



Farm trading, simplified.

# PLATFORMS

**SellMyLivestock**

Menu Search My Account Post Listing

Livestock

Filters stabiliser

You're searching for **stabiliser** in **Livestock** Showing 1 to 12 of 49 listing(s)

- For Sale 6 Pedigree Stabiliser Breeding Heifers** Devon EPOA £2500.00
- For Sale 1 Stabiliser Breeding Bull** Shropshire £2500.00
- Wanted 2 Red Poll, Simmental, Aberdeen** Suffolk £300-450...
- For Sale 1 Pedigree Stabiliser Breeding Bull** Shropshire £2500.00

QUICK VIEW



**Grainindex**

Menu Search My Account Post Listing

Sold 87t Winter Wheat (2018)  
Swindon, Wiltshire

Map showing location SN6 8

**Oliver Green**  
RWGreen & Partners  
75  
87t Crusce Milling Wheat  
FARM ASSURED

Contract Type	Fixed
Movement	May 2019
Haulage	Ex-Farm
Open to Offers	Yes
Willing to Split	Yes

VIEW MORE INFO VIEW PROFILE

Details Activity

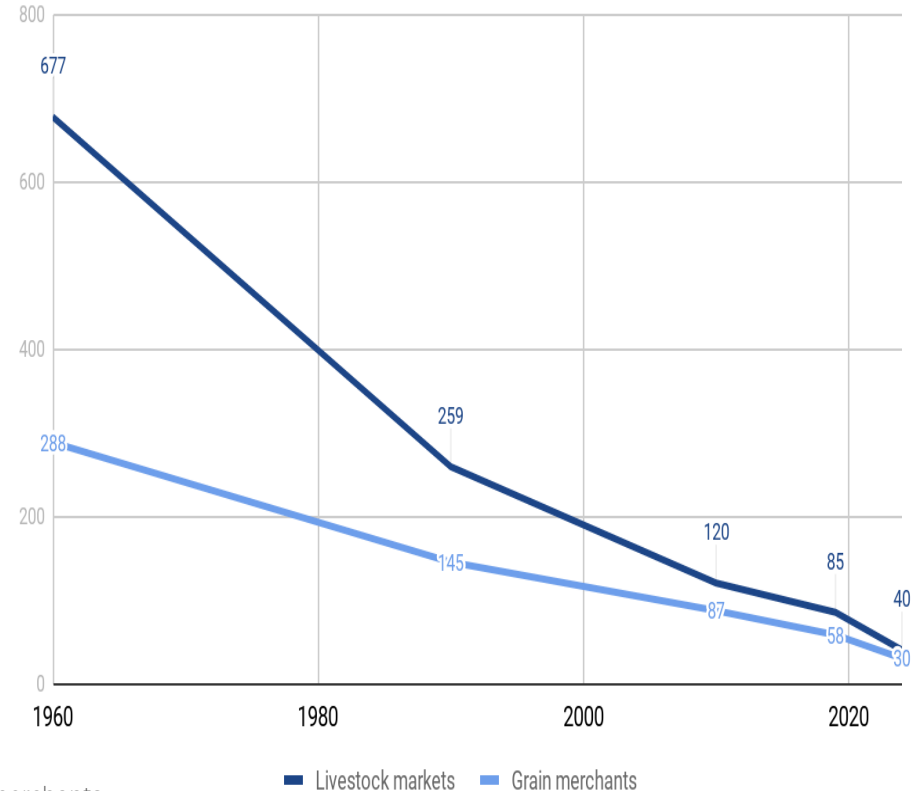
BIDS	ENQUIRIES		
Fixed   Ex-Farm Jun 2019	REJECTED	£177.00	VIEW
Fixed   Ex-Farm May 2019	REJECTED	£175.50	VIEW
Fixed   Ex-Farm Jun 2019	REJECTED	£178.00	VIEW
Fixed   Ex-Farm May 2019	REJECTED	£180.00	VIEW
Fixed   Ex-Farm May 2019	ACCEPTED	£181.00	VIEW
Fixed   Ex-Farm Mar 2019	REJECTED	£177.00	VIEW

# MARKET INEFFICIENCY



## Problems:

- Logistics/time: accessing buyers is deeply inefficient, eg nearest auction market upto 320 km away, grain selling still phone based
- Cost: physical infrastructure (livestock) and high labour costs (grain) of existing systems
- Price: limited sellers and buyers = inefficient price discovery
- Health/provenance: livestock markets are a major source of biohazard risk; grain traceability none existent

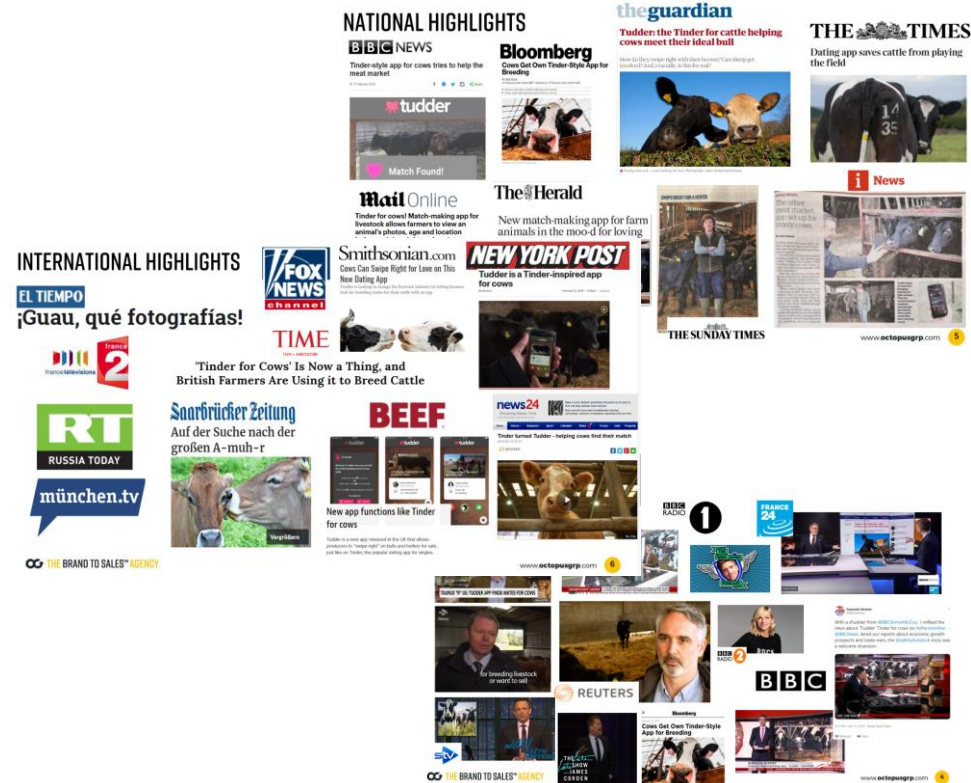


# MARKETING



Our swipe right, swipe left app for matchmaking cattle went viral in global media

- 1.36bn reach
- 1,036 pieces of coverage
- 19,000 app downloads



TODAY



**85,000**

**Livestock**

**50,000**

**Farm Users**

**53,000**

**Social Media**

**£73m**

**Value**

**126,000**

**Platform visits**

# SOLUTION



Efficient online management of the buying and selling process, based on data and analytics.

ADVERTISE

DECIDE

PAY

FULFIL

INSIGHT

Seller driven

Data

Escrow

Haulage

Data

Buyer driven

Validation

Finance

Contract admin

Reports

Insurance

Regulatory  
admin

# FIVE YEARS



0.5m

**Farm Users**

6

**Countries**

£3.5bn

**Liquidity**

20%

**Market share**

£95m

**Gross margin**