

ARCONESIA

Be Connected.

Accelerate Indonesia's transformation
towards climate-smart agriculture

www.arconesia.com

Oil palm plantation



Huge Potential *but* Big Problem

1st

Biggest oil palm producer in the world

14 Million Ha

Oil palm field with the Sumatra island is home to the world's largest oil palm plantation (8 Million Ha)

2 Million Ha

Forest loss due to oil palm expansion
(the largest driver of deforestation)

2.6 Million

Oil palm farmers have potential loss
income during replanting season

Climate-Smart Agriculture (CSA)

For Sustainable Oil Palm

CSA Practices

Young trees (replanting)



Intercropping System

Mature (productive)



Agroforestry

Impact

Socio - economic

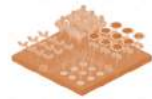


Provide source of additional income



Provide land access for other crops

Environment



Increase biodiversity level



Increase land-use efficiency



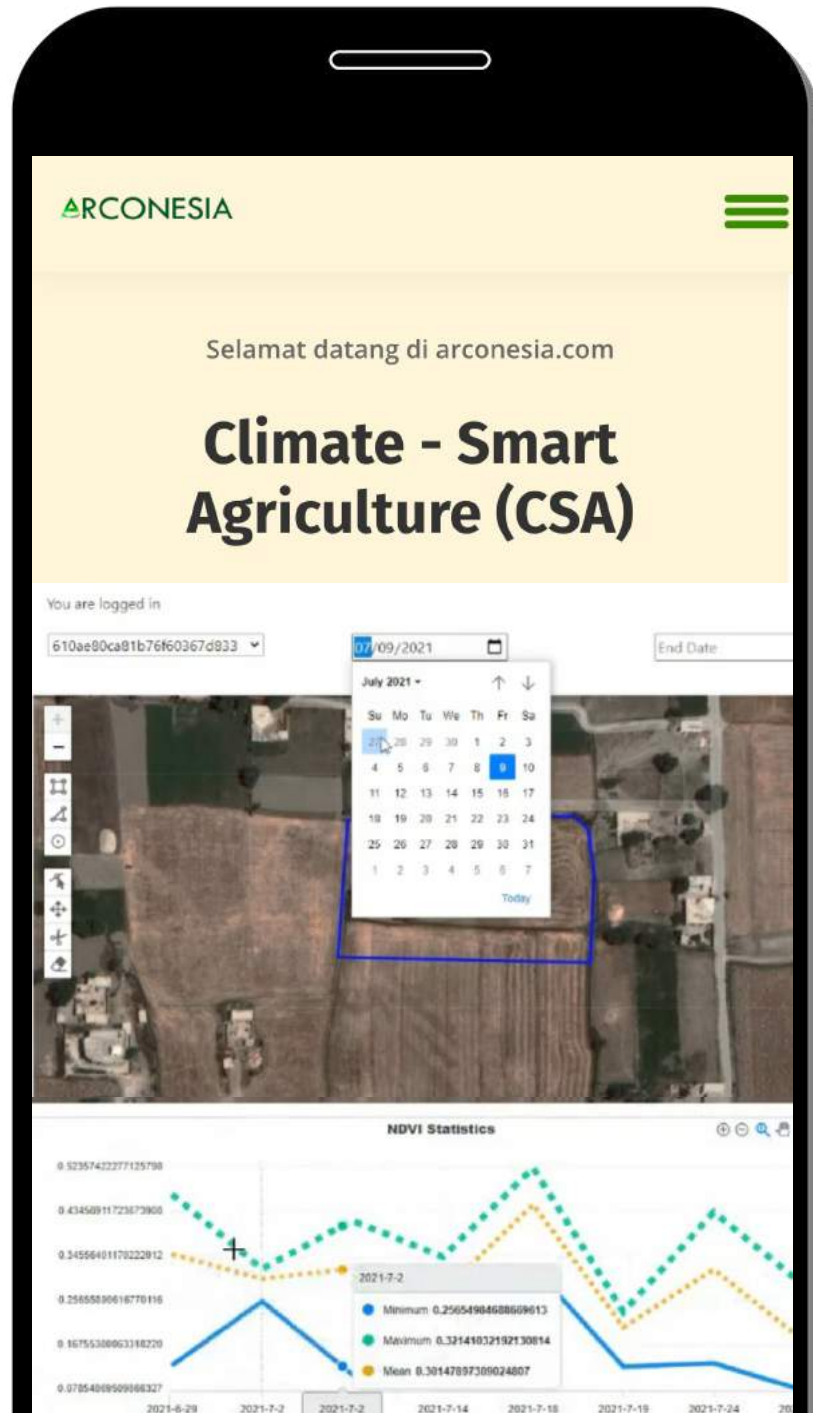
Reduce GHG emission

Challenges

Capital?

Knowledge?

Market?



CSA Farmers

An end-to-end platform that enables small farmers in oil palm plantations to adopt CSA practices (intercropping and agroforestry system)

Key Features



Capital access
through impact
investment



CSA management
system (soon)



Market Access

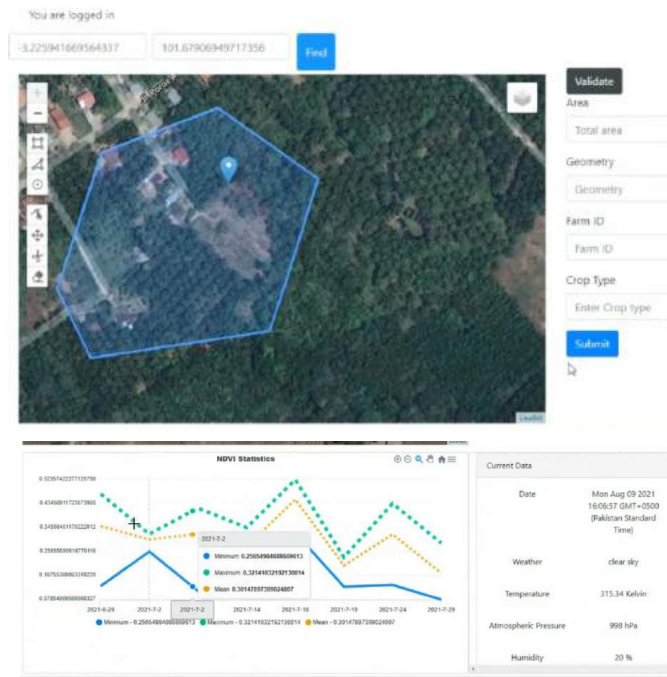
Capital access: P2P Lending by impact investment

Step 1 Invest to CSA projects in Arconesia.com



Start from IDR 100 K

Step 2 Monitor the progress through GIS



Step 3 Enjoy profits and gain the impacts



20 % Increased
Farmer's
income



1 Ha of Forest
Saved



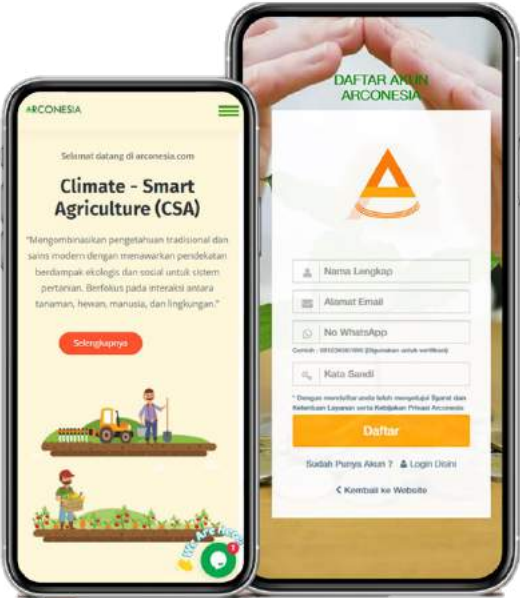
100 Kg
CO₂ reduction

Step 4 Add more impacts by donating the profits



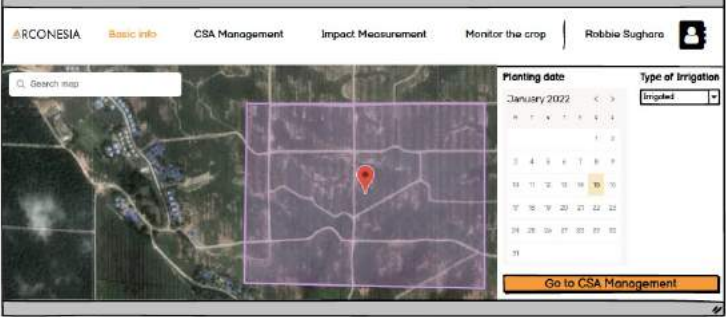
Conservation
Projects

CSA Management System



Satellite Imagery
>>
machine learning

Step 1: Input basic info



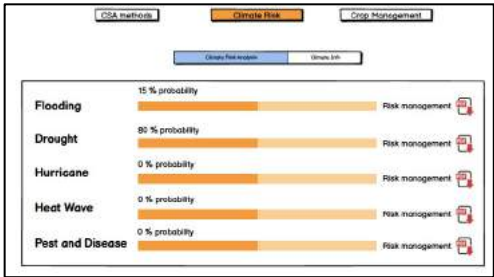
Info needed

- 1. Location
- 2. Planting date
- 3. Type of irrigation

Step 2: CSA management



Suitability crops

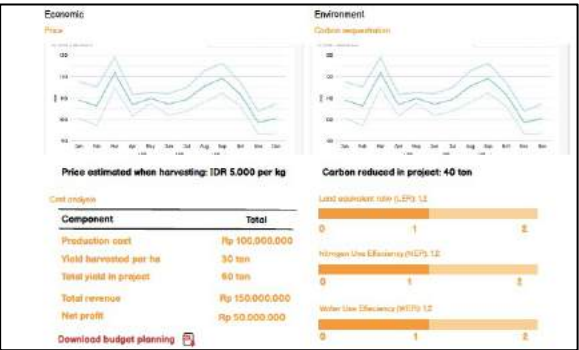


Climate Risk

Planting Density	Distance (m)	Total area (m ²)	Total plants	Arconesia's recommendation
Seed	70 x 30 cm	10.000	47.619	Subscribed
Synthetic Fertilizer				
Organic Fertilizer				
Fuel				
Labour				
Other				

Crop Management

Step 3: Impact measurement



Economic

- 1. Yield predicted
- 2. Revenue estimated

Environment

- 1. CO2 sequestration
- 2. Nutrient-use efficiency
- 3. Water-use efficiency

HUGE MARKET POTENTIAL

Total Addressable Market



9 B USD market size of priority crops¹ in Indonesia

29 %



2,6 M oil palm farmers in Indonesia

77 %



14 M Ha oil palm plantation in Indonesia

57 %

Service Available Market



2.6 B USD market size of priority crops in Sumatra Island

0.7 %



2 M oil palm farmers in Sumatra Island

0.1 %



8 M Ha oil palm plantation in Sumatra Island

0.05 %

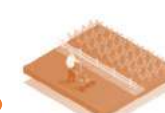
Service Obtainable Market



19 M USD market size of priority crops in Southern Sumatra²



2.000 oil palm farmers in Southern Sumatra



4.000 Ha oil palm plantation in Southern Sumatra

¹Priority crops that could be integrated in oil palm plantation: melon, watermelon, chili, maize, and porang

²Southern Sumatra Provinces: South Sumatra, Bengkulu, Bangka Belitung, Jambi, and Lampung

Competitive Advantages

Service	AgriTech in Indonesia			
	 TaniHub	 CROWDE	 iGrow	 ARCONESIA
Capital Access	✓	✓	✓	✓
Market Access	✓	✓	✓	✓
Climate-Smart Practices	-	-	-	✓
Social Impact	✓	✓	✓	✓
Environmental Impact	-	-	-	✓
Outside Java (especially in Sumatera and oil palm plantation)	-	-	-	✓
Advance technology for yield forecasting and monitoring	-	-	-	✓



First mover in CSA,
potential to
become market
leader



**Advance
technology by
machine learning**



**Strong farmer
communities in
Sumatra island
(especially for oil
palm plantation)**

Before

After

Example of project:
Intercropping Watermelon and Oil Palm



600+ Tons

Watermelon



30 Tons/ha

Watermelon



Other CSA Projects

Intercropping System

Oil Palm × Melon



Oil Palm × Maize



Agroforestry System

Oil Palm × Porang



BUSINESS MODEL

End-to-end revenue stream

Upstream



Inputs Selling

Trading/advertise
seeds, fertilizers, and
pesticides

Production

Current revenue streams



Management fee

5 % of total working
capital



Profit Sharing

20% of profit after
harvesting

Downstream



Crops Selling

Trading of crop
harvested



Palm oil waste product

Trading of palm oil
waste product

Fibre, shell, empty
fruit bunches, palm
broom stick.

GO TO MARKET STRATEGY

Farmers Acquisition



Local Government



Farmer Union



Key Farmers



Digital Marketing

Strategic Partnership

Financial institution



Supermarket/E-grocery



Input company



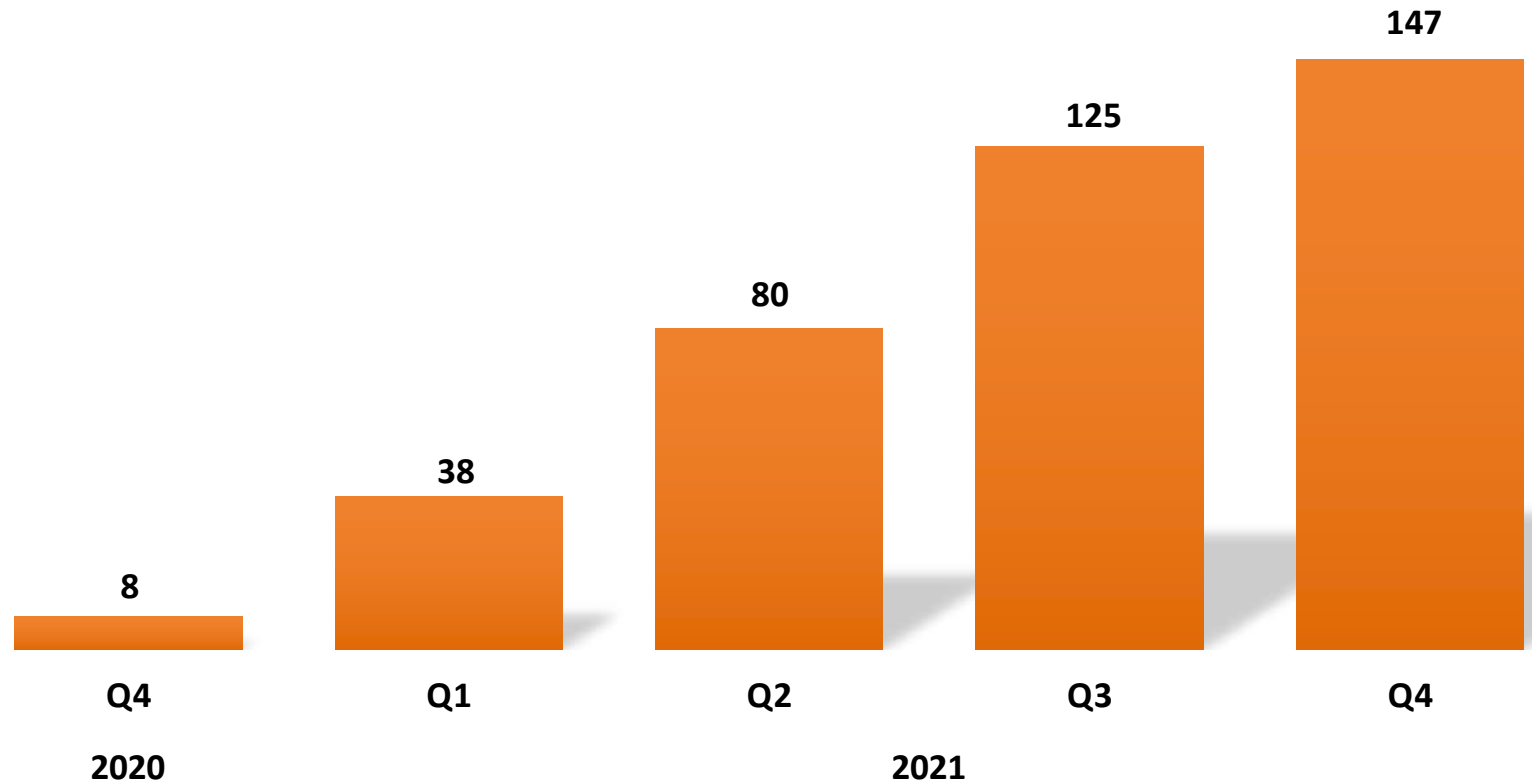
Oil palm company



Milestone in one year



Financial Access for Small Famers (Thousand USD)



Milestone in one year



100+
small farmers



40+ ha
planted



20 %
increased farmers' income



20 %
land-use efficiency



5 Tonnes
CO₂ reduction



Honors & Awards



Top 3 global call
for ideas in
Milano Digital
Week 2021



Top 10 Korea
ASEAN Business
Model
Competition 2021



Top 6 Wirausaha
Hijau by ANGIN
2021



Top 12 Founderplus
Pitch Day 2021



Top 3 ARQAM
Accelerator 2021



New Energy Nexus
Incubator & Accelerator
2021



Baperkraf for
Startup 2021

Partnership



UATAS



soon



soon



soon



soon



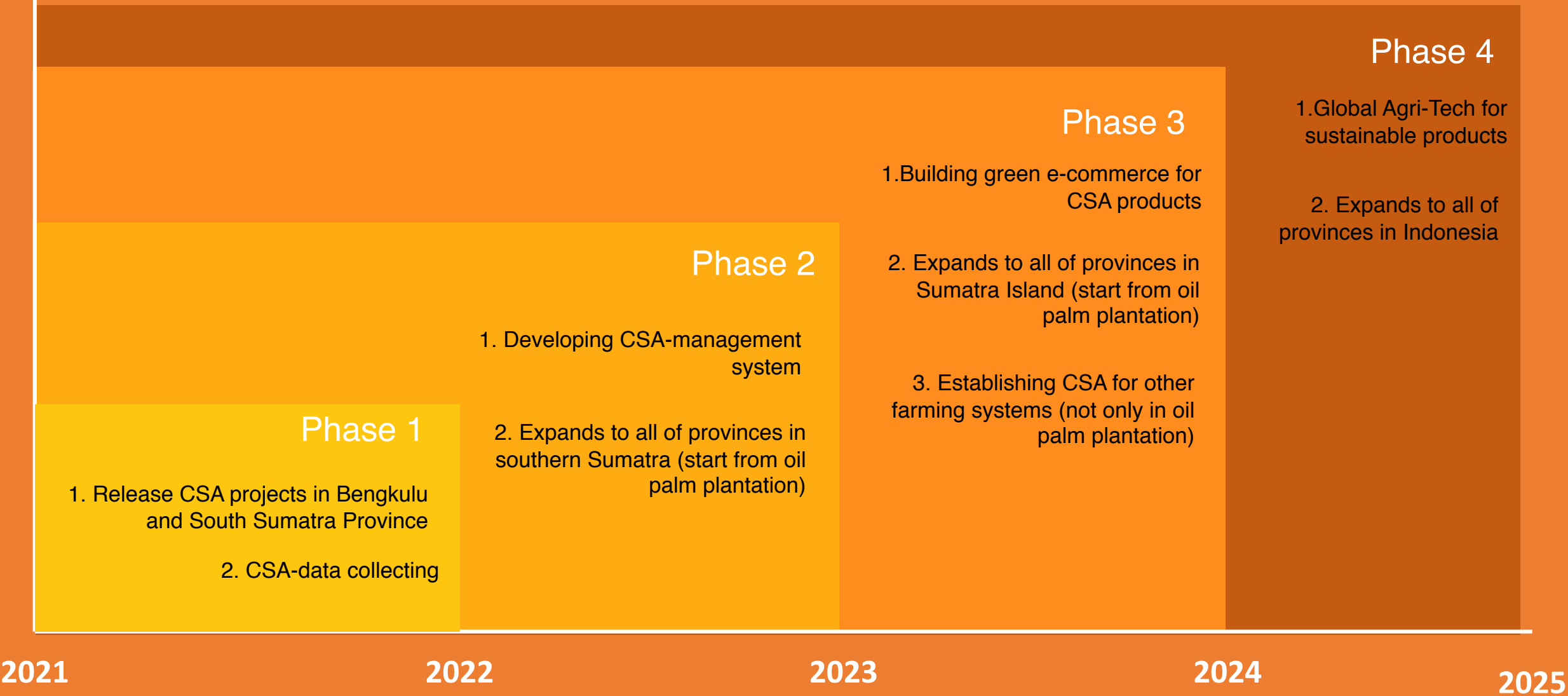
Media Coverage

Forbes



Arconesia Phase of Product

We have started by establishing climate-smart agriculture (CSA) practices in oil palm plantations, and eventually we will grow into a global Agri-Tech that produces sustainable agricultural products in the future.



TEAM



**Jusrian Saubara
Orpa Yanda**
CEO

3 years working on
climate-smart
agriculture projects



Oktiza Yelhazeni
CFO

3 years working on
financial consultant and
professional accountant



Muhammad Alfian
CMO

3 years working on
ecology narrative and
green literature



Budi S. Isman

Advisor

CEO Mikro Investindo,
Biznis.ID and ProIndonesia
Foundation



Hari Laksamana
COO

5 years working as
senior agronomist in
farming industry



Robbie Sughara
CTO

5 years working on serial
tech entrepreneur



Zakiul Fahmi Jailani
CIO

3 years working on GIS
and machine learning







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