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Harvverse: Innovation in Digital and Sustainable Agriculture

The Metaverse transforming the future of agriculture

Presented by Carolina Hedman Globalyx

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Welcome to Harvverse

Our Mission

Redefine agriculture through technology, combining digital tools such as the metaverse, NFTs and sustainability.

Our Purpose

Create a tangible impact on real and digital agricultural farms, empowering producers, businesses and consumers.

Our Commitment

Connect the physical and digital worlds to ensure traceability, innovation and sustainability throughout the production chain.

Revolutionising Agriculture in the Digital Age

What is Harvverse?

An innovative platform that connects physical agriculture with blockchain technology, NFTs and the metaverse, designed for global farmers, investors and consumers.

Primary Purpose

To create a sustainable agricultural ecosystem that leverages technology to address environmental and social challenges.

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Current Challenges in Agriculture

1 **Limited Traceability**

The agricultural supply chain lacks traceability, making it difficult to track products.

2 **Limited Market Access**

Small producers struggle to access global markets.

3 **Impact of Climate Change**

Climate change is negatively affecting agricultural production.

4 **Technological Inequality**

70% of farmers in Latin America lack access to advanced technologies.

Climate Change & Agriculture

Unsustainable farming practices contribute to deforestation, soil degradation, and carbon emissions.
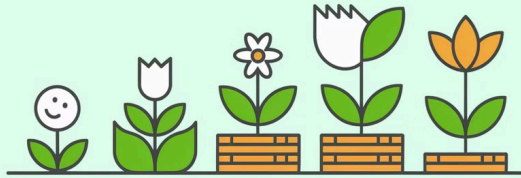

Lack of Transparency & Financial Access

Farmers struggle to monetize sustainability efforts, access funding, and prove their impact.

Coastal & Blue Carbon Ecosystem Threats

Agricultural expansion impacts mangrove ecosystems, reducing carbon sequestration and biodiversity.

$10T+ Sustainable Agriculture Market

Projected market size by 2030, representing massive economic potential

Growing DeFi & Carbon Credit Markets

Increasing demand for verifiable carbon credits and regenerative farming investments

Diverse Target Customers

Farmers, agribusinesses, climate-conscious brands, and sustainability funds

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The Answer: Harvverse

Phygital Platform

Connects physical farms with digital plots in the metaverse. Digitisation of agricultural data for analysis and decision-making.

Dynamic NFTs

Represent agricultural plots with real-time data. Offer traceability, transparency and investment opportunities.

Harvverse Metaverse

Interactive space for education, commerce and sustainability.

Harvverse Data Structure

The Harvverse platform builds a comprehensive ecosystem by connecting data, NFTs, farms, and producers in an innovative way. The data management process follows this flow:

1

Siuc Data Collection and Integration:

Implementation of rain gauges and IoT sensors on farms to capture real-time information on:

- Weather conditions
- Soil moisture levels
- Crop yields
- Traceability data

2

Processing and Analysis

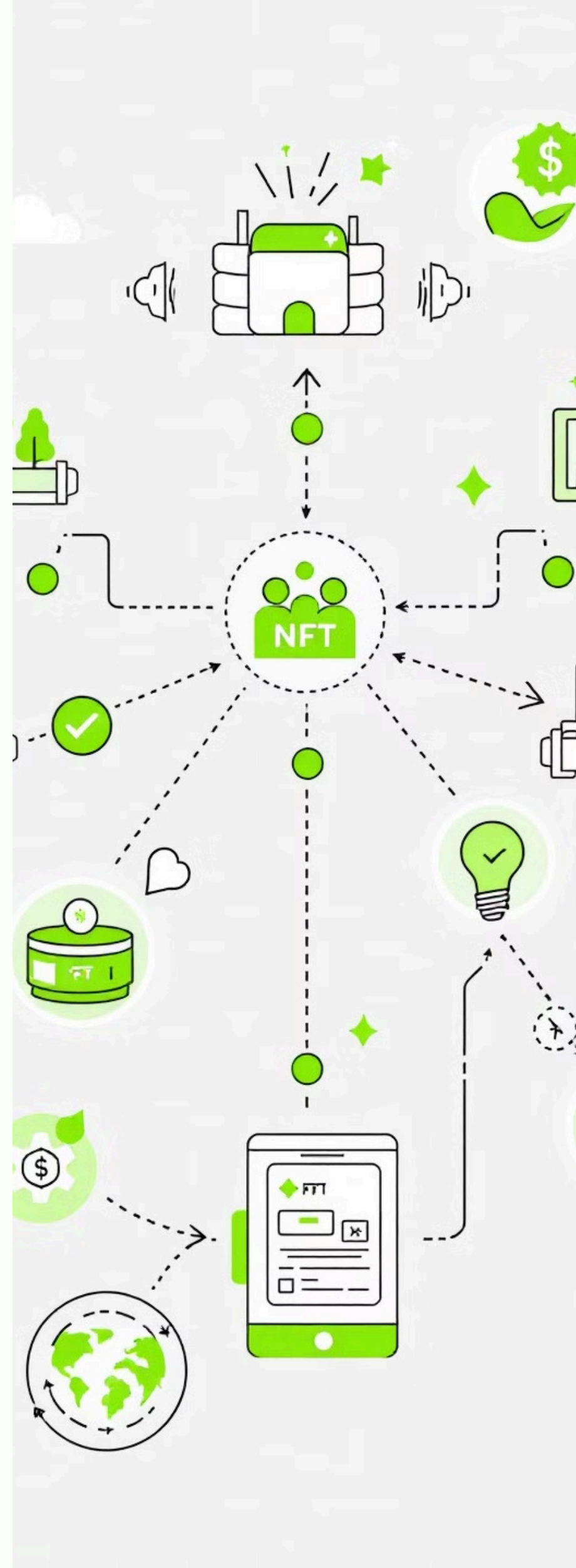Transformation of raw data into valuable information through:

- Advanced Machine Learning
- Predictive analysis tools
- Generation of actionable insights

3

Monetisation and Implementation

Strategic utilisation of data through:

- Dashboard access licences
- Services for academic institutions
- Solutions for insurers and agricultural companies

NFTs in Harvverse

Dynamic NFTs

Each NFT represents parcels of physical or virtual farms connected to real-time data.

Ownership and Trade

NFTs allow investors and users to participate in the management and commercialisation of the parcels.

Gamification

Interactive experiences in the metaverse to learn and participate in sustainable agriculture.

Traceability

NFTs ensure transparency in the origin and quality of agricultural products.

Farms: Connecting the Physical and Digital

Phygital Connection

The pilot farms are connected to the metaverse, enabling physical and digital (phygital) interaction.

Saja Lab

Spaces to test agricultural technologies, develop research, and foster innovation.

Sustainable Production

Implementation of agricultural practices that ensure the reduction of the carbon footprint and respect for the environment.

Benefits for Producers

Free Access

Producers join Harvverse without initial costs, democratising access to advanced technology.

Resource Optimisation

Insights derived from data help improve efficiency in crops.

Commercial Support

Direct connection with buyers, investors and brands interested in sustainable products.

Education and Training

Educational programmes to empower farmers in sustainable technologies and practices.

Generating Value Through Harvverse

Our business model is based on three main revenue streams:

Dynamic NFTs - £50K

Through digital tokens representing real agricultural assets

Agricultural Data - £210K

Monetisation of agricultural sector information through advanced analytics and specialised reports

Virtual Experiences - £100

Interactive and educational services in our specialised agricultural metaverse

Harvverse generates revenue through the sale of NFTs, agricultural data and virtual experiences.

Harvverse "Saja Lab" Innovation Centre

What is Saja Lab?

A physical and virtual space for agricultural research and development.

Pilot farms connected to IoT sensors and rain gauges.

Revenue Projection

Physical lab: £10,000 per pilot project.

Virtual access: £5,000/year per subscription.

NFTs: Green, Solar, Carbon & Blue (Rarible)

Green NFTs

Focused on traceability and sustainability.

Solar NFTs

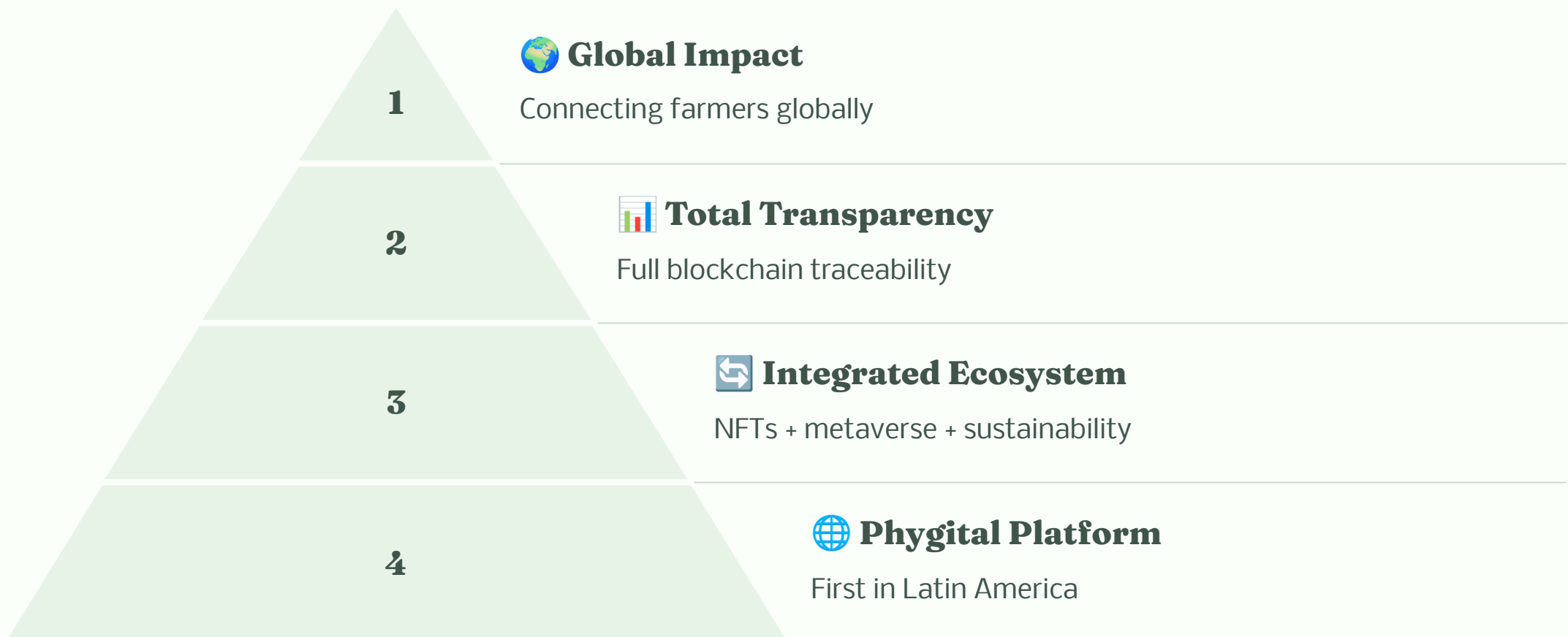Represent renewable energy and carbon footprint reduction.

Carbon NFTs

Certify carbon sequestration efforts on pilot farms.

Financial Impact

$250,000 raised in the first three collections.

Why is Harvverse Unique?

🌍 Global Impact

Connecting farmers globally

1

📊 Total Transparency

Full blockchain traceability

2

🔄 Integrated Ecosystem

NFTs + metaverse + sustainability

3

🌐 Phygital Platform

First in Latin America

4

Harvverse revolutionises the agricultural sector by combining blockchain technology with sustainability, facilitating responsible investments and empowering local producers.

Expected Results and Impact

Social Impact

Improved quality of life for rural producers. Creation of technological and agricultural jobs.

Environmental Impact

25% reduction in carbon footprint thanks to the implemented technologies. Promotion of sustainable agricultural practices.

Traction & Milestones

100+ Farms Onboarded in 2024, scaling to 500 in 2025, 3,000 by 2030.

Pilots with Siucom & Design Thinking Sweden, launching Living Labs for Coffee Industry in 2025.

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The Technology Behind Harvverse

Blockchain

Ensures the traceability and security of data.

Dynamic NFTs

Adapt in real-time to the collected data.

Metaverse

Gamified and educational experiences.

The Role of Women in Harvverse

Harvverse recognises and promotes the fundamental role that women play in agriculture and sustainability through our commitment to **CIC (Connect, Innovate and Grow)**.

Technological and Educational Training

Specialised training programmes in blockchain technology, farm management and agricultural data analysis.

Inclusive Harvverse Labs

Innovation spaces where women lead research and develop sustainable agricultural solutions.

Access to Digital Resources

Digital tools and NFTs that empower women in decision-making and promote economic equality in the agricultural sector.

Projected Impact

1

35% Female Participation

By 2025, over a third of the connected producers in Harvverse will be women, driving equity in the region.

2

Increased Productivity

15% Significant increase in productivity on women-led farms through the implementation of data-driven innovative practices.

3

Women Coffee Grower Networks

5% Creation and strengthening of collaborative networks that facilitate direct access to the global market for coffee producers.

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Go-To-Market Strategy

- **Web3 & Crypto Communities:** Driving adoption among DeFi investors & climate-tech stakeholders.
- **Agritech & Sustainability Partnerships:** Collaborating with **NGOs, policymakers, and carbon credit markets**.
- **Metaverse & XR Education:** Engaging farmers via immersive training & real-world use case demonstrations.

Harvverse Financial Products

Our diversified portfolio offers multiple income streams through innovative products:

Key Digital Products

- Dynamic NFTs (10%-15% per sale)
- Agricultural Metaverse Subscriptions (20% annual)
- Agricultural Data Licences (25%-30% annual)

Infrastructure and Equipment

- IoT Equipment Financing (15%-20%)
- Traceability and Certifications (25%)
- Physical and Virtual Saja Labs (15%-25%)

Services and Education

- Customised Data Analytics (30%)
- Brand Sponsorships (20%-25%)
- Educational Programmes (15%-20%)
- Sustainable Marketplace (10%-15%)

Women Producers

Harvverse reflects CIC principles by:

- **Connecting** women producers to global markets and investors. (15%)
- **Innovating** through technological tools that bridge the gender gap in agriculture. (35%)
- **Growing** economically by fostering sustainability, productivity and female leadership in the region. (20%)

Each product is designed to maximise value for both investors and users, offering competitive returns across different investment categories.
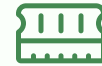
Key Partners and Collaborators

Telefónica Marketplace

Open innovation platform that connects companies with startups.

Design Thinking Sweden

Experts in innovation and user-centred design.

Siuc

Technology company specialised in management solutions.

2024 Harvverse Nominations

Agritech Málaga 2024

Nomination for Best Start Tech

WSA Awards

Best Start-up in Safeguarding and Transmitting Cultural Heritage
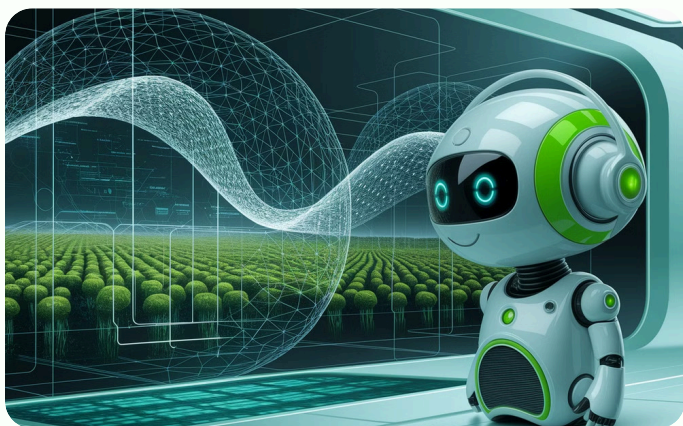
Connect Awards 2024

Best Technological Development 2024
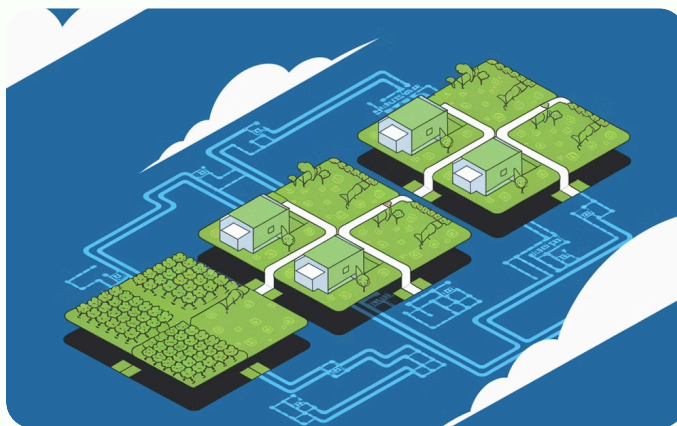
Fintech América 2024

Golden Fintech Defi

Funding Ask & Growth Plan

AI Development

Seeking $2M to expand AI capabilities and DeFi integration for agricultural innovation

Farm Scaling

Scaling from 100 to 3,000 farms using carbon-tracked NFT financing models

Global Partnerships

Developing cross-border partnerships to expand sustainable finance initiatives worldwide

AI, Blockchain, NFTs, and DeFi Fusion

A first-of-its-kind fusion of AI, blockchain, NFTs, and DeFi for sustainable agriculture

Environmental and Economic Impact

Tangible environmental & economic impact for farmers & coastal ecosystems

Global Growth Potential

Proven traction, award recognition, and scalable roadmap for global growth

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Thank you

Carolina Hedman

Caro@dtswe.com

info@dtswe.com