



**Impact Terra**

Mobile Technology for Agriculture

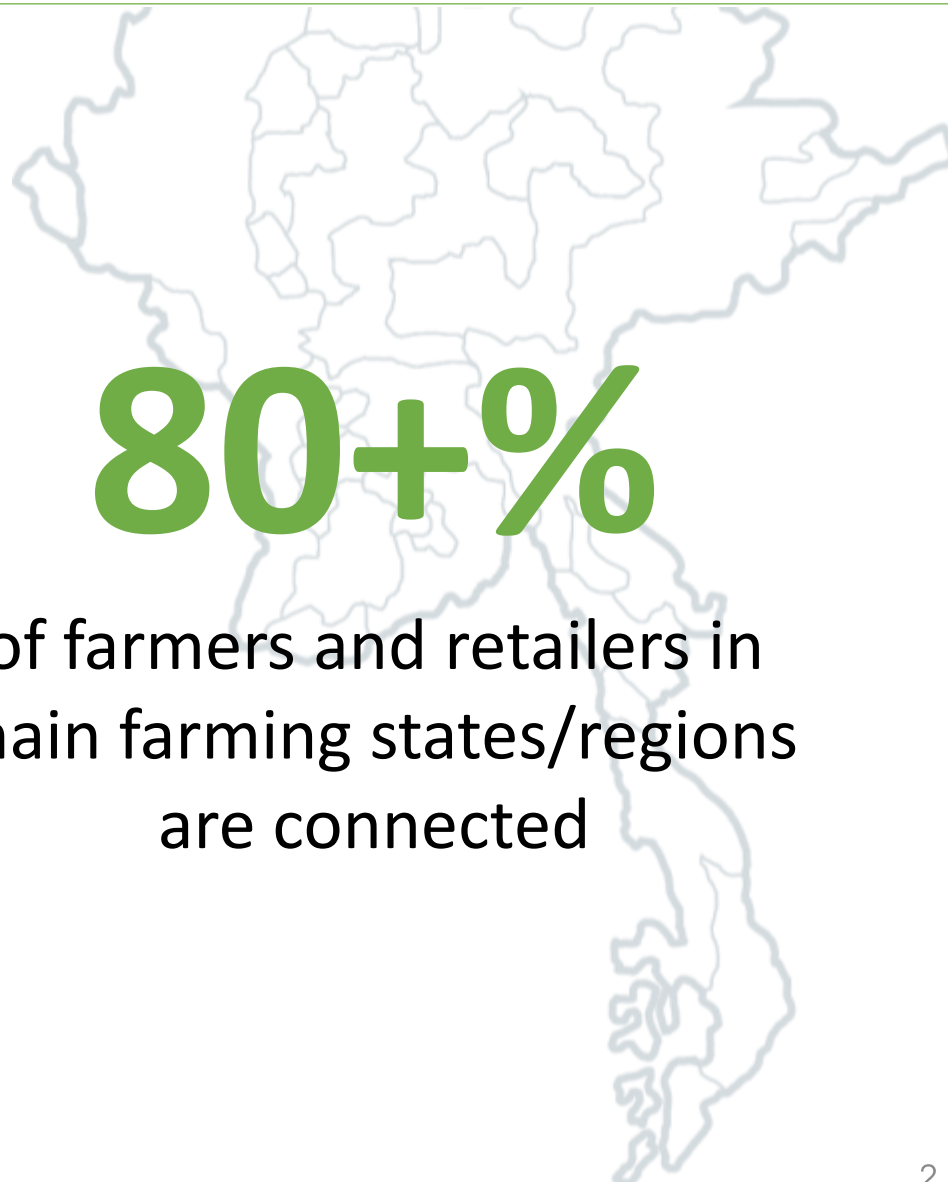
# Farming Connected Through Mobile

Geo-data for Precision Farming

March 2017

**CONFIDENTIAL**

Farmers and retailers have smart phones and access to internet!



80+%





of farmers and retailers in  
main farming states/regions  
are connected



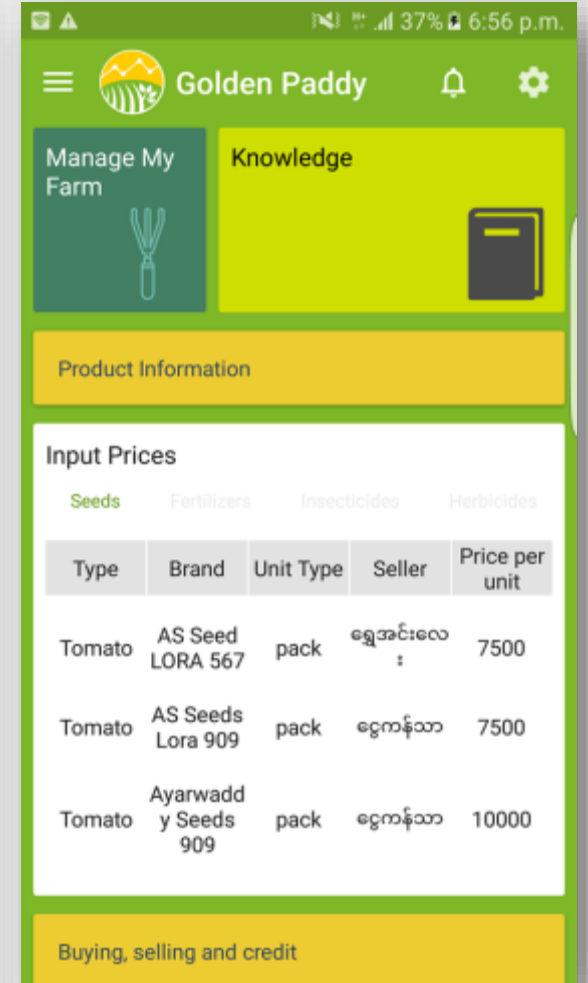
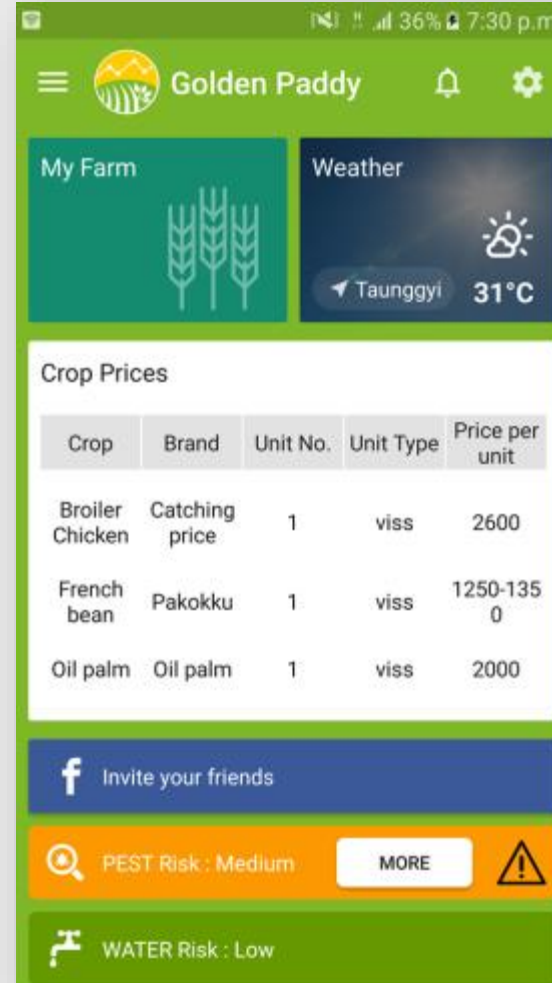
## Our Mission

Support farmers in **improving** their **livelihoods**;  
and make **food** supply more **secure** and **safe**

## Facebook: we grow faster in days than others in years

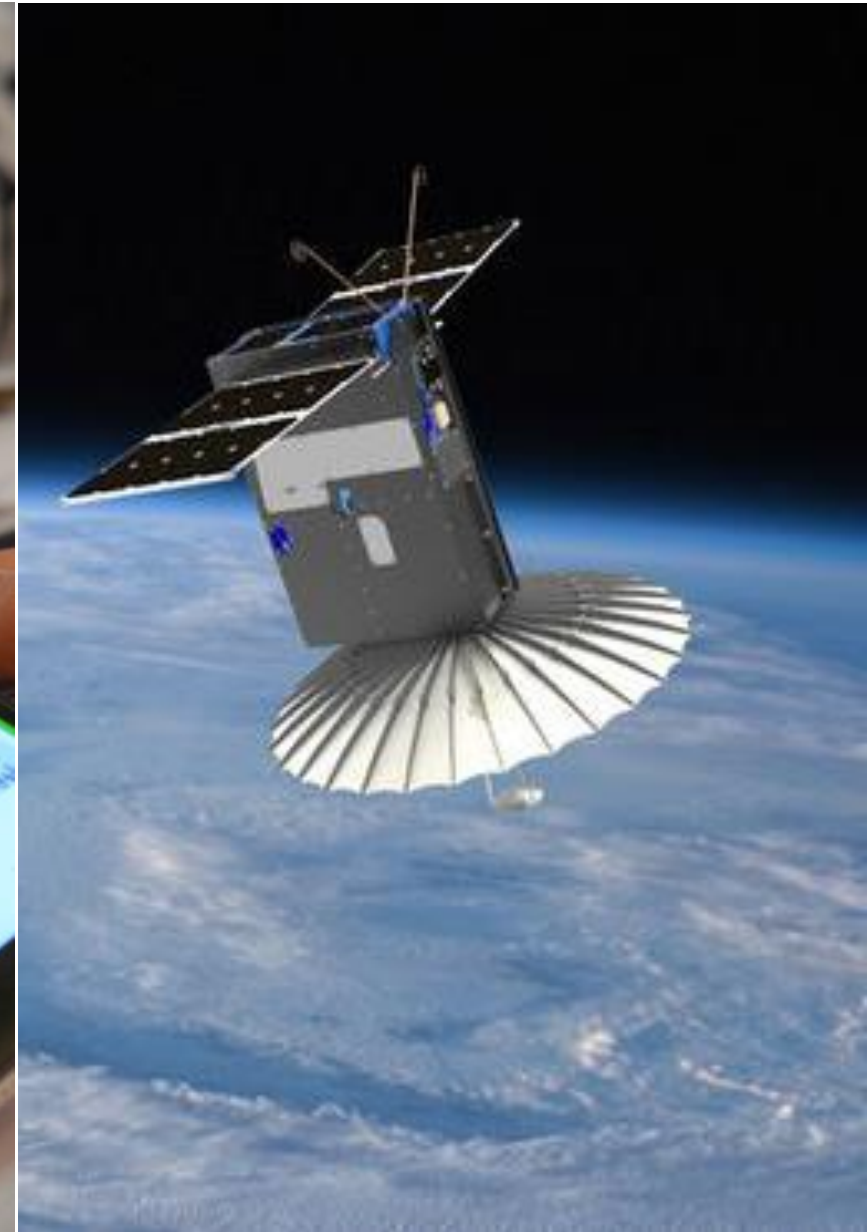
1		<b>Shwe Thee Nhan Farming App</b> 177,412 total likes	<b>40,364</b> ▲ likes this week
2		<b>Myanma Awba Group</b> 140,660 total likes	<b>3,493</b> ▲ likes this week
3		<b>The Farmer Media</b> 36,296 total likes	<b>129</b> ▲ likes this week
4		<b>Green Way Agri-mobile App</b> 35,129 total likes	<b>566</b> ▲ likes this week
5		<b>Agriculture &amp; Market Information Ag...</b> 27,848 total likes	<b>674</b> ▲ likes this week

## App: revolutionary Shwe Thee Nhan mobile application

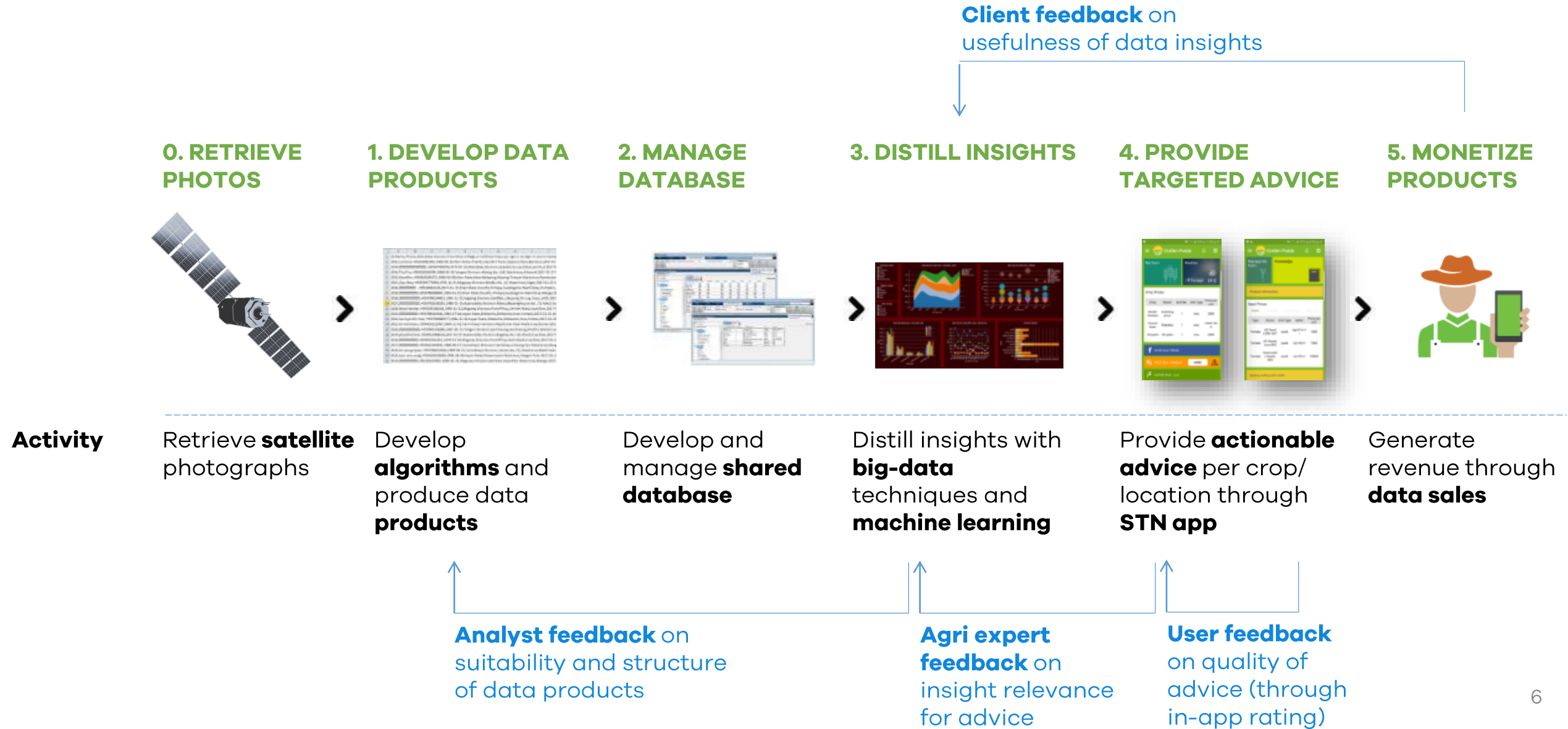


The Impact Terra team consists of **experts** from McKinsey & Company, Rocket Internet, online businesses and agricultural universities

The Shwe Thee Nhan platform will use geo-data insights to enhance its support to farmers



Our methodology guarantees a scalable, automated and sustainable geo-data integration that leads to actionable and targeted advice for farmers





## APP FUNCTIONALITIES & CONTENT



### External forces

Weather



Water risk



Pest risk

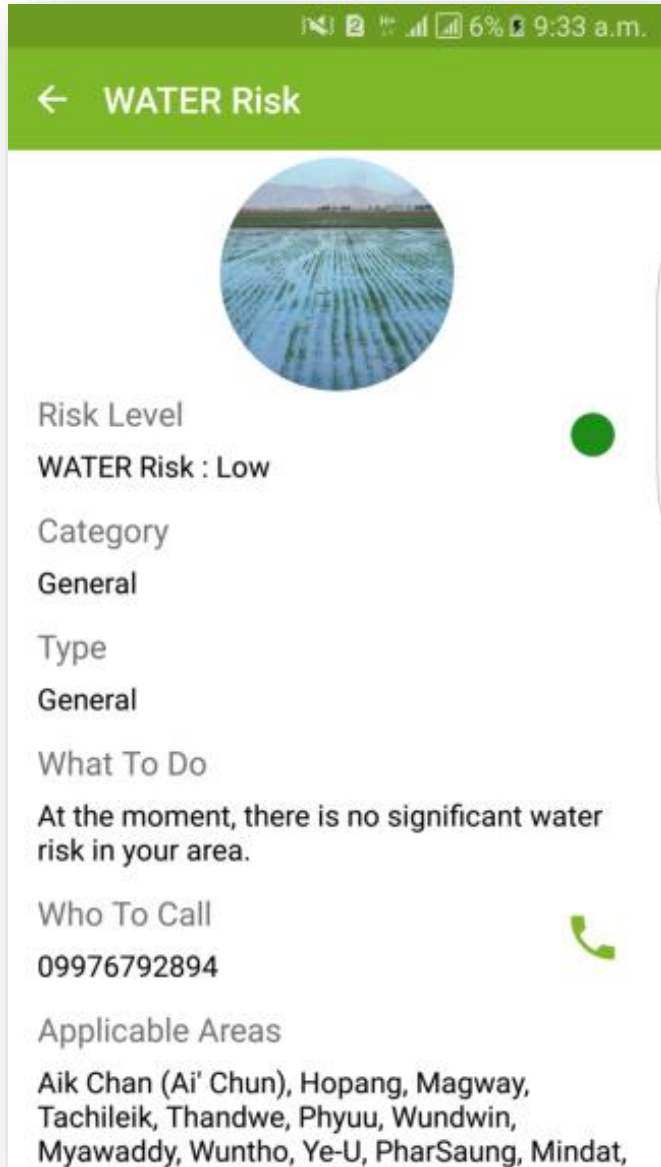


### Precision farming

Knowledge & crop growth



My farm & soil moisture



## TESTIMONIAL

U Tin Aung is a watermelon farmer from Southern Shan State.

*“With the help of Shwe Thee Nhan I saved my crops. My stubborn neighbour didn’t irrigate on time and his tomatoes looked very bad”*

## GEO OBJECTIVE – WATER RISK

- Help farmers better manage extreme weather conditions
- Warn users through notifications
- Increase yield with 10%
- Reduce crop loss events with 50%
- Provide data for insurance products

## SHWE THEE NHAN - STATISTICS<sup>1</sup>

- 83% of farmers use functionality
- ~40% acts on water risk indicator
- x % increase in yield

*<sup>1</sup>based on usage data, UIP and field feedback*



Our program will reach more than a million farmers in Myanmar



# 1,000,000+

farmers on app

- Phased over a period of 3 years
- Myanmar wide
- Specified products and functions
- Crops

-  Rice
-  Mungbean
-  Potato
-  Coffee
-  Maize / Corn



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