



**We are linking agriculture
to financial markets.**

Radava Mercantile

Leading sustainable growth in commodities.

550

Tons of commodities
transacted
2022 - 2023

45

Number of jobs created
Since 2022

134.911€

Capital raised to date.
Status Dec 2023

1400

Farmers served

46.457 €

Revenue generated
Status Dec 2023

1 mio €

Investment Opportunity
Closing by Dec 2024

Fighting for fair prices.

250 Million smallholder farmers in Africa are selling their crops at depressed prices.

Institutions e.g. schools are looking for stable ways to manage constant price fluctuations.

Helping the ones that truly count: Smallholder farmers



**My father is one of 250 Million
smallholder farmers**

**who have to constantly sell their produce at depressed
prices, making a significant loss due to market
inefficiencies.**

My father lost over 100% of his potential income



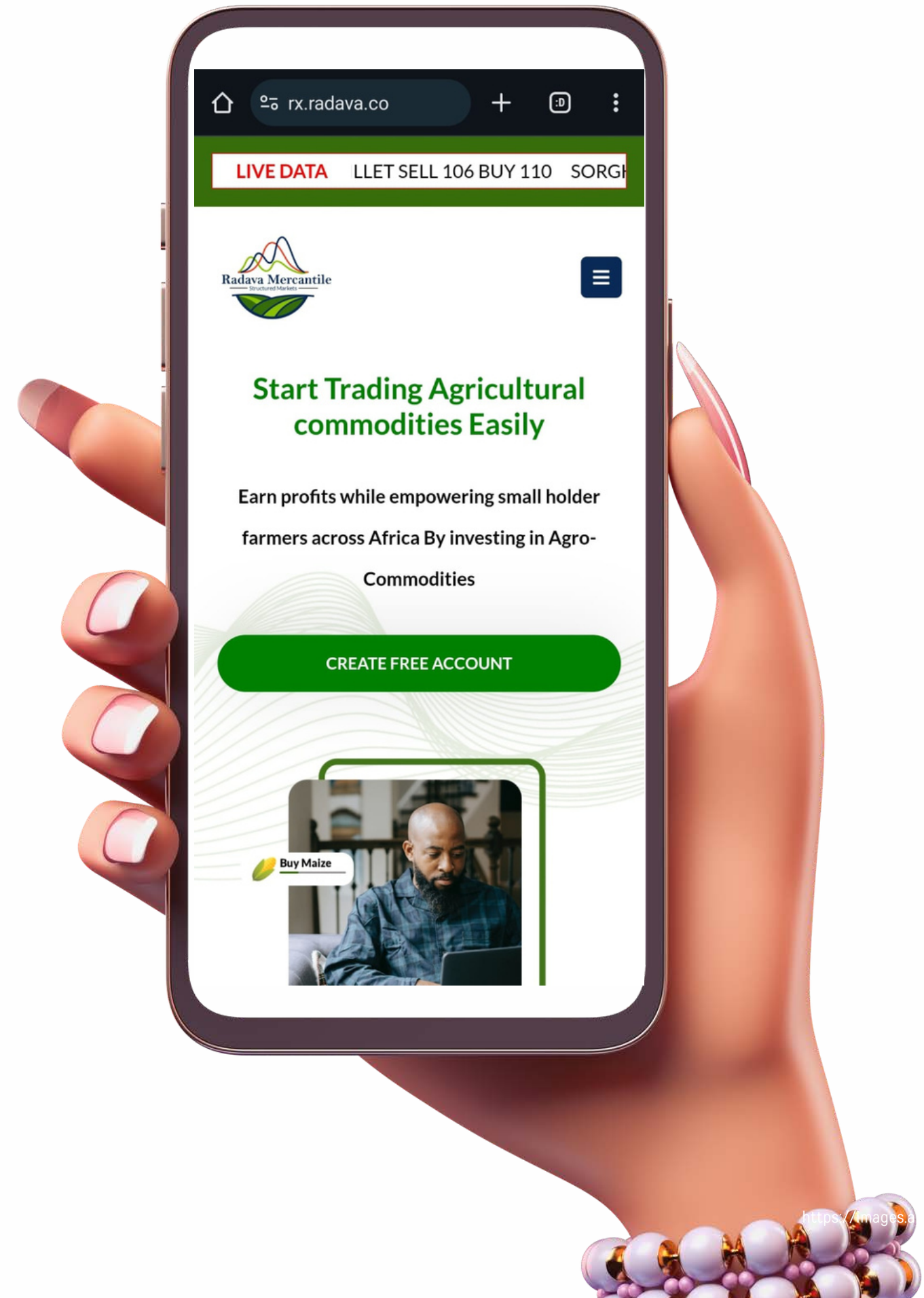
Fair prices for
every farmer in
Africa.

Zero hunger.
Zero Poverty
Our vision

RXchange - Protecting agriculture value chain actors against price risk.



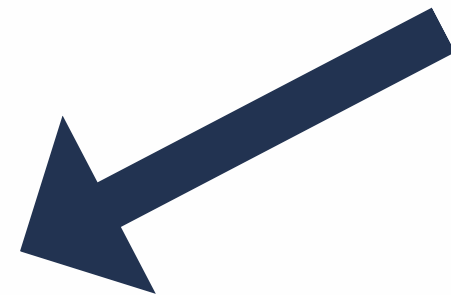
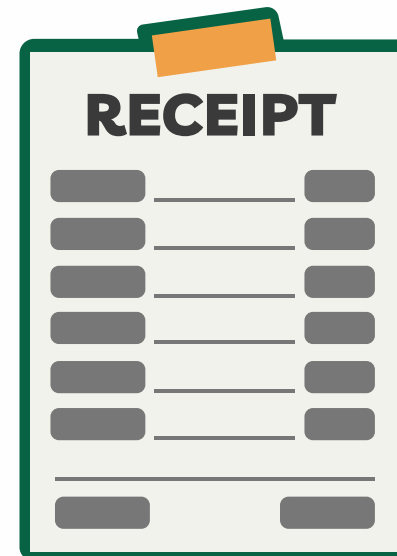
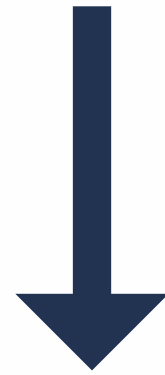
rx.radava.co



How it works



Warehouse



Exchange Market



Collateral

Our market potential

Becoming Africa's leading democratized commodity exchange platform.

25%

CAGR (Compound Annual Growth Rate)

7%

GROWTH Rate



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Total Available Market

\$10B

Serviceable available market

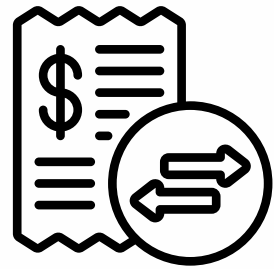
\$2.1B

Market Share

\$500M



We make money through...



Transaction Fees

We charge 5% transaction fees for every commodity transacted on the platform



Markup Cost

We charge 10% mark-up cost on the Offtakers. (People and institutions buying the actual cereals)

Roadmap



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Product

Company

Jan 2022

Pilot/Prototype Testing

Testing the market to evaluate how deep the problem is & which solutions will work

Company founded

Jan 2023

MVP Launch

our first version of Rxchange is up and running.

Fundraising/ staffing

Feb 2024

Rxchange lincensed by CMA

Getting CMA certification to operate as a commodity exchange platform.

Linking 5 certified warehouses

Oct 2024

Diversifying commodity portfolio

To cover 5 major grains in East Africa.

Serving 10,000 customers

We are different & better because...

Company	RADAVA	AFEX	G-SOKO	MIDDLEMEN
Offers transparent & credible transactions	+	×	+	×
Farmers get fair prices for their produce	+	+	×	×
Gives farmers access to finance	+	×	×	×

How we stand out

- ✓ **Holistic solution** - hedges all agricultural value chain actors against price risk.
- ✓ **Highly scalable** - Technology developed for global rollout
- ✓ **Democratised** - all farmers can participate

Our A Team

We have a combine 40+ years of experience in leadership, business management, legal, technology, agriculture, logistics and finance



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CORE TEAM



ISAAC WACHIRA
CEO



IVAN OTIENO
COO



JOSEPHINE ADETI
CTO

ADVISORY BOARD



BEN MAINA
Business Advisor



Ann Mukundi
Tech advisor



Angela Kioi
Legal Advisor

**Make a difference.
Invest in us!**

**We are raising
600k \$**



Financial projections

Picture our future success with numbers...



\$50,000

Monthly revenue
By Jan 2025



25% Y-O-Y

Yearly growth margin
By Dec 2025



2000 Tons

Monthly Transaction Volume
By Jan 2025



10,000+

Customers served
By Dec 2025

Thank You.

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