MavunoLink

Building Africa’s Digital Infrastructure for Agricultural Trade

Tagline: Enabling trusted cross-border agricultural commerce between African suppliers, buyers, and global markets.

Slide 1: Vision

To become Africa’s core agritrade infrastructure, enabling seamless agricultural trade across borders and connecting Africa to the world.

MavunoLink is building the digital rails that move agricultural value:

• Africa → Africa

• Africa → Global Markets

• Global Suppliers → Africa

Slide 2: Mission

To build trusted digital infrastructure that enables agricultural businesses to discover partners, execute cross-border trade, and access regional and global markets.

We focus on trade execution, not farming inputs.

Slide 3: The Problem

Africa’s agricultural trade is constrained by fragmented and inefficient market connections.

Challenges include:

• Difficulty finding reliable suppliers and buyers

• Limited access to regional and international markets

• Informal trade networks with high risk

• Poor price discovery and transparency

• Logistics, compliance, and export complexities

Africa produces valuable agricultural products, but the trade infrastructure to move them efficiently is missing.

Slide 4: Why Now

• AfCFTA is accelerating intra-African trade

• Global demand for African agricultural products is increasing

• Food security has become a strategic priority

• Digital technology and AI enable smarter trade decisions

• Buyers increasingly require transparency, reliability, and traceability

The foundation for African agritrade infrastructure is being built now.

Slide 5: The Solution

MavunoLink = Digital Infrastructure Layer for Agricultural Trade

We enable:

• Supplier and buyer discovery

• Cross-border trade matching

• AI-powered market intelligence

• Trade readiness and verification

• Logistics and export coordination

• Access to regional and global buyers

One platform connecting the agricultural trade ecosystem.

Slide 6: How It Works

1- Suppliers showcase available products and capacity

2- Buyers submit demand requirements

3- MavunoLink matches suitable trade partners

4- The platform supports verification, coordination, and execution

5- Successful trade generates revenue through transaction fees

Slide 7: Business Model

Trade Infrastructure Transaction Fee

MavunoLink earns a percentage from successfully completed trades.

Initial Revenue Model:

3% commission/transaction fee

Applied to:

• Buyer-supplier matching

• Trade coordination

• Market access support

• Verification and trust services

• Cross-border trade facilitation

Future revenue opportunities:

• Trade finance partnerships

• Market intelligence subscriptions

• Enterprise solutions

• Premium verification services

Slide 8: Market Opportunity

A Massive Opportunity Across Agricultural Trade

Africa ↔ Africa Trade

• Large and growing intra-African agricultural commerce

• Highly fragmented and under-digitized markets

Africa ↔ Global Markets

• Growing demand from Europe, Middle East, and Asia

• Significant opportunities for African exporters

Long-Term Opportunity

Building infrastructure for multi-directional agricultural trade flows.

Slide 9: Competitive Landscape

Existing solutions focus mainly on:

• Farming inputs

• Agricultural listings

• Logistics

• Payments

MavunoLink integrates:

• Trade discovery

• Market access

• Execution support

• Intelligence

We are building infrastructure, not just another marketplace.

Slide 10: What Makes Us Different

• Infrastructure-first approach

• Cross-border trade focus

• Designed for Africa-to-Africa and Africa-to-global commerce

• AI-powered trade intelligence

• Focus on execution, trust, and scalability

Slide 11: Initial Market Focus

Starting Narrow, Expanding Across Africa

Initial focus:

• Agricultural exporters

• Aggregators

• Traders

• International buyers seeking African products

Strategy:

Start with high-value trade corridors, validate demand, then expand country-by-country.

Slide 12: Current Stage

• Concept developed and market problem validated

• Industry research and customer discovery ongoing

• Initial buyer and supplier conversations started

• Developing MVP requirements

Current focus:

Building the first version and onboarding pilot users.

Slide 13: Go-To-Market Strategy

Phase 1:

• Identify high-volume agricultural trade corridors

• Partner with suppliers, exporters, and buyers

• Facilitate first successful transactions

Phase 2:

• Expand across African markets

• Add trade intelligence and financial services

Slide 14: Founder

Deng Ajing Chol

Founder & CEO

Responsible for:

• Vision and strategy

• Product direction

• Market research

• Partnerships

• Business development

• Overall execution

Currently building MavunoLink from the ground up.

Slide 15: Why Me

My motivation comes from witnessing the economic challenges and opportunities across Africa firsthand.

I believe Africa does not only need more production, it needs better systems to connect markets, businesses, and opportunities.

MavunoLink combines my passion for entrepreneurship, African economic development, and building scalable solutions that solve real problems.

Slide 16: The Ask

Raising: $150,000 Pre-Seed

Funds will support:

• MVP development

• Technology infrastructure

• Customer discovery

• Pilot trade execution

• Supplier and buyer onboarding

• Strategic partnerships

Slide 17: The Big Picture

MavunoLink is building what Africa’s agricultural economy lacks:

A trusted digital infrastructure layer connecting African suppliers, buyers, and global markets.

Moving African agricultural trade from fragmented networks into a connected, scalable ecosystem.