



# Online Agricultural Recruitment

Business Deck - Confidential



Did you know that 2 Billion of the world's population is working in the agri-food sector?

# Meet George

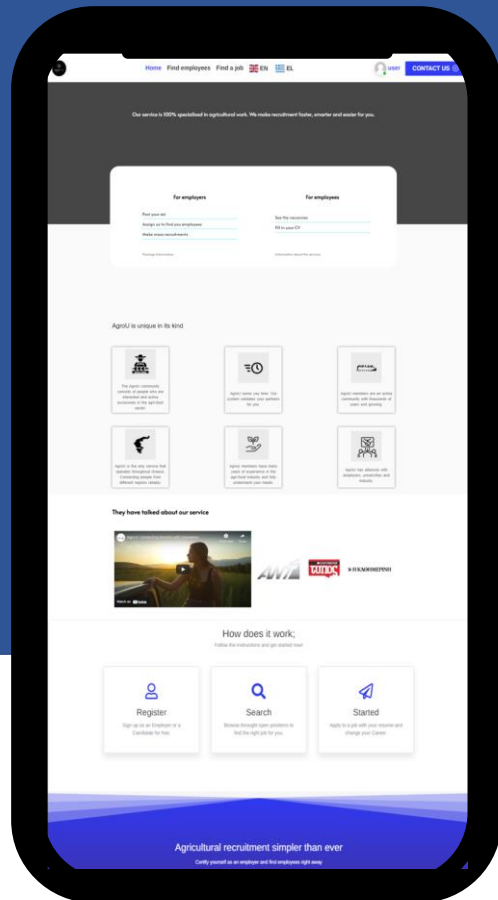
Our persona

## About him

- He is a 32 years old man
- He lives in North Greece
- He owns a grape business
- He is using technology
- He struggles to find skilled workers fast during harvest



# We are creating For people like George



A two-sided marketplace that quickly and easily connects farmers with skilled agricultural workers

# The Problem

Farmers cannot find the staff they need at the right time



## Frantic Search

Employers are currently wasting a lot of time and money and suffering loss of productivity by using conventional methods of sourcing workers. They need to conduct several agricultural jobs each season. It is imperative that they have workers on-site at specific times and that those workers be qualified and competent. Every harvest, employers struggle to get a hold of agricultural workers through a variety of channels.



## Lacking access to staff

Agricultural workers are rare to find. In some European countries, up to 88% of farm owners have reported that they frequently fail to source the workers they need through staffing agencies, advertisements, word of mouth and their agricultural network.

UK farmers suffer from lack agricultural workers leading to 60million pounds loss of revenue.



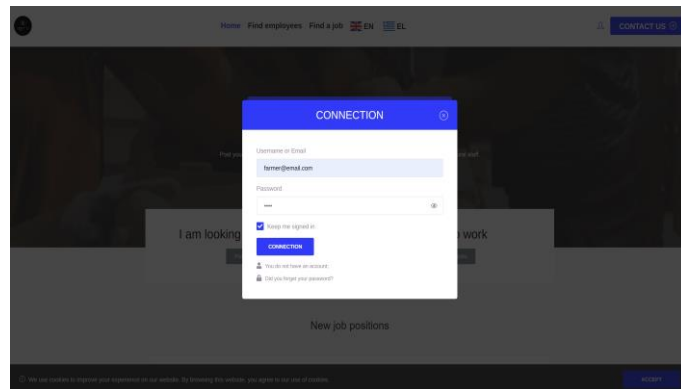
## Production at risk

If farmers don't have the right amount of agricultural workers their production is at risk. If fruits or vegetables are not harvested in time they begin to expire sooner than they should be. As a result each year thousands of farmers lose a proportion of their revenue because they cannot find the workers that they need.

# The Solution

Agro-U technology to-the-rescue

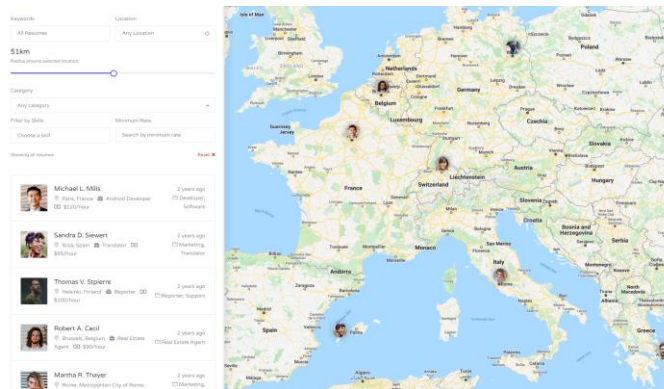
## 1. Farmers use our app



### Quick Search

The stressful task of finding workers can be solved through our marketplace. Farmers don't pick up the phone to make phone calls, they are using it to connect to our service.

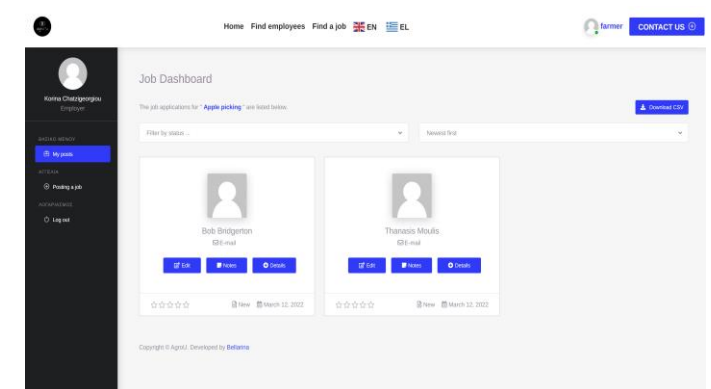
## 2. See a list of available workers



### Verified staff

With Agro-U, farm owners can access a list of available workers on our easy-to-use platform, select them based on skill set / experience / language etc and contact them. The app is free for the workers to use

## 3. Workers show up at the field
















































### Production acquisition

Farmers can get exactly the kind of workers that they need. This mitigates the risk of not being able to harvest on time and also helps workers be able to pick and choose between employers.

# Our competition

## Key differentiators

 Positive  Neutral  Negative	AgroU	Iziwork	WiziFarm	WikiFarms	Phone calls	People in Village
<b>Direct access to workers</b> (11.000 users and counting)						
<b>Agricultural sector related</b>						
<b>Two-way communication</b>						
<b>Rating users</b>						
<b>Training of Farmers/Workers</b>						
<b>Automated paperwork</b>						
<b>Automated payment</b>						

# Agro-U benefits

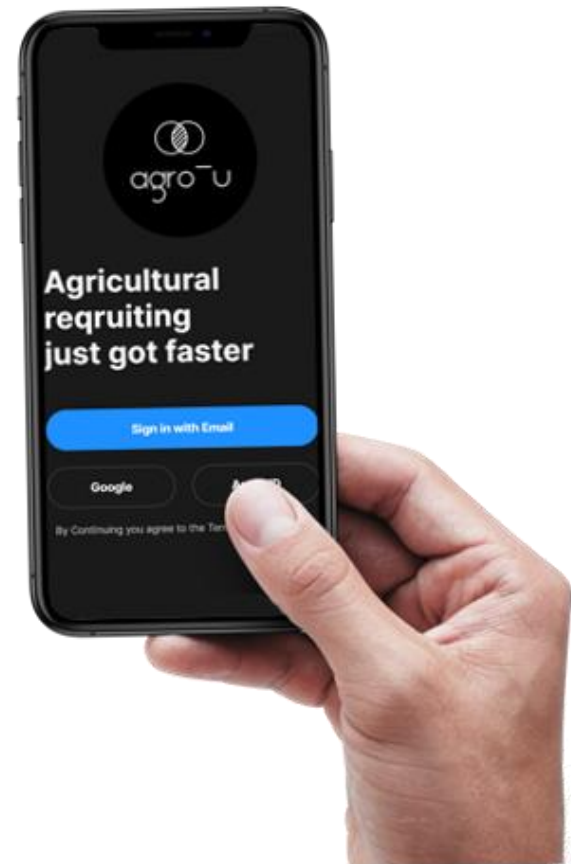
First repository of skilled agricultural staff

## Employers

1. Can post job vacancies on-demand and hire workers with ease
2. Know that the posts only reach workers with experience in the agricultural sector.

## Employees

1. Can use our platform to find seasonal jobs, all year
2. Be assured that they will get their contractually agreed fees without hassle



# The Market

We are starting with Europe



Farmers

**11.000.000**



Job positions

**30.000.000**



Workers

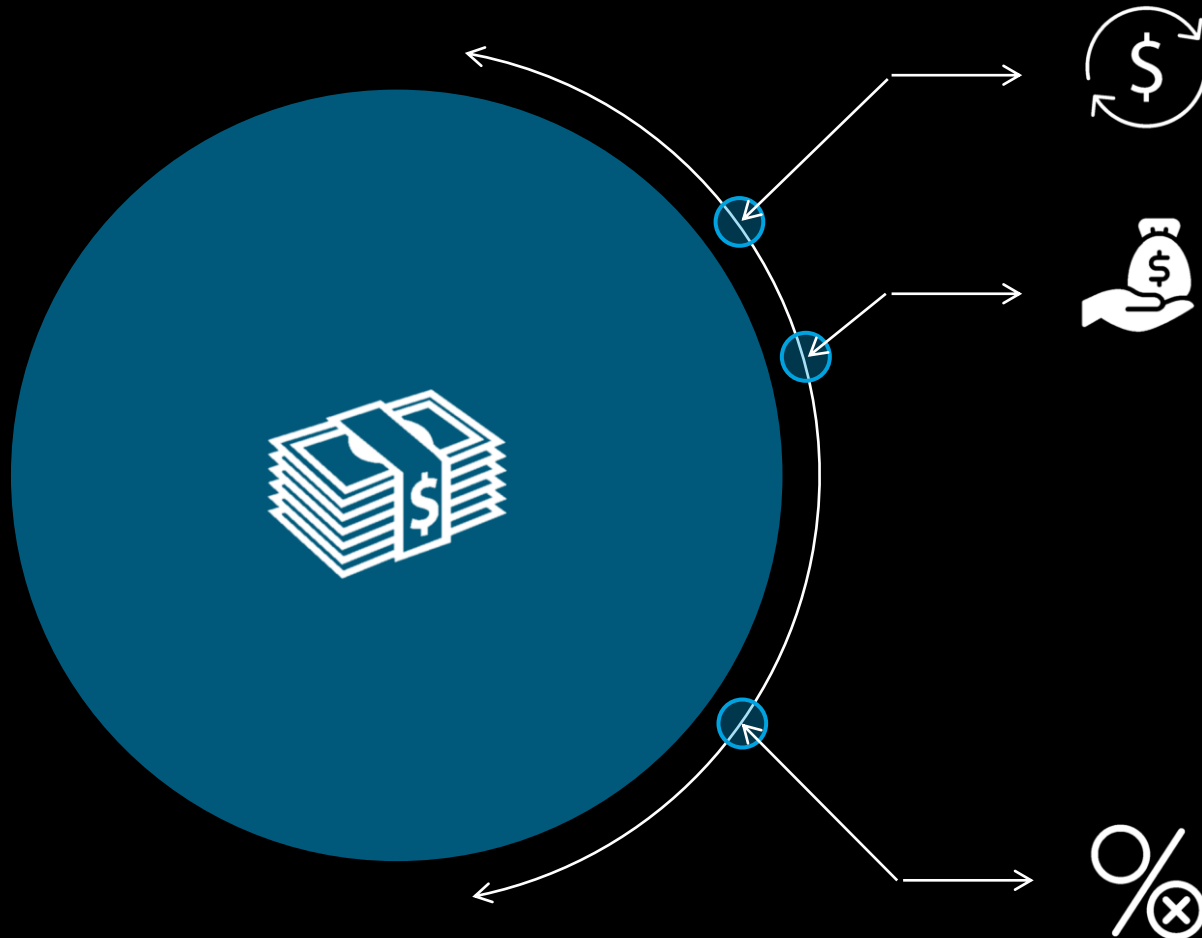
**22.000.000**

The potential market is big enough for us to grow. Experts from Oxford Economics have estimated that the market size of Agricultural human resourcing is an industry ranging around 47 billion per year.



# Our Pricing model

Hybrid subscription model



First

## Annual subscription model

The employers will have to pay a subscription fee each year. This subscription will allow them to post a job and comprises a fixed number of people and the ability to contact applicants.

## Pay as you go

If the employer wants to source additional workers, a fee is charged per extra worker.

Then

## Fee on salary

Our goal is to automate the payments of the staff. For those services, we will keep a percentage of the worker's salary as a commission.

# Our traction and next steps

11.000 registered users and counting

## 2020 - Launched MVP

Our MVP was created together with our Facebook page. We have reached out to more than [2 million people organically](#).

## 2022 - 11.000 registered users

Within two years of operation, our MVP reached [65.000 unique users](#), 11.000 of them are already registered.

## 2023 - Seeking angels

We are [seeking a strategic partner](#) to co-investment to achieve together product-market fit and enter Italy, The UK, The Netherlands, and Colombia.

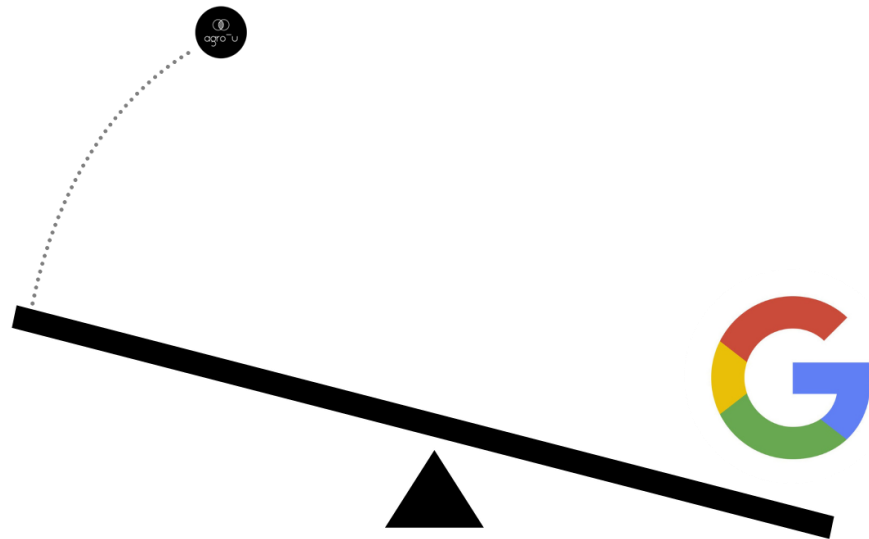
## 2026 - 3M€ in revenue

By 2026 our aim is to reach 3.3 million euros in revenue



# Agro-U is supported by Google

Accelerating our traction to reach the top



Click here to meet us:

[https://www.youtube.com/watch?v=\\_swDxEVW4gA&t=1s](https://www.youtube.com/watch?v=_swDxEVW4gA&t=1s)

## Googles CEO promotes Agro-U

Matthew John Brittin is a British businessman, President of EMEA Business & Operations for Google. Since 2007, he is the lead spokesperson for Google on its announcements in Europe about digital skills. He mentioned AgroUs action at the Delphi economic forum. By this action, AgroU received high recognition among business circles.

Link here:

<https://www.facebook.com/agroujobs/posts/154900122820808>

## Google created a promotional video

Google paid the cost for creating a short video documentary about AgroU story. The film was created by a group of Google experts that portraited our action which then promoted to Europe, the middle east and America.

Link here:

[https://www.youtube.com/watch?v=\\_swDxEVW4gA&t=1s](https://www.youtube.com/watch?v=_swDxEVW4gA&t=1s)

## Google promotes Agro-U in the Economist

Google included AgroUs action in their global campaign, featuring our start-up to well-known magazines such as "The Economist" and other print or digital media.

Link here:

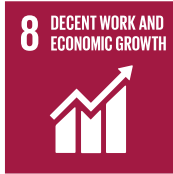
<https://www.facebook.com/agroujobs/photos/338577437786408>

## Google offers free of charge tools

AgroU was among the first companies in Greece which used the Googles tool "Jobs today" free of charge. Google tool brings together job postings from across the web, whether they're on websites run by small businesses or job sites with thousands of listings. This helps job seekers easily find their next job directly in Search.

# Sustainable Development Goals

## Our priority SDGs



We want to promote employment, decent work for all women and men, and equal pay for work of equal value. Our company protects labor rights and promotes safe and secure agricultural working for everyone. (including migrants and women)



We are promoting gender equality by suggesting working teams composed of both women and men. (Goal 10 - Reduce inequalities) Furthermore, the teams are also formed irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.



With our service, we want to prevent inefficient food handling since this can leave millions of people malnourished. Our service can reduce food losses along with production.



Our platform helps small-scale food producers through access to resources, information and knowledge in order to increase their productivity. And promotes those that respect the aforementioned goals.

# Team

Designed by farmers for farmers

## Core Team



**Korina Chatzigeorgiou**

Co-founder, Computer programming, Operations  
Consultant at Deloitte



**Kyriakos Nikolaidis**

Co-founder, M.Sc. Agronomy  
M.Sc. Agriculture Engineering



## Mentors



**Miltiadis Gkouzouris**

CEO of HVA International



**Nikolaos Tsoniotis**

Partner Ideas forward



Thank you



Agro-U was awarded at various accelerators including MIT EF 2021



As seen in



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