



hello tractor

Problem

Lack of Farm Mechanization is Depressing Yields

Rural, smallholder farmers often face labor and equipment constraints, resulting in:



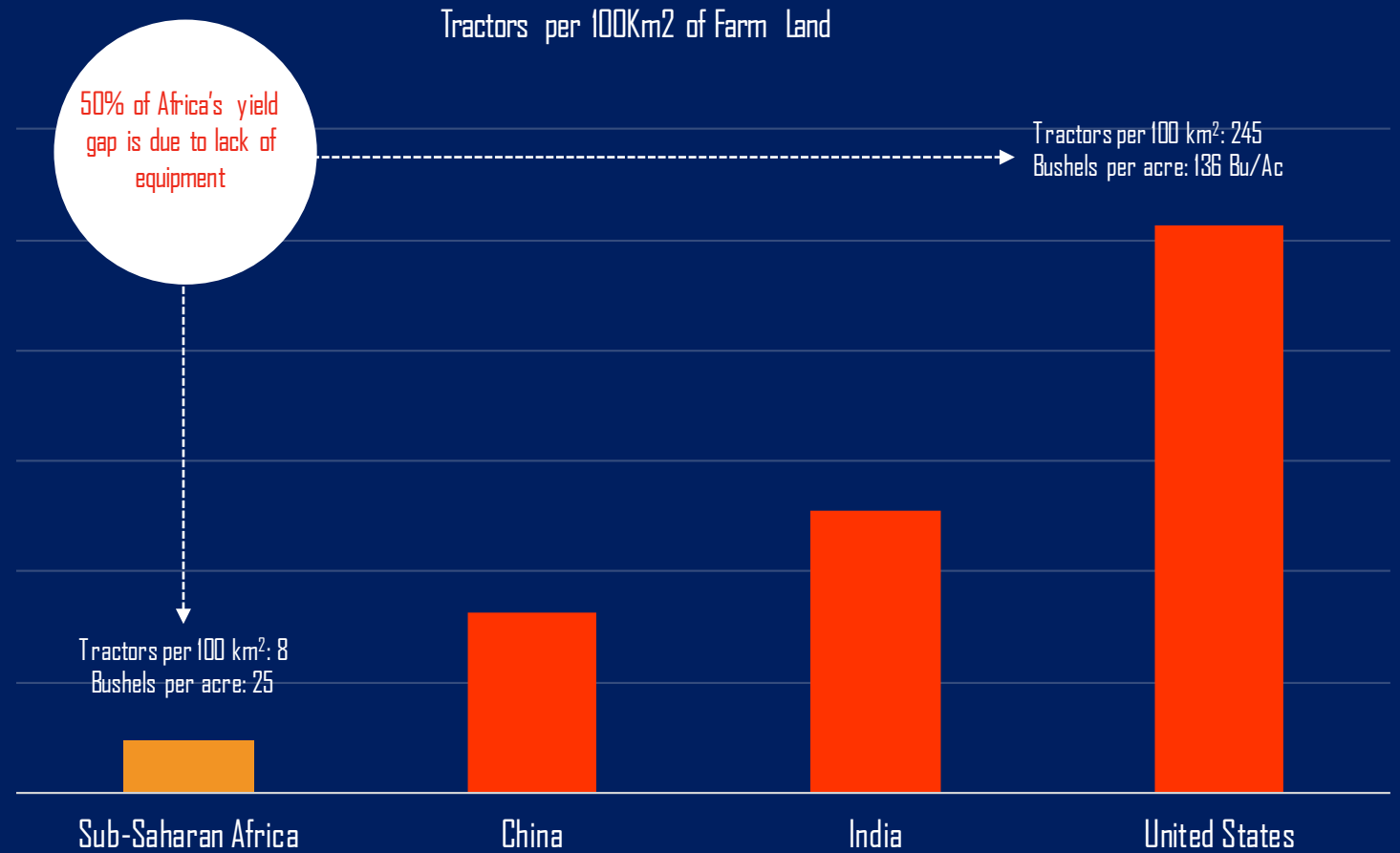
Late planting



Under-cultivation



Loss income opportunities

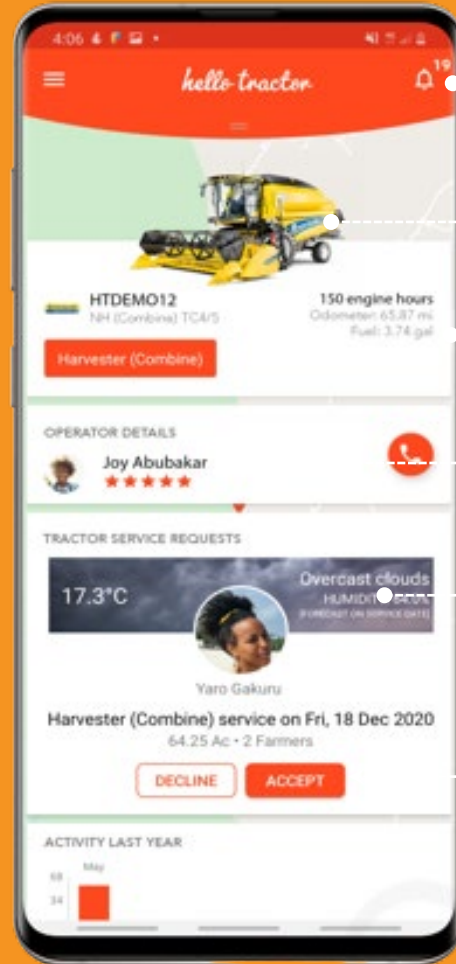


Solution

Locally Designed & Mobile First

- 1 Grow Supply**
Attract fleet owners with affordable fleet management solution
- 2 Grow Demand**
Introduce marketplace to fleet owner, addressing farmer demand
- 3 Finance**
Meet pent-up demand in marketplace by financing new equipment

Fleet Management



Maintenance Alerts

Manage Fleet

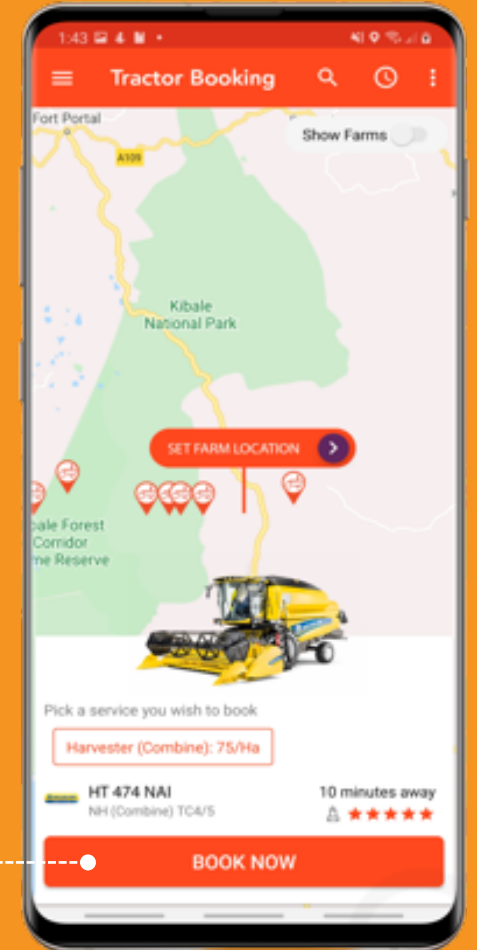
Fuel Consumption

Manage Operators

Weather Integration

Farmers and community-based agents book services from connected fleets

Book Services



Use of AI

- We have developed an AI-based predictive intelligence model that will **enhance tractor utilization** in Hello Tractor's key markets.
- We leverage **satellite imagery and machine learning techniques** to build proprietary data and third-party data to accompany Hello Tractor's archival GPS data.
- This input data includes:
 - Agricultural intensity (crop type) and productivity (yield)
 - Cropping seasons
 - Farm management practices
 - Weather
 - Socio-economic wellbeing indicators



HIGHLIGHT 1

- **Quantifying** all the factors that influence tractor utilization



HIGHLIGHT 2

- **Strengthening** our approach in allocation of tractors in the field to improve utilization.

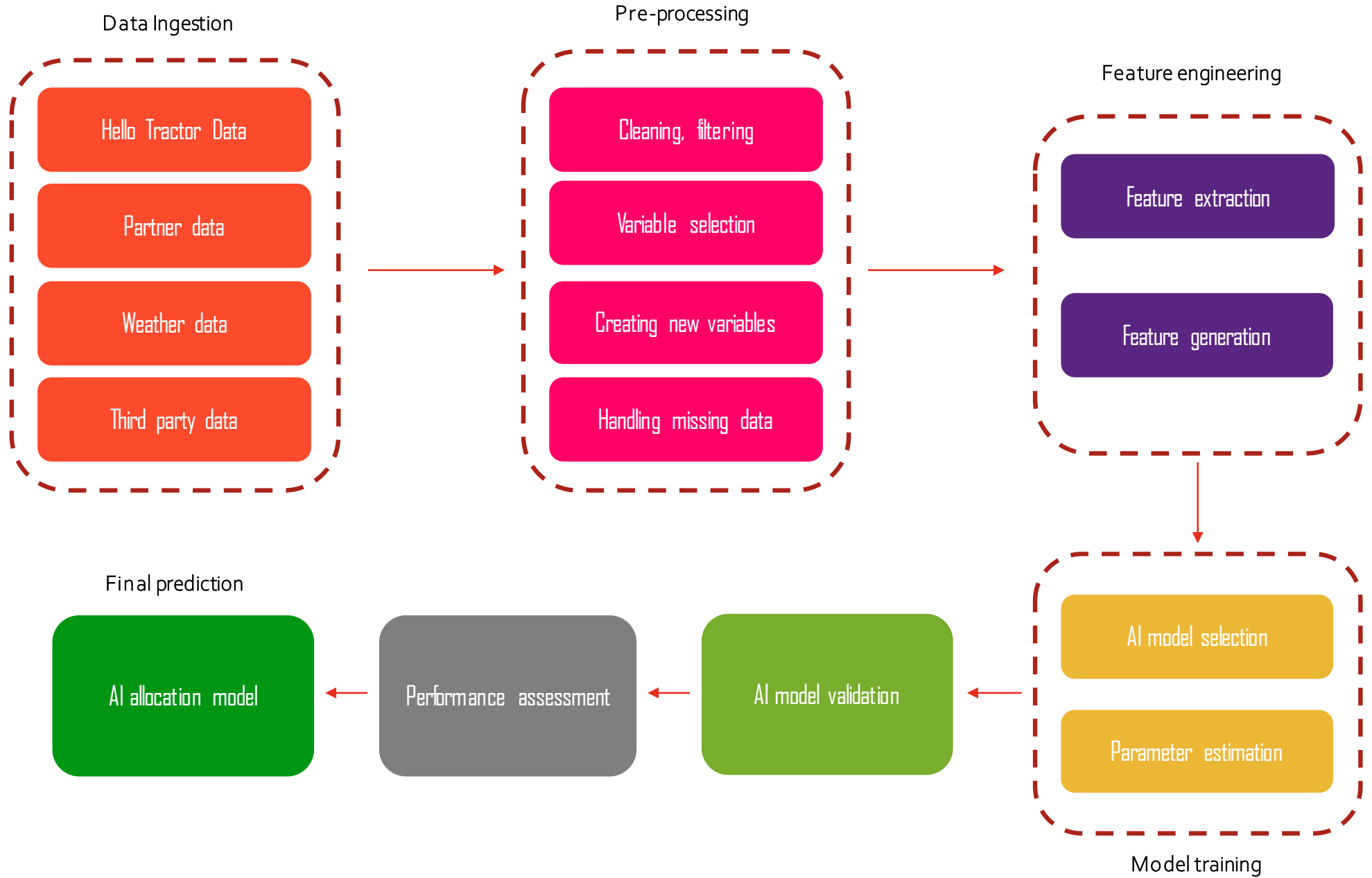


HIGHLIGHT 3

- **Predicting** demand clusters throughout the year to approximate when farmers need services and which farmers are more likely to pay for tractor services.



End-to-end workflow

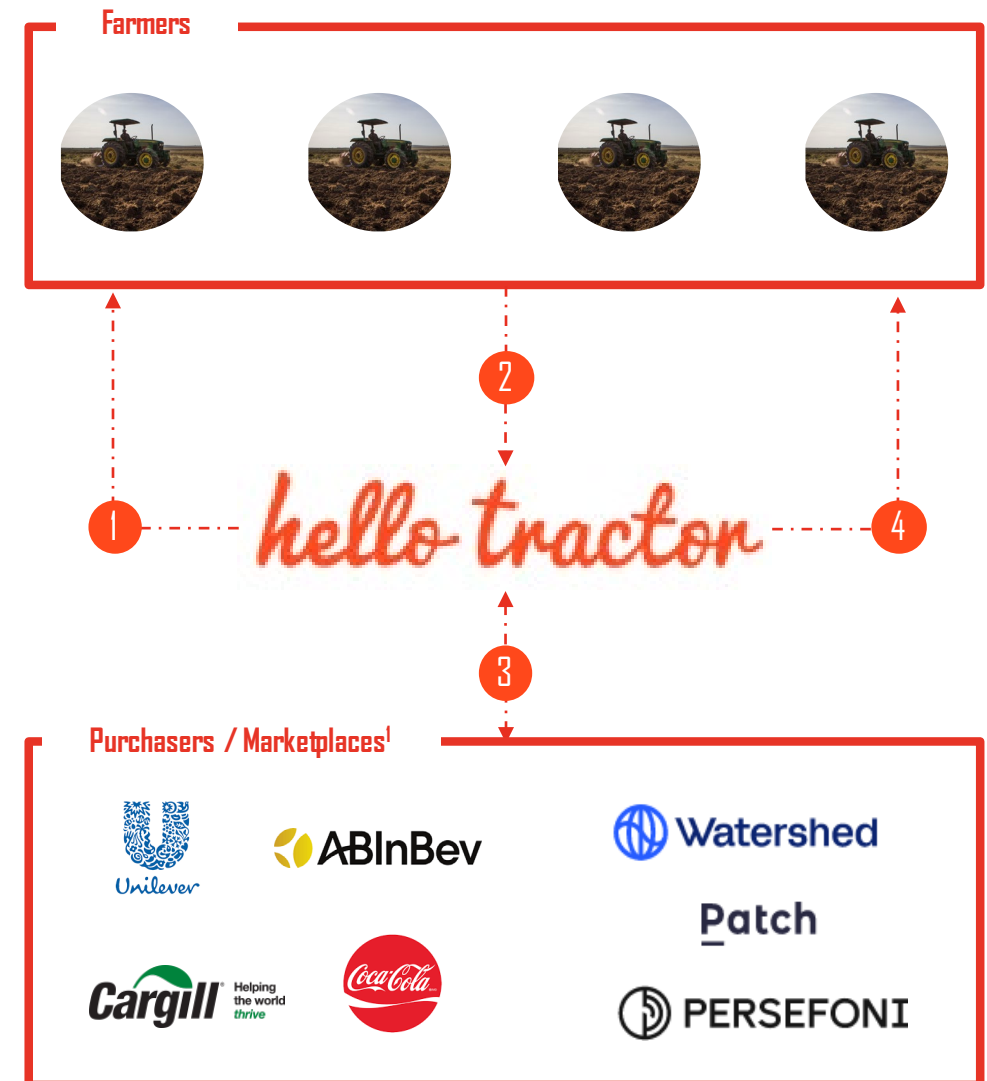


Navigating IP ecosystem.

Operating within strong IP rights has empowered us and the communities we serve in promoting knowledge, controlling its uses and benefitting us from commercial exploitation.

There is need to strengthen administrative frameworks and enforcement for intellectual property in Sub Saharan Africa.

We require effective strategies for increasing information flow and awareness on IP rights at both national and regional levels.





FAST COMPANY

“Zipcar for the farming set—it just might change the lives of a lot of farmers.”



“Environmentally friendly startups that are changing the world!”

The Washington Post

“No one else offers a model like this”

The Net-Jets of tractors... I love it!

— President Barack Obama

