

What sets us apart

DRAFT

We have focused on fine-tuning our core offering of efficient & intuitive online trade. Our flexible model & broad range of trade features enables any dairy company, anywhere in the world to join our ecosystem and trade conveniently. We are now ready to expand our feature set & continue our growth in other commodity sectors.

Some of our competitors offer a wider suite of generic features for end-to-end trade. By not being customer-focused, these competitors do not offer a tailored experience for a highly complex industry such as commodity trading. We started with an extreme focus on working with our customers to fine-tune our core offering of efficient & intuitive online trade. By taking this approach we have been enabled to build a product that can be best-in-class for the dairy industry - Our flexible model allows both a single seller & a multi seller / multi buyer framework. Coupled with the broad range of trade features offered, our platform enables any dairy company, anywhere in the world, to join our ecosystem and trade in a way that works for them. In addition to this, the resilience and scalability of our platform has allowed us to experiment with customers from new industries (produce, meat, grain, ethanol) and we are now at a crossroads where we are ready to expand both our feature set but also into other commodity sectors.

