

Global agricultural product trading needs a digital transformation – that’s where we come in

Despite living in a time of great technological advances, B2B trading of agricultural products has remained antiquated. Traders rely on personal relationships and are dependent on finding the right buyer, at the right time, at the right price. Typical sales teams communicate directly with customers on a one-to-one basis across many channels such as Whatsapp and email. Agreeing and administering trade is thus labour-intensive and difficult to scale.

COVID-19 has accelerated the uptake of digital solutions for traditional trade. However, existing solutions built on generic frameworks like Magento or Mirakl fail to cater to the complex workflow requirements of B2B export/import of agricultural products.

As a result, **traders suffer from poor price discovery, high costs of searching for trading partners, administrative inefficiencies, pressured margins, and increased counterparty risk when trading with unfamiliar partners.**

The prize for serving this unmet need is immense. We have only begun to tap into the global opportunity to provide our fit-for-purpose platform to food and bioenergy traders everywhere.

Seafood global market size (USD)

\$113 billion

Eggs global market size (USD)

\$198 billion

Ethanol global market size (USD)

\$89 billion

The size of the prize (\$USD) for food commodity trading

\$1.6T

Global traded exports of all food commodities in 2020



\$800B

Presuming we can serve half of the industry verticals



\$4B

Global commissions available presuming a 50% revenue share of a 1% commission



\$200M

Possible Nui revenue obtainable assuming a 5% market share

DRAFT