



MOOME · COMPANY INTRODUCTION

The operating system for livestock

From a herd-management app to a dairy & beef data platform — turning farm data into the next right action.

Béja, Tunisia · Deployed across Africa & Asia · 2026



THE CHALLENGE

Dairy & beef farmers and their service providers are stuck

Across Africa & Asia, the dairy & beef ecosystem is fragmented, data-blind, and climate-blind.

1

Fragmented ecosystem

Service providers struggle to scale outreach — high acquisition costs, low retention.

2

Data-blind farming

Smallholders run without digital management tools — 99% use no software.

3

Climate blindspot

Africa & Asia drive 7% of global methane emissions — untracked and unvalued.

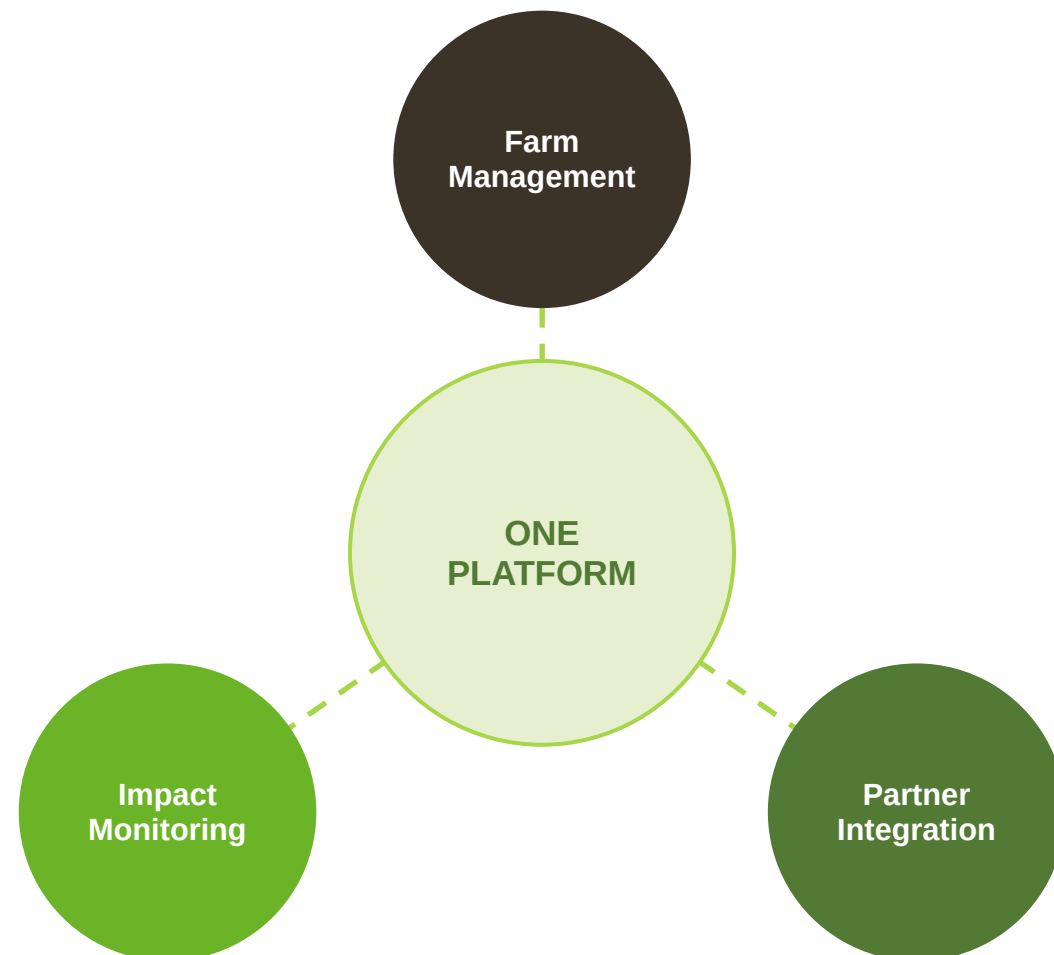


THE PLATFORM

MooMe — the Climate-Integrated Dairy & Beef Platform

One all-in-one digital solution, plus new integrations for growth.

- **All-in-one for farmers**
Herd, reproduction, milk, financials and production efficiency in one record.
- **Built for service providers**
Data-enabled growth and cost-effective advisory at scale.
- **New integrations for growth**
Dashboards & analytics for SPs, plus API access for existing apps/ERPs.
- **Impact monitoring**
Real-time sustainability & carbon footprint tracking for partners.

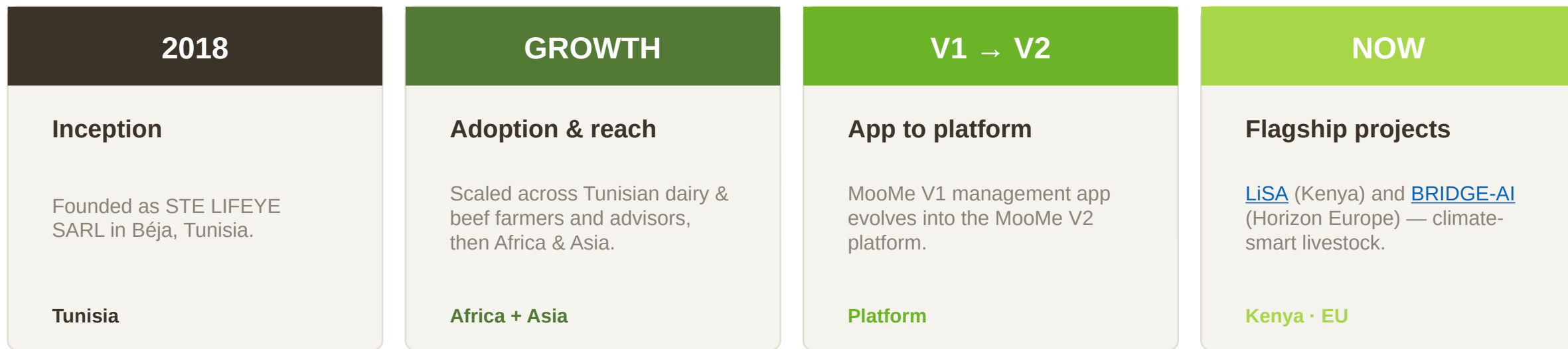




IN A NUTSHELL

From a management app to a livestock platform

From a 2018 inception to a livestock data platform deployed across Africa & Asia.



Trusted by leading dairy & beef corporates



Anchors span feed, dairy processing, insurance and multinational dairy — one animal dataset, the whole value chain.



WHAT MOOME DOES

One shared record per animal and pasture block

A mobile-first, offline-first platform for farmers, vets and value-chain partners.

01

Identify

Animal & pasture-block identity, lifecycle and history — one record per asset.

02

Manage

Health, breeding, feeding and grazing — captured in the field, online or offline.

03

Decide

Operational alerts, KPIs and recommendations for farmers, vets and partners.

HERD

Identity, lifecycle, history

REPRODUCTION

Calving, AI, pregnancy, drying

MILK & FEED

Yields, controls, consumption

FINANCE

Costs, income, dashboards



FEATURES · CORE MODULES

Built for the full operation, online or offline

Herd & lifecycle

Stages, cards, IDs, batch ops

Breeding cycle

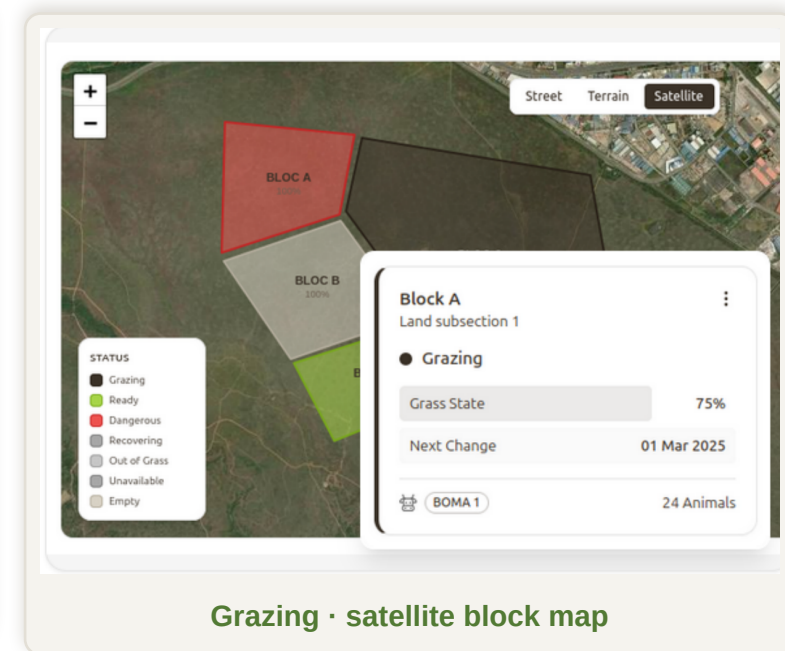
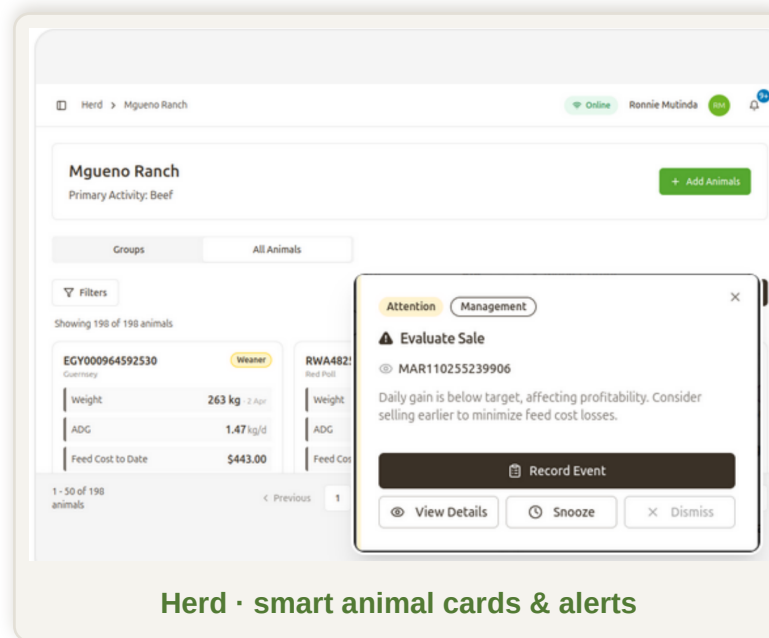
Timelines, AI, calving, checks

Health & welfare

Treatments, vaccines, quarantine

Grazing & feeding

Blocks, rotation, rations





FEATURES · ENTERPRISE & INTELLIGENCE

Scale across farms, connect systems, act on insight

Roles & permissions

6-level hierarchy, 18 granular permissions

API & integrations

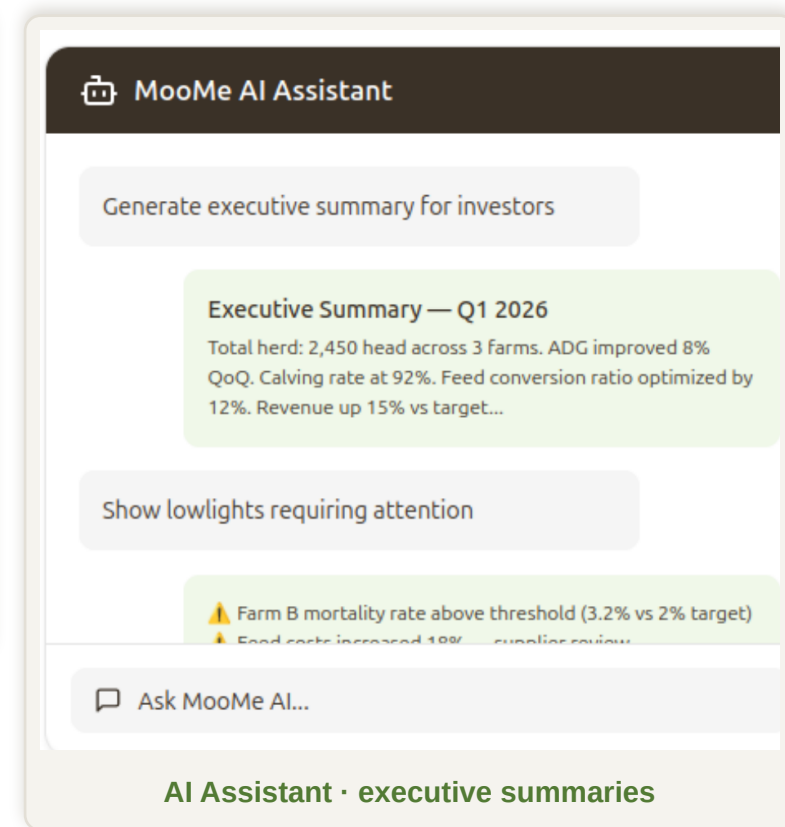
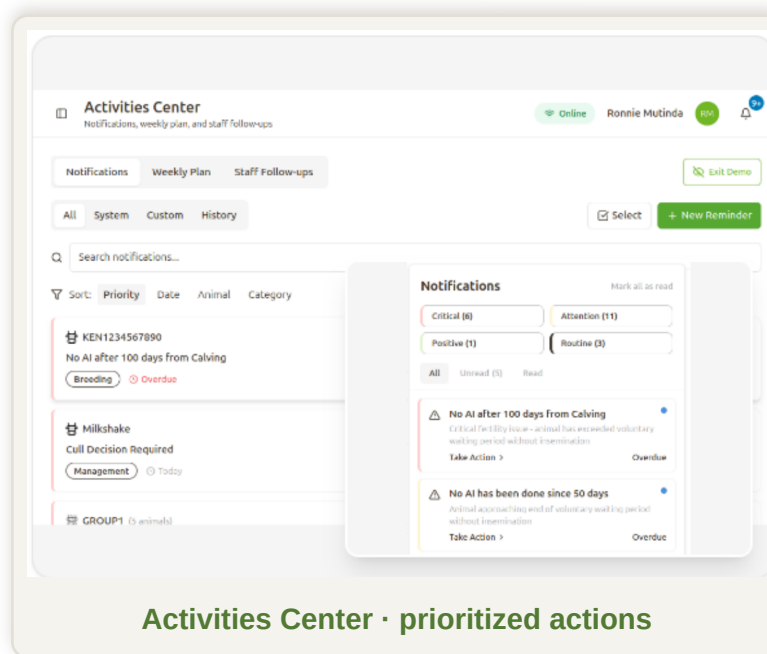
REST API to ERP, BI tools and data lakes

Activities & smart actions

Priority alerts, reminders, audit history

AI reports

Executive summaries & insights on demand





CLIMATE WORK

Climate-smart livestock, validated in the field

Two flagship projects turning farm data into measurable climate impact.

LiSA — Kenya

IDRC RECAF live climate pilot



- 5,000 dairy farmers + 23 ranches (115,000+ cattle)
- Consortium: MooMe, Geneplus (KE), Cowtribe (GH)
- Goals: -10% methane, +20% productivity
- 30% more women in leadership roles

BRIDGE-AI — Horizon Europe

AI-optimized, climate-resilient pasture



- Task lead for the pasture use case (WP4)
- Farmers report pasture practices & soil status
- GenAI returns optimized grazing guidance
- Tunisian living-lab pilot + adoption playbook



PROVEN IMPACT

MooMe's impact on dairy farmers is proven

Independently validated by 60 Decibels (2023 and 2024) and corporate deployments.

9/10

farmers report increased
production

73%

achieved via improved herd
productivity

4/5

farmers report enhanced
quality of life

\$260 → \$70

advisory cost per farmer /
year

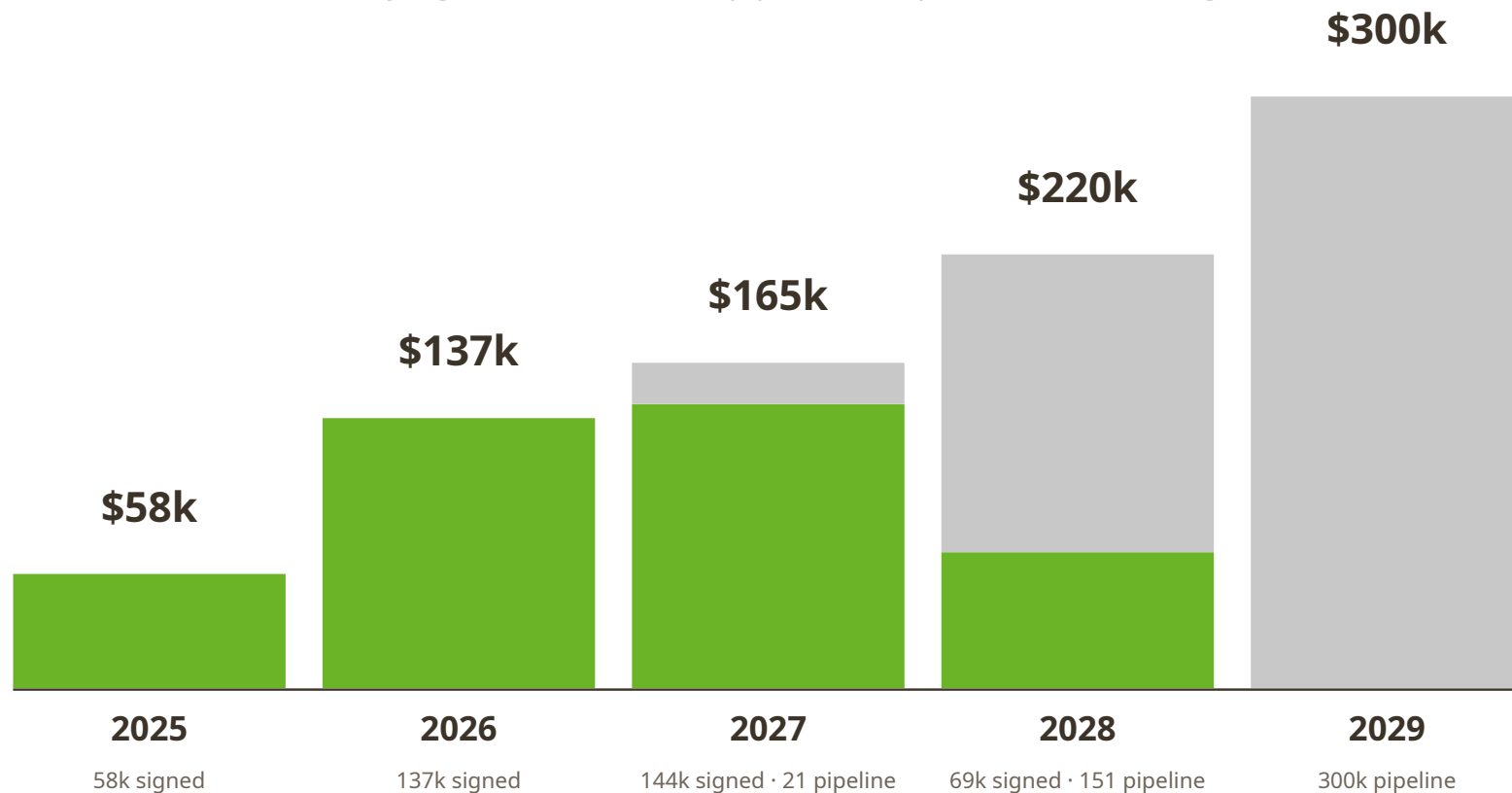
Source: 60 Decibels 3rd-party survey (2023) · Délice Group, Tunisia (2022). Top-quartile farmer income uplift; top 10% in gender-inclusive climate impact.



BUSINESS

Revenue trajectory — from proof to scale

USD revenue — stacked by signed contracted vs. pipeline & expansion. Gross margin 75%.



■ Signed contracted ■ Pipeline & expansion

Signed = executed multi-year contracts (LiSA Kenya, BRIDGE-AI Tunisia). Full financial build in the investment memo.

GROSS MARGIN

75%
platform economics

REVENUE CAGR 2025–2029

~52%

\$450k+ signed multi-year contracts (LiSA Kenya + BRIDGE-AI Tunisia) already anchor 2025–2028.



TRACTION

Signals that de-risk the curve

Signed contracts, enterprise anchors and export track record — the base under the curve.

SIGNED CONTRACTS

\$450k+ multi-year, booked

LiSA Platform · Kenya (2025–2028) → **\$250k**

BRIDGE-AI · Tunisia (2026–2029) → **€165k**

De-risks 2025–2028 base revenue.



ENTERPRISE ANCHORS

Techna
feed

Délice
dairy

GIG
insurance

FrieslandCampina
multinational

One dataset, four industries — feed, processing, risk and export all pull from the same animal record. Category-of-one livestock data infrastructure.

EXPORT TRACK RECORD

Pakistan & Indonesia, 2023–24

\$20k (2023) + \$30k (2024) export-only revenue pre-platform — validates international pull.

IMPACT VALIDATION

60 Decibels, 2023

Independent farmer study: 9/10 report increased production; 73% improved productivity.



THE ASK

\$1.2M to scale MooMe across Belt & Road corridors

18–23% equity · 7-year horizon toward strategic exit.

\$450k+ signed contracts (LiSA + BRIDGE-AI) already anchor 2025–2028.

USE OF FUNDS

40%

Product & platform

AI/GenAI pasture engine, enterprise features, offline-first mobile.

25%

GTM in BRI corridors

Tunisia → Kenya → Algeria → reactivation in Pakistan & Indonesia.

20%

Pilot-to-scale in Tunisia

BRIDGE-AI operational rollout, farmer on-boarding, field ops.

15%

Team

Field operations, ML/data engineering, enterprise sales.

TICKET

\$1.2M

18–23% equity

7-year horizon · strategic exit

MILESTONES

- 12 mo — BRIDGE-AI pilot at scale, first BRI GTM pod live
- 24 mo — Multi-country ARR, second enterprise anchor per corridor
- 36 mo — Regional platform position, strategic buyer conversations

Target returns, full financial build, scenarios and caveats — see the MooMe investment memo.



LET'S TALK

Request the MooMe investment memo.

This deck is the overview. The memo covers financials, milestones and growth

We're seeking strategic investors with deep agri experience and real reach across our growth markets.

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