Resyn

A circular economy network for local renewable resources

resyn.io

Food   Biomass   Water   Energy

Industrial agriculture is failing

Climate change and environmental degradation

Industrial agriculture is destined to fail due to lack of ecological and social sustainability. *FAO*

Small farms produce 80% of the world's food on less than a quarter of all farmlands.

Farmers get $0.08 per $1 sold to consumers.

50% of current food production is harmful to our planet – causing biodiversity loss, ecosystem degradation and water stress.

24 billion tonnes of fertile soil are lost worldwide to erosion every year.

10 calories of fossil energy are required to produce every 1 calorie of industrial food.

Consumers want local food

Regenerative Circular Economy and the SDGs

⅔ surveyed said they are buying more local food than before because of COVID-19.

They have increased awareness that locally grown food is better for the environment, for health, and local communities.

70% stated that what they buy is always or often influenced by transparency.

Regional and diversified bio-economies lead to an increased economic stability. *EU Commission*

Renewable, reusable, and non-toxic resources are utilised as materials and energy in a locally valuable and efficient way.

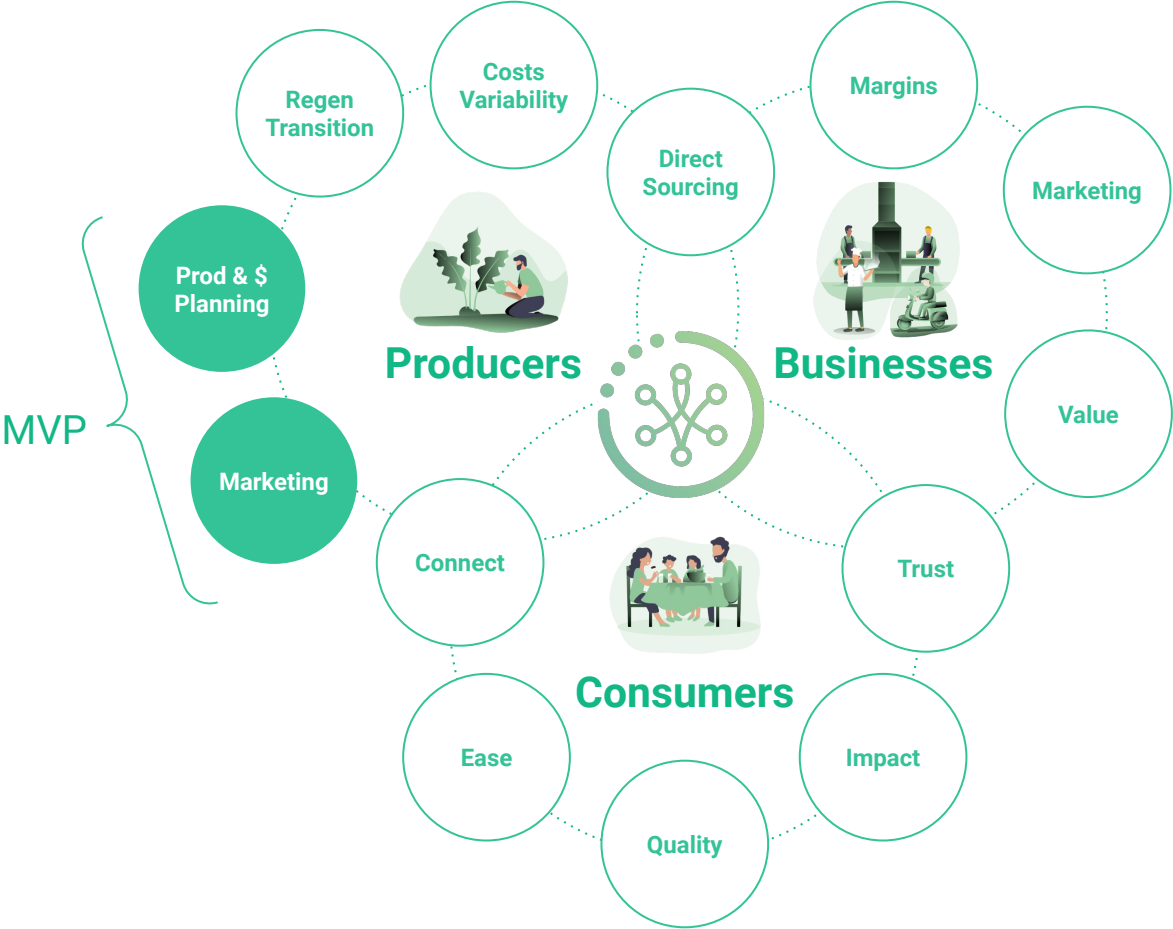Implementing the UN Sustainable Development Goals (SDGs) is a $12+ trillion per year opportunity by 2030.

Our Approach

Regenerative Producers — Circular Economy — Local Consumers

Food — Biomass — Water — Energy

- Our North Star is to deploy a multi-sided marketplace for access and trade of sustainable resources between local stakeholders

- Empower producers with planning, management, and go-to-market tools to discover and build local supply

- Connect consumers and businesses with unearthed local supply

- Develop local synergies between Food, Biomass, Water & Energy to bring positive environmental and socio-economic impact
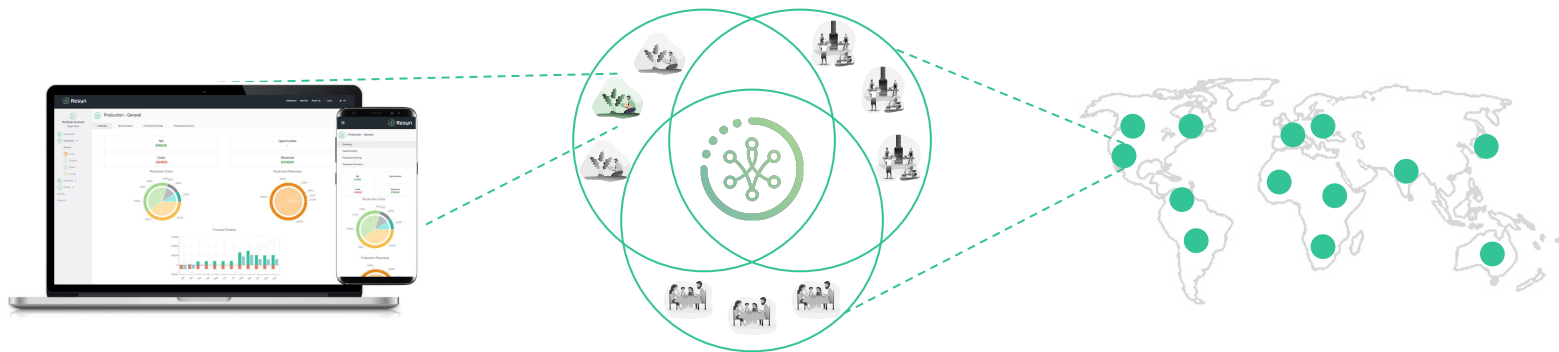
Users' Pains

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MVP

Producers
- Regen Transition
- Costs Variability
- Prod & $ Planning
- Marketing
- Direct Sourcing

Businesses
- Margins
- Marketing
- Value
- Trust

Consumers
- Connect
- Ease
- Quality
- Impact

A convenient way to do the right thing

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SaaS platform empowering producers & customers with smart decisions and direct marketplace access

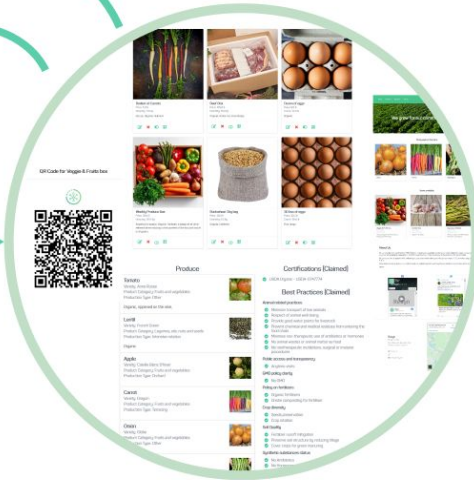| Assess | Transform | Synergize | Propagate | Adapt |

Phase 1: Producer Platform

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Learn - Improve - Diversify

Reveal - Plan - Produce   **Organize - Manage - Clarify**   **Market - Reach - Earn**

Current Producer Platform

Mapping
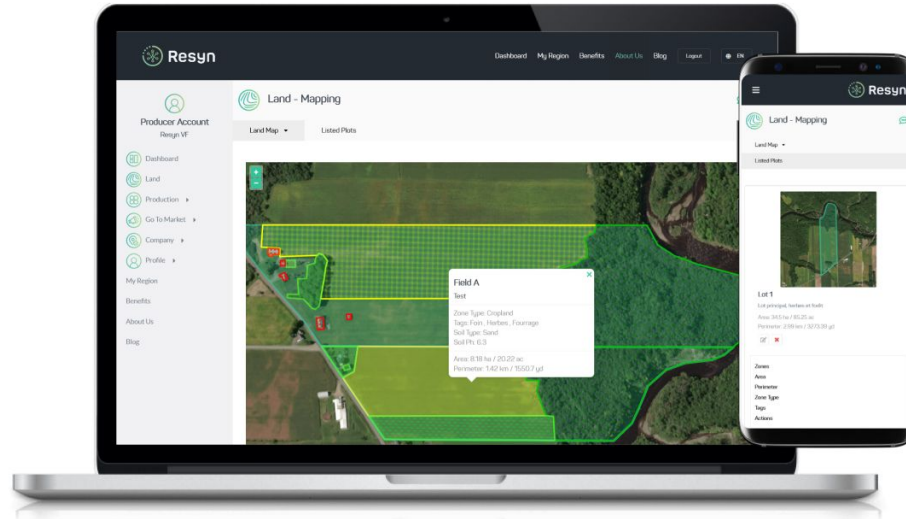
- Area/Land plots and zones calculations
- Soil types and land cover
- Sets the stage for production management

- Sets the stage for data & automated insights
- Sets the stage for land design
- Interface for systems' integration

Baseline for transparency, planning, diversification & **Transition**

Current Producer Platform

Production Planning

Financials & Opportunities
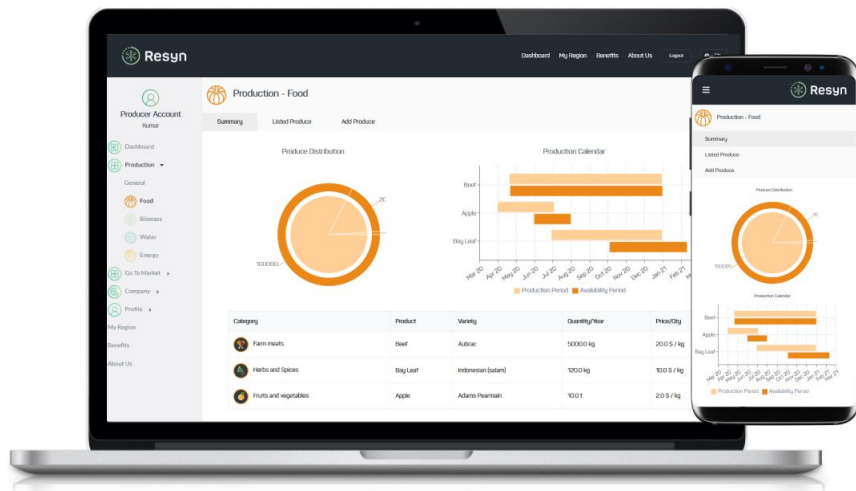
- Organize all production information
- Get full production summary
- Identify opportunity gaps
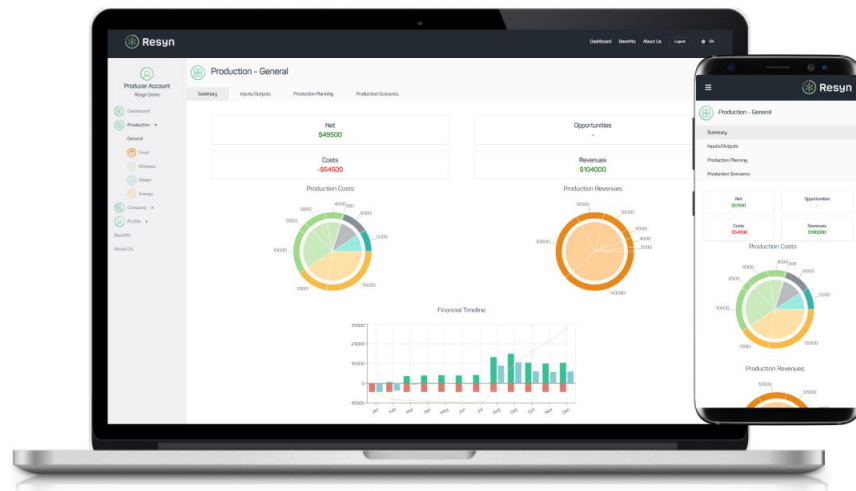
- Instant financials
- Monthly forecast
- Discover cost reduction targets

Comprehensive information to **highlight what to do next**

Current Producer Platform

Regional Marketplace Presence

Integrated Web Builder
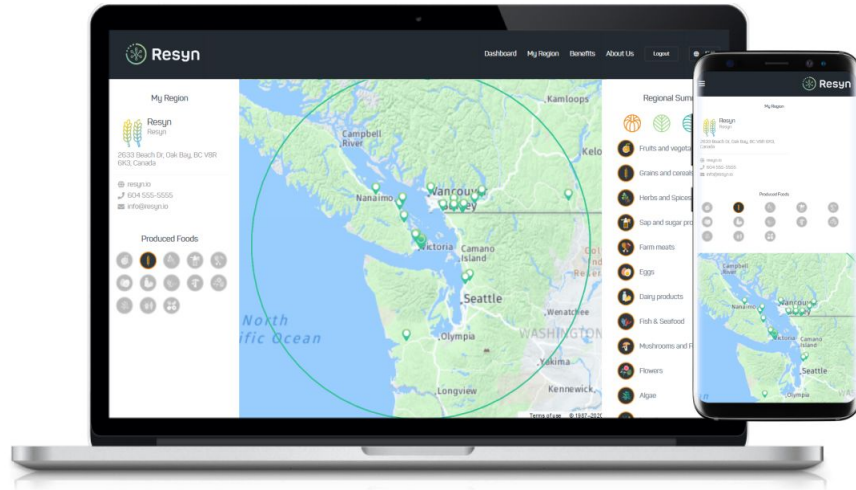
- Local supply discovery
- Producer profile, products, & details
- Foundation for future Local Marketplace
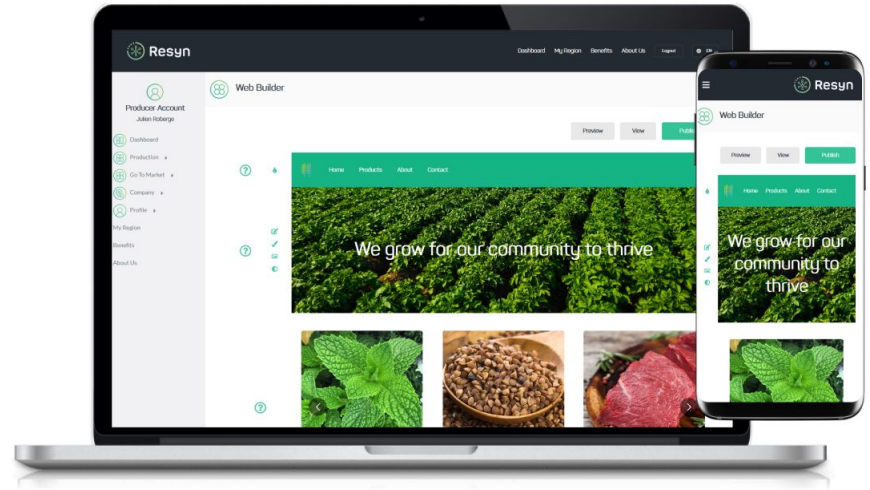
- Affordable & effortless website builder
- Display of products & methods
- SEO optimized

Simplify Go-to-Market by **removing steps**

Current Producer Platform

Items & Put-to-Market

Linked & Detailed Transparency
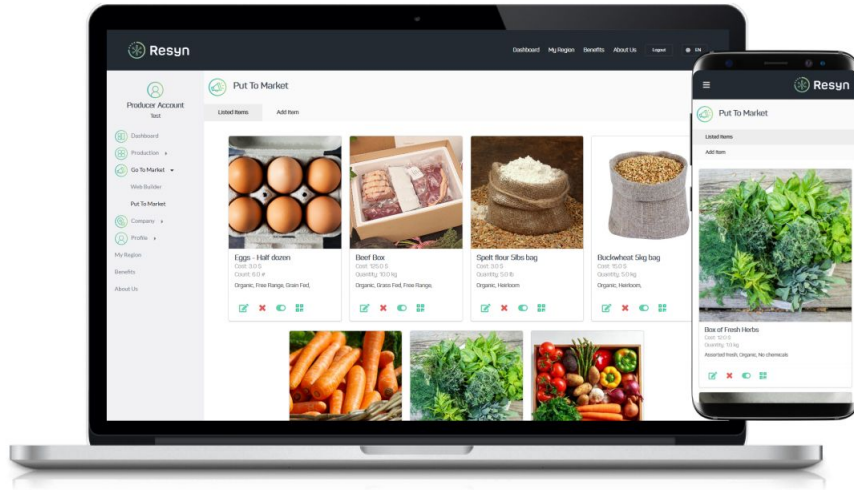
- Create items from one or many products
- Manage display on regional market & website
- Automatically generates page & label

- Link item with producer details
- Link item with production practices
- Label is dynamically updated from system

Connect product & details directly to **Consumers**

Current Producer Platform

Cataloging Resources & Pathways
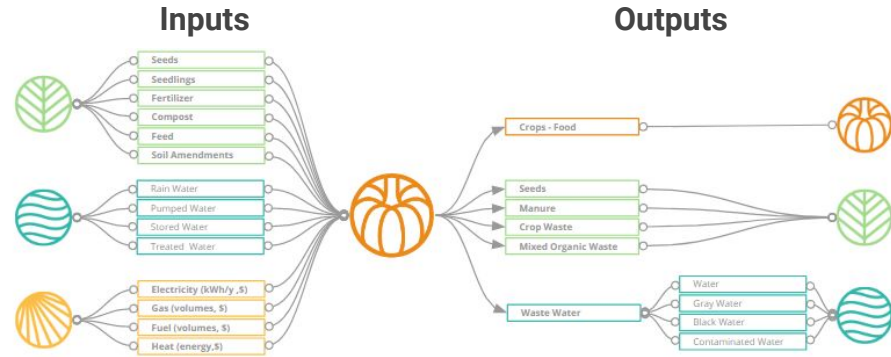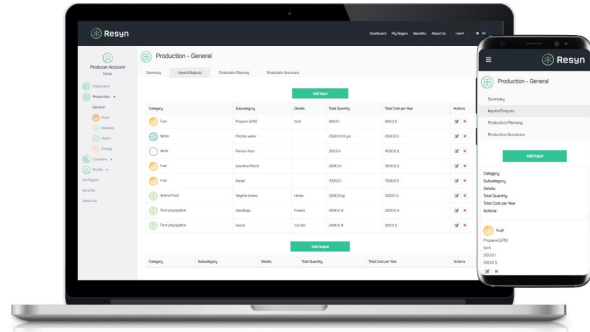
food
ex: Seeds
ex: Crop waste

biomass

water
ex: Irrigation water
ex: Waste water

energy
ex: Fuel
ex: Heat

Inputs

Outputs

Map opportunities to discover **Circular Economy Value**

Vision

Network for all to benefit from the renewable economy

The best paths for resources to benefit users, their community, and the environment.

Consumers

Organizations

Businesses

Producers

Equipment & Services Suppliers

Why Now?

"Saving our planet, lifting people out of poverty, advancing economic growth... These are one and the same fight. We must connect the dots between climate change, water scarcity, energy shortages, global health, food security and women's empowerment. Solutions to one problem must be solutions for all."

Ban Ki-moon, Secretary-General, United Nations

Events like **Covid** have exposed the vulnerabilities of **long and remote supply chains.**[1]

Customers are rushing to **find local** & **trusted** products.[2]

$12+ trillion a year of **market opportunities** linked to implementing the UN Sustainable Development Goals (by 2030)[3]

1 How Coronavirus Is Exposing the World's Fragile Food Supply Chain
2 How small farms found new customers during the coronavirus pandemic
3 Better Business Better World report

Market - Producers

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TAM
570M

SAM
228M

SOM
5.7M

Small scale **Farmers** worldwide

With web or data access in 2020

2.5% innovators

Estimate between Freemium & Paid users across multiple regions.

Freemium users bring valuable information about the **supply side**.

Annual Revenue
$171M

Overall avg
$30/y
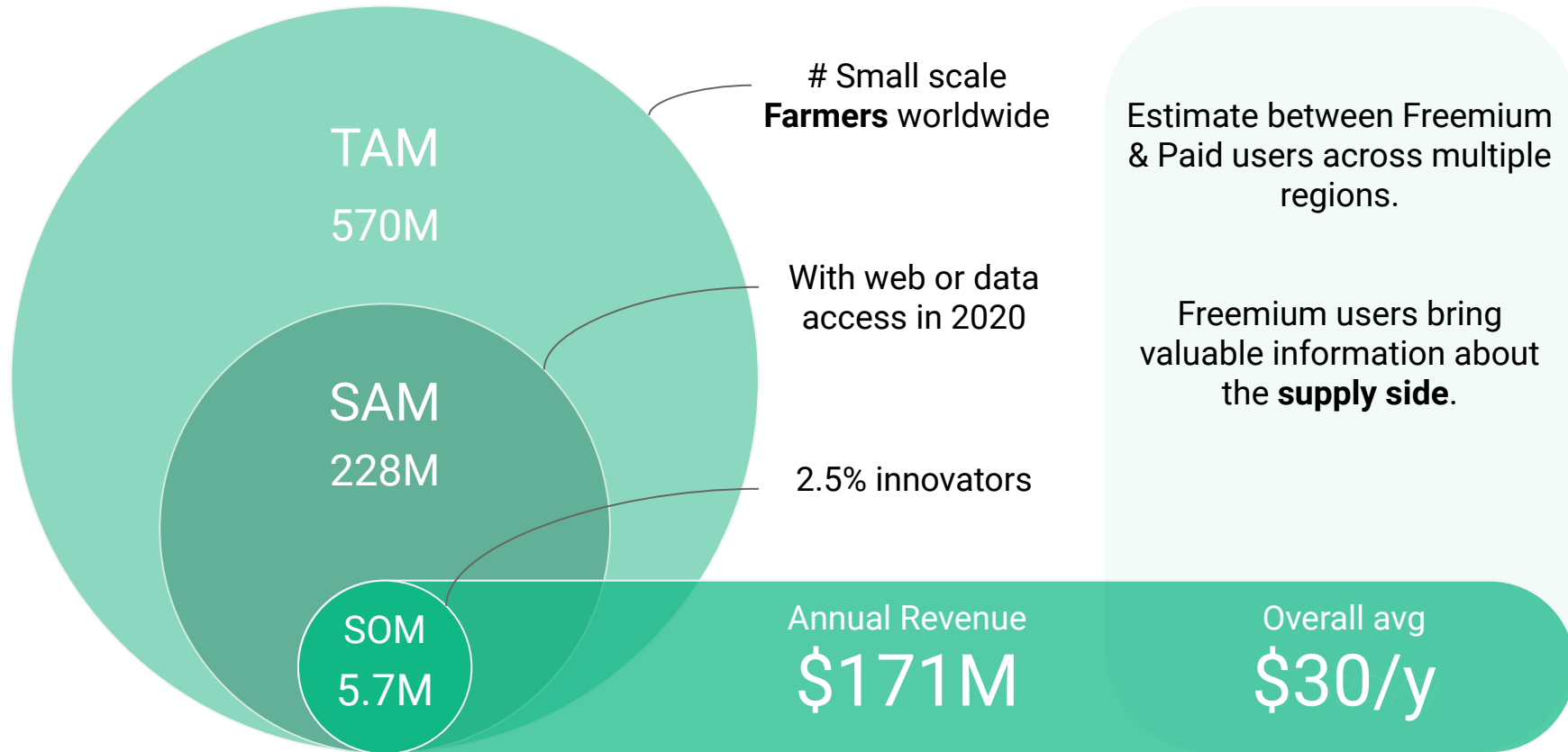
* Priced for appropriateness & impact

Market - Businesses

Resyn

TAM
+15M

SAM
8M

SOM
200k

Transformation **Businesses** worldwide

With web or data access in 2020

2.5% innovators

Estimate between Freemium & Paid users across multiple regions.

Freemium users bring valuable information about the **demand side**.

Annual Revenue
$30M

Overall avg
$150/y

* Priced for appropriateness & impact

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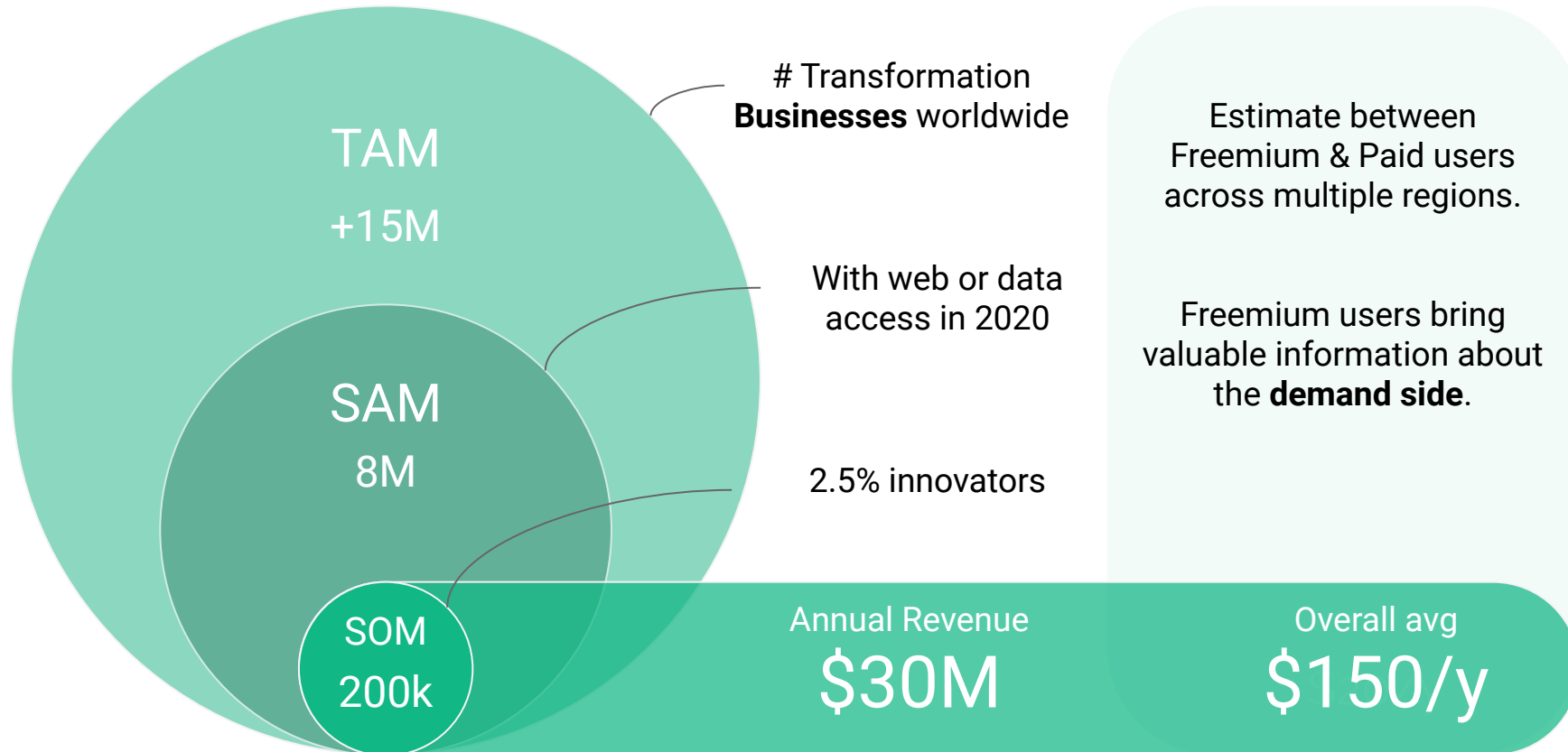
860+ self-registered producers
440+ located & detailed producers
6 major foundational features since April 2020

Growing interest on Linkedin, Facebook, & Twitter

10000+ unique food crop IDs across 13 categories

Inputs & Outputs Assessments

Products catalog built for growth & interconnections

Built to grow across regions & for all users types

Business Model

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Organic progression

Freemium

Subscription Plans

Pay per Use Services

Equipment & Services Integration & Commissions

P2P Marketplace Transactions Fees

Continual supply & demand discovery

ex: $10/week to advertise availability (USA)

Developed
Yearly (USA)
$300/y

Emerging
Yearly (IND)
$34/y

Underdeveloped
Yearly (DRC)
$9/y

Competitive Landscape

Scalable Across all Geographies

TE-FOOD

wefarm

Qlikchain

Optimizing wasteful ways

Local synergies

Local Line

CLIMATE FIELDVIEW

tend smart farm

OPEN FOOD NETWORK

IBM Food Trust

farmizen

farmbrite

AgSpace

KisanHub

Farmplan
Time to grow

reNature.

Region Dependent

Key Differentiators

- Accommodates any producer by integrating all food products

- Assessing farms' full potential for sustainable yields

- Quantifying cost-saving/revenue opportunities in crop waste both on-site and regionally.

- Potential synergies based on user location and local peers/customers

- Production planning information automates local leads for sales

- Building a data-driven library of knowledge for each renewable resource - Food, Biomass, Water, Energy

- Production & Financial assessment highlights opportunities for diversification of crops and systems

- Technology aimed at facilitation of supply for all renewable resources in all regions of the world.

Team

Resyn

Julien Roberge, P.Eng

Co-founder & CEO
B. Eng., Mech. Engineering

in

Kumar Akarsh

Co-founder & CTO
B.Eng., CS. & Engineering

in

Julien has 15+ years of experience in engineering, sustainability, and resource management consulting & founded Resyn in 2019.

He has worked with various companies in the energy, eco-tourism & permaculture/regenerative sectors. Julien was also deployed by the Canadian International Development Agency to work on appropriate technology projects in Central America.
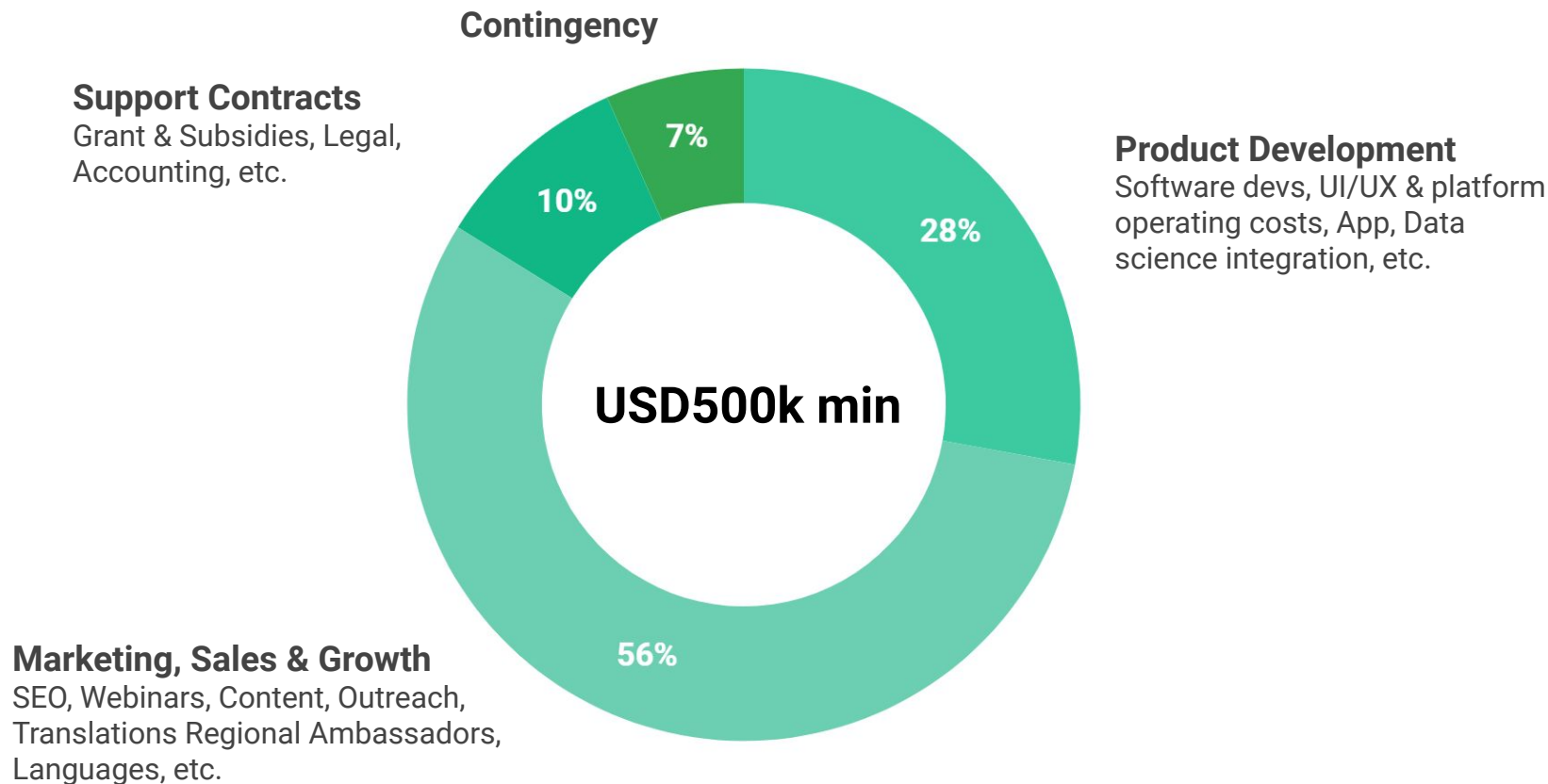
Akarsh has 9 years of experience in building and scaling software platforms in diverse domains, being part of the core team of various product startups based in India (Urban Ladder, Ibibo), Singapore (Canopy), and Germany (99chairs, Funding Circle, Caspar Health).

He is experienced in leading development teams and has an avid interest in exploring and adopting various technology trends.

Akarsh & Julien met during the Antler accelerator program in Amsterdam in Jan 2020 and have been working full time on Resyn since.

Funding our Mission

Contingency

Support Contracts
Grant & Subsidies, Legal,
Accounting, etc.

Product Development
Software devs, UI/UX & platform
operating costs, App, Data
science integration, etc.

7%

28%

10%

USD500k min

56%

Marketing, Sales & Growth
SEO, Webinars, Content, Outreach,
Translations Regional Ambassadors,
Languages, etc.

Roadmap

Freemium

Subscription Plans

Pay per Use Services

Equipment & Services Integration & Commissions

P2P Marketplace Transactions Fees

Roadmap

	Financial & Production Planning	Integrated Web-builder	Automated Marketing Features	Go-to-Market Features	Traceability Features	App	Land Planning Features	Resources Diversification	Knowledge Commons	Trade Features	Systems Integration	Climate Change Adaptation	Peer to Peer Trading
Producers	● ●	●	○	○	○	○	●	○	○	○	○	○	○
Businesses	●	○	○	○	○	○		○		○	○		○
Customers	●		○	○	○	○				○	○		○
Suppliers	●		○	○		○				○	○		○

*Order is indicative

Impact Investors,

join us in building the new empowered & regenerative economy.

Open seeds/breeds
Empowerment
Renewable yields
Knowledge Commons
Equitable Access

Localism
Resilience
Abundance
Open Data
Decentralization

For a quick product demo,
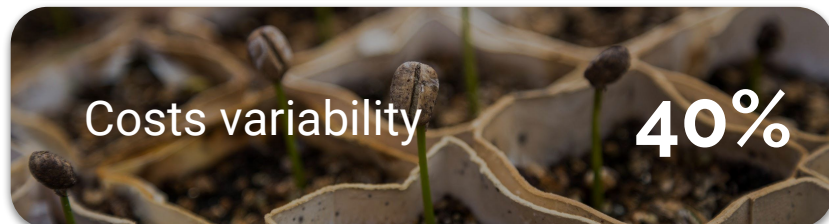contact us for account credentials.

julien@resyn.io

Resyn.io

resyn.io

resyn_io

resyn

Appendix

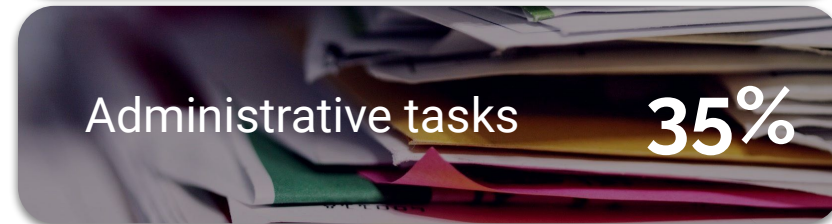# Producers' Pains Survey n=35

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Deeper Problems

Bad margins **43%**

Costs variability **40%**

Knowledge access **26%**

Addressable Issues

Financial & production planning **77%**

Marketing products **37%**

Administrative tasks **35%**

Corroborated by:
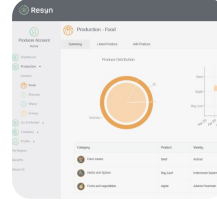*Smallholder integration in changing food markets, *FAO Report*
*Connecting smallholder farmers to markets. *FAO Report*

Ecosystem Vision

User Portals
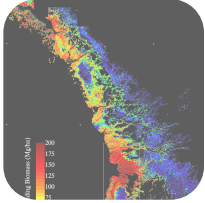Enter Offering &
Access Services

Analysis Tools
Monitor and Learn
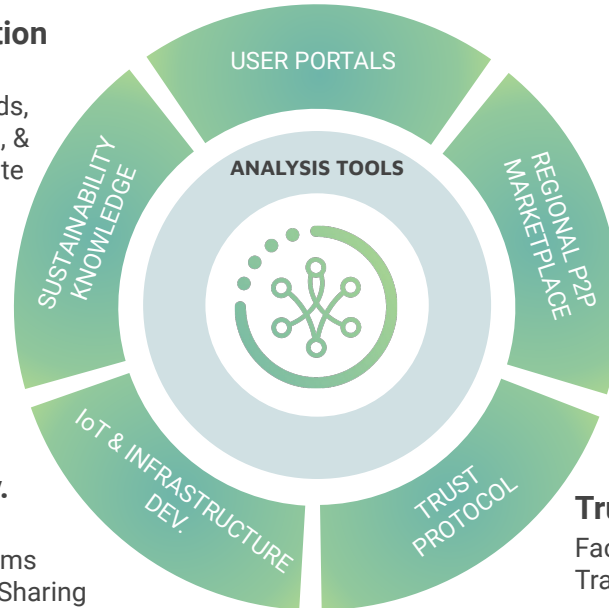BI, Data science, Machine
Learning AI

Sustainability & Adaptation
Knowledge Commons
Characterize appropriate yields,
carrying capacity, bio-regions, &
adaptation to changing climate

Regional P2P Marketplace
Discovery & and Trade of
Resources

IoT & Infrastructure Dev.
Participate in Development,
Integration of 3rd party systems
Monitoring, Data Handling & Sharing

Trust Protocol
Facilitate information access,
Traceability & Transactions

USER PORTALS

SUSTAINABILITY KNOWLEDGE

REGIONAL P2P MARKETPLACE

ANALYSIS TOOLS

IoT & INFRASTRUCTURE DEV.

TRUST PROTOCOL

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Market Opportunity: Realms

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Economies & Technologies are moving to distributed models

$ 8T

Global Food Systems

Current costs equal the value they create

*World Bank research

$ 1.7T

BioEconomy

11% of Europe GDP and rising globally

*European Commission

$ 695B

Water Markets

Growing at a CAGR of 6.4%
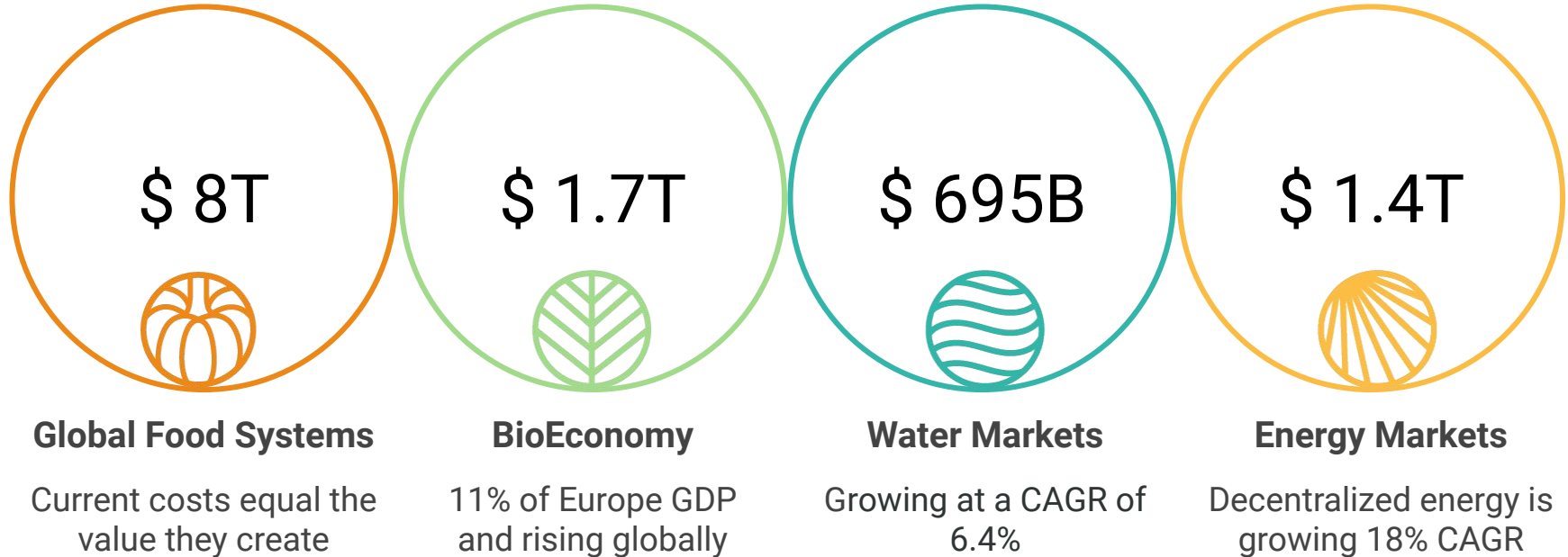
*Global Outlook of the Water Industry

$ 1.4T

Energy Markets

Decentralized energy is growing 18% CAGR

*TechNavio research

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Empowerment

Susan Kinne, AEET
Appropriate Energy

Chris Evans, BSc.
Dip.Perm.Des.
Permaculture Advisor

Neil Willman, JPME L4
Ecological Physicist

Business

Emma Weisbord, MSc.
Digital Transformation

Jon Grant, LLM MSc.
Partnerships & Strategy

Kevin Valickis, MBA
Finance, Operations & Strategy

Scott Mckenzie, J.S.D
Attorney & Legal Advisor

Academia

Franziska Gaupp, PhD
Food Systems Scholar