



# Pitch Deck



April/2025



# Our objective

**Enhancing Brazil's role as a global breadbasket through innovative technologies.**

# Christian principles and values

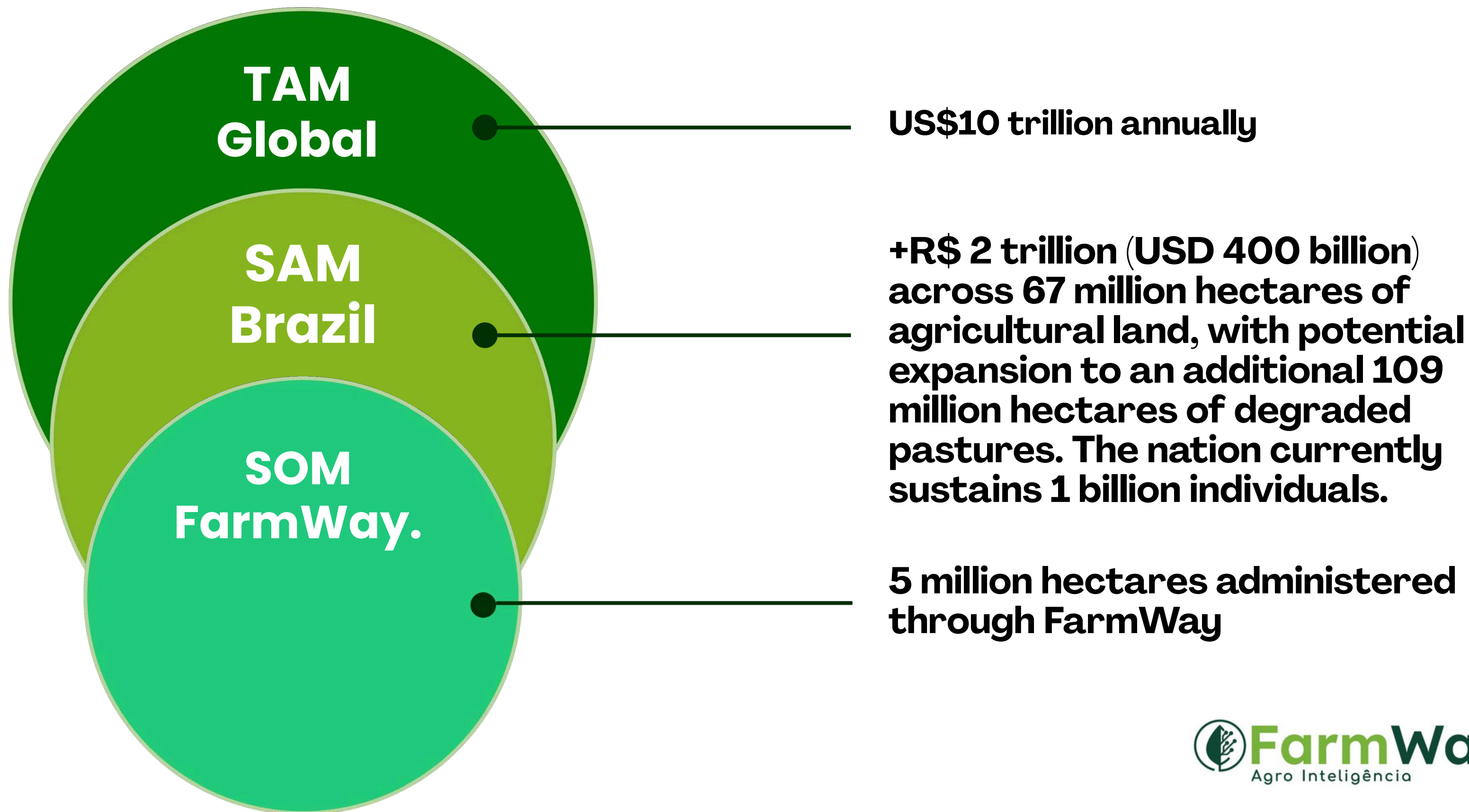
But it is not so among you. Rather, whoever aspires to greatness among you must be your servant, and whoever desires to be first among you must be the slave of all. For even the Son of Man did not come to be served, but to serve, and to offer his life as a ransom for many.

Marcos 10:43-45

**The demand for food is projected  
to rise by 70% by 2050.  
Brazilian agriculture must undergo  
transformation.**



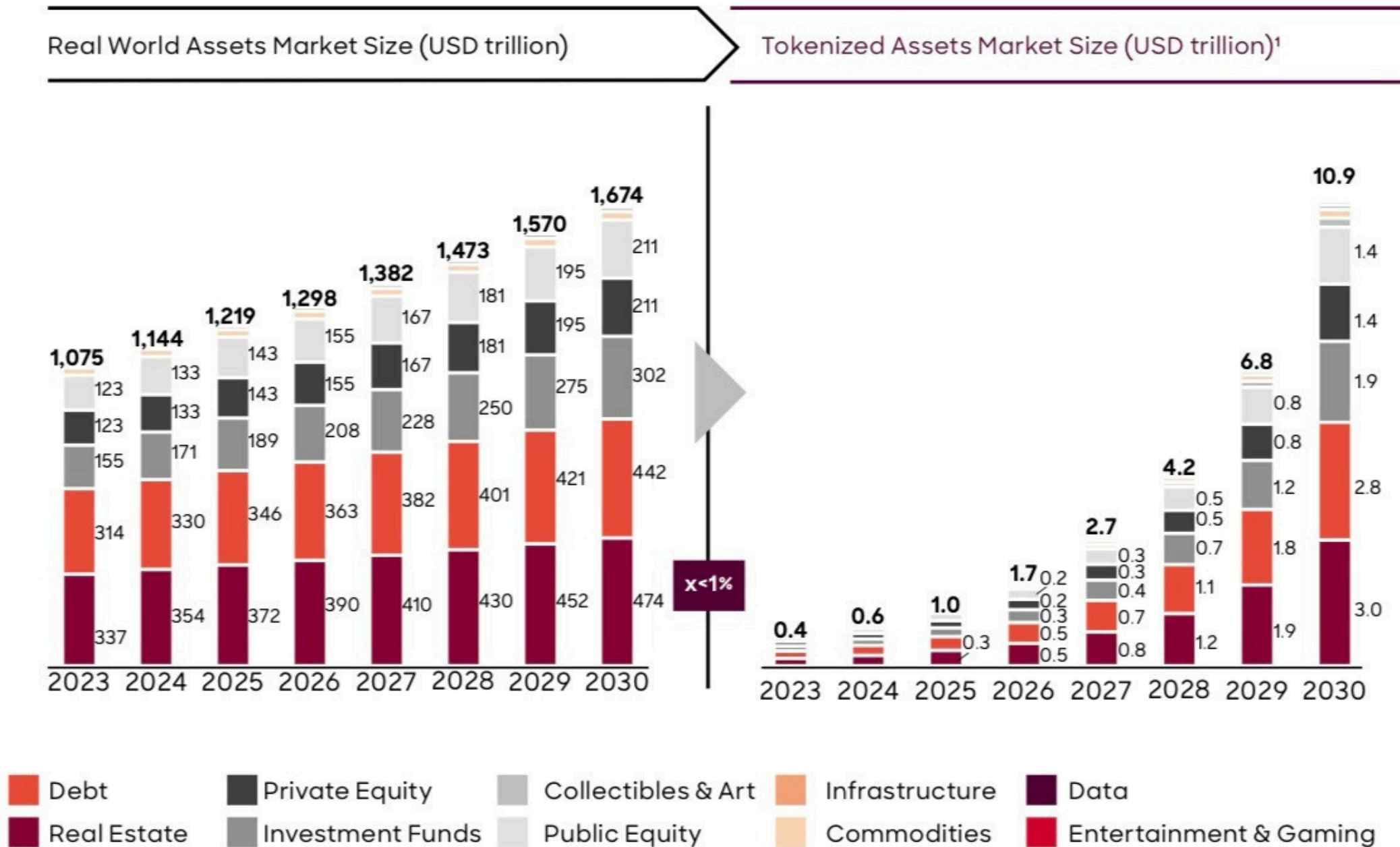
# Brazil nourishes the globe.





# Token market: US\$ 10.9 trillion

- C** We estimate that the value of tokenized assets will reach at least ~\$10.9 trillion by 2030, with Real Estate, Debt and Investment Funds being the Top 3 tokenized assets  
What is the future market potential?





# The challenge of agriculture



**High costs and elevated interest rates render the agricultural sector unviable.**



**Stagnant agricultural productivity and poorly timed sales.**



**Suppliers experience elevated default rates and a scarcity of bank credit.**



**+109 million hectares of degraded pastures, possessing significant potential for recovery, are underutilized.**



# The FarmWay Solution

Digital platform linking farms, markets, and investors.

1

**AI-driven agricultural management platform**  
(+10% productivity)

2

**Shopping marketplace featuring competitive auctions**  
(15% reduction in purchase cost)

3

**Sales marketplace featuring predictive analysis and direct access to buyers**  
(+10% sales price).

4

**Tokenization for cost-effective promotion within the marketplace.**  
(Below-market cost of capital)



# FarmWay AI: A significant advancement agricultural efficiency

- 1. Soil Data Collection:** We meticulously analyze the chemical, physical, and biological characteristics of the soil georeferenced.
- 2. Laboratory Processing:** The results are produced in the laboratory and incorporated into our database of data.
- 3. Information Integration:** We amalgamate planting data (date and variety), meteorological conditions, and satellite monitoring of agronomic indicators.
- 4. Productivity Analysis:** We correlate the data with productivity maps produced by the agricultural equipment.
- 5. Artificial Intelligence:** We employ machine learning to discern patterns and identify bottlenecks in production.
- 6. Personalized Agronomic Plans:** We develop optimized strategies to enhance yield and minimize waste costs.

# Marketplace: uniting the entire agricultural sector

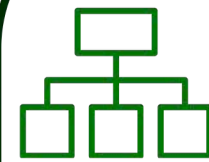
- 1. Input Planning:** We create comprehensive spreadsheets for input acquisitions, categorized by farm, harvest, and total, via the agricultural planning module.
- 2. Supplier Auction:** The demand is communicated to suppliers, who engage in competition by presenting their optimal prices at an auction.
- 3. Automatic Closure:** Purchase orders are automatically finalized with the suppliers that provide the most competitive prices.
- 4. Streamlined Logistics:** Deliveries are automatically organized, aligned with the ideal times for input usage.
- 5. Sales Marketplace:** Farmers access data on the best months to sell each crop, based on market analysis.
- 6. Production Negotiation:** Given conservative harvest forecasts, volumes are negotiated in a sales auction, where the trading company presenting the most advantageous offer finalizes the contract.



# Tokenization: Transforming Investment and Credit in Agriculture

- Farmway revolutionizes agribusiness by tokenizing tangible assets, including invoices, CPRs, and commodities, on the blockchain, thereby ensuring security and immediate liquidity.
- We facilitate direct connections among suppliers, producers, and investors, enabling suppliers to make cash payments for installment sales and allowing farmers to anticipate their receivables with reduced costs.
- We also facilitate the tokenization of commodities for fundraising, with future delivery, enhancing efficiency and transparency.

# Ecosystem Valuation



## Marketplace of Resources

5% tax on a prospective market of R\$200 billion in inputs.



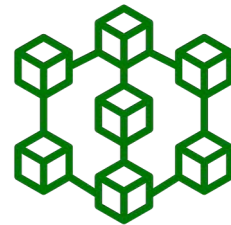
## Tokenization Procedure

Charges for tokenization applicable to suppliers and farmers



## Sales Marketplace

0.5% tax on the farmer's revenue



## FarmWay Coin

Token  
Appreciation



## FarmWay IA

Intelligence to enhance production (R\$ 30 per hectare annually)



# Growth Forecasts

		2025	2026	2028	2032
	<b>ACTIVE HECTARES</b>	15.000	100.000	1.000.000	5.000.000
	<b>AVERAGE TICKET PER HECTARE PER ANNUM</b>	30	40	50	60
	<b>GMV (TRANSACTIONS)</b>	R\$ 150 M	R\$ 1 B	R\$10 B	R\$50 B
	<b>ANNUAL REVENUE (ARR)</b>	R\$ 450,000	R\$ 4 M	R\$ 50 M	R\$ 300 M

# Average ticket report

- **FarmWay IA** = 30 R\$/ha year
- **Market place inputs** = 3,500 R\$/ha x 5% rate = 175.00 R\$/ha
- **Market place sales** = 60 sc/ha x 120 R\$/sc = Fat R\$ 7,200 x 0.5% rate = 36 R\$/ha
- **Supplier token** = 3,500 R\$/ha x 1.8% a.m. x 7 months = 467 R\$/ha x 20% rate = 93 R\$/ha
- **Farmer token** = Total R\$ 7,200 x 1.8% a.m. x 40% of the crop x 7 months x 20% rate = 76 R\$/ha
- **TOTAL POTENTIAL WITH 100% ADHESION** = 380 R\$/ha year



# Growth strategies

- Our complimentary management software expedites the engagement of consultants and farmers, while our readily available financial support renders us highly attractive.
- We will experience exponential growth by linking the entire clientele of agronomic consultancies, suppliers, trading companies, and partner agtechs to the singular agricultural ecosystem that optimizes outcomes and profitability for all stakeholders.
- This model facilitates revenue sharing among all ecosystem partners, serving as a significant incentive for commitment and loyalty.

# The greater the earnings of partners, the more FarmWay expands.

**1- Token Investor:** returns exceeding those of the US Treasury, cashback on marketplace fees, AI subscription, and appreciation of Farmway Coin in the secondary market.

**2- Equity Investor:** significant potential for capital return supported by tangible assets (anticipated return around 2030).

**3- Farmer:** Subsidized management software, competitive capital costs, reduced purchase prices (-15%), AI-driven productivity enhancements (+10%), and elevated sales prices (+10%)

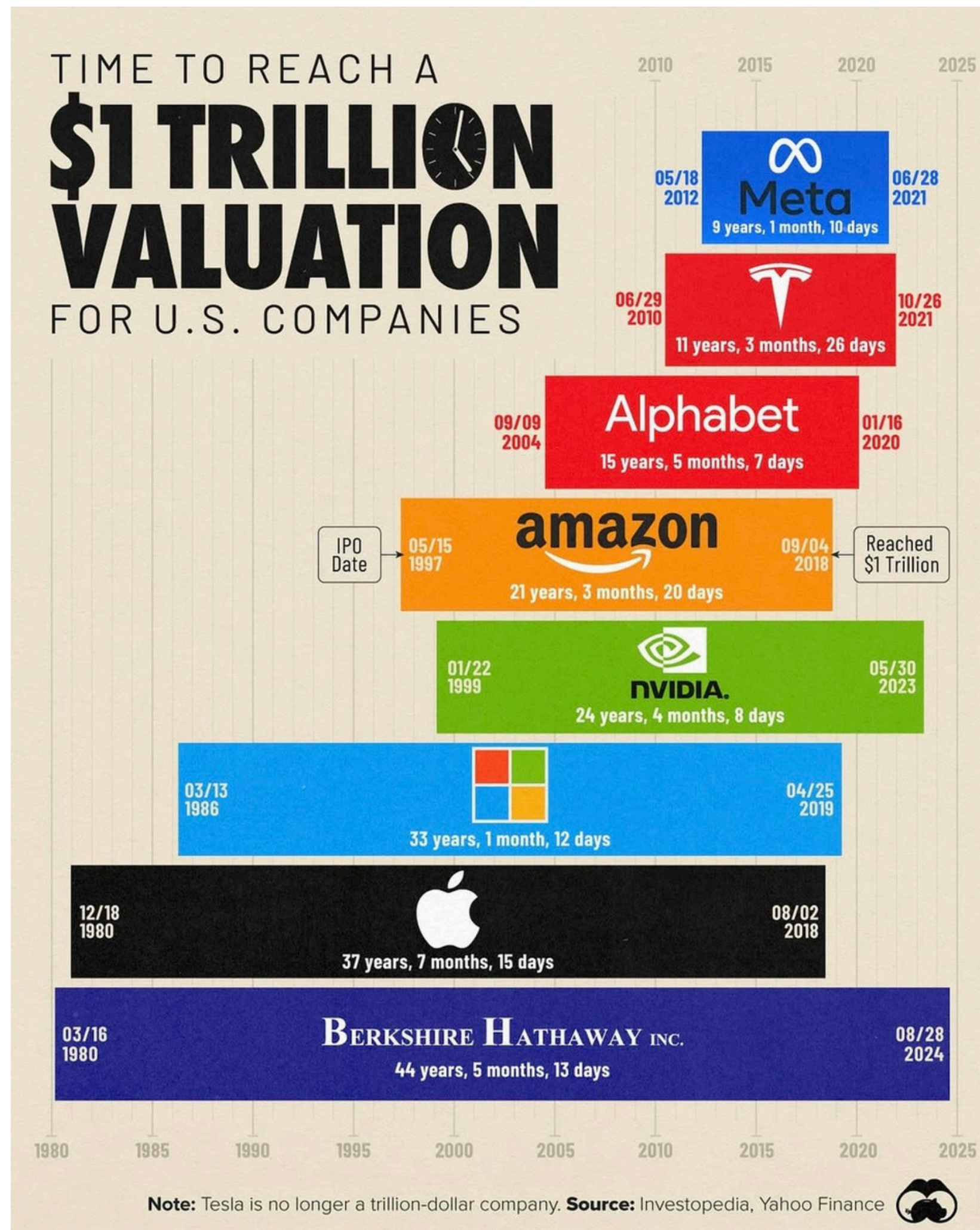
**Supplier:** Enhanced access to resources with improved cost-effectiveness through tokenization, credit sales at reduced costs for farmers, increased sales volume, and optimized management of input deliveries.

**5- Trading:** A rise in the origination of commodities, driven by the expectation of receivables at the most favorable market rates, distinguishes us from our competitors.

**Consultants:** Subsidized management software for consultants and their clients, involvement in the monetization of the entire ecosystem, along with access to an extensive network of farmers.



Tech  
companies  
are achieving  
a valuation of  
US\$1 trillion  
at an  
increasingly  
rapid pace.



# Invest in FarmWay and participate in the new agricultural revolution.

## OFFER



**US\$ 1  
million**

*POR 10% EQUITY*

## POTENTIAL EXIT STRATEGY



**US\$ 300  
million**

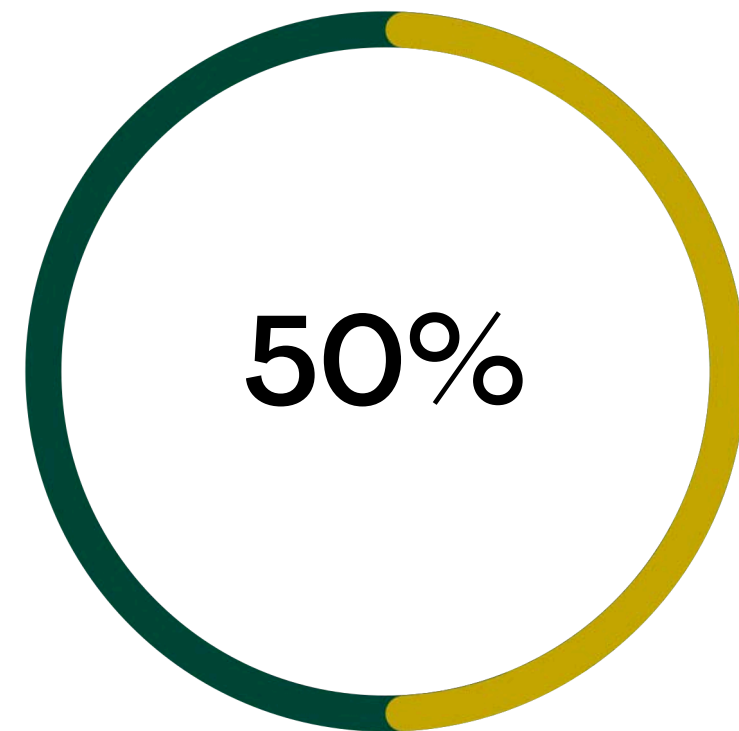
*VALUATION THROUGH 2032*

*MULTIPLE OF 6 TIMES THE  
REVENUE\**



# ALLOCATION OF RESOURCES

## TECHNOLOGICAL LEADERSHIP



**AI, MARKETPLACE,  
AND TOKENIZATION**

## EXPANSION



**PARTNERSHIPS WITH  
COOPERATIVES AND  
AGRICULTURAL  
CONSULTANTS**

## MARKETING



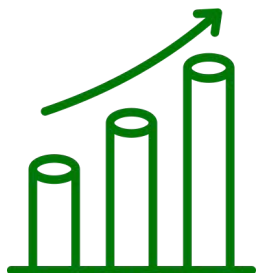
**AGRICULTURAL AND  
CRYPTO MARKET  
INFLUENCERS**



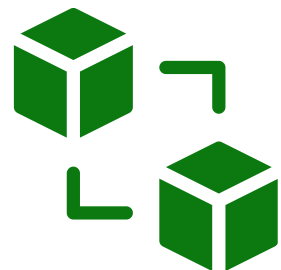
# Why consider an **investment** in FarmWay?



**Food is the essential commodity of both the present and the future.**



**Subsidized software will draw millions of hectares.**



**AI and tokenization yield a competitive advantage of three to five years.**



**Agro DNA combined with technological expertise results in disruption within the agricultural sector.**



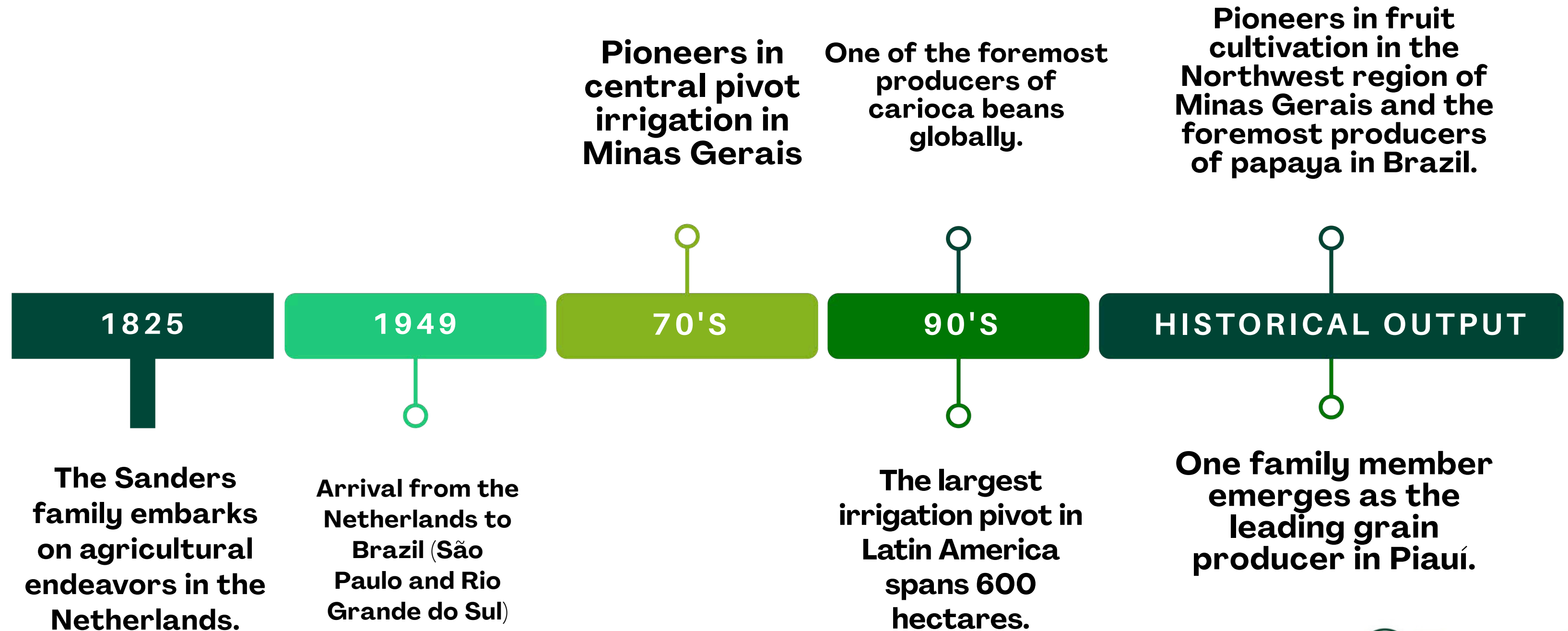
**Enhanced food production and agricultural efficiency**



**Lower capital costs, diminished default risk, and fewer intermediaries (DeFi)**

# The Legacy of the Sanders Family

## +200 years in agriculture, 75 in Brazil



**Proven credibility  
through the cultivation of  
over 110,000 hectares.**



# The inception in Brazil





# Existing crops



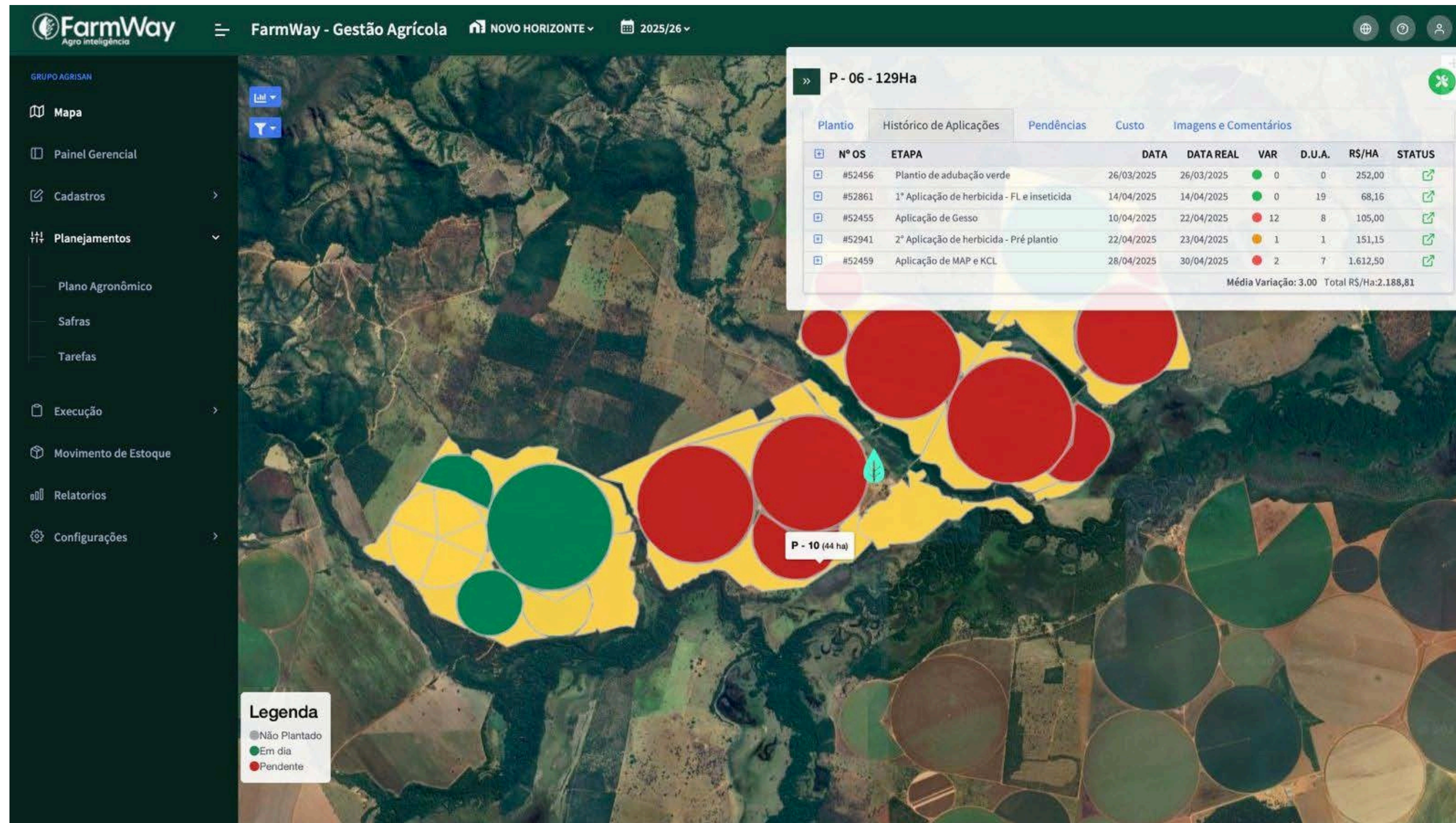


# Existing crops





# Software FarmWay





# Features and roadmap

## **Shopping:**

- Marketplace featuring auction capabilities (Jan/2026)

## **Production:**

- Agricultural strategy (ok)
- Crop strategy (ok)
- Service requests (ok)
- Production expenses (ok)
- Dynamic management of the planned versus actual map (ok) Machinery operational strategy (September 2025)
- FarmWay AI (December 2025)

## **Sales:**

Sales marketplace featuring predictive analytics and auction capabilities (Apr/2026)

## **Tokenization:**

- Token for agricultural producers (Aug/2025)
- Token for suppliers (Aug/2025)

# FarmWay Team



## **Adrianus Gerardus Sanders, CEO**

Producer of more than 12,000 hectares dedicated to the cultivation of grains, sugarcane, and fruits.

Holds a degree in Administration and an MBA in Agribusiness from USP/ESALQ. A fervent advocate for innovation, he oversees the family farms and propels the success of FarmWay's clientele.



# FarmWay Team



## **Lucas Fonseca** **CRYPTO EXPERT**

Graduated in Physical Education, with a postgraduate degree in Biomechanics and three years of experience as an investor in cryptocurrency assets, specializing in market analysis and digital strategies.



## **Liniker Fortunato** **TECH LEAD**

IT specialist with more than 15 years of experience. Holds a degree in Systems Analysis and has completed postgraduate studies in Java, Oracle, and Project Management.



## **Eduardo Borges** **SUPPORT AND USER** **EXPERIENCE ANALYST**

Computer Technician currently pursuing a degree in Systems Analysis and Development at the Instituto Federal do Triângulo Mineiro.



## **Milena Variety User** **UX/UI**

Graduated in Data Science and holds a postgraduate degree in Front-End Engineering from FIAP, with seven years of experience in web development, UX/UI, and digital products. Proficient in both large corporations and startups.

# FarmWay Team



## **Luiz Marques** **Senior Full-Stack Developer**

Bachelor's degree in Information Systems, with six years of experience in software development and involvement in innovative projects, including SIAG for agricultural geolocation.



## **Breno Fortunato** **Senior Full Stack Developer**

Developer with five years of experience, graduated in Systems Analysis and Development from Centro Universitário Una, possessing expertise in large banking institutions.



## **Gabriel Braga** **Support and User Experience**

Pursuing a degree in Systems Analysis and Development at Uniasselvi.



## **Franciele Soares** **Administrative/Financial Analyst**

Twelve years of experience in the industry, holding a degree in Business Administration from UNIPAM and a postgraduate qualification in Marketing, Finance, and Human Resources from FPM.

# Advisor Team



**Felippe Pires**  
**Strategy Advisor | Specialist in**  
**Global Strategy and M&A**

Executive with over 20 years of experience in strategic consulting, formerly with KPMG and Accenture, and a partner at XP Inc. Founder of Pires & Partners, specializing in mergers and acquisitions as well as valuation, with substantial international expertise.



**Matheus Puppe**  
**Legal Advisor**

International lawyer specializing in Digital Law, currently pursuing a master's and doctoral degree at Goethe University in Germany. Author of eleven books, Data Protection Officer for the OAB, and consultant for multinational corporations in data, artificial intelligence, and cryptocurrency assets.



**Felipe Vieira**  
**Tech Innovation Advisor**

Entrepreneur and full-stack developer with over 20 years of experience, founder of multiple companies, and an ambassador for Algorand. A pioneer in blockchain, focusing on participation in startups and technological innovation.





# Thank you very much!

Pitch Deck created by Pires & Partners

**Site**

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