



WEGRO 
Agriculture Simplified.



**is using technology to reinvent
agricultural microfinance in Bangladesh**

Our Mission:

Theory of Change for Smallholder Farmer Empowerment in Bangladesh

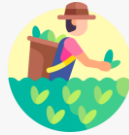


If **we build Bangladesh's** most inclusive farmer empowerment network, enabling smallholder farmers to access:

Capital through alternative investments, digital finance, or crowdfunding platforms

Advisory services on modern agricultural practices, climate-smart technologies, and sustainable inputs

Market linkages to sell produce at fair, competitive prices through digital platforms, cooperatives, or farmer centers



Smallholder farmers, especially women and youth, will:

Increase productivity through better farming practices

Cultivate high-value, competitive crops
Earn higher incomes and build resilient livelihoods

Contribute to **national food security** and rural economic growth



Resulting in alignment with Bangladesh's national targets and the UN SDGs:

No Poverty (SDG 1) →

10 million farmers earning 1.5x–2x above minimum wage

Zero Hunger (SDG 2) →

Improved productivity and market access for 10 million farmers

Gender Equality (SDG 5) →

Empowerment of 3 million+ female farmers through financial inclusion and training

Decent Work & Economic Growth (SDG 8) →

Direct employment for thousands via agritech, logistics, and advisory services.

Indirect income opportunities for rural youth and field agents

Reduce Inequalities (SDG 10) →

Inclusive access to finance and markets for marginalized farmers, narrowing rural-urban income gaps.



Bangladesh

is a Global Top 10 agri producer

- **\$41 billion** annual output value
- **16 million** smallholder farmers

BUT

... there are **only \$6 bn** of formal loans outstanding in the entire agri sector.

Most small farmers rely on exploitative **informal** lending practices.

Informal finance traps the farmer

Punitive Cost

30-40% interest rates

No support

\$10 bn lost harvest per year

No insurance

Calamity risk to livelihoods



WEGRO
set out to
transform the
fortunes of
small farmers

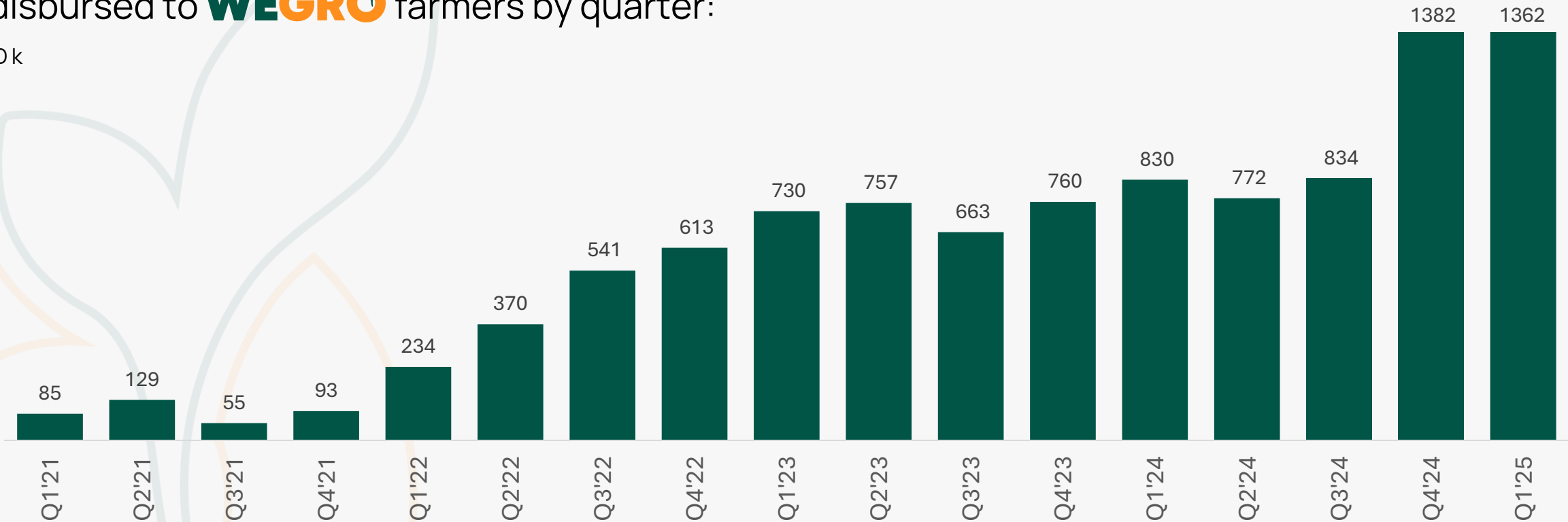


Our business helps farmers thrive, from seed to market



To date, we have disbursed ~\$10.2m to 7,700+ farmers

\$ disbursed to **WEGRO** farmers by quarter:
USD k



Funds from Crowdfunding + Bank Partnerships

When we lend...

... it's More than Money

1

Genuine Financial
Inclusion

2

High-Grade
Agricultural Support

3

Harvest-to-Market
Service

4

Data-Driven
Enablement

1 Genuine Financial Inclusion

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When we fund a farmer, we help them:

- Open their first ever **bank account**, remotely
- Obtain their first ever **credit score**, remotely
- Apply for a farming **project loan**, remotely
- Receive a fair, bank-priced **interest rate**
- Access **funds** flexibly via cash & input credits
- Claim **yield insurance** in case of a calamity

Our Bank Partners



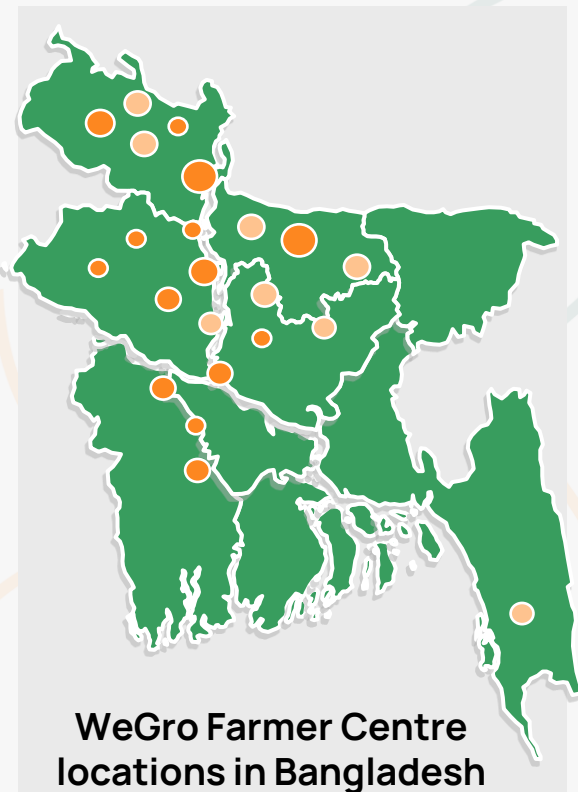
International Institutions



WeGro operates rural loan origination and disbursement partnerships with six of the leading Bangladeshi banks



2 High-Grade Agricultural Support



An upazila in Bangladesh is an administrative sub-unit of a district, with an average area of approximately 1,200 km² and a population ranging from 596,886 to 1,634,750 residents.

A portion of our project funding is disbursed not in cash, but in agri inputs.

- We source and deliver suitable **seeds, fertilizers, pesticides, agro-veterinarian advice or machinery access** for each project.
- These inputs are distributed via our **WeGro Farmer Centers** in the regions we serve.
- We are at the forefront of **new technology** pilots to generate better yields for our farmers.



WeGro has Farmer Centers in 43 upazilas of Bangladesh

2 High-Grade Agricultural Support

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Harvest planning



Seed supply



Farmer Center opening



Agri-machinery funding



Project supervision



Piloting new rice varieties



Agronomist sharing



New Initiatives: Drone pesticide spraying



3 Harvest-to-Market Service

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WeGro has developed an in-house harvest trading capability.

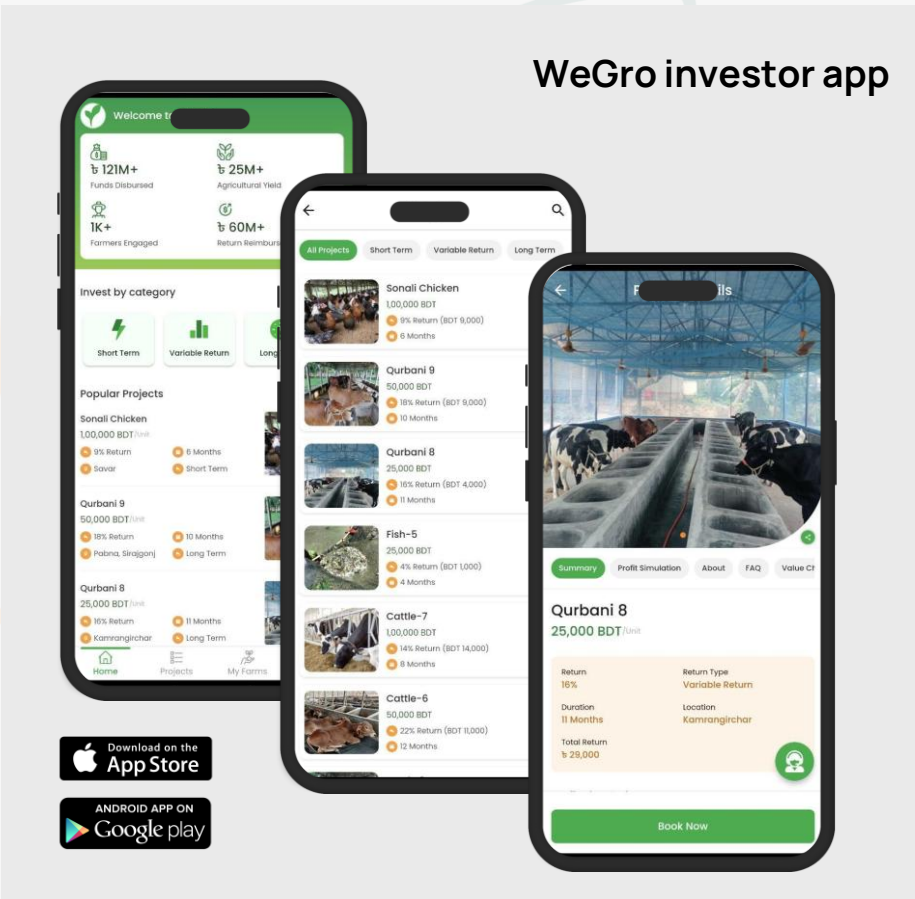
- We can buy harvests from farmers throughout the farming seasons and take them **directly to retail sellers**, while still fresh.
- The farmer receives a generous share of any **surplus profit** we can realise at market.
- We are actively building out our **contract farming** portfolio with domestic and international buyers, e.g. Bombay Sweets.

Some of our buyers



We have sold over \$2.3m of harvest to date

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- Project risk scoring
- Portfolio allocation
- Investor reporting
- Field officer performance

Real time information

- Farmer credit scores
- Field project data
- Input tracking
- Output tracking



Our granular field project data leads to better, faster information flow and decisions

SUBSTANTIALLY
better farmer outcomes vs.
traditional microfinance



Income uplift is calculated by comparing WeGro's financing costs to prevailing microfinance rates, including the value of time saved and reduced travel expenses.

Real impact on the communities we serve



**25% less middleman
dependency**



21% female farmers



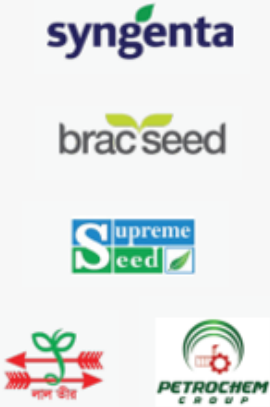
Digital & financial literacy

Financial literacy training and field officer assistance reduce loan approval time from 90 to 10-15 days in our experience so far.

Banking & NBFI Partners



Input Partners



Insurance Partners



Development Partners



Awards & recognition for WeGro

06
08
NOV
2024 | SINGAPORE
FINTECH
FESTIVAL™

WINNER
GLOBAL HACKCELLERATOR

ispac
BEST STARTUP INNOVATION
BEST AGRICULTURE STARTUP

HUAWEI
ICT
Incubator

TOP 3 FINALIST 2022

Microsoft

PORTFOLIO STARTUP
MICROSOFT FOUNDERS' HUB

idea
Innovation
Design and
Entrepreneurship
Academy

IFC
International
Finance Corporation
WORLD BANK GROUP

SME Foundation

BRIDDHI
Scaling Impact Enterprises
of Bangladesh

\$100,000 AS GRANT

ACCELERATING ASIA

RAISED \$100,000 AS EQUITY
PART OF COHORT 8 (2023)

YOUTH
CO:LAB
Project Co-Leads
Citi Foundation
citi

TOP 3 FINALIST 2023



Founders



Md. Mahmudur Rahman
Co-Founder, CEO

Leveraging his marketing and sales expertise to empower Bangladeshi farmers through impactful investments.



mahmud@wegro.global



John Buckley
Co-Founder

30+ years in finance, risk, and tech, with senior roles at Citadel, JPMorgan, and HKEX driving strategy and governance.



john@wegro.global

Strong Operation team Leads

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Faiyaz Safir COO

Faiyaz Safir brings experience from leading MNCs like BAT, Robi Axiata, and Lipton, now driving innovation and sustainable growth at WeGro's agri-fintech ecosystem.

Arif Rahman Head of Business Development

Arif Rahman, with 12+ years in microfinance and digital finance at BRAC and MSC, now leads business development at WeGro, driving agri-fintech innovation and inclusion.

Md. Rabiul Hasan Lead, Output Business

Md. Rabiul Hasan leads output business at WeGro, bringing deep experience from Swisscontact and a strong focus on inclusive market impact.

Md. Maruf Gany Lead, Input Business

Md. Maruf Gany leads Input Business at WeGro, bringing diverse agri-input experience from Corbel, Syngenta, EON Group, and Ispahani Agro.

Our Team



Our ambition



Business goals

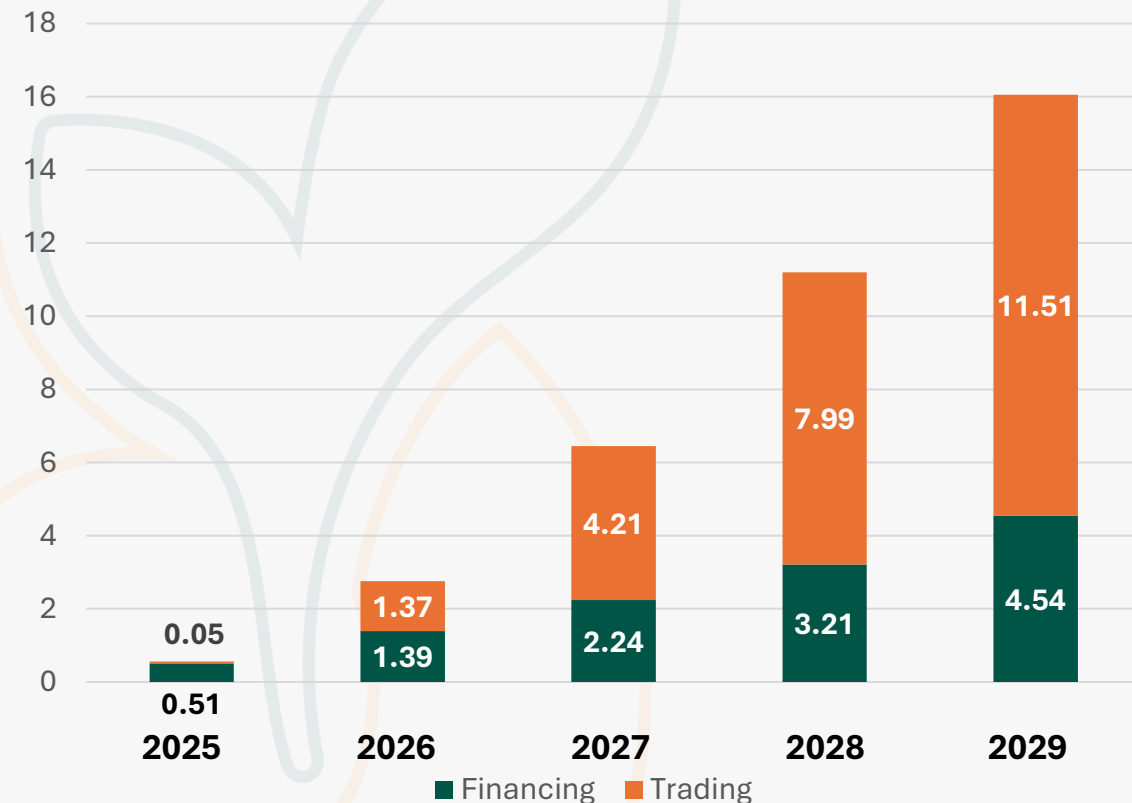
- **\$5m** farmer investments in 2025
- **\$2.2m** input sales in 2025
- **3.5 million** farmers served by **2035**



Commercial projections

Net Revenue by business line

USD millions



Take rate on Harvest-to-Market:
50-60% of capital deployed

Take rate on Financing & Inputs:
10-15% of financed value

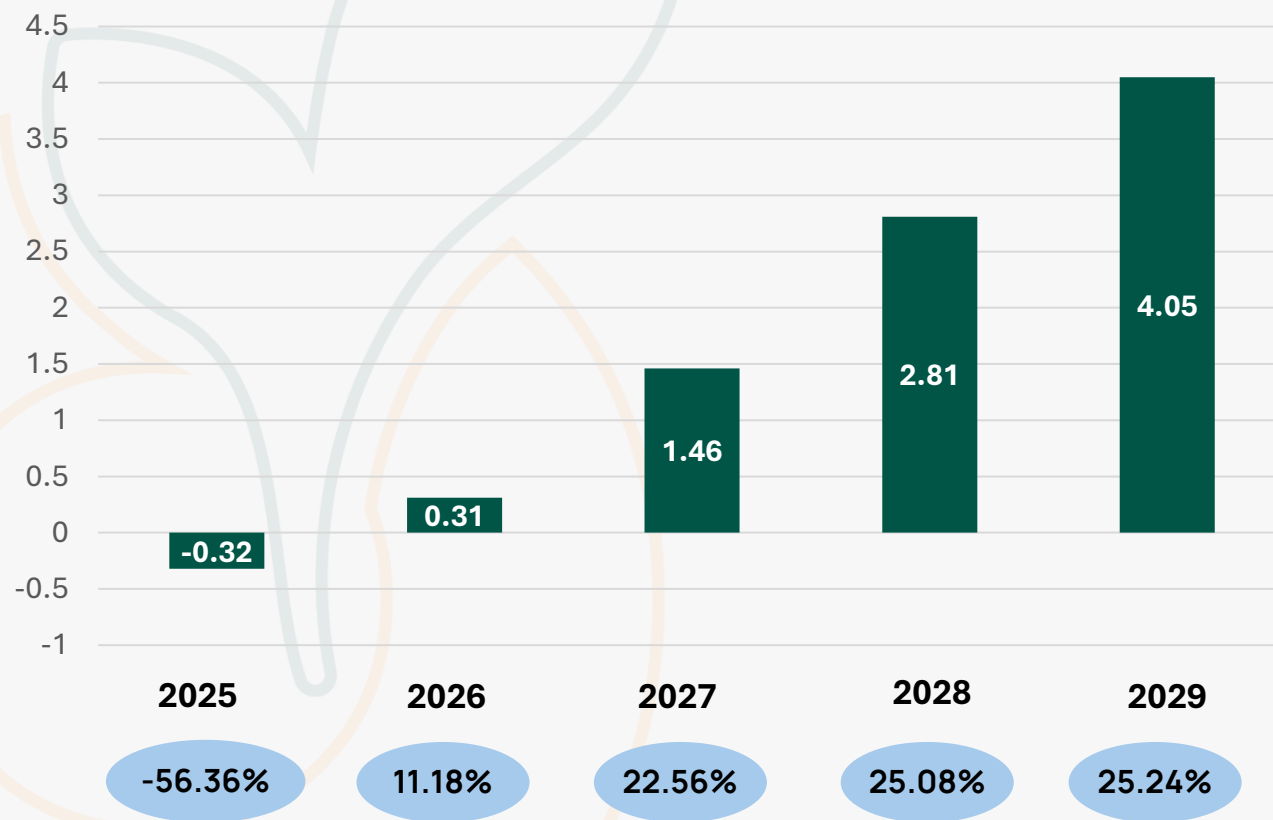
Operating model enhancement under way to achieve sustainable unit economics

Commercial projections

Net Income

USD millions

■ Net Income



Margin over Net Revenue

We aim to break even in 2026 and reach \$4.05m of net income by 2029.

We are raising \$1.5 million in equity funding



Raised to date

\$1.3m equity

\$0.2m grants



Seed Round, May 2025

\$1.5 Million

round open

Use of funds

Expand farmer pool

Actively expand contract farming footprint

Ramp up trading

Ramp up scale of harvest-to-market business

Product development

Digitise additional field operations via Ogro app

Disbursement speed

Digitise bank loan disbursement process steps

A photograph of an elderly man with a white beard and hair, smiling and looking towards the left. He is standing in a lush green field of crops. In the background, there are trees and a bright sunset or sunrise sky with a large sun low on the horizon, creating a warm glow. The overall scene is peaceful and hopeful.

Turning a **Dream** into **Reality**

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LinkedIn



Appendix

- Theory of Change for Smallholder Farmers
- Project Lifecycle
- Deep Dive: Financing Business
- Deep Dive: Trading Business
- Offshore Funding Structure
- Risk Management
- Case Studies



We offer a broad range of projects to investors

Project Types:

- **Crops:** Maize, Mixed Vegetables, Paddy, and more.
- **Livestock:** Cattle, Goats.

Over 63 agricultural projects with diverse durations of 3, 4, 6, and 12 months are typically available to investors at any one time.

Investors invest through **WeGro Investor App**.

- **1100+** local investors
- With an annual IRR of up to **25%**

Larger institutional investors receive **curated portfolios**.

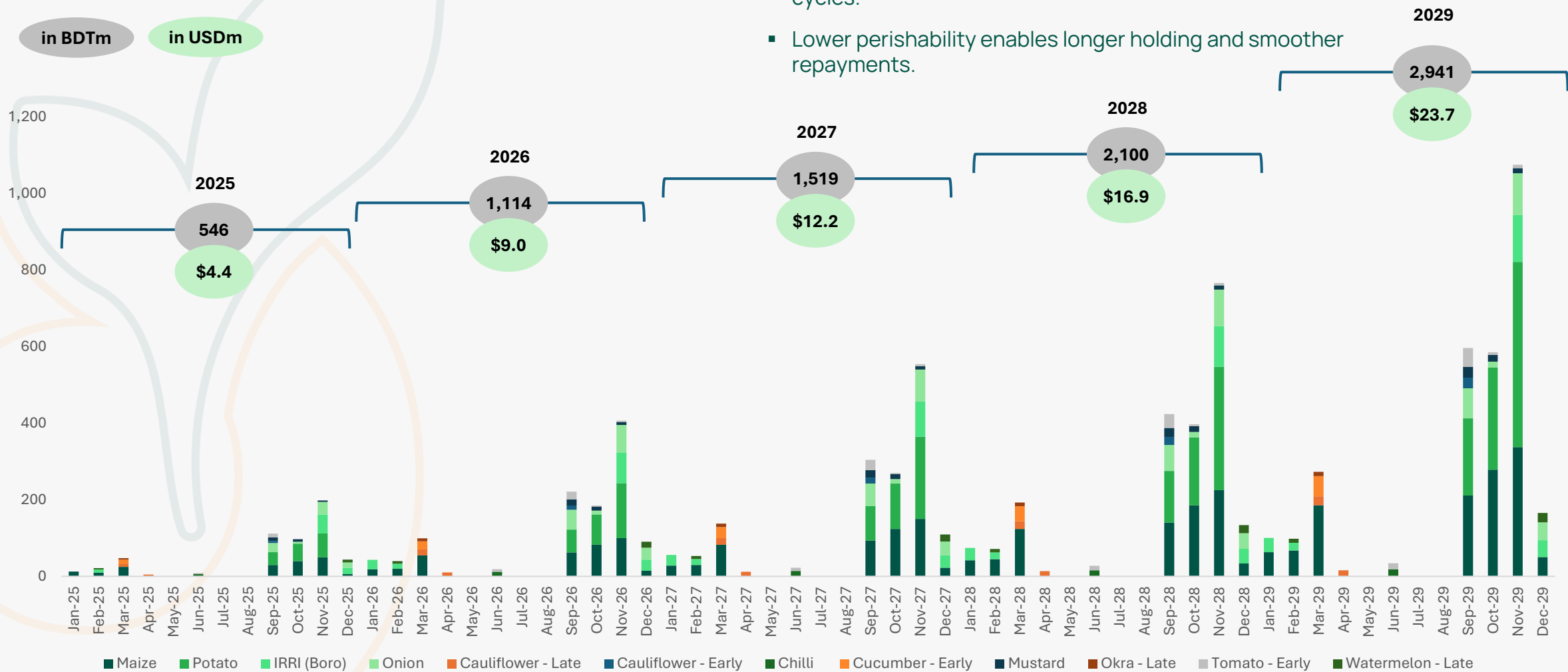
WeGro project lifecycle:



Deep Dive: Financing Business

Disbursement Schedule by Crop Type

BDT millions, loan value

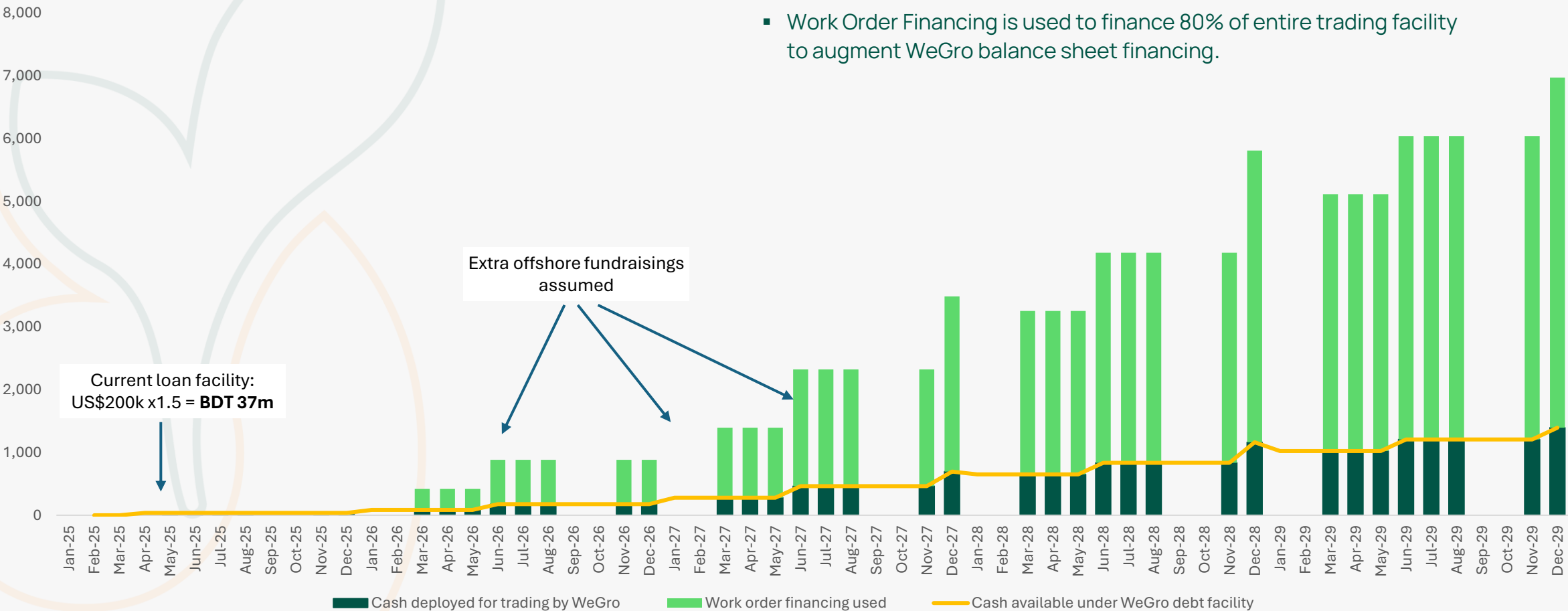


- Maize and potato prioritized for higher input revenue and 4% bank refinancing vs. 13.5% for others.
- Peak disbursement (Sep-Mar) aligns with maize and potato cycles.
- Lower perishability enables longer holding and smoother repayments.

Deep Dive: Trading Business

Utilisation of debt for trading activities

BDT millions

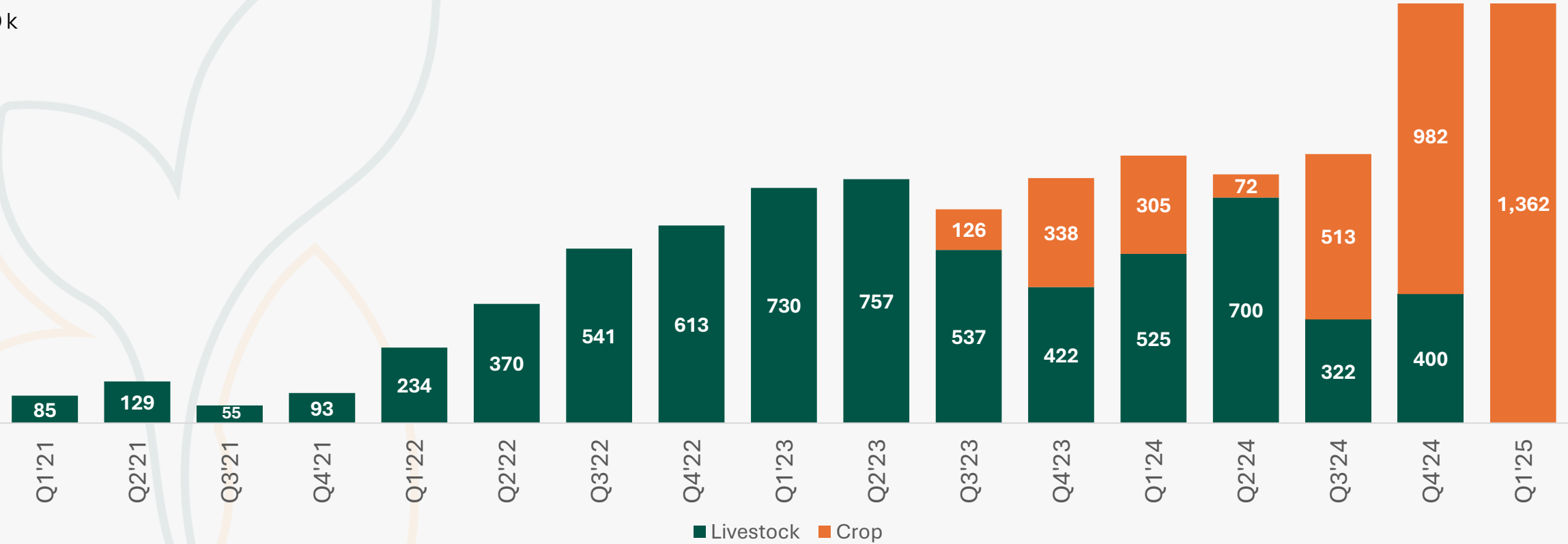


- Assumes all Trading activities are financed using onshore 1.5x borrowings against offshore USD debt (e.g. IIX loan).
- The debt facility is only drawn down during trading periods.
- Work Order Financing is used to finance 80% of entire trading facility to augment WeGro balance sheet financing.

Portfolio breakdown by financing type

\$ disbursed to **WEGRO** farmers by quarter:

USD k



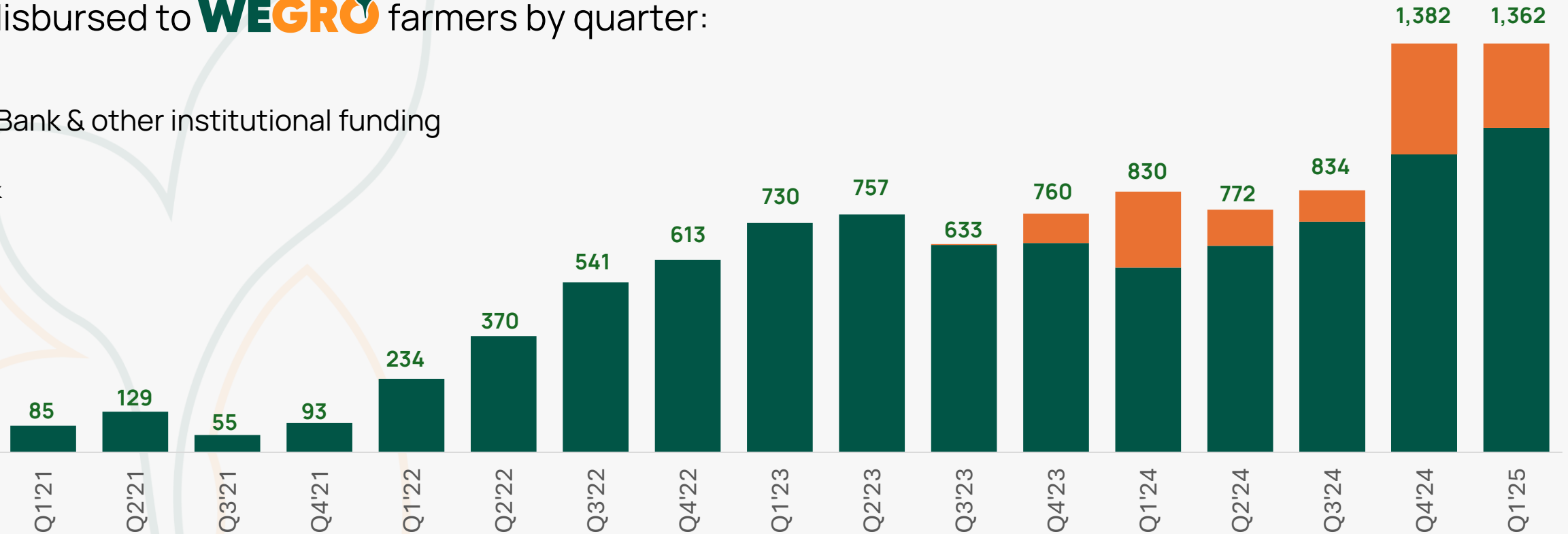
WeGro’s portfolio is growing steadily, with crop financing now leading over livestock, showing strong diversification and scale.

Portfolio breakdown by financing source

\$ disbursed to **WEGRO** farmers by quarter:

Bank & other institutional funding

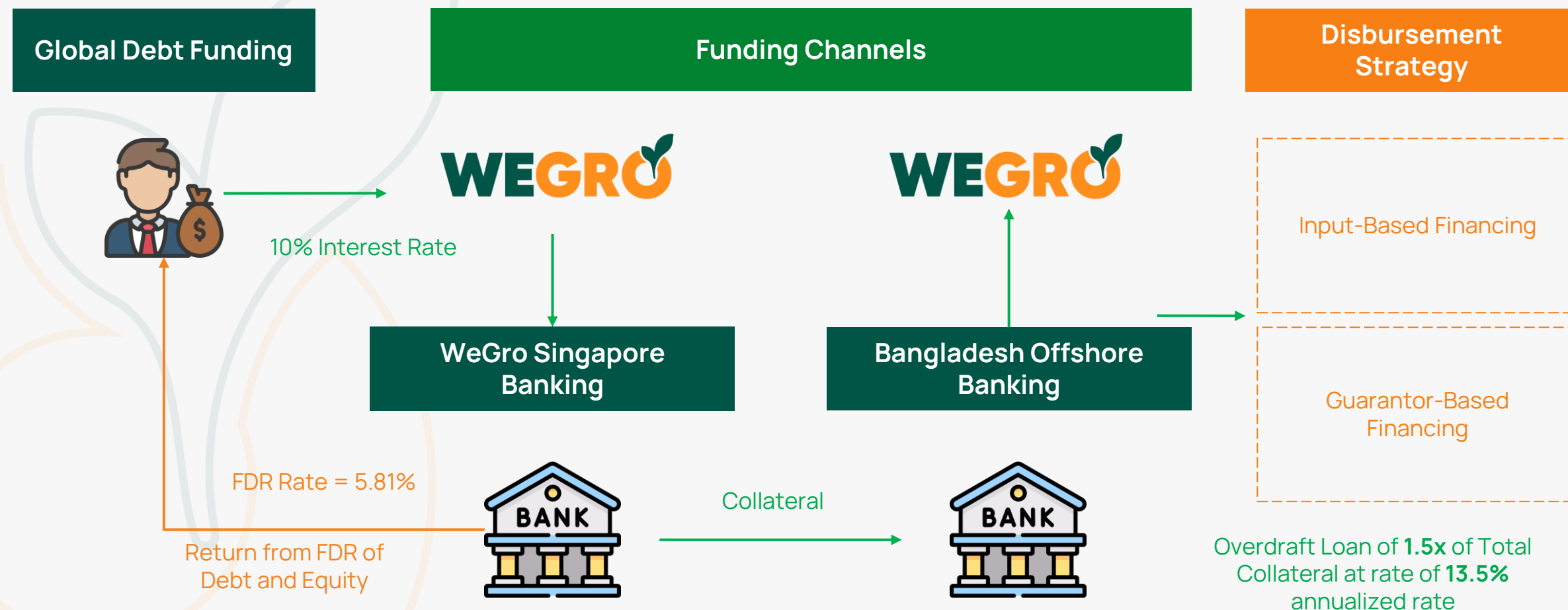
USD k



WeGro has secured partnerships with leading financial institutions to fund farmers

Offshore Funding Structure

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Protects FX risk as the principal amount is invested in FDR in Singapore and also reduces the cost of financing.

Net Cost of Financing is $10\% - 5.81\% = 4.19\%$

We are extensively focused on risk management

Credit risk model

WeGro scores **each farmers' credit** based on in-person evaluation of their income sources, land holdings, financial situation, experience farming & loan history.

Our **proprietary credit model** provides granular insights to reduce risk in project selection.

Quality Input

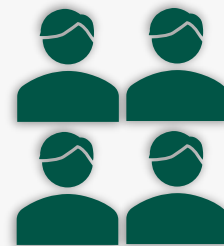
Sourcing **high-quality inputs** from corporate traders, ensuring optimal crop yields and minimising the risk of poor-quality supplies.

Disbursing a portion of loans **in-kind** ensures protection from non-agricultural spending.



Agri Support

WeGro **Field Officers** provide expert guidance and regular monitoring, identifying and addressing potential risks early, under the supervision of regional Area Managers.



Field Force

Insurance

We partner with leading **insurance providers** to protect against calamities, ensuring security for both farmers and investors



Bank partnerships are **scaling** our portfolio growth

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UCB Bank Partnership



Launching Visa card with Dhaka Bank

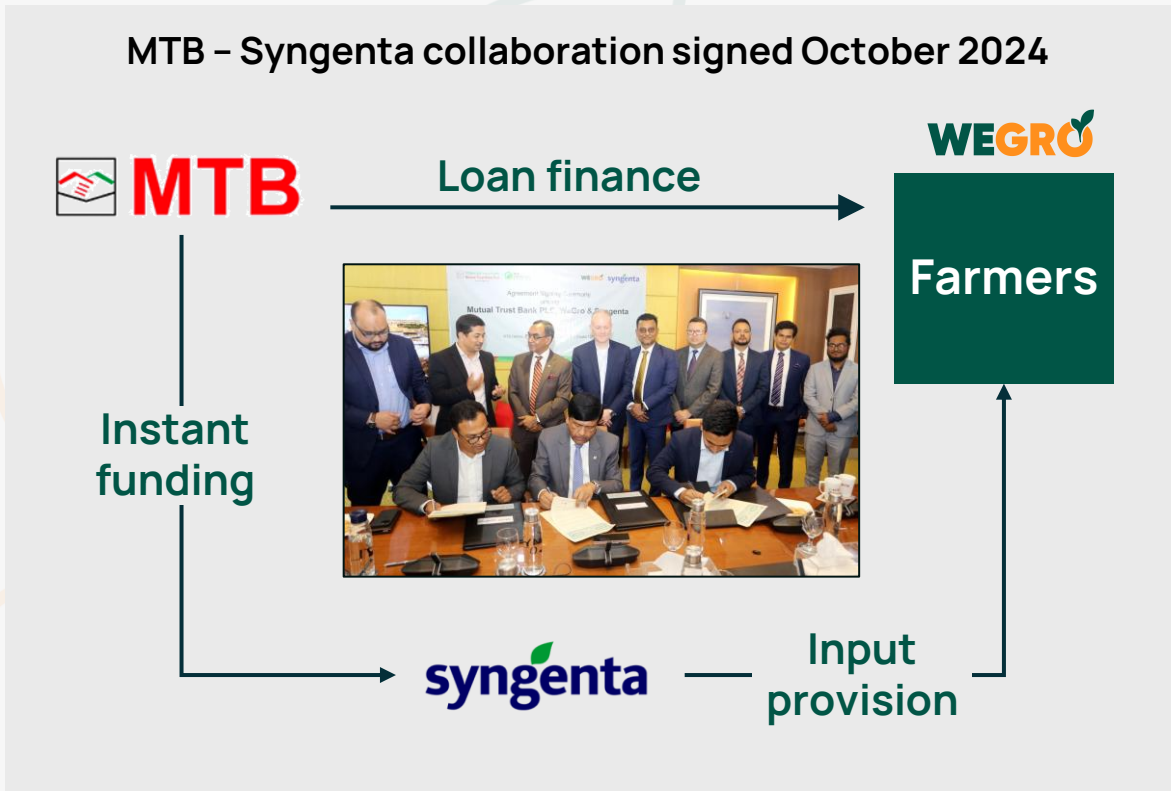


Mutual Trust Bank partnership



2,400+ farmers have been successfully funded through our existing bank partnerships, with three additional banking partners recently joining our network

Growing range of unique institutional partnerships



Bringing Syngenta’s seeds and fertilisers and Mutual Trust Bank’s funding to 3,000 small farmers through WeGro



Financial literacy training for 3000+ small farmers so far through these collaborations

IIX Orange Seal for Advancing Gender Equality and Sustainability

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ORANGE SEAL
IMPACT INVESTMENT
EXCHANGE- IIX, 2024

Recognition for
commitment to gender
equality and sustainability

WeGro achieved Orange Seal Certification from Impact Investment Exchange – IIX, signifying our commitment to gender equality and environmental sustainability, aligning with the goals of the Orange Movement. This initiative aims to empower women and gender minorities while promoting sustainable practices across various sectors. The Orange Seal serves as a measurement and rating tool, enabling organizations to demonstrate their dedication to these important values.

