
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

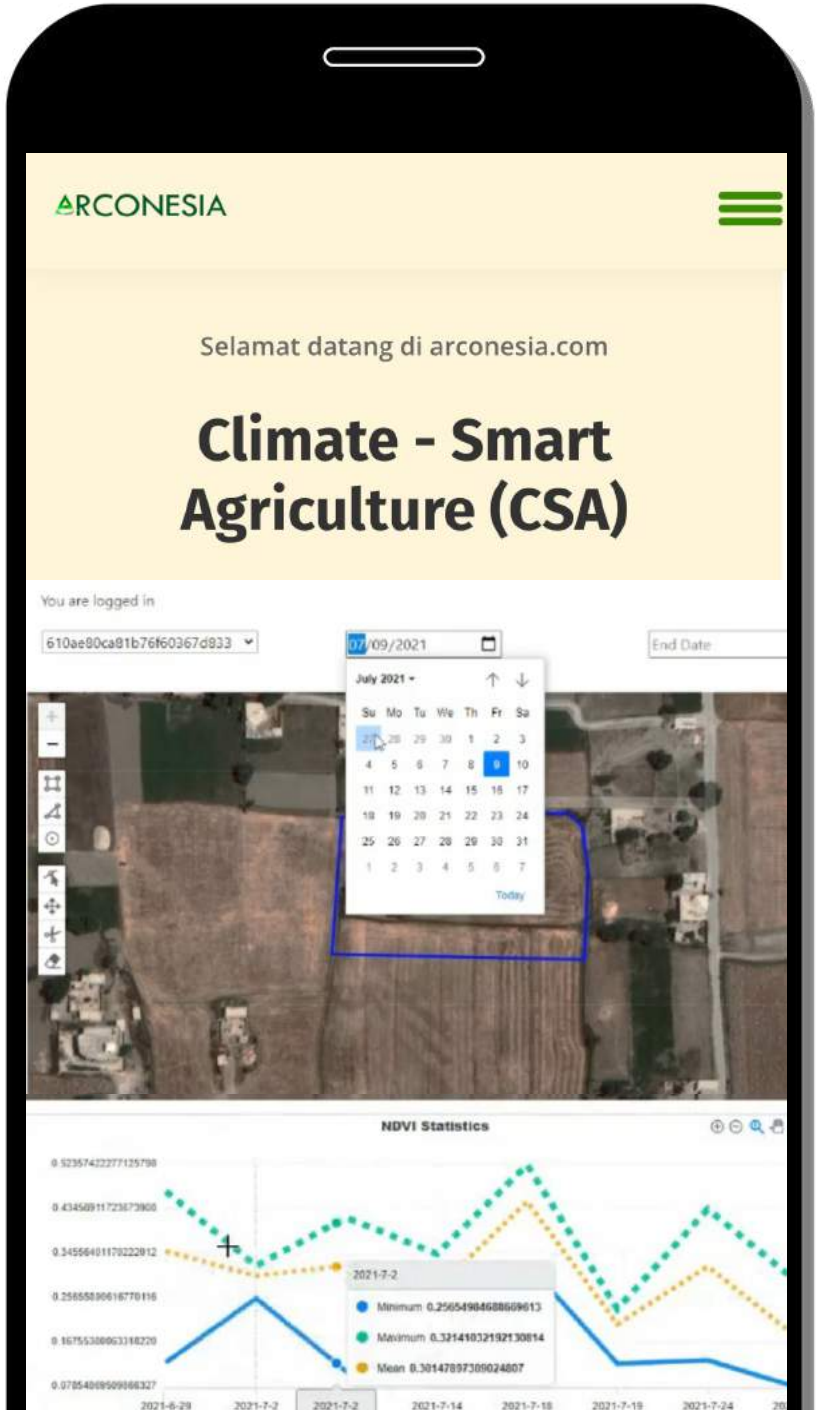
Socio - economic

- Provide source of additional income
- Provide land access for other crops

Environment

- Increase biodiversity level
- Increase land-use efficiency
- Reduce GHG emission

Challenges



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

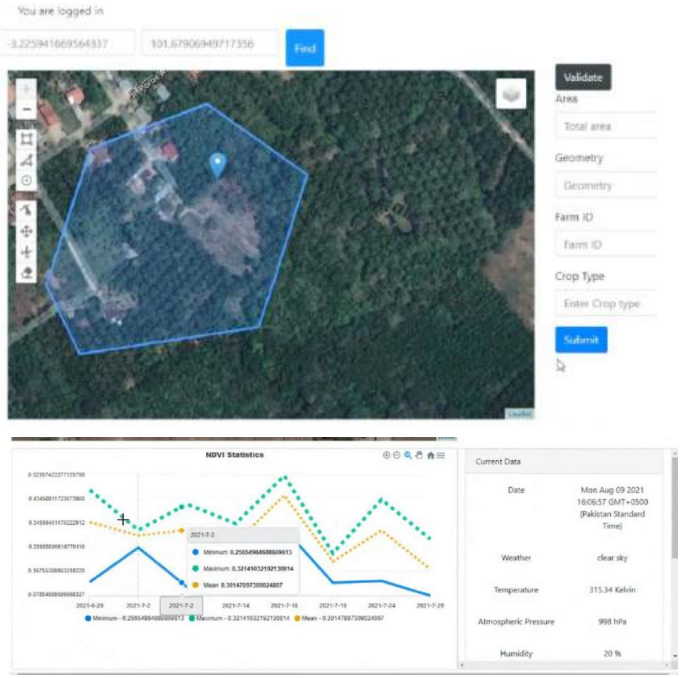
Step 1

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

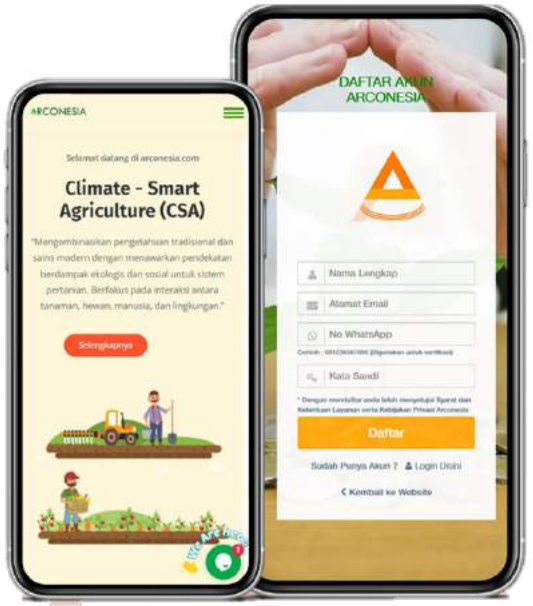
100 Kg CO_2 reduction

Step 4

Add more impacts by donating the profits

Conservation Projects

CSA Management System



Satellite Imagery
><
machine learning

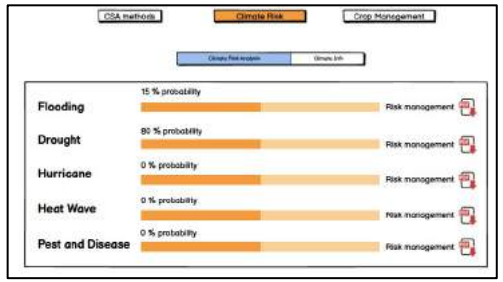
Step 1: Input basic info

Info needed

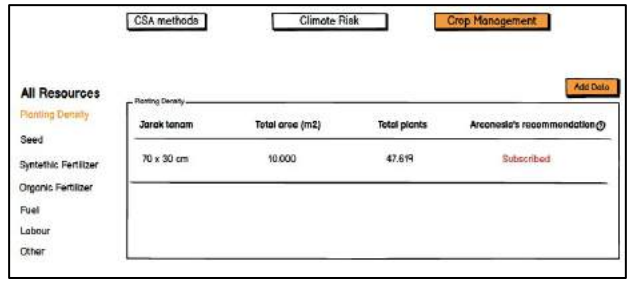
1. Location
2. Planting date
3. Type of irrigation

Step 2: CSA management

Suitability crops

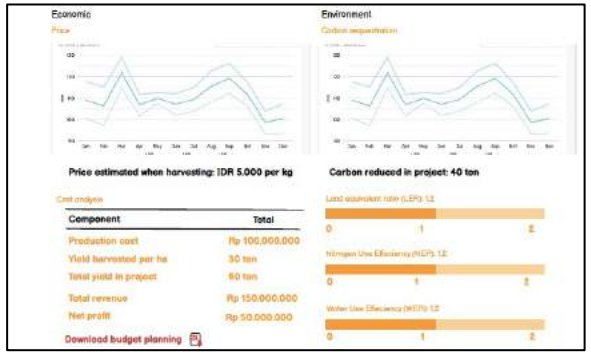


Climate Risk



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		Service Available Market		Service Obtainable Market
9 B USD market size of priority crops[1] in Indonesia	**29 %**	**2.6 B USD** market size of priority crops in Sumatra Island	**0.7 %**	**19 M USD** market size of priority crops in Southern Sumatra[2]
2,6 M oil palm farmers in Indonesia	**77 %**	**2 M** oil palm farmers in Sumatra Island	**0.1 %**	**2.000** oil palm farmers in Southern Sumatra
14 M Ha oil palm plantation in Indonesia	**57 %**	**8 M Ha** oil palm plantation in Sumatra Island	**0.05 %**	**4.000 Ha** oil palm plantation in Southern Sumatra

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

[2]Southern 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

CROWDE
iGrow
TaniFund
UATAS
ALAMI

Supermarket/E-grocery

hypermart
Indomaret
TaniHub
Segari
sayurbox
Sbat Veggies

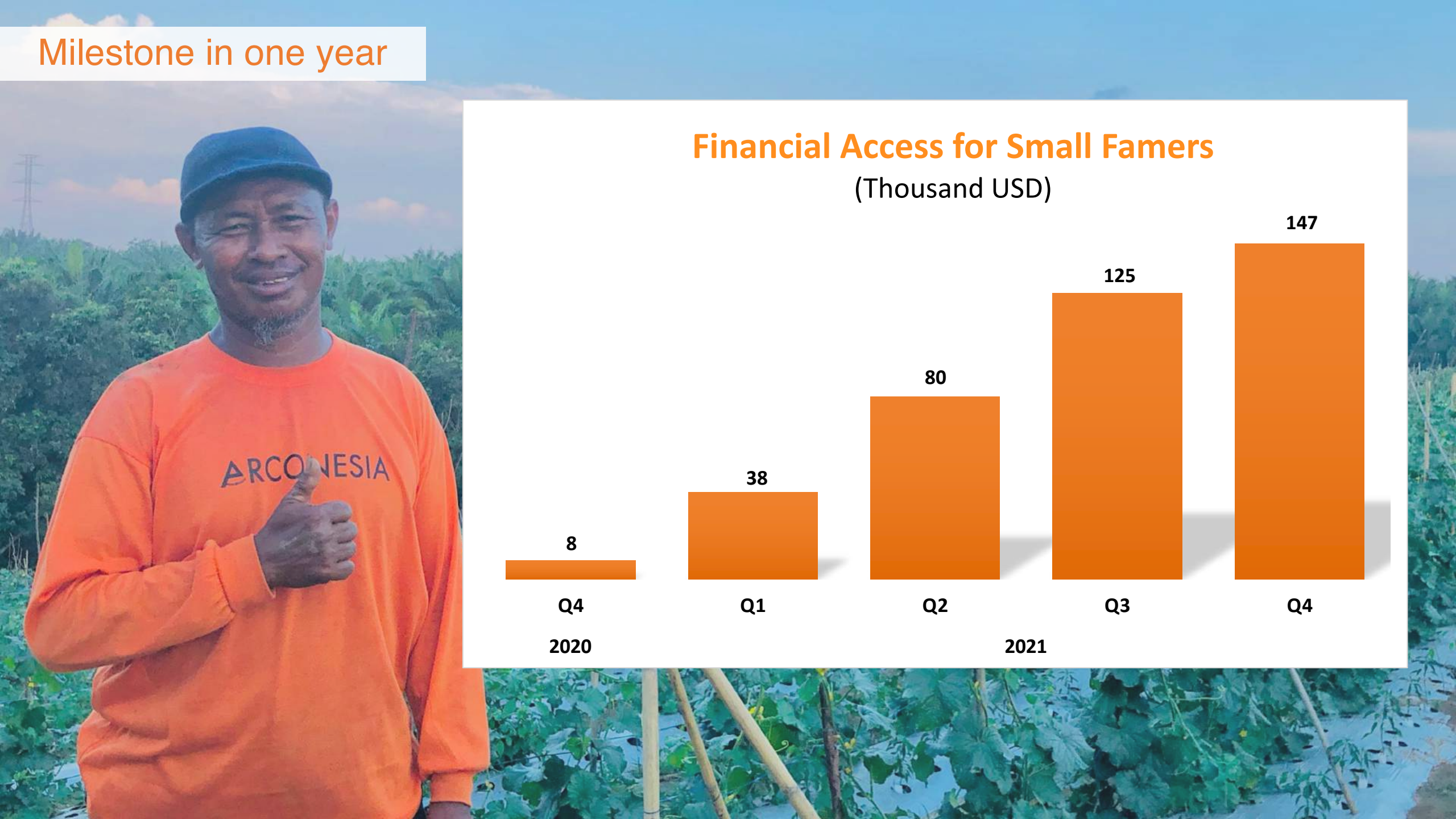
Input company

BISI
syngenta
PAI PANDAWA
INDMIRA
BAYER
EAST-WEST SEED CAP PANAH MERAH

Oil palm company

Cargill
ASIAN AGRI
AGRICINAL
wilmar
SIPEF

Milestone in one year



Milestone in one year

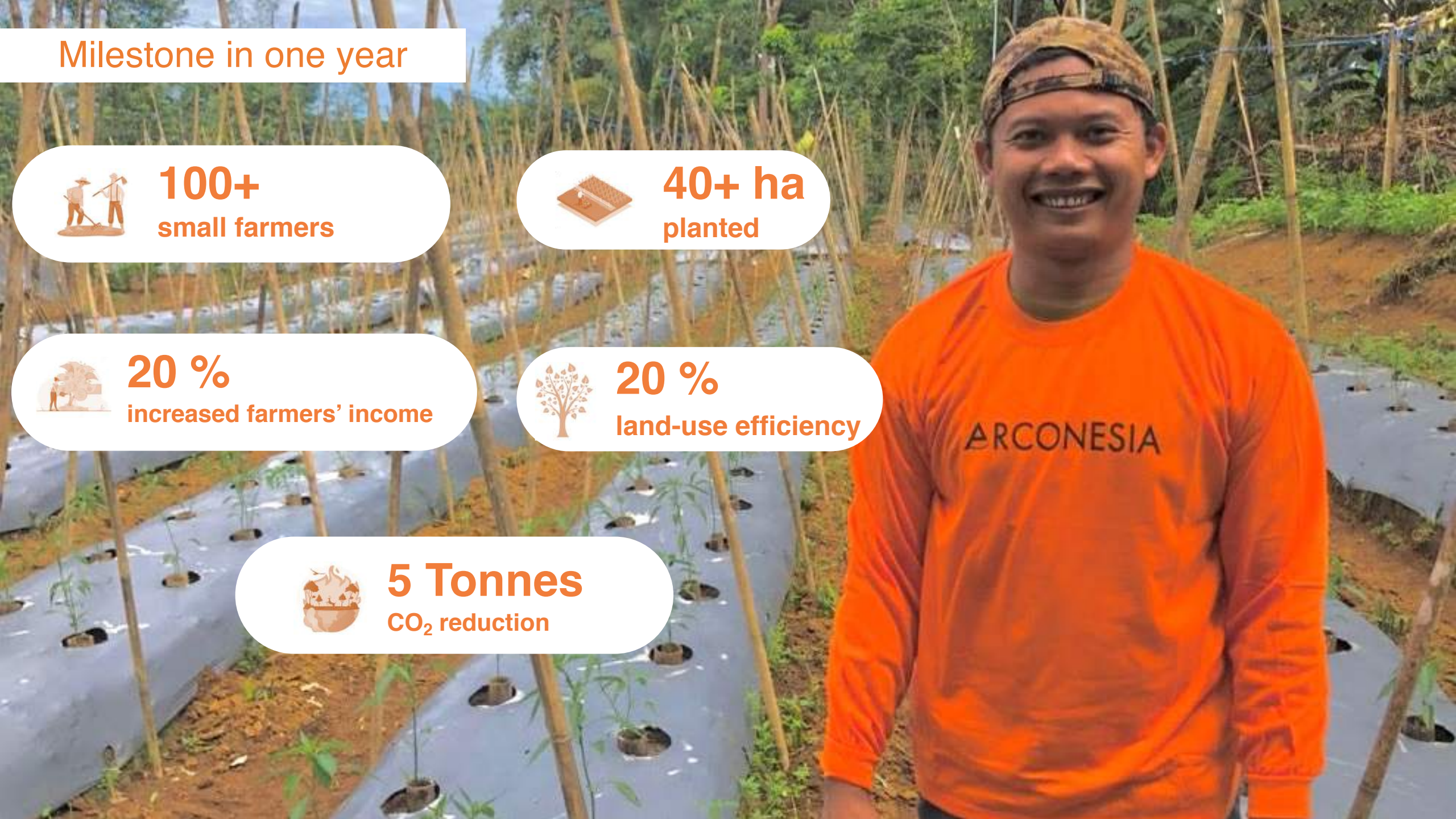
100+
small farmers

40+ ha
planted

20 %
increased farmers' income

20 %
land-use efficiency

5 Tonnes
CO_2 reduction



ARCONESIA

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

soon

soon

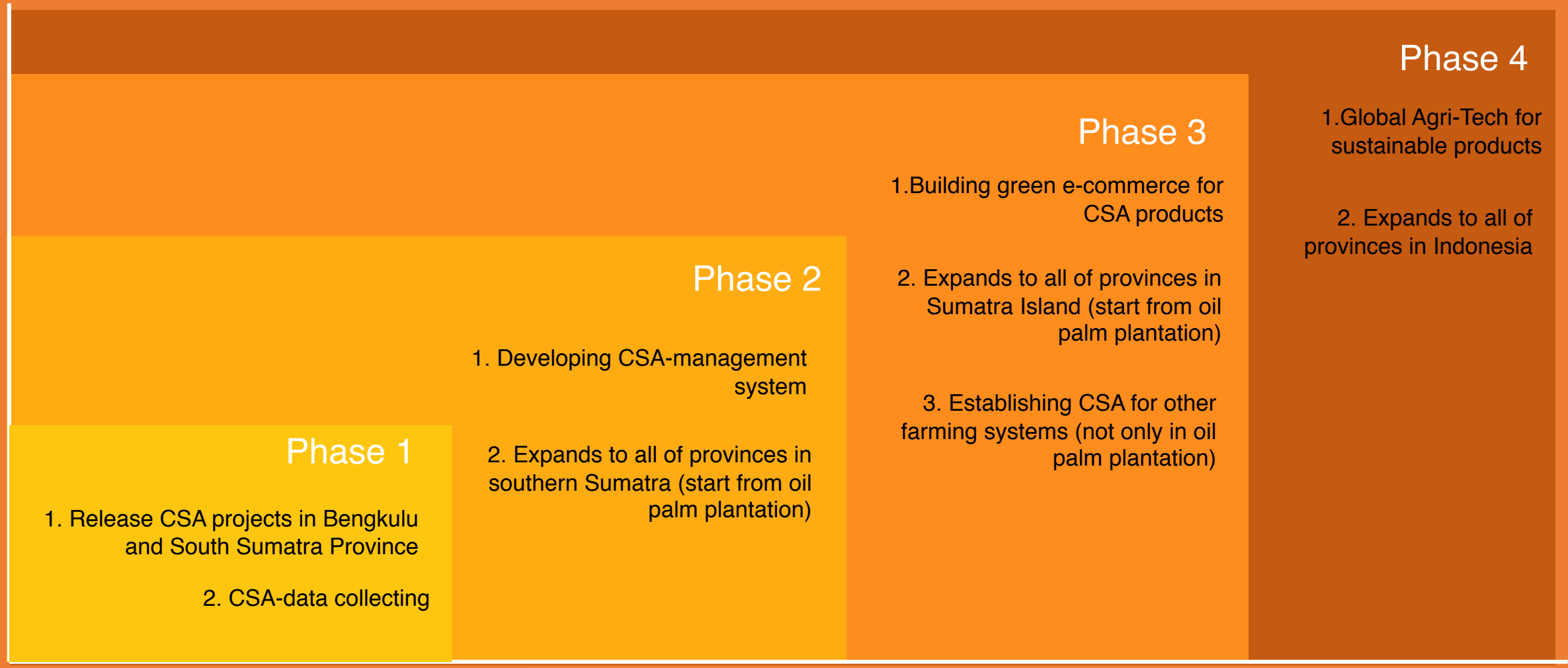
soon

soon

Media Coverage

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

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

Budi S. Isman

Advisor
CEO Mikro Investindo, Biznis.ID and ProIndonesia Foundation


Panen Melon
bersama ARCONESIA


Panen Raya Semangka
Sungai Lilin, Sumatera Selatan

ARCONESIA

Be Connected.

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