Modernizing Global Trade Operations

WTO Public Forum «Trading Forward: Adapting to a Changing World»

October 2019

The founding members

Context behind our initiative

- Over the past 10 years key Ag. industry leaders have been promoting the use of e-BLs and electronic documents but with very limited success

- We need industry-wide efforts to succeed on such challenges and not mono-branded initiatives

- We are investigating ways to connect and transform the agri industry by gradually moving from manual paper-based processes towards full digitalization for the benefit of all participants

- Broad participation from all parties can drive greater reliability, efficiency and transparency enable better service for customers and consumers

We want to solve some well-known problems in the industry

Inefficient processes

Bulk shipment is still massively labor intensive and highly manual with physical paperwork being couriered around and often re-entered

Millions of emails

More than 275 million emails are sent annually to process the estimated 11,000 shipments of grain transported on the ocean worldwide

Mountains of paper

If you were to print all the emails that are created each year to ship grains across oceans, they would be as tall as 3 Mt. Everest

We want to modernize Agri bulk execution

We are committed to work together to build a collaborative network to significantly reduce operating risks and increase market efficiency for Agri bulk international trade flows

- ✓ **Lower Operational Risk / Cost**

- ✓ **End-to-End Real Time Visibility**

- ✓ **More Flexible Workforce**

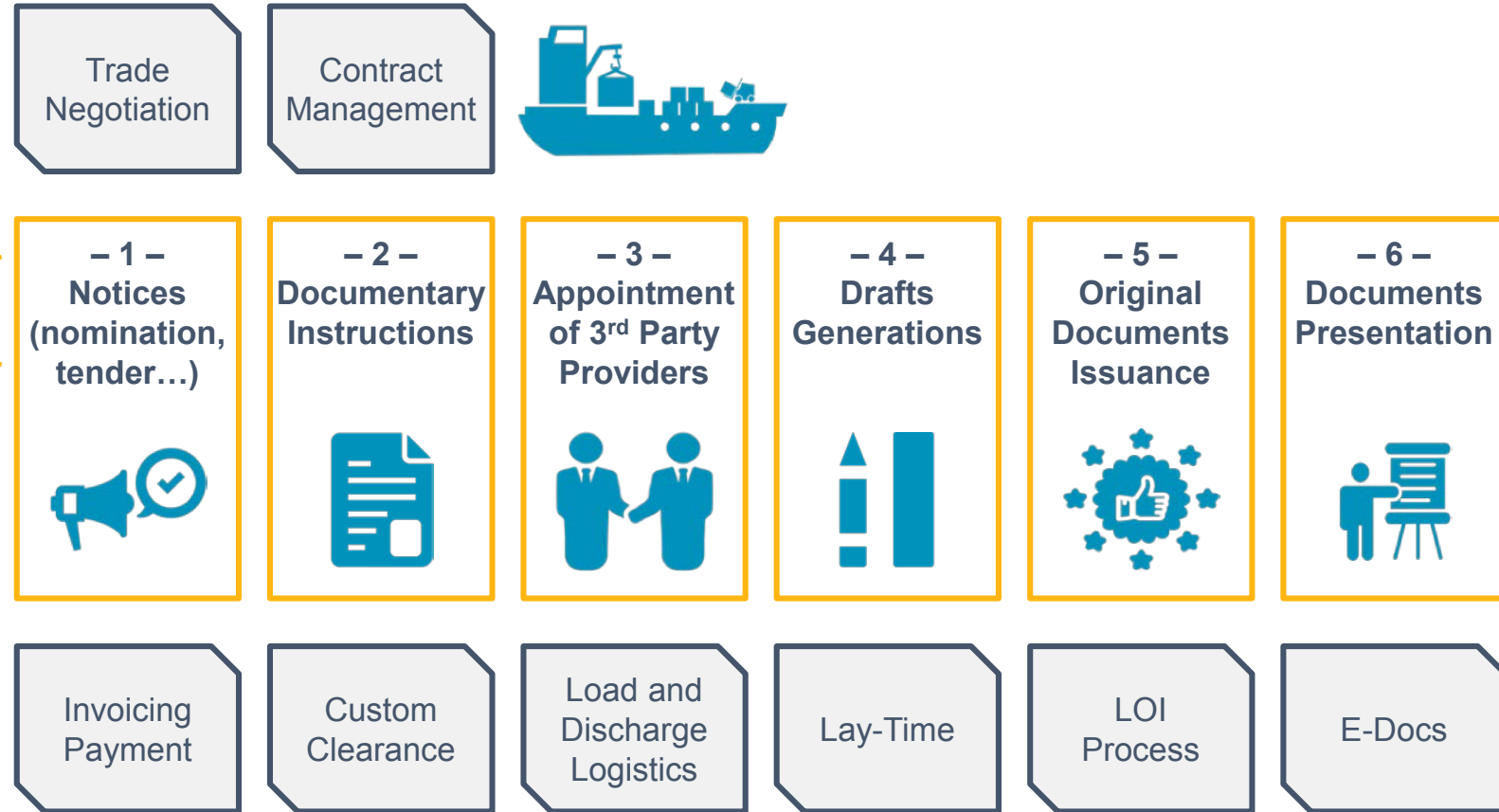- ✓ **Single source of Truth**

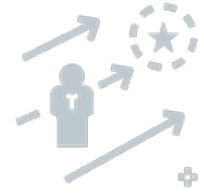- ✓ **Decreased Risk of Manual Error**

- ✓ **Shorter Waiting Times**

Future ecosystem of interconnected platforms

We focus on post-trade execution

Trade Negotiation

Contract Management

Minimum Viable Product (MVP)

– 1 – Notices (nomination, tender…)	– 2 – Documentary Instructions	– 3 – Appointment of 3rd Party Providers	– 4 – Drafts Generations	– 5 – Original Documents Issuance	– 6 – Documents Presentation

Invoicing Payment

Custom Clearance

Load and Discharge Logistics

Lay-Time

LOI Process

E-Docs

What we learned from the industry

We interviewed over 100 stakeholders from across the agriculture industry and beyond. We held various rounds of 4-day workshops with users in Geneva, Brazil, USA and China

✓ Strong agreement on vision and value proposition

✓ Belief in "by the industry for the industry"

✓ Adoption is the real metric of success

✓ Users are keen to contribute and participate in the platform build

✓ Focus on user-experience and seamless connectivity
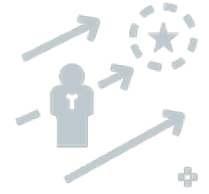
Some of our current focus areas

UTILITY MODEL

The core of the platform will be accessible to the entire industry at affordable prices to drive adoption and enable network effects
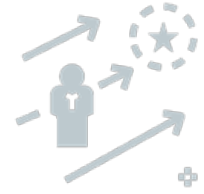
CHARGING MECHANISM

We are exploring different options *(subscription, volume…)* to ensure we can create a solution that will be linked to the true usage of the platform

FAIR PRICING

The price charged to use the platform will be derived from the efficiency gains that the user will obtain by using the platform

Assessment Phase ✓

- Align on common **pain-points** faced and identification of **potential solutions** with associated value proposition

- Assess **industry reactions** to our proposal and refine **functionalities** and **models**

- Identify **technology 3rd party provider** who will build the digital platform

Development Phase

- Conduct **deep dive workshops** with future platform **users** and integrate learnings

- Start **designing and developing MVP** use-cases with technology provider

- Define **12 months go-live strategy** and prepare accordingly

Go to market Phase

- *Go full-speed on design and development of platform*

- *Start **onboarding market participants***

- *Establish **independent legal entity** to ensure full **security / privacy** of IP and data on platform*

- ***Go-live** by Q2 2020*

We welcome your questions

Thank You !!!