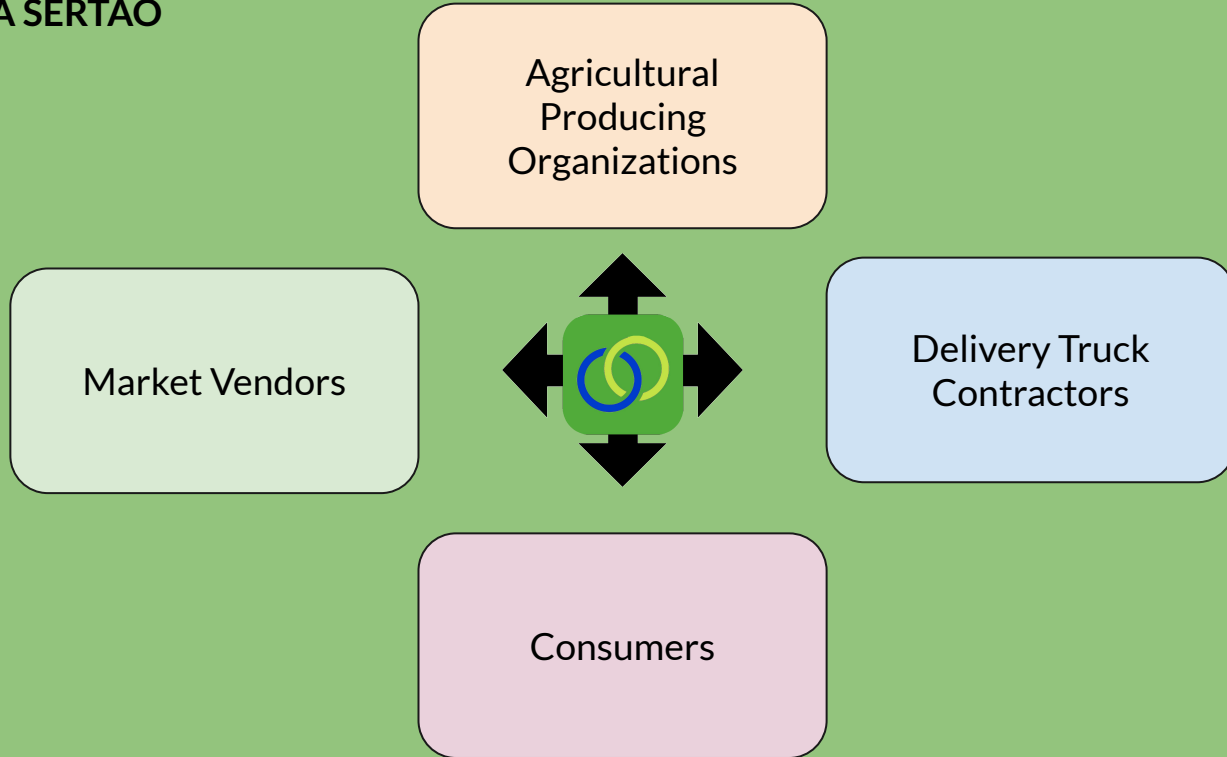


- Hiring Locals familiar with area
- Technological Advantages to benefit ease-of-access

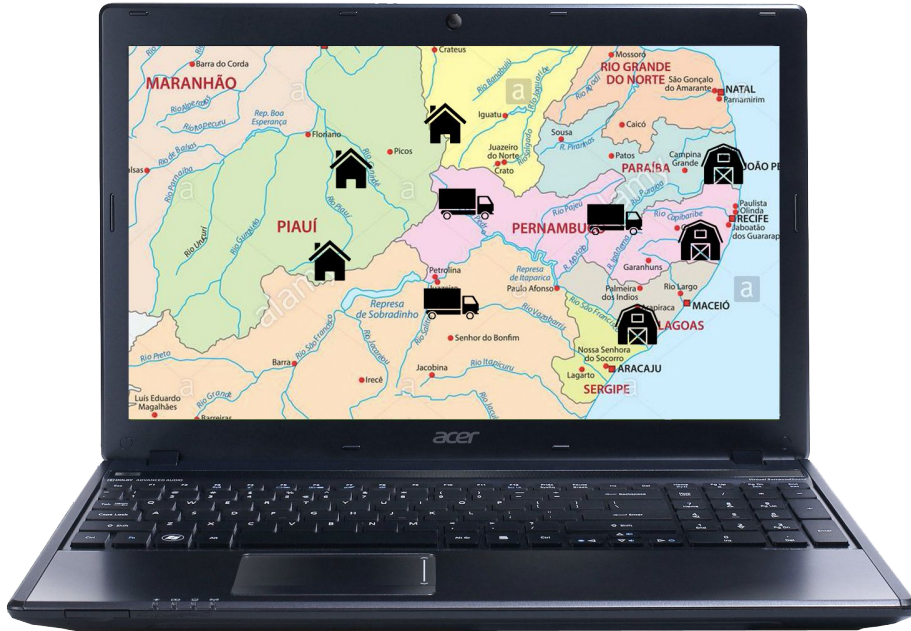


The Value Proposition

CONECTA SERTÃO



Business Model



- Truck drivers work as contractors, not employees.



- Major townships acts as hubs for vendor.



- Prominent producing organizations and small farmers alike will be able to place products in real time.

Type of Business Model: On-Demand Delivery

Financials

Cost Structure



Maintenance of our virtual marketplace

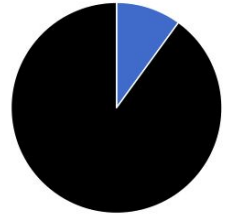
Screening of **truck drivers** to ensure legitimacy



Providing a screening service for **producing organizations** in order to **certified** their products

Revenue Model

Breakdown of our **10% fee** we take from a completed delivery



Producers pay a fixed monthly rate based on their **size and production** capacity

Donations will play a significant role as we are a **social enterprise**



Current Status

Preliminar app design
(Mobile Version)



Starting to connect all the key players

