

Innovative Supply Chains
***New Concept for Fresh
Produce Retail Chains...***

In Agriculture

***Integrating the vulnerable Supply chain...
Beyond Fresh Produce Market Place!***

www.e-fresco.io

Fresh Produce Cross Border Trading Platform

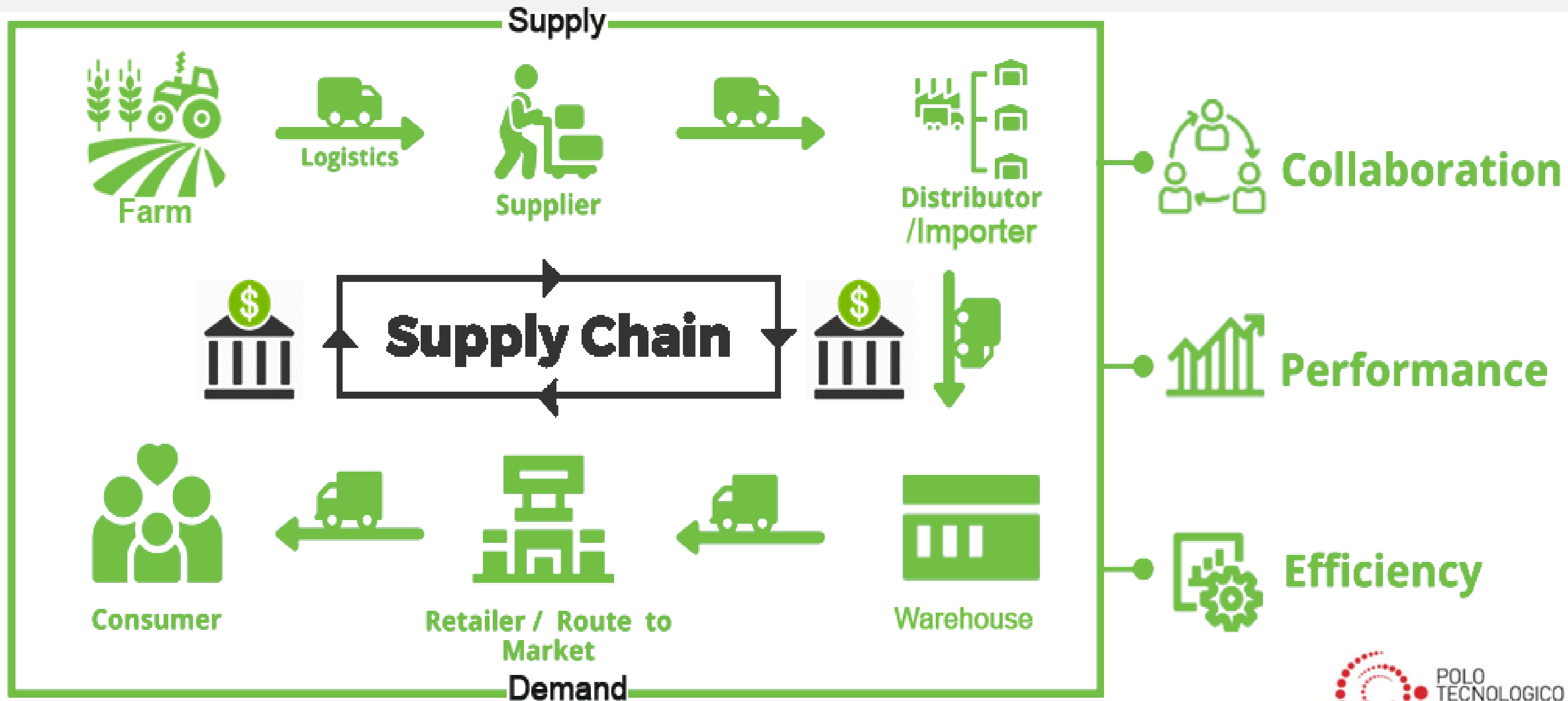
Let's Start





Major Problem in cross border trading

Supply chain disintegration & lack of trust





Solution

ONLINE INTEGRATION



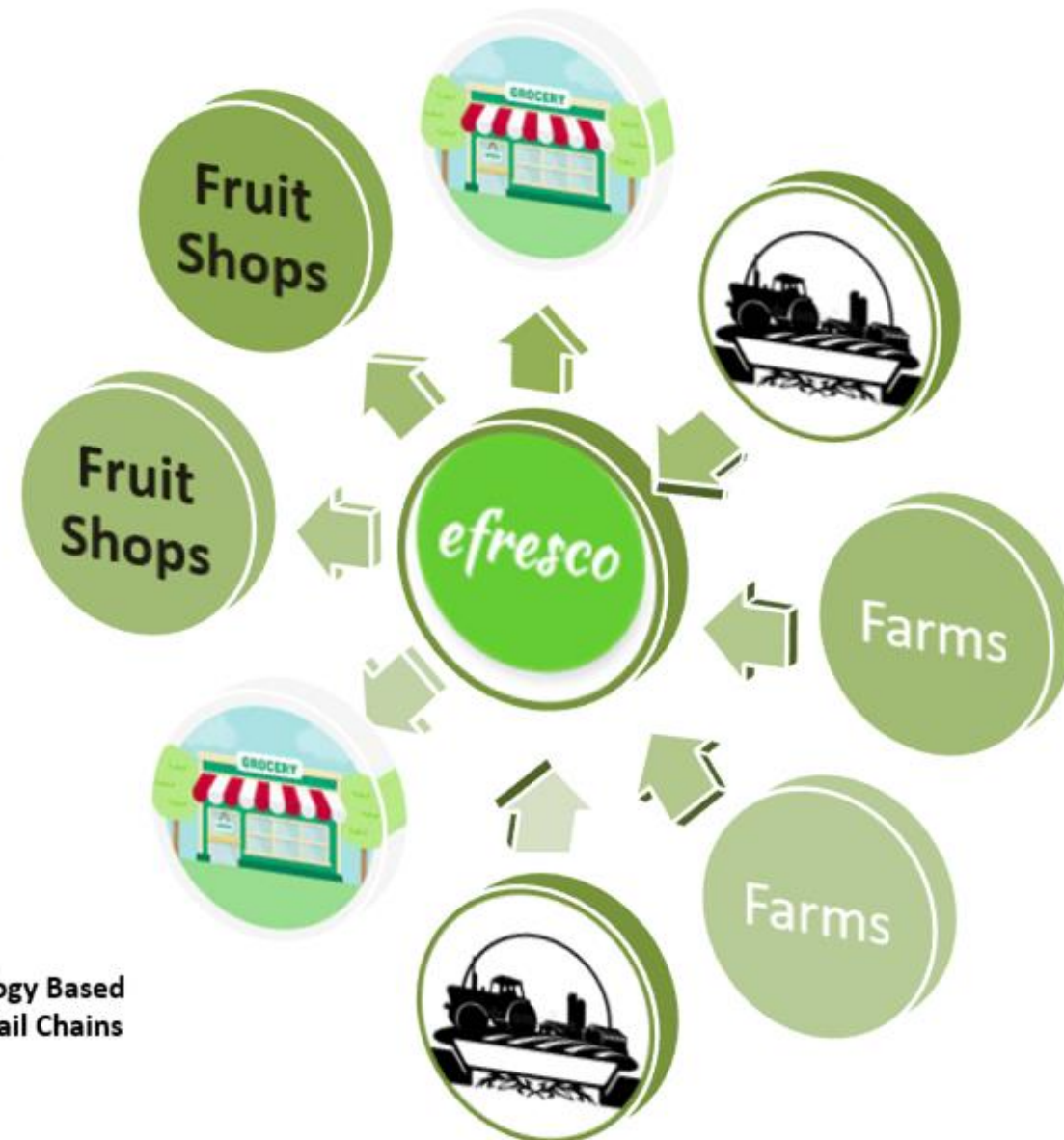
Exporting Country

Importing Country



Value Proposition and USP

Beyond Fresh Produce Market Place!
Integrating the vulnerable supply chain



Technology Based
Soft Retail Chains

PRODUCER

- Optimization of pricing
- Shorter supply chain
- Price benchmarking
- Access to global market
- **Secure payments through B2B2C**
- **Build Trust in supply chain**
- **Financing the supply chain**

RETAILER

- Optimization of pricing
- Shorter supply chain
- Easy access to wider range of products
- **Financing (products on credit)**
- Price benchmarking
- **E-commerce and last mile delivery**
- Secure payments through B2B2C
- Variable membership level



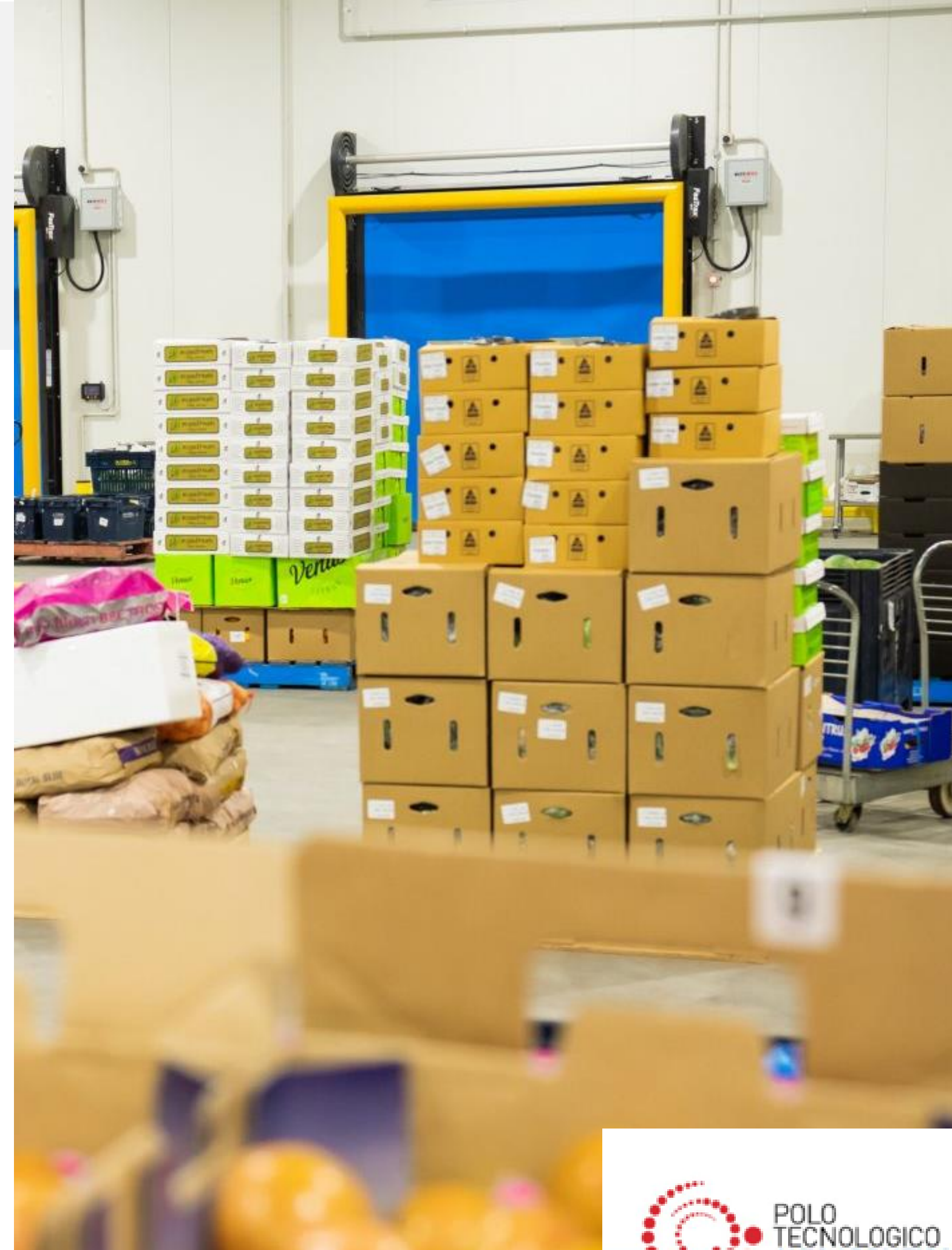
USP: Business Model

*Starting from fresh warehouses..
Build Your Own Distribution Networks!*

Minimum 30 shops/country

20% cross the supply chain starting from
warehouse

Possible to have SAAS model as well





E-FRESCO TEAM

Founders



AMMAR ALSHAMI, CEO

More than 20 years in International Marketing

- Business Strategy
- M.Sc. in Economics & Agribusiness
- Experience: IBM, Boskalis EMAAR



AHMAD ALSHAMI, CTO

More than 17 years managing IT projects (UAE)

- eCommerce (operations & Projects),
- Blockchain Solutions and supply chains
- Managing Developers

Team



**Mr. Hummam Nababteh
Supply Manager**

has B.Sc. In Agriculture and have excellent operational experience.



**Mrs. Govid Sharma
Director software**

With more than 20 years experience software development and e-commerce



**Mrs. Mohamed Irashd
Senior Developer**

With more than 10 years experience in e-commerce developments



Mrs. Annet Aleso

Mrs. Annet holds B.Sc Computer Science



Market Size



Total Available Market (TAM)



Serviceable Available Market (SAM)



Serviceable Obtainable Market (SOM)





Regional and Local Market Size



- Sells in Italy **1.7 billion** EURO Fruits and vegetables
- **3000 sales point** cross italy.
- **EFRESCO** Sales point is **1%** of that of CONAD which is equal to **57000 EURO/shop.**
- So for **30 shops** we estimate the income at **1.710 Million EURO.**
- Target net profit **20%**



- Sells in Jordan **more than 15 million USD Fruits and vegetables**
- **50 sales point** cross Jordan .
- **EFRESCO** sales target is **5%** of that of Carrfour which is equal to **25000 JOD/shop.**
- So for **30 shops** we estimate the income at **1 Million USD**
- Target net profit **20%**





Key Success Factors



- *Low maintenance cost compared to retail chain* (no real estate assets and personnel required)
- Global integration of the *supply chain including all actors* (from producer to consumer)
- Ability to *establish retail chains based on technology and blockchain*
- Minimum number of retail partners to operate in a new Country is 30
- Top level customers services and call center (24/7)
- Effective last mile delivery



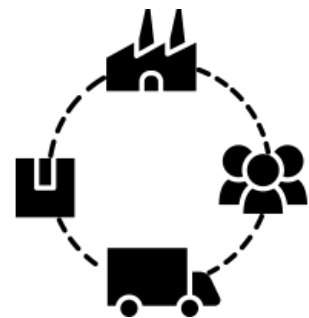


Competitors ³

	Direct Competitors					Indirect Competitors		
Multi Vendor	✓		✓	✓	✓	✓	✓	
Cross Border	✓	✓	✓	✓	✓	✓		
HORECA	✓							✓
Fresh market	✓	✓		✓				✓
Delivery	✓	✓					✓	✓
Multimedia	✓	✓					✓	✓
Trade tech	✓		✓					
Whole sale to retail	✓	✓						✓
B2C	✓	✓					✓	✓
B2B	✓	✓		✓	✓	✓		✓



Competitive advantage



- *EFRESCO global pioneers to provide this solution*
- Facilitate access to markets with minimal budgets
- *Scalable business on global level*
- One stop solution for fresh produce market
- Price Analysis and Data analytics
- Each actor (B2B2C) interact cross the supply chain
- *Transparency & Traceability*
- *Franchising opportunities*
- *System allow banks to have supply chain financing*
- Customer centric





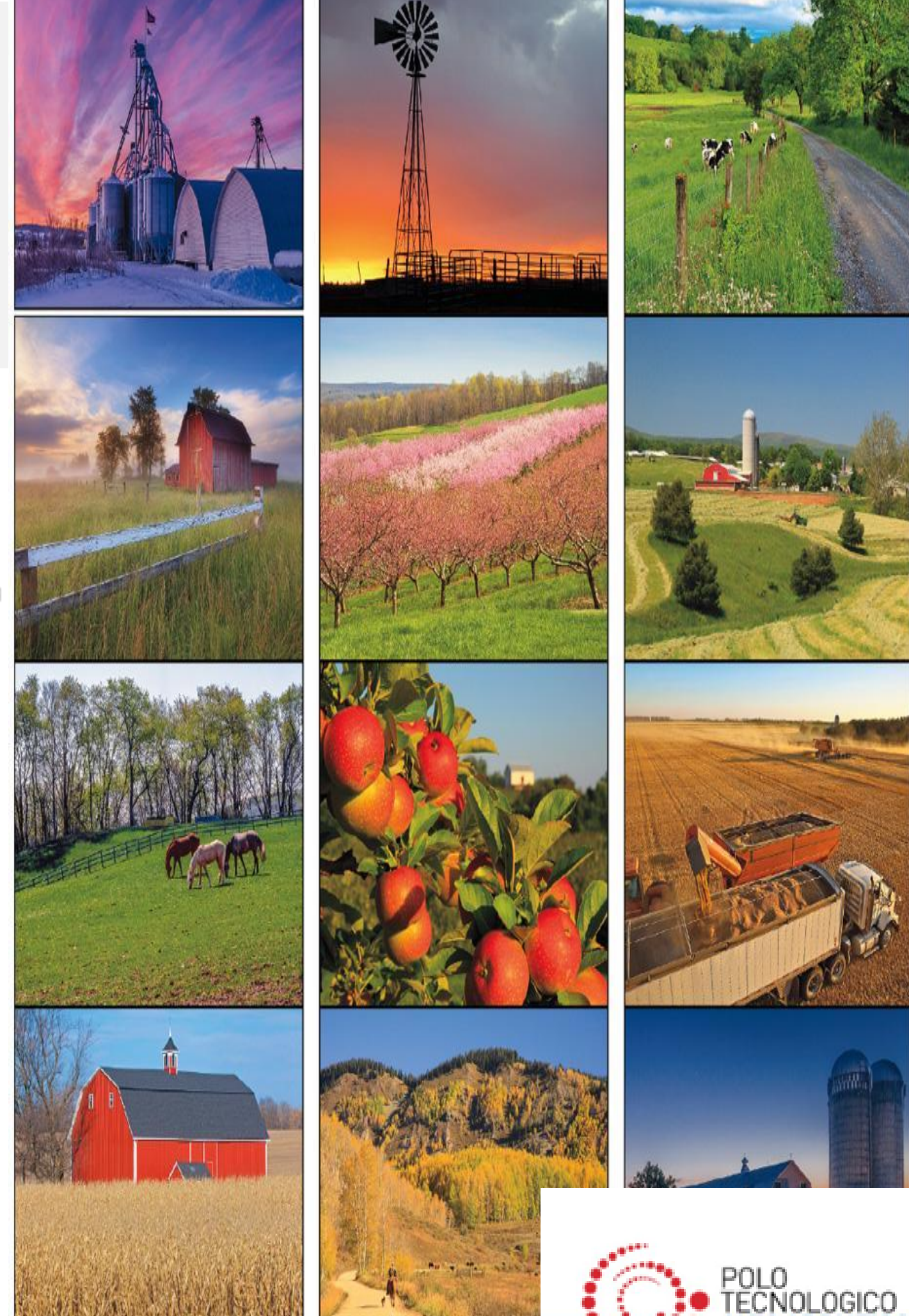
Traction

- ≥ 68 Trade
correspondence/month
- ≥ 3000
Organic registration.
- ≥ 50 Overseas company
Trading Company
- ≥ 250 000 USD
Financial transactions





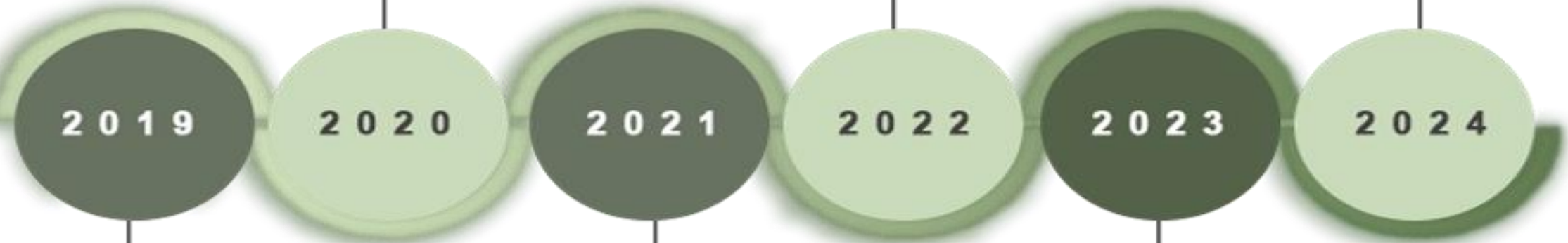
Development Plan Road Map



- Cross Border B2B Communication
- Supply Chain Memberships
- Posting Videos

- Angel Investors-UAE
- Global Payment Porter
- Crop Calendar
- B2B explore market dashboard
- Supplier Verification
- Delivery application
- Product Notification
- IVR call center integration

- Trade tech solution



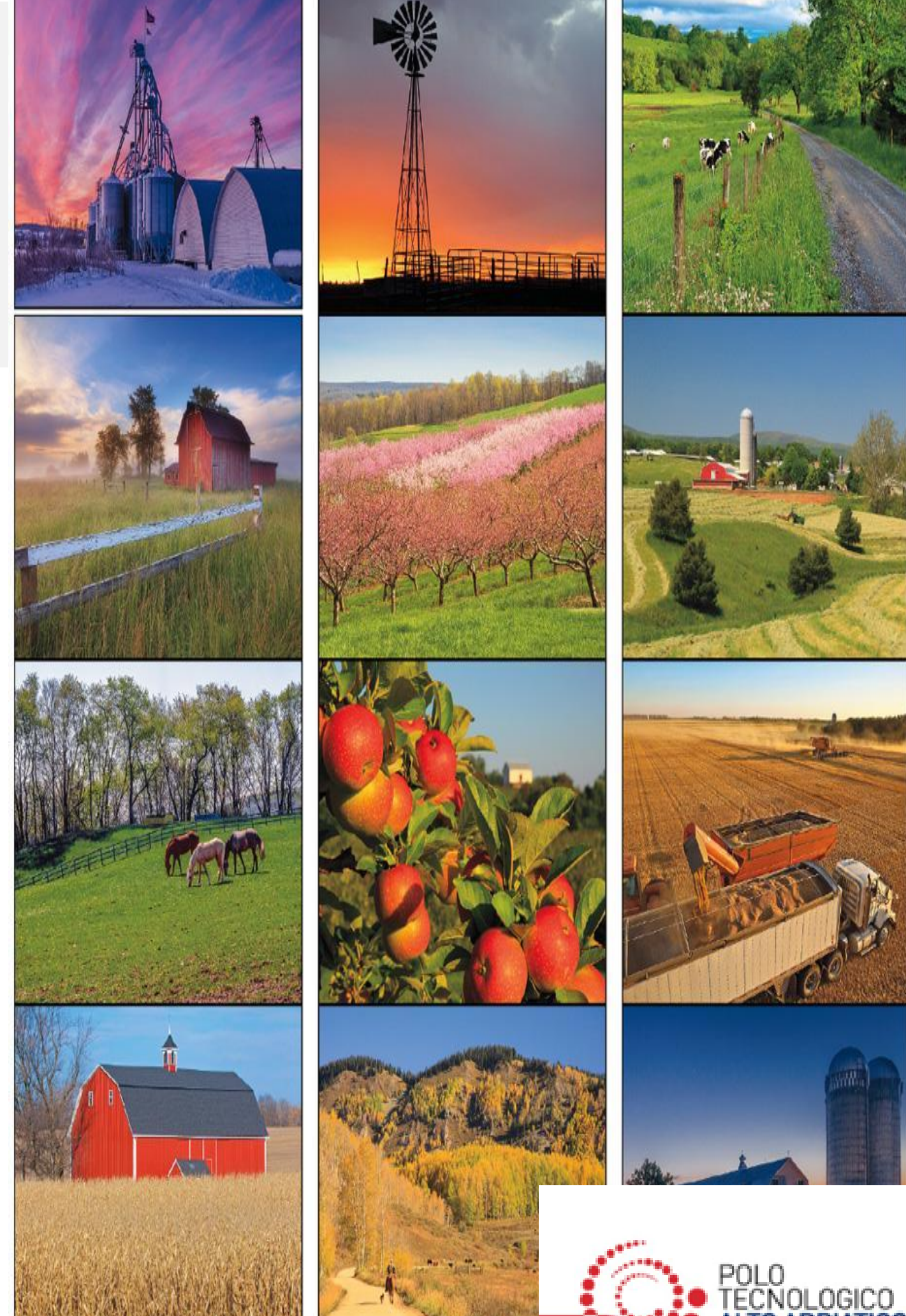
- Company Incorporation
- Multi Vendor marketplace
- Posting products

- Building B2C
- Add to cart
- B2C IP locator

- Whole sale to retail
- Delivery integration
- User shopper application
- Commence Operation



Agreement with Warehouses





Stakeholders In Italy



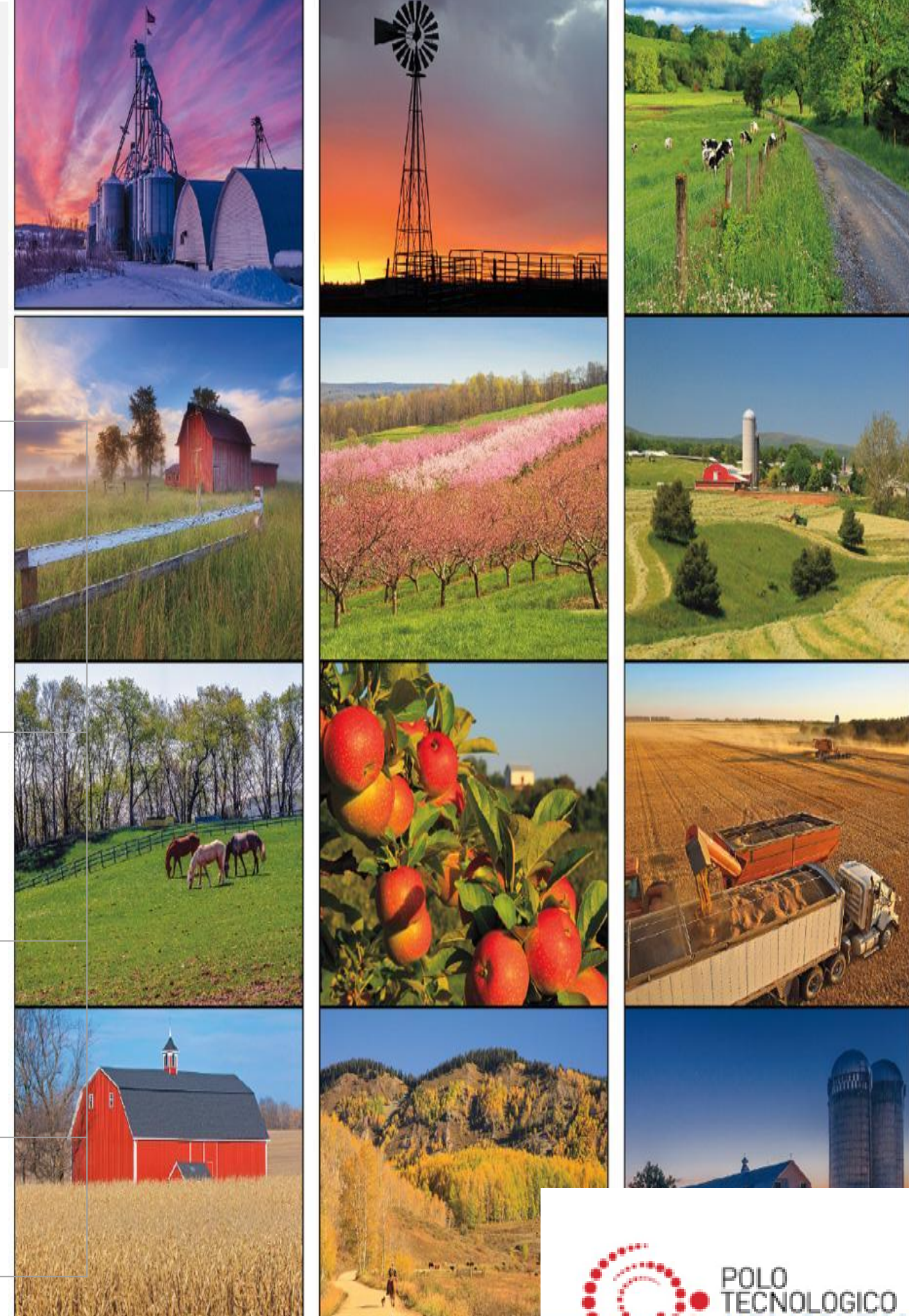
Blockchain TRACEABILITY

RETAIL AGGREGATION
Marketing & Advertisement

STRATEGY

AGRIBUSINESS STRATEGY

Managing Delivery





Investments in 3 years and request of Funds

The Ask **1 Million USD**

Ticket **300 k USD**





Live Demo

Exporters Products

ALL EXPORTER PRODUCTS



Trader want to sell

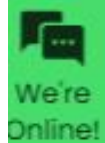
Banana

\$0.50 /kg

\$500.00/Ton(FOB)



Enquire now



Trader want to sell

Bambara nuts

\$5.50 /kg

\$5,500.00/Ton(FOB)



Enquire now



Trader want to sell

Cashew nut

\$35.00 /kg

\$35,000.00/Ton(FOB)



Enquire now



Trader want to sell

Black Beans

\$6.00 /kg

\$6,000.00/Ton(FOB)



Enquire now

Need help? Let's chat with us!




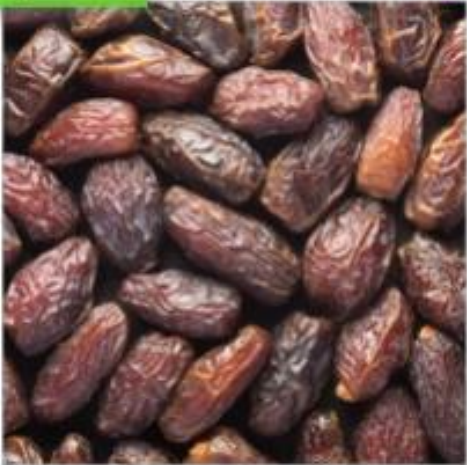
POLO
TECNOLOGICO
ALTO ADRIATICO
Andrea Galvani



Live Demo


Importers Products


Importer 



Trader want to buy
Medjool date
\$3.00 /kg
\$3,000.00/Ton(FOB)
☆☆☆☆☆


[Quote now](#)


Importer 



Trader want to buy
Cavendish bananas
\$1.00 /kg
\$1,000.00/Ton(FOB)
☆☆☆☆☆

[Quote now](#)

Importer 



Trader want to buy
Medjool dates
\$5.00 /kg
\$5,000.00/Ton(FOB)
☆☆☆☆☆


[Quote now](#)


Importer 



Trader want to buy
Zuhdi Dates
\$5.00 /kg
\$5,000.00/Ton(FOB)
☆☆☆☆☆

[Quote now](#)



We're
Online!

Need help? Let's chat with us! 



Live Demo

Traders Dashboard



Trader Dashboard
Demo Demo

My Profile <

Explore Market

Quotes **1** <

Enquiries **1** <

Manage Order <

Product <

Transactions <

Reports <

Explore Market

Market Request Enquiries (254)
 Quotes (361)

Country United Arab Emirates (65)
 Albania (1)
 Armenia (1)

Category Default Category (604)
 Organic Products (331)

Product Green Banana (1)
 Deglet Nour Dates (1)
 Dragon Fruit (1)

Prices
0 - 91000

Search [Reset Filter](#) 615 records found

20 per page 1 of 31

Product Name	Price/USD	Quantity/KG	Country	City	Request Type	Date Posted	Status	Contacted By Me	Vendor Id	Total Number Submitted	Last Time Contacted	Prod Win
Banana	\$0.50	1	Ecuador	Ecuador	Enquiry Now		Open	No	4669			
Bambara	\$5.50	1	Nigeria	Port-	Enquiry		Open	No	4672			



Live Demo

Retail Portal: Global Payment Portal.

RETAILER PRODUCTS

Grid of 4 product cards:

- Barhi Dates:** Retailer want to sell, \$1.50/kg, 5 stars, Add To Cart.
- Medjool:** Retailer want to sell, \$4.50/kg, 5 stars, Add To Cart.
- Dates:** Retailer want to sell, \$7.00/kg, 5 stars, Add To Cart.
- Lebanese spices:** Retailer want to sell, \$1.00/kg, 5 stars, Add To Cart.

- HOME
- IQF
- DRIED FRUITS
- ESSENTIAL OILS
- ORGANIC
- CLASSIC
- MEMBERSHIP PLAN
- BLOG
- ABOUT
- CONTACT

SHOPPING CART

ITEM	PRICE	QTY	SUBTOTAL
Dates Vendor: efresco119122339	\$7.00	1	\$7.00

Buttons: Gift options, Edit, Remove Item

- Continue Shopping
- Clear Shopping Cart
- Update Shopping Cart

SUMMARY

ESTIMATE SHIPPING AND TAX

Subtotal	\$7.00
Shipping (Free Shipping - Free)	\$0.00
Order Total	\$7.00

APPLY DISCOUNT CODE

Proceed to Checkout

- OR -

Check out with **PayPal**

Check Out with Multiple



Live Demo

Trader Notification System

PORTAL B2B [Go To Retailer](#) Platinum

Schedule Alerts

583 records found

Choose Frequency at which you would like to receive alerts

Schedule Alert: *

--Choose Schedule

Views

--Choose View

Select Notification Methods

[Save](#)

Please ensure your mobile contact information is correct

Your Schedule View

View Name	Schedule	Notification Method	Status	Action
Jordan Country	Every Day	Both(SMS & Email)	enable	Disable
new view1	Every Month	Both(SMS & Email)	enable	Disable
tl	Every Month	Both(SMS & Email)	enable	Disable

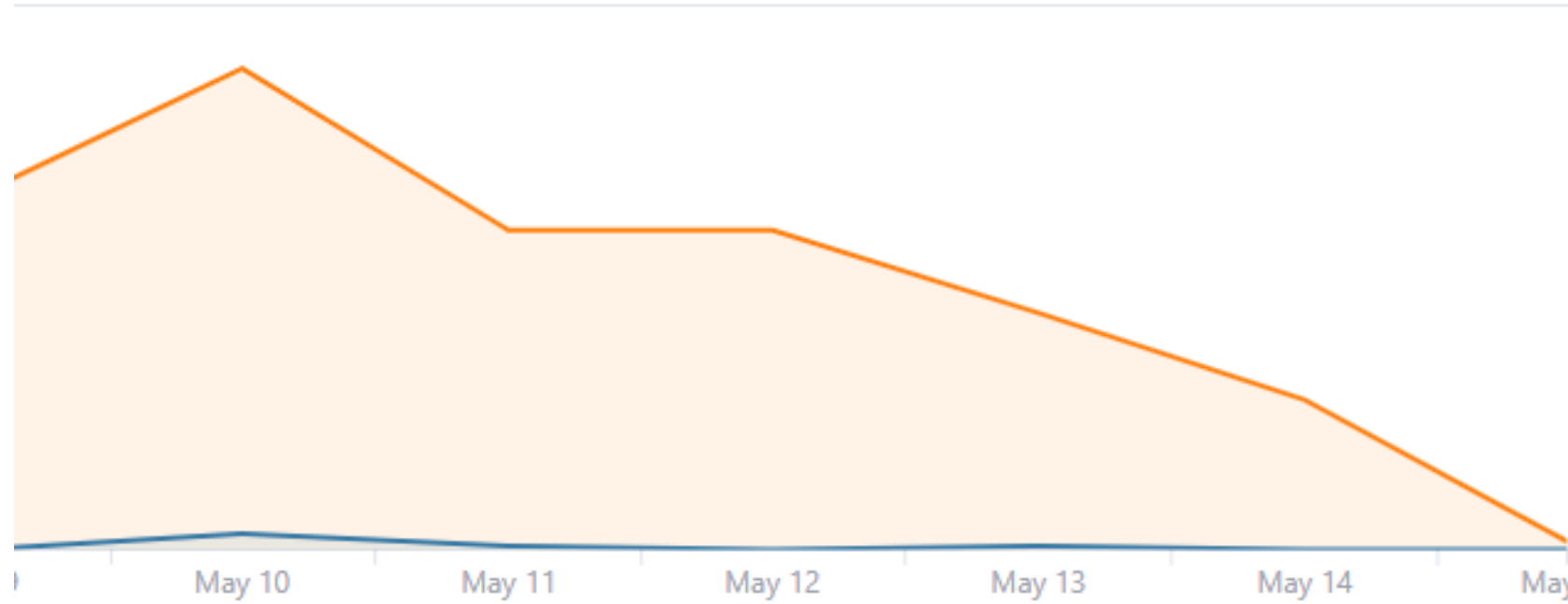
[Close](#)



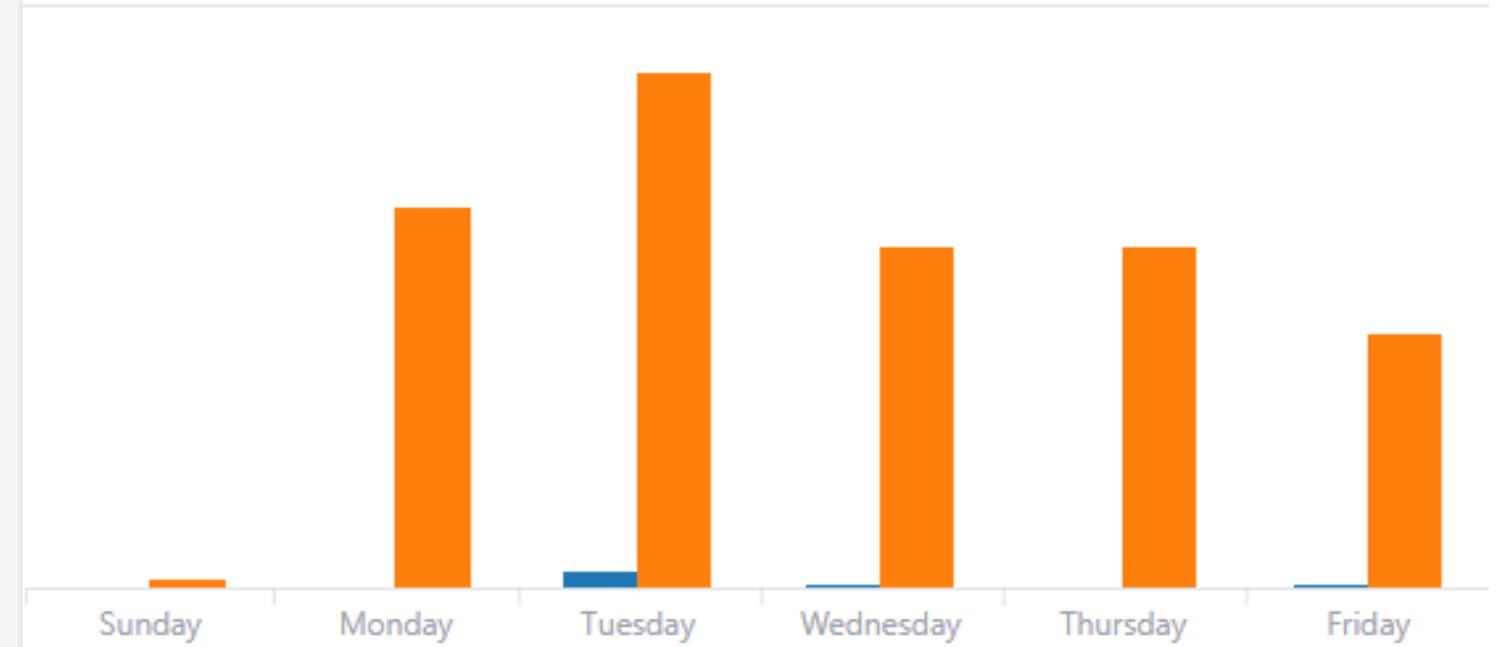
Live Demo

Call center

Calls Timeline



Calls Distribution



6

Inbound Count

00:00:11

Avg. Handle Time

00:00:13

Avg. Wait Time

100%

Service Level

33%

Abandonment Rate

0%

Out of Ho

33%

474

00:00:30

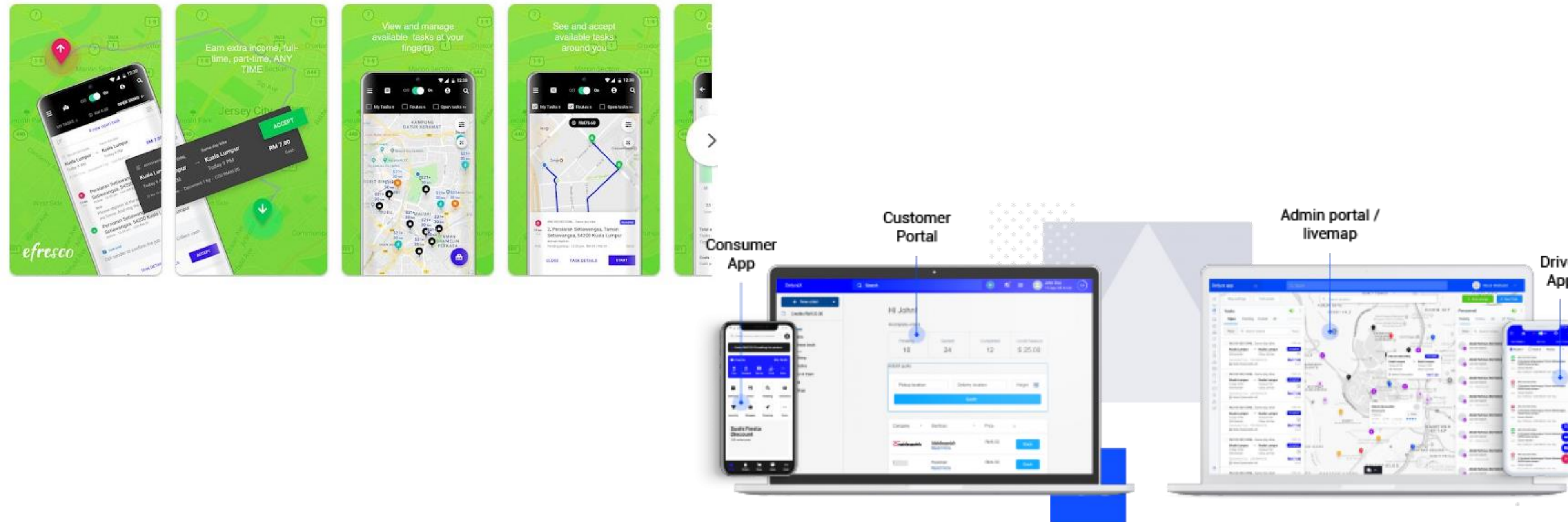
32%





Live Demo

Global Delivery System





Thank You

شكرا جزيلًا

Beyond Fresh Produce Market Place!

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