

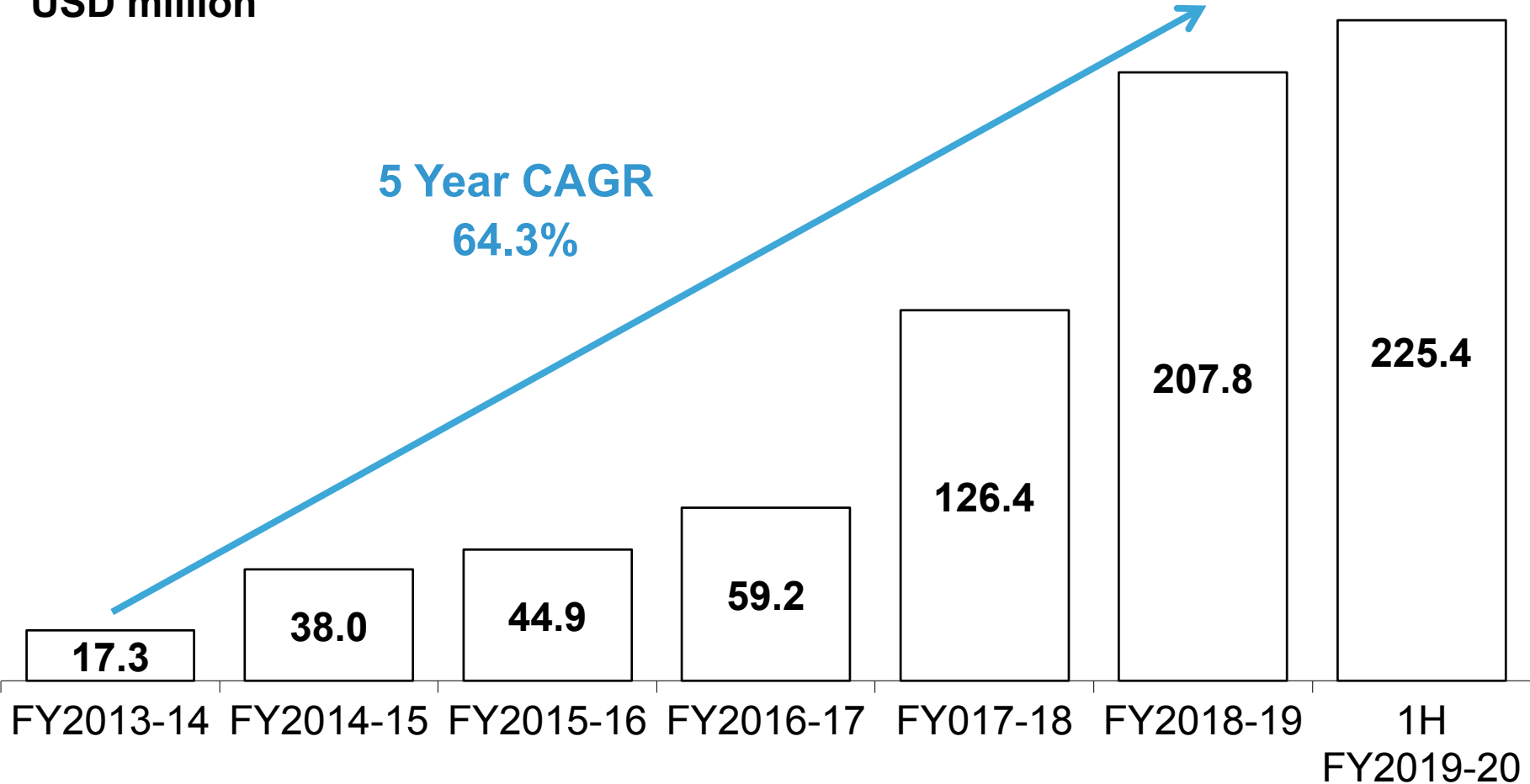
India's Agritech Startup Ecosystem

December 2019



AGRITECH STARTUP INVESTING IN INDIA HAS SURGED OVER THE PAST SIX YEARS

USD million



Source: Omnivore, AgFunder, Tracxn, Crunchbase

WHAT DOES AGRITECH MEAN IN INDIA?

**Farmer
Platforms**

**Rural
Fintech**

**Agribusiness
SaaS**

**Precision
Agriculture**

**B2B Agri
Marketplaces**
















**Farm to
Consumer
(F2C) Brands**

**Agri
Biotech**

**Innovative
Foods**

**Post-Harvest
Technologies**

MOST OF THE FUNDING GOING TOWARDS B2B MARKETS, F2C BRANDS, FARMER PLATFORMS, RURAL FINTECH

	Total Funding * (USD million)	Leading Startups	
B2B Agri Marketplaces	250.1		
F2C Brands	182.1		
Farmer Platforms	100.0		
Rural Fintech	95.9		
Post-Harvest Tech	30.5		
Agribusiness SaaS	23.9		
Precision Agriculture	22.4		
Agri Biotech	13.8		
Innovative Foods	0.2	Innovation Gap	

B2B AGRI MARKETPLACES & F2C BRANDS FIT INTO EXISTING VC THEMES, EASIEST AGRITECH CROSSOVER

B2B Agri Marketplaces (\$250.1 million)

Sourcing directly from farmers and selling their produce to kirana shops, modern retailers, hotels, restaurants, caterers, and food processors.



Farm to Consumer (F2C) Brands (\$182.1 million)

Sourcing local, fresh, and traceable produce directly from farmers before selling to consumers as CPG, QSR, or e-grocery brands.



Source: Omnivore, AgFunder, Tracxn, Crunchbase

Note: * Aggregate funding from FY2013-14 to FY2019-20

FARMER PLATFORMS & RURAL FINTECH HAVE ALSO SEEN SIGNIFICANT INTEREST FROM MAINSTREAM VC

Farmer Platforms (\$100.0 million)

Digital marketplaces where farmers can buy inputs, access credit/insurance, or rent farm machinery. Most platforms also provide their farmers with advisory services, and some also facilitate market linkages to help their farmers realize higher prices.



Rural Fintech (\$95.9 million)

Financial inclusion is one of the greatest challenges for Indian farmers and agribusiness SMEs. Most rural fintech startups are developing innovative approaches to finance farmers and agricultural value chains, while others are creating technology-enabled solutions for insurance, savings, or commodity risk management.



Source: Omnivore, AgFunder, Tracxn, Crunchbase

Note: * Aggregate funding from FY2013-14 to FY2019-20

LESS FUNDING FOR DEEP TECH: POST-HARVEST TECH, AGRIBUSINESS SAAS, PRECISION AGRICULTURE

Post-Harvest Technologies (\$30.5 million)

Various midstream technologies for food safety, quality, and traceability; breakthroughs for agricultural storage, logistics, and transportation; as well as innovations related to food processing.



Agribusiness SaaS (\$23.9 million)

B2B software solutions for agribusiness companies, including smallholder farmer management tools, ERP solutions, commodity procurement platforms, weather forecasting, and satellite remote sensing



Precision Agriculture (\$22.4 million)

Technologies that help farmers improve yield and profitability, including robotics, drones, field sensors, weather forecasting, and satellite remote sensing.



Source: Omnivore, AgFunder, Tracxn, Crunchbase

Note: * Aggregate funding from FY2013-14 to FY2019-20

MASSIVE INNOVATION GAP, INTERVENTION REQUIRED: AGRI BIOTECH & INNOVATIVE FOODS

Agri Biotech (\$13.8 million)

Innovative agrochemicals, biological products, hybrid seeds, and traits/genetics.



Innovation Gap






















Innovative Foods (\$0.2 million)

Biotechnology applied to food processing, including cultured meat, novel ingredients, and plant-based proteins.

Nascent Theme

- Agri Biotech startup pipeline is practically non-existent
- Indian VC ecosystem lacks investors with significant experience in life sciences
- Government of India trying to support biotech sector, but limited impact on agriculture
- GM regulatory hurdles are insufficient to explain absence of agri biotech startups
- Interventions required to catalyze synthetic biology startup ecosystem for agriculture

STRONGER AGRITECH ECOSYSTEM THAN IN 2016: ACCELERATORS, MAINSTREAM VC, IMPACT INVESTORS

Pre-Seed & Accelerators	Seed	Series A	Series B+
    	     	   	     

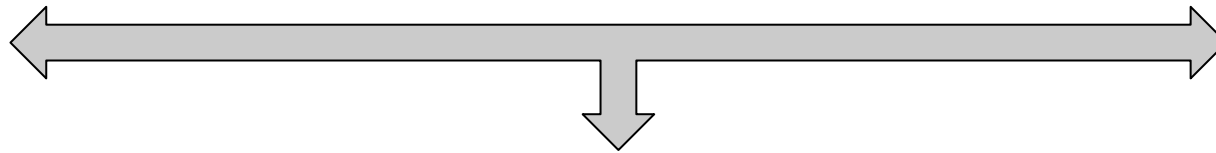
BACKGROUND ON OMNIVORE

Omnivore is a venture capital firm, based in India, which funds entrepreneurs building the future of agriculture and food systems.

OMNIVORE'S THEORY OF CHANGE

Driving Agricultural Prosperity and Transforming Food Systems Across India

Three Drivers of Change



Increasing Smallholder Farmer Profitability

- Raising farm yields
- Reducing farm expenditures
- Securing better prices for farm outputs

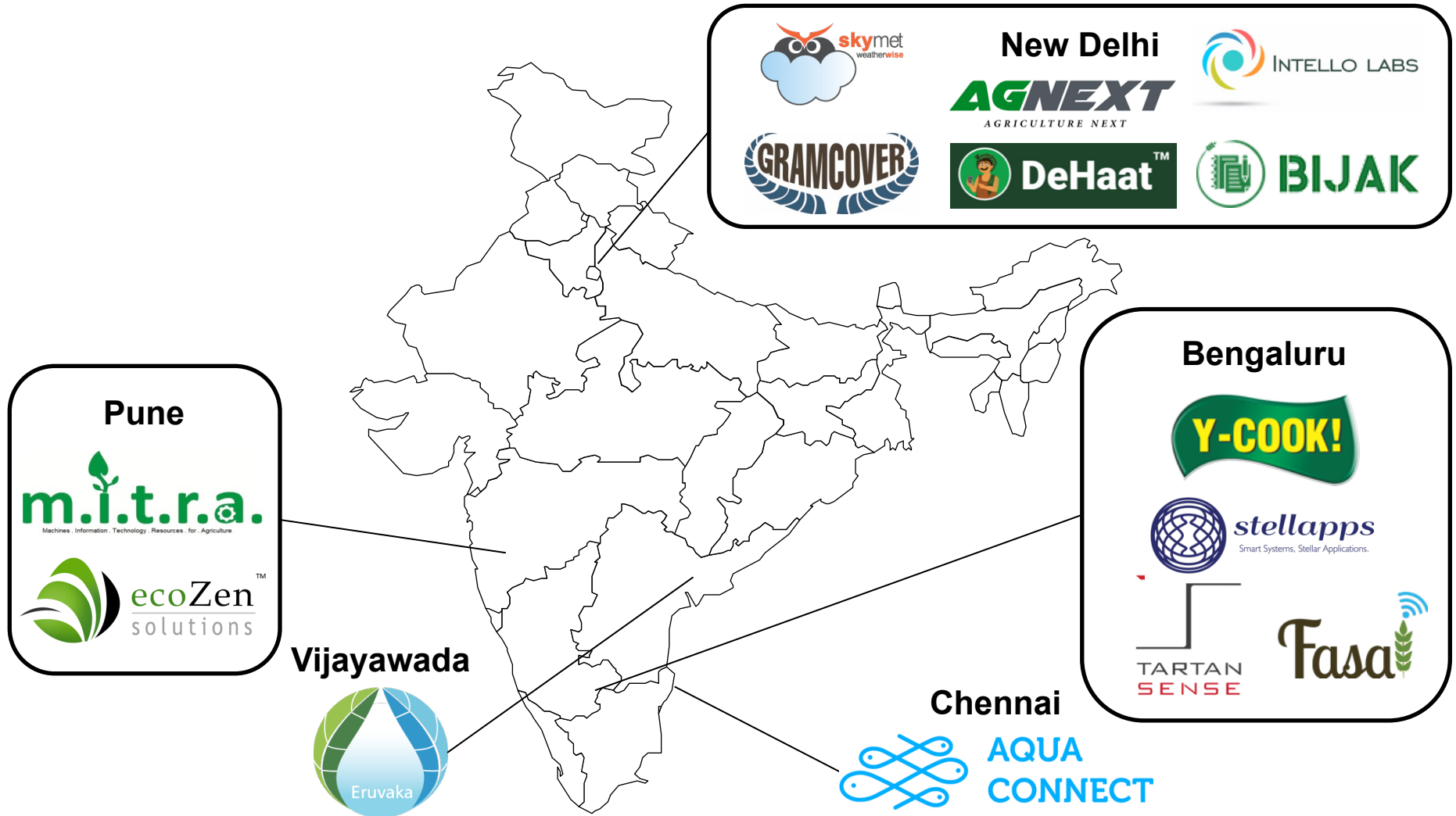
Enhancing Smallholder Farmer Resilience

- Providing access to innovative finance, risk management, steady/augmented sources of income, and improved market dynamics

Improving Agricultural Sustainability

- Reducing consumption of natural resources
- Minimizing wastage and spoilage

OMNIVORE PORTFOLIO COMPANIES



IoT CASE STUDY #1



IoT CASE STUDY #2



stellapps

Smart Systems, Stellar Applications.



IoT CASE STUDY #3



IoT CASE STUDY #4



THANK YOU FOR YOUR TIME AND CONSIDERATION

