

AGROPEREVOZKA.RU

# Отраслевой коммерческий ресурс

for drivers and customers transporting  
agricultural products



Dmitry Lebedev | Founder



# Project goal tree



## Project mission

**Internet project that allows you to earn money and reduce customer costs**, communicate and receive qualified assistance and comfort on the road for drivers at loading/unloading points

## Project strategy

**Provide interaction service** customer – carrier, forwarder-carrier

## Strategic goal

**Active use of resource capabilities** during the harvest period, optimization of traffic flow during loading and unloading using artificial intelligence tools

**C**  
**WITH**  
d

## Goal #3

Creation of a network of branches  
federal transport company

# Problem/Opportunity

## Project

Агротранспорт.рф

## Mission and Vision

The leading means of Internet communications in the agricultural transportation market



## Problems solved by the project

✘ **Poorly organized market**

✔ **Internet tool -** communications will allow freely distribute and receive information about the conditions of transportation, organize transportation and control of transportation to the owner of the cargo

✘ **Gray schemes road transport**

✔ **Electronic document flow** ensures transparency of relationships and a higher level of trust, tax deductions

✘ **Hard to get service in places of transportation, loading or unloading**

✔ **Internet tool -** communications works as professional community, within which provides information about various types of services and reviews about them, a filter for requests, an order informer

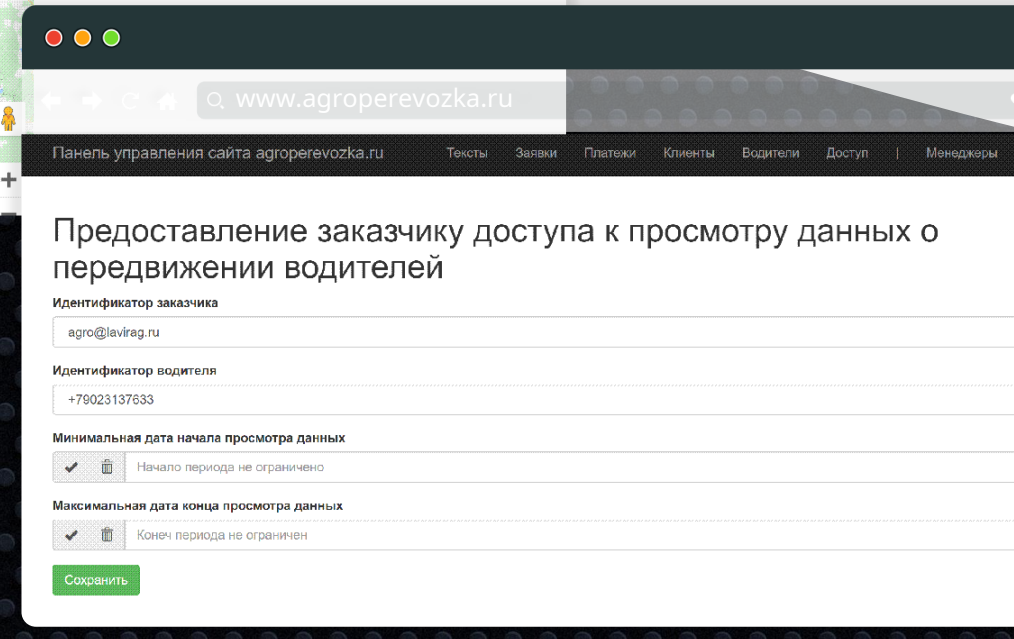
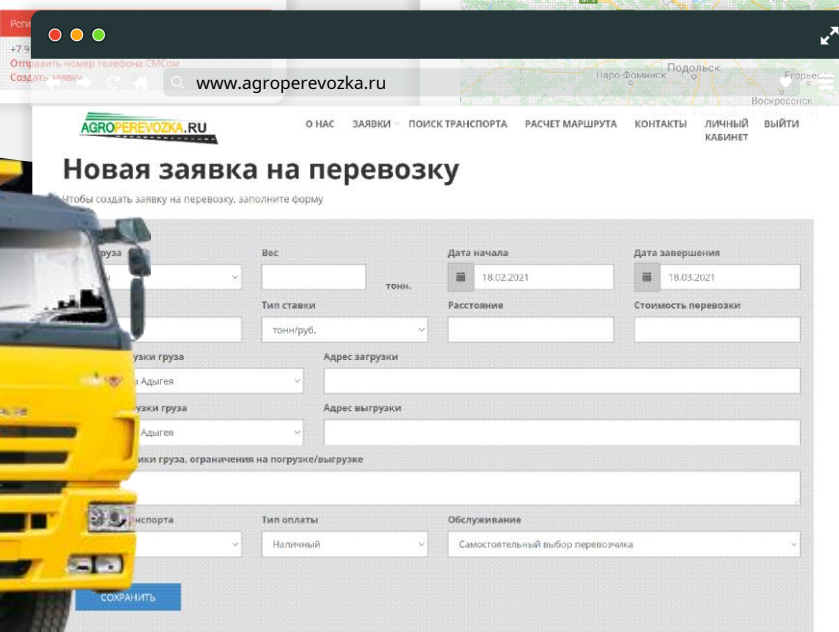
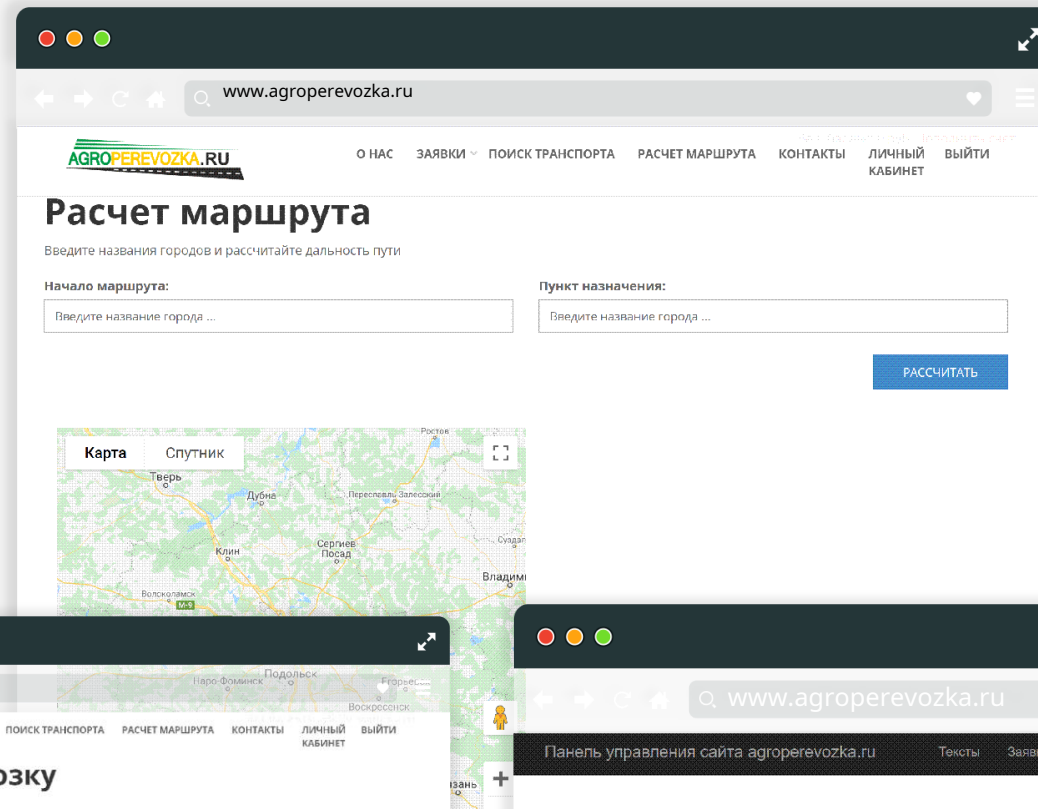
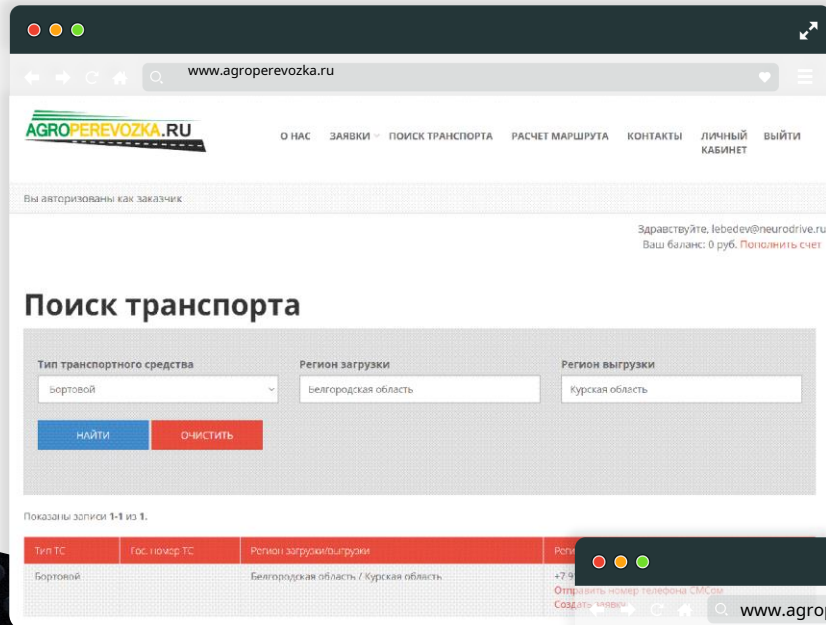
✘ **90% of carriers from other regions, communication between drivers**

✔ **Using the Internet portal** allows get information from other regions and choose the optimal one offer for services

# Value Proposition



# Solutions



# Basic magic/market volume

## 1st mile transportation



Cereals,  
sunflower,  
technical  
culture



Sugar  
beet

$146.2 \text{ million tons} \times 70 \text{ km} \times 8.0 \text{ rub/t/km} = 81,872 \text{ million rub.}$

$33.5 \text{ million tons} \times 100 \text{ km} \times 9.5 \text{ rub/t/km} = 31,825 \text{ million rub.}$

## Secondary transportation



Processors



Agricultural consumers



Export

$58 \text{ million tons} \times 350 \text{ km} \times 6.5 \text{ rub/t/km} = 131,950 \text{ million rub.}$

375

billion rubles  
TAM

215

billion rubles  
SAM

52

billion rubles  
SOM

## Uniqueness:

- Formation transparent system calculations
- Mathematical system movement organization transport
- Cargo movement control (analogous to GLONASS tracking)
- Market system tariff formation
- Application of technology BigData and ML for price forecasting
- Driver rating
- Availability map regional services in the field of transportation
- Review system and specials. proposals
- Informer
- Pool formation drivers
- System creation mutual assistance and mutual assistance
- Software and hardware complex "SMART CLEANING"

# Competitive advantages and CFU

## What is usually offered competitors in the market?



**Existing services simply offer a base of customers and carriers.**

The next stage in the development of services is the use of electronic document management and copying of the UBER scheme in the interaction between the customer and the carrier.

**There are only a few portals operating within the agricultural transportation market,** offering a basic set of functions.

## What does the project offer?



**The project proposes the next stage of development:**

the use of mathematical models, greater involvement of carriers in the B2B project and additional functions for service maintenance and interaction among carriers

## Key Success Factors



1

Critical mass of users for resource development

2

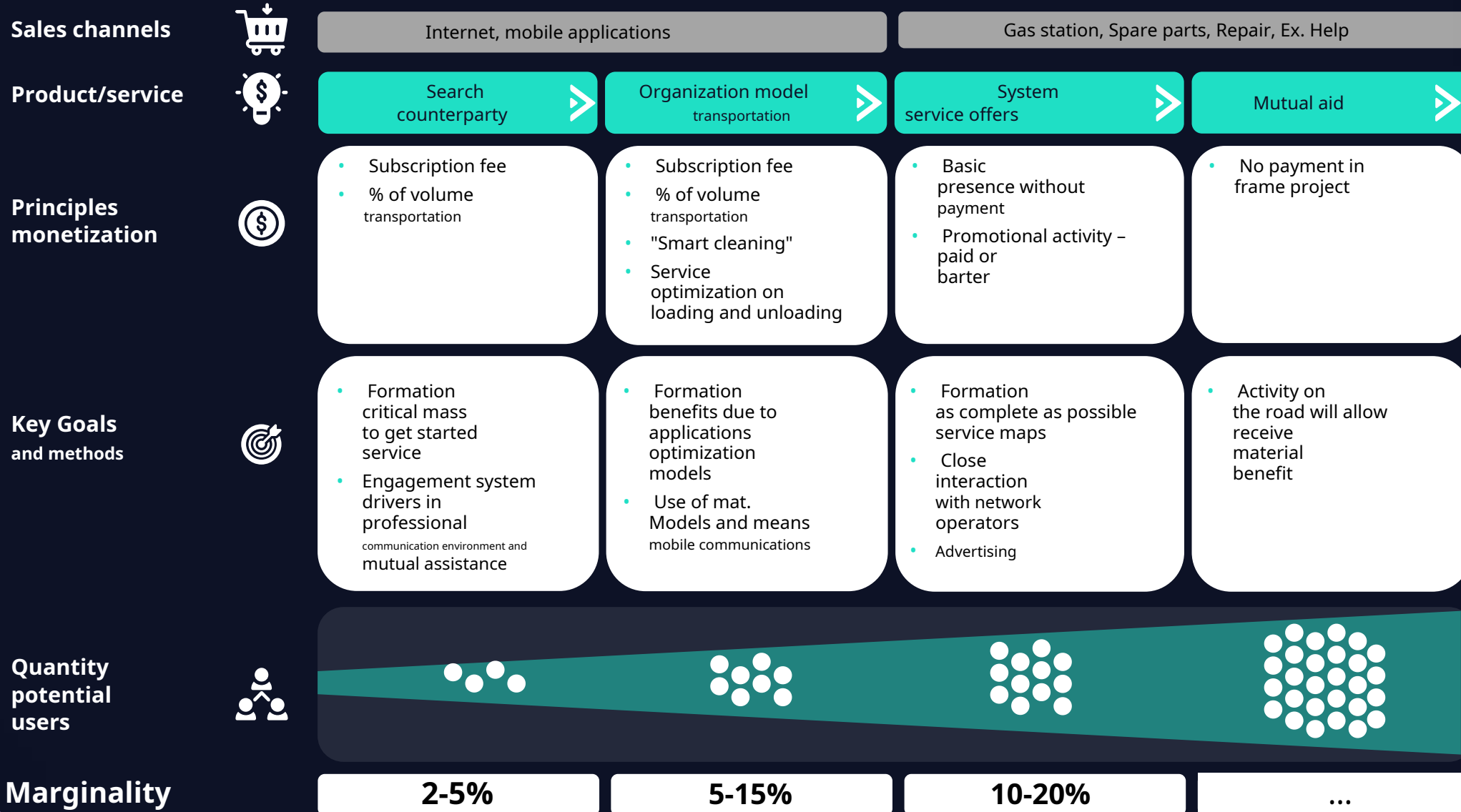
Transparency and efficiency in payments, connection to the guaranteed payment service from

 СБЕР and ESCROW from  ВТБ

3

High degree carrier involvement

# Business model





# Key partners



Г. Москва

18.05.2020

Генеральному Директору  
ООО ЛАВИРАЖ ХОЛДИНГ  
Лебедеву Д.А.

## ПИСЬМО

Компания STS Logistics выражает заинтересованность в реализации проекта Лебедевым Д.А. «Интеллектуальная платформа перевозки сельскохозяйственных и продовольственных грузов и сырья - АГРОПЕРЕВОЗКА.РФ» и предлагает сотрудничество в области перевозки сельскохозяйственных грузов, услуги официального таможенного представителя, проработку, подготовку и выпуск таможенных деклараций для любых разрешенных типов грузов и видов транспорта при экспорте/импорте.

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ООО «ЛАВИРАЖ ХОЛДИНГ»  
Лебедеву Д.А.

## ПИСЬМО

Компания ООО «СИНТЕЗ» выражает заинтересованность в реализации проекта Д.А. Лебедевым «Интеллектуальная платформа перевозки сельскохозяйственных и продовольственных грузов и сырья – «АГРОПЕРЕВОЗКА.РФ» и предлагает сотрудничество в области топливного процессинга, систем лояльности, безналичных платежей, а так же в организации процесса приобретения ГСМ на специальных условиях у ВИНК через платформу «Компас».

С уважением,  
Генеральный директор ООО «Синтез» А.В. Трацесв



г. Москва  
Инновационный кластер Сколково  
2020

# en-schedule and investments



	3Q21 Stage 1	3-4Q21 Stage 2	2Q22 Stage 3	2023 Stage 4
Stages of project development	<ul style="list-style-type: none"> <li>Launch of a professional network for drivers</li> <li>Filling and development of the resource</li> <li>Formation of a positive image and sustainable quality service for drivers</li> <li>Mobile app for forwarders</li> <li>Service "SMART CLEANING"</li> </ul>	<ul style="list-style-type: none"> <li>Organization of a simple driver registration system using a toll-free federal phone number</li> <li>Reception and distribution of requests for transportation</li> <li>Start of commercialization, subscription fee and mailing fee</li> <li>Database growth</li> <li>Connecting additional services</li> </ul>	<ul style="list-style-type: none"> <li>Organization of a network of branches in the Russian Federation</li> <li>Organization of accounting for drivers (outsourcing)</li> <li>Organization of harvesting service</li> </ul>	<ul style="list-style-type: none"> <li>Exit to IPO</li> </ul>
Focus	Prof. driver network	Online sales	Offline sales	Increasing market share
Investments	7 million rubles	12 million rubles	Self-sufficiency	Self-sufficiency

# Управление проектом

Key competencies of the project team: staff + 4 programmers



**D** **dev**

Founder, manager  
project, CEO

Education: Tomatization engineer,  
MIM LINK, IMiGU, MBA Diploma, SA4  
VShU Skolkovo



**A**

Technical Director, CIO

Education:  
Software engineer



Marketing director,  
CMO

Education:  
IBDA ANKh – MBA Diploma

# Zero Gravity Foundation

Provides company support  
**Agroperevozka.ru**



financial



managerial



marketing

ZeroGravity Foundation is a decentralized venture fund and international aggregator on digital, innovative and blockchain technologies

**ZERO**  
GRAVITY FOUNDATION