

# Asty Market

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Connecting the agri world

**Farmers are trapped in a complex web of selling structures, forced to navigate through layers of traders and brokers, each taking a share of their hard-earned profits.**

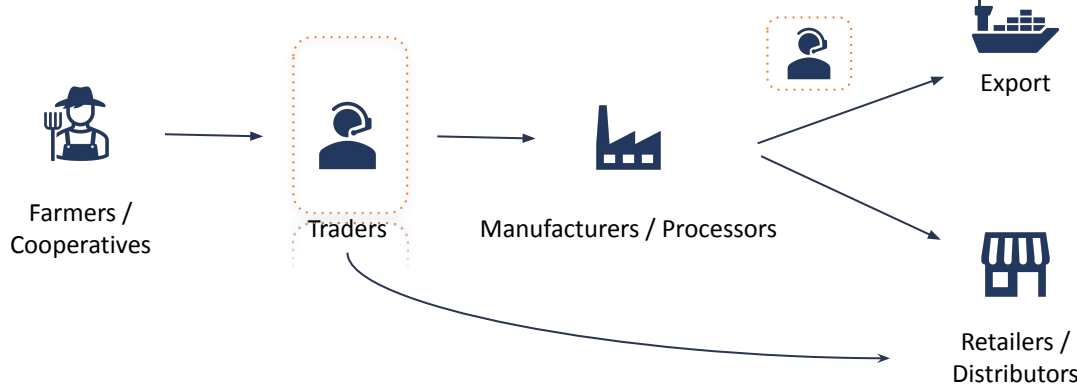
**This complex system not only eats into their revenue but also clouds the transparency of the trading process, making it difficult for farmers to get a fair deal for their produce.**

**Current market dynamics are stacked against these growers, who lack the tools and pathways to directly reach the market, resulting in inefficiencies and a lack of control over their own goods.**

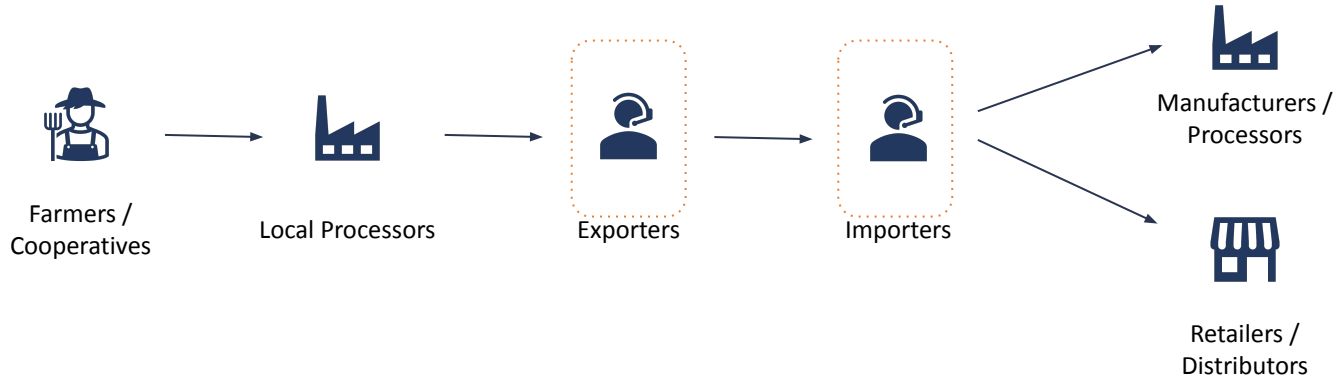
**Astyk-Marketplace introduces a beacon of change by breaking these barriers, offering a platform that brings clarity and efficiency, ensuring that every transaction is transparent and every farmer gets their rightful share.**

Agricultural supply chain is very long and commodities have to swap multiple hands until they arrive at their intended destination

Local Production



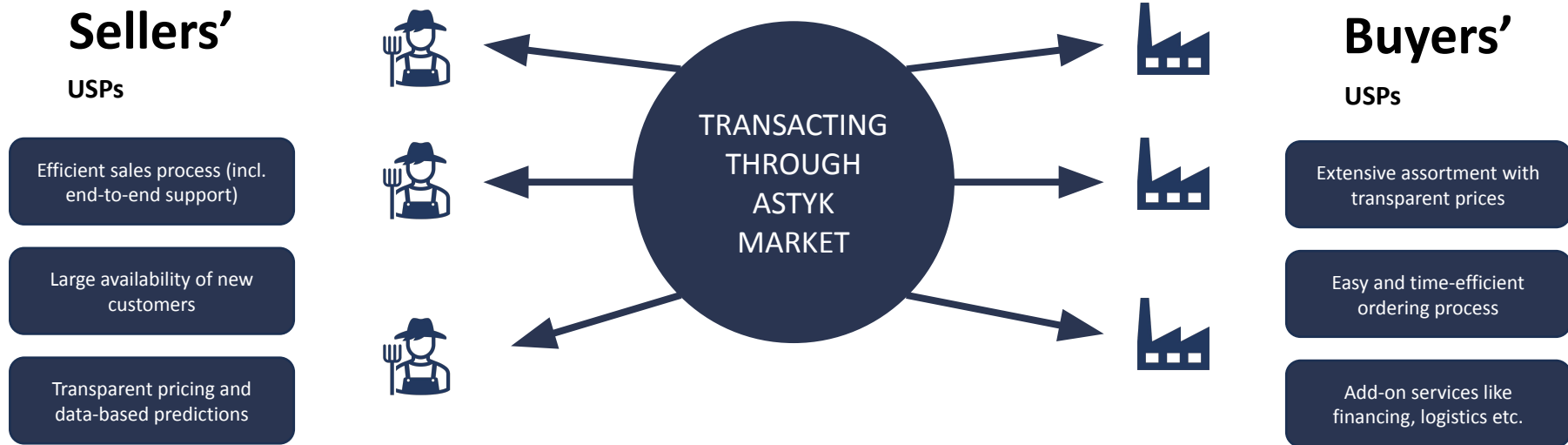
International Production



**Astyk Market** aims to compete with traders to make the market more efficient and transparent

The way to solve the problems that both sides face, is to build an agricultural marketplace with transparent pricing and effective services

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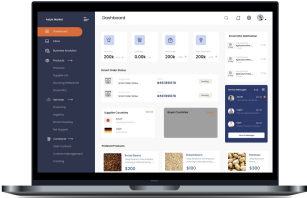


# Sellers pay Astyk Market a fee for each transaction

5% transaction fee  
Ø per transaction = \$20  
Paid by sellers

Capped at \$50

Transactions



Financing and Logistics  
provided by 3rd parties as  
additional revenue streams

Advertising

Pay-per click & listing  
To be paid by sellers

Sellers



Buyers

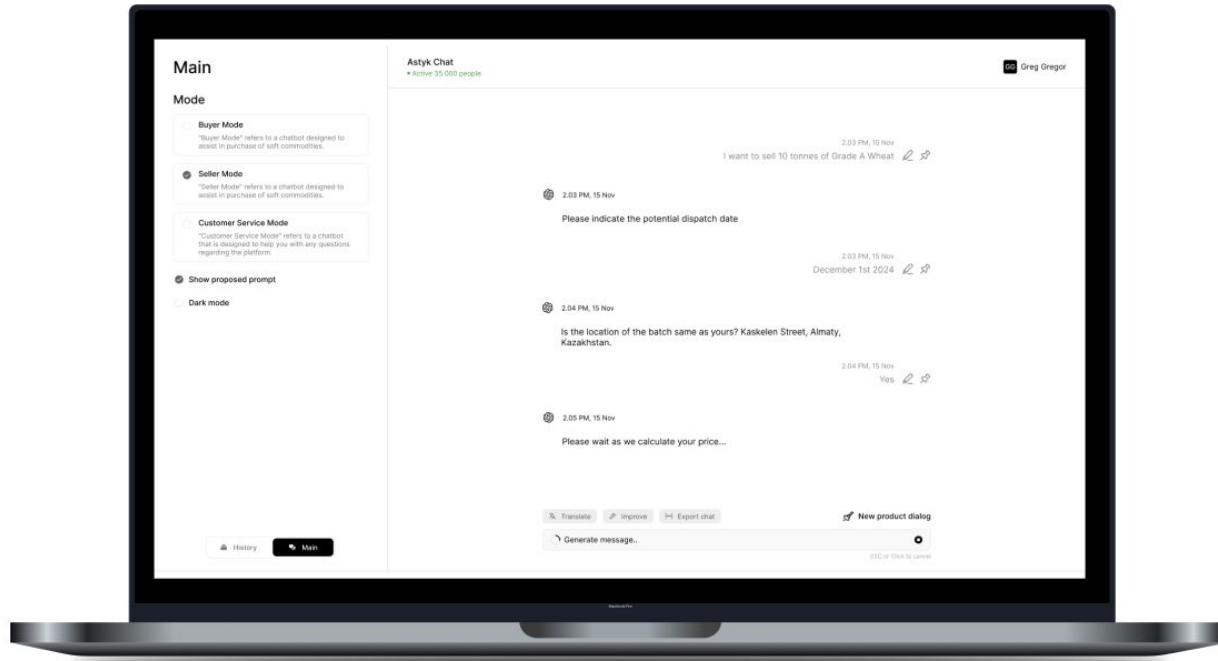


Initial Business Model

Future Upside Potential

# Supply side GTM is done by creating a chat-based interface to reduce the onboarding time and flatten the learning curve for tech non-native users

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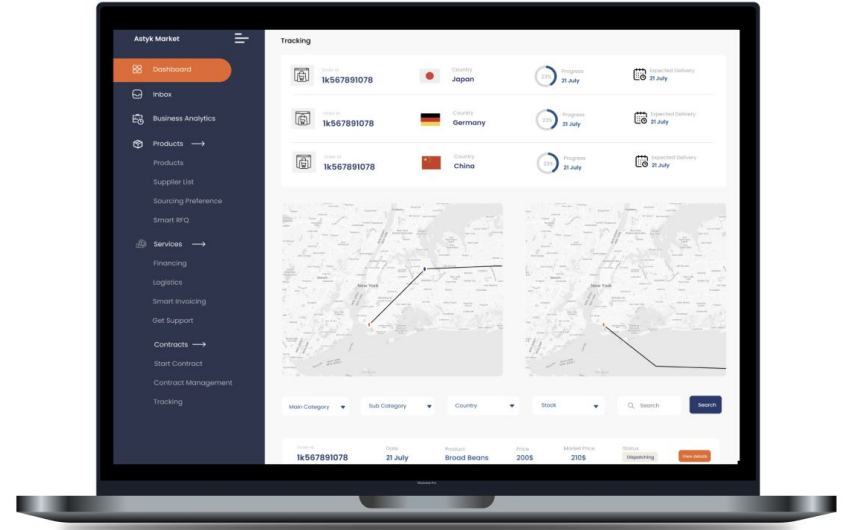
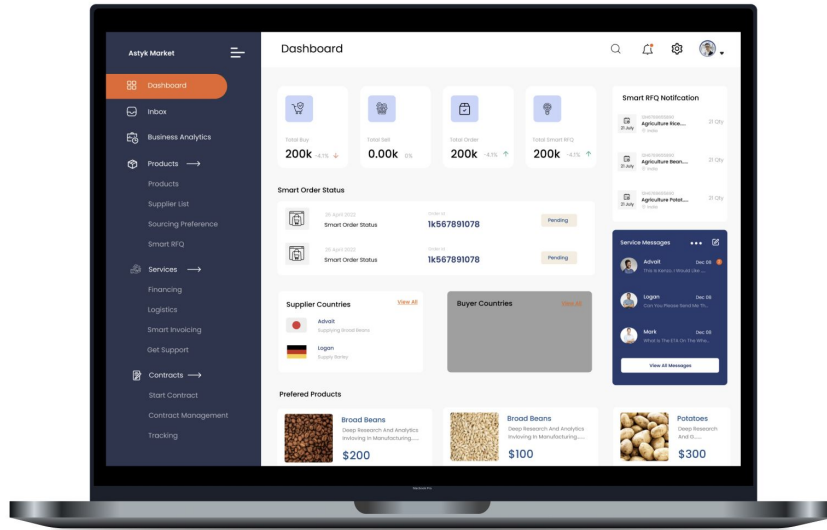
## Why?

**[1]** Ability to create a inventory sheets based on prompts. Suppliers no longer need to create them manually.

**[2]** Based on supplier inputs, AI bot can match buyers and suppliers within minutes.

**[3]** The chatbot can operate as a customer service representative and help the users solve their platform issues. This will significantly lower our overhead costs as there will be less of a need to hire large customer support teams.

On demand side, offering a seamless ordering process and a variety of services will attract the buyers, as they are ready to move from traders



Why now?



B2B marketplaces dwarf B2C marketplaces in transaction volume, yet B2C has gained way more attention over the years

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**Global B2B spend is much larger than in the B2C market**

**2x–3x larger**

**Est. annual global B2B spend**

**~ \$100T**

**Plenty of success seen in B2C marketplaces**

 → **Market Cap**  
**\$1.6T**

 → **\$41B**

 → **\$21B**

**Compared to B2C, majority of B2B exchange remains**

- Offline
- Opaque with information asymmetries
- Intermediary driven with huge inefficiencies
- Orders and payments still flowing via email, SMS, fax, check's

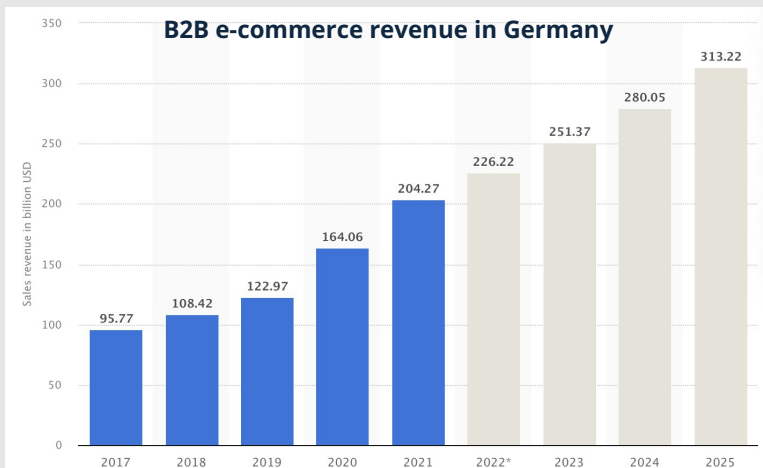
# Right now is the right time to build B2B marketplaces as momentum and investor hunger is on our side

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## B2B online trade activity is on the rise

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**Behavioural shifts** - Online purchasing became normalized for consumers. People are starting to expect same user experience as B2C when buying B2B



## The tech stack is mature enough for scaling

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**Maturing B2B financial infra** - embedded financial services in payments and lending unlock new business models and vastly improve user experience.

**API driven architecture** - enabling more communication between applications across value chains. Now easier to capture data.

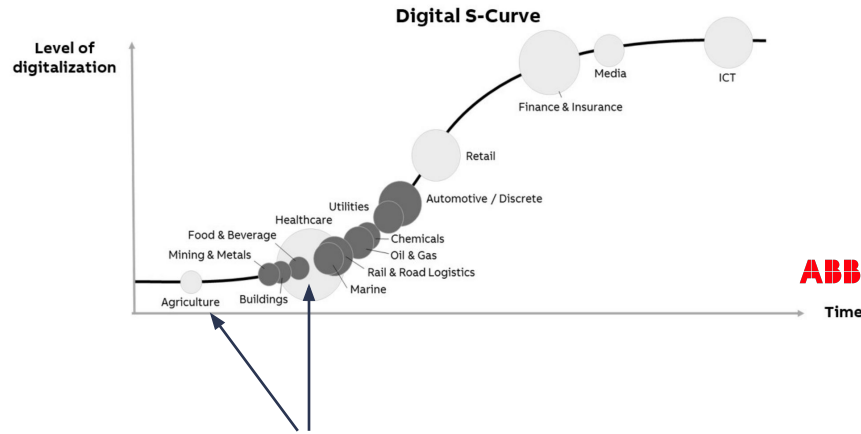
**Rise of AI** - LLMs allow for seamless customer support, automated outreach and overall improved efficiency

**2.0 models look to actively drive liquidity early on** - online marketplaces want to provide value from day 1 with low barriers to adopt / free software tools that integrate with existing workflows / trust establishment.

**3rd party infra providers making it easier to start & scale a B2B marketplace** - add-on services like logistics, payments and legal could be added via dedicated start-ups instead of costly in-house development

The food and agriculture vertical presents a huge market opportunity with minimal digital disruption and tailwinds which would push more B2B buying/selling activity online

## Reasons



Food & beverage + Agriculture together make up the largest industries globally, but digitization hardly has happened

**[1] Food and agribusiness forms a >\$5T global industry.** Only getting significantly larger with global pop. growing

**[2] Hugely fragmented market across Europe,** particularly on the supply side (those who create ingredients and manufacturer final products for retailers)

**[3] More efficient B2B marketplaces will help to reduce substantial wastage problem in global food supply chain.** 7% of produce grown domestically in US is left on fields every year. ESG policies forcing companies to reassess supply chains.

**[4] Food supply chain has traditionally relied on multiple intermediaries to facilitate trade.** Seafood marketplaces involve 3-4 intermediaries between primary processor and final wholesaler - costly.

**[5] Next generation of owners in food & agri will adopt digital solutions for more efficient trade / management.** Opportunity to digitize is huge.

Central Asia presents a great opportunity for an agricultural marketplace due to the rapidly developing agriculture industry with early liquidity incentives presenting a massive opportunity for founders

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## Strategic Market Focus



## Why Central Asia?

**[1] Government-Backed Tech Growth:** Kazakhstan's tech surge, underpinned by government initiatives like the Digital Kazakhstan programme, is catalyzing a tech-rich ecosystem. This state-supported tech expansion is streamlining the agriculture sector, enabling an API-driven landscape that eases data flow and enhances efficiency across the entire value chain

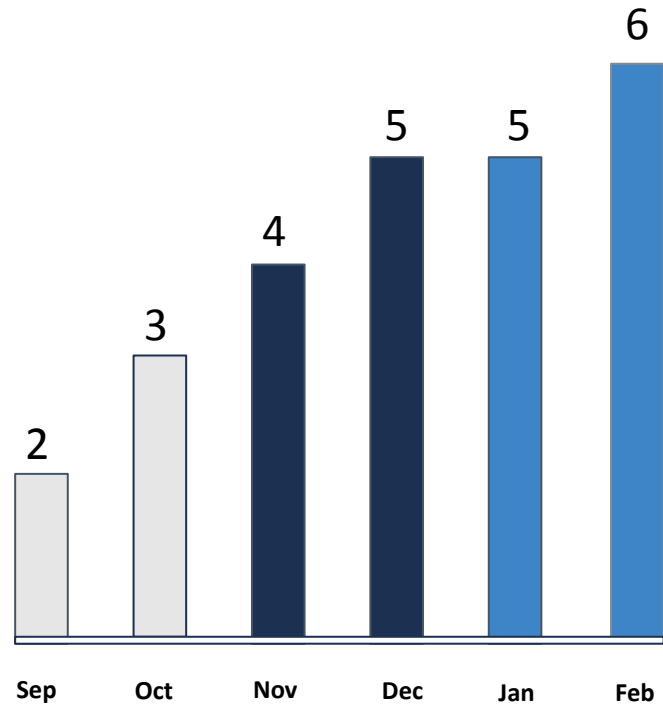
**[2] Strategic Geographic Positioning:** Central Asia's prime location as a land bridge between Europe and Asia makes it an ideal hub for an agricultural marketplace. The region's connectivity offers direct access to large and diverse markets. Leveraging this strategic positioning means shorter supply chains, reduced transportation costs, and expedited delivery times, enhancing the marketplace's ability to serve a broader international clientele efficiently

**[3] Growing Regional Demand for Agri-Tech Solutions:** There is a growing demand for agricultural technology solutions in Central Asia to improve productivity and sustainability in farming. By establishing a marketplace that not only connects buyers and sellers but also facilitates access to agri-tech innovations, startups can meet this demand head-on.

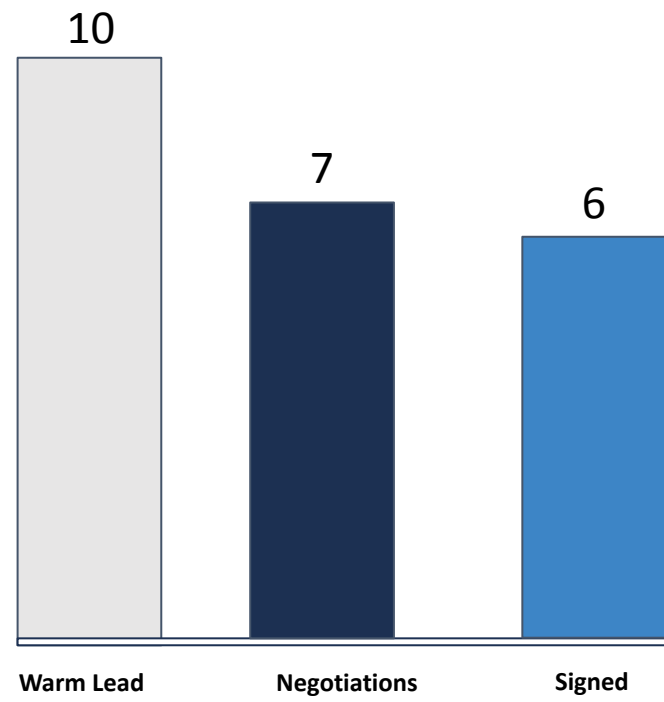
Over the last months, we reached out to industry stakeholders and received an overwhelming support for the idea

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**Total Beta Customers**



**Lead Pipeline February 2024**



We received strong feedback from leaders in agricultural sector who are ready to use our initial product as test partners

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“The problem that Astyk Market tackles is very serious. With correct set of features, it might change the way the whole industry operates”

Alikhan Talgatbek, CEO of KazFoodProducts

“Procuring our products on Astyk Market is a perfect extension to our existing operations”

Adalbert Lechner CEO of Lindt

“Procuring our products on Astyk Market is a perfect extension to our existing operations”

Mauro Auzinger, COO of Marna Iced Tea

Broad set of complementary skills and experiences as a foundation to transform the procurement in agricultural industry



**Zhumazhan Balapanov**  
Co-Founder



**Gianni Samwer**  
Co-Founder



**Sagadat Zhumakhan**  
Chief Advisor  
Investor & Entrepreneur



**Niclas Weiss**  
Advisor  
Investment Banker at BNP



**Benedict Hofman**  
Advisor  
Investor at Balderton Capital

McKinsey&Company



ROCKET INTERNET



Morgan Stanley



Balderton.



# Astyk Market

## TO SUM IT UP

Why Astyk Market, why now?



B2B e-commerce is on the rise in many industries



Agricultural space is the "next big thing" to be disrupted



Astyk Market is perfectly positioned to become the leading platform

WITH THE SUPPORT OF TOP INVESTORS WE  
WANT TO BECOME THE #1 ADDRESS IN ONLINE  
SOFT COMMODITIES

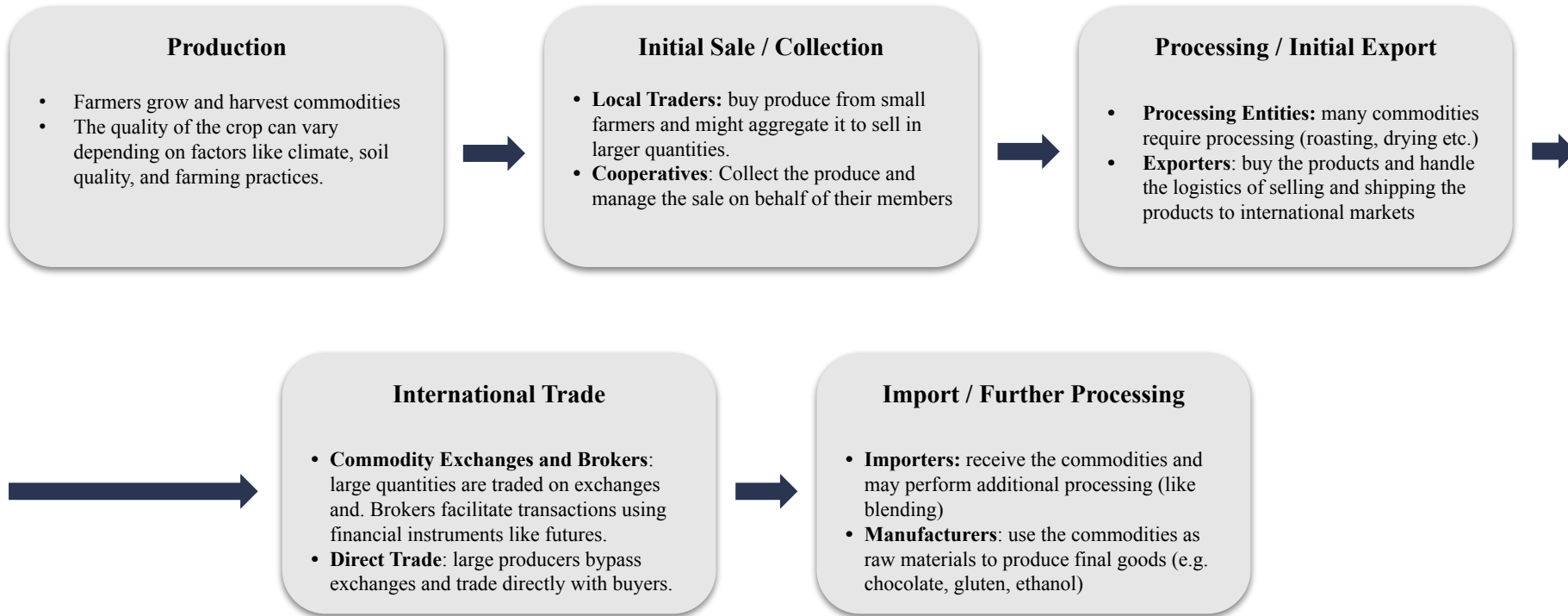


# Appendix

The lifecycle of soft commodities from farmers to end-users, involves several stages. Each stage has its own set of processes, intermediaries, and transactions

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\* International example



# B2B MARKETPLACE SCORECARD

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MACRO		MICRO (not now)					
FACTOR	✓/ ✗	GROUP	FACTOR	✓/ ✗	GROUP	FACTOR	✓/ ✗
High degree of fragmentation	✓	[1] Product	Embedded financial services	✓	[3] Growth	Healthy liquidity growth (#participants & fill rates)	
High transaction frequency	✓		SaaS-enabled	✓		Growth in share of earnings	
High #intermediaries AND/OR intermediary margin	✓		Purchasing flexibility (spot vs ongoing)	✓		Network effects exist	
Large Market Size (TAM)	✓		Low barriers to adoption	✓		Ancillary revenues being explored	
Transparency improvement possible?	✓		Tech value add	✓		Low customer revenue concentration	
Economic advantages exist to a participants	✓		Large new experience delta	✓		Growing market share	
Regulatory catalyst exists			Mechanisms to establish trust			Growing GMV & net revenue	
Opportunity to digitize	✓	[2] Happiness	Strong customer love	✓	[4] Economics	Absolute take is significant	
			High Retention			High contribution margin	
			High # Referrals			Strong LTV / CAC on both sides	

There have been a few newcomers that entered different parts of the agricultural sector

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**Silo – US based, founded in 2018 ( Series C)  
Agriculture – Supply Chain**

- All round solution – ERP, financing, accounting.
- Can underwrite great loans using the customer data.



**Foodcircle – Berlin based, founded in 2018 (Seed)  
Agriculture – Oil, Spices, Dried Fruits**

- Software enabler which allows buyers to work with existing suppliers via the platform (shift to Choco-model)
- Capture the underlying transaction
- Financing service (60-90 day payment terms)
- €0.5m monthly GMV growing 3x MoM



**Breedr – UK based, founded in 2018 (Seed)  
Agriculture – Livestock**

- Real defensibility with data play + large supply agreements closed.
- Founder with depth of exp in livestock farming.
- Passed on series A after feedback from industry experts (market consolidating / size of opp limited)



**Rooser – UK based, founded in 2019 (Series A)  
Agriculture – Seafood**

- Strong macro conditions for a marketplace (high number of intermediaries / low digitization)
- Founder with experience in seafood markets
- Passed on series A after feedback from industry experts (market consolidating / size of opp limited)

**Others:**



**E-Rural**