



AGRIBID PRESENTATION



Author: Kunyit Asem

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01

INTRODUCTION

INTRODUCTION

AgriBid

- “Empowering Farmers & Buyers through Smart Bidding Marketplace”

Presenter & Contact

- Let's Build Together
- Have a project in mind or just want to say hello? We'd love to hear from you.
- Phone: +62 878 6453 0047
- Information: info@digimediakomunika.cloud
- Administration: admin@digimediakomunika.cloud
- Address: Cimahpar Stoneyard, Bogor City, West Java 16155



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PROBLEM

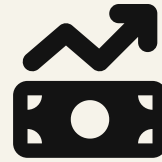
PROBLEM



Agricultural producers & farmers struggle to obtain transparent selling prices.



Buyers find it difficult to reach many local suppliers.



Prices are fluctuating & inefficient due to non-real-time market information.



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SOLUTION



SOLUTION

- 1 Real-time bidding platform: farmers upload products, buyers bid prices.
- 2 Marketplace includes price transparency & market access.
- 3 User-friendly system via web & mobile (Next.js & Realtime).

04

PRODUCT / FEATURES

PRODUCT / FEATURES



Product listing by
farmers & bidding by
buyers.



Sales dashboard &
real-time price
monitoring.



Automatic
notifications for all
transactions.



Transaction history
and individual price
analysis.

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KEY TECHNOLOGY

KEY TECHNOLOGY

- 1 Next.js + React — high performance & SEO friendly.
- 2 Node.js + Express — efficient API and authentication.
- 3 WebSocket for notifications & real-time bidding.
- 4 Postgres database for transaction data.
- 5 Deployment: Vercel + automated backend server.

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MARKET SIZE & OPPORTUNITIES

MARKET SIZE & OPPORTUNITIES



Total digital agriculture market
in Southeast Asia: \~\$20 billion.



Low digital penetration —
growth potential >150%.



Target: smallholder farmers &
local agricultural markets.



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COMPETITION & ADVANTAGES

COMPETITION & ADVANTAGES

Platform	AgriBid	Competitor A	Competitor B
Real-time bidding	✓	✗	✗
Market dashboard	✓	✗	✓
Price analysis	✓	✗	✗
Mobile-ready	✓	✓	✓

Unique Selling Points: real-time, transparency & analytics.

The background of the slide is a close-up photograph of autumn leaves. The leaves are in various shades of brown, tan, and gold, with some showing detailed vein patterns. They are scattered and overlapping, creating a textured, naturalistic background. The lighting is soft, giving the scene a warm, slightly hazy appearance.

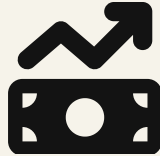
08

BUSINESS MODEL

BUSINESS MODEL



Commission of 2–5% per transaction.



Premium subscription: access to price reports, trend analysis.



Advertisements & sponsorships from agricultural brands.



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TRACTION & MILESTONES

TRACTION & MILESTONES

500+ beta users (farmers & local buyers).

Plan for MVP mobile app in 6 months.

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1,200+ transactions in 3 months.

Target expansion to two provinces in 12 months.



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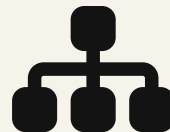
FUNDING NEEDS & ALLOCATION

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FUNDING

\$300k for outreach, team & tech stack.



ALLOCATION


- 50% Development (apps, UX)
- 30% Marketing & partnership
- 20% Operational & Legal

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TEAM



2 Titi Ariwati- Digital marketing & user acquisition.



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ROADMAP

ROADMAP

Q3-4

1

