

AGRITECH • NIGERIA • WEST AFRICA • CARIBBEAN

From Farm to Market.

From You to Thousands.

Konof Foods eliminates the middleman between Nigerian farmers and buyers — a mobile-first marketplace with fair prices, direct payments, and zero exploitation.

100+
Farmers — Week 1

175+
Total Leads

LIVE
Google Play Store

4
Languages Supported

Nigerian farmers work hard. Middlemen profit most.

Nigeria has 36 million smallholder farmers producing enough food to feed the continent. Yet billions in value are lost annually — not because of poor harvests, but because farmers cannot reach buyers directly.

40%

Post-harvest losses

Produce rots because farmers cannot find buyers fast enough after harvest season ends.

60%

Middleman margin

Up to 60% of the final consumer price goes to agents — not the farmer who grew the produce.

\$9B

Lost annually

Nigeria loses \$9 billion in agricultural value yearly to inefficient distribution systems.

“
*The problem with agriculture in Africa is not
the production.
Farmers produce enough.
The real problem is
Distribution!!!.
Nobody was building to solve that.”*

— Benjamin Okonofua, Founder & CEO, Konof Foods • Brilliant mind • Lekki, Lagos, Nigeria

WHY THIS MATTERS?

Most agritech solutions focus on improving production. Konof Foods uniquely targets distribution — the actual bottleneck causing post-harvest losses, farmer poverty, and food insecurity across Africa. This is the insight that drives every product decision we make.

One platform. Direct farm-to-market. No middlemen.

Konof Foods is a mobile-first marketplace — live on Google Play Store — where farmers list produce, buyers order directly, and payments go via mobile money or bank transfer. No agents. No exploitation.

❖ **ONLY dedicated Android mobile app in this agritech marketplace space on Google Play Store**

[play.google.com/store/apps/details?
id=com.konoffoods.app](https://play.google.com/store/apps/details?id=com.konoffoods.app)



For Farmers

List produce in minutes with photos. Set own price and unit. Manage orders and stock. Get paid directly to mobile money or bank account.



For Buyers

Browse fresh produce nearby. Order directly from farmers. Fair Price Guide prevents overpaying. Track delivery in real time.



Flexible Payments

Mobile money, bank transfer, or cash on delivery. Built for how West Africa actually transacts.



Built for Africa

English, French, Portuguese and Swahili. PDF receipts, order tracking, in-app chat. Designed for Nigerian and Caribbean communities.

Week one. Real numbers.

100+

Farmers Registered

Week 1 organic signups

175+

Total Farmer Leads

WhatsApp + form combined

\$8

Total Ad Spend

Entire marketing budget

<\$0.08

Cost Per Farmer

vs \$15-\$50 industry avg

2024-2025

● Concept validated • Developer onboarded from Jamaica • App built in Kotlin/Android Studio

Jul 14, 2026

● Closed testing started • 12 testers opted in • 14-day Google Play review period begins

Jul 18, 2026

● Pre-launch Facebook ad • 175 farmer inquiries • 49 form registrations from single \$8 campaign

Jul 20, 2026

● 🚀 LIVE — Konof Foods approved and published on Google Play Store • 100+ farmers registered week one

The supply is diverse. The demand for connection is real.

From our pre-launch farmer registration campaign, we mapped the supply landscape. This is what Nigerian farmers are growing — and ready to sell directly to buyers.

27

Pepper Farmers

20

Tomato Farmers

17

Cassava Farmers

17

Poultry

KEY INSIGHT

49 of 110 registered farmers completed full onboarding — a 45% completion rate without any incentive. These are motivated sellers ready to transact from day one.

20+

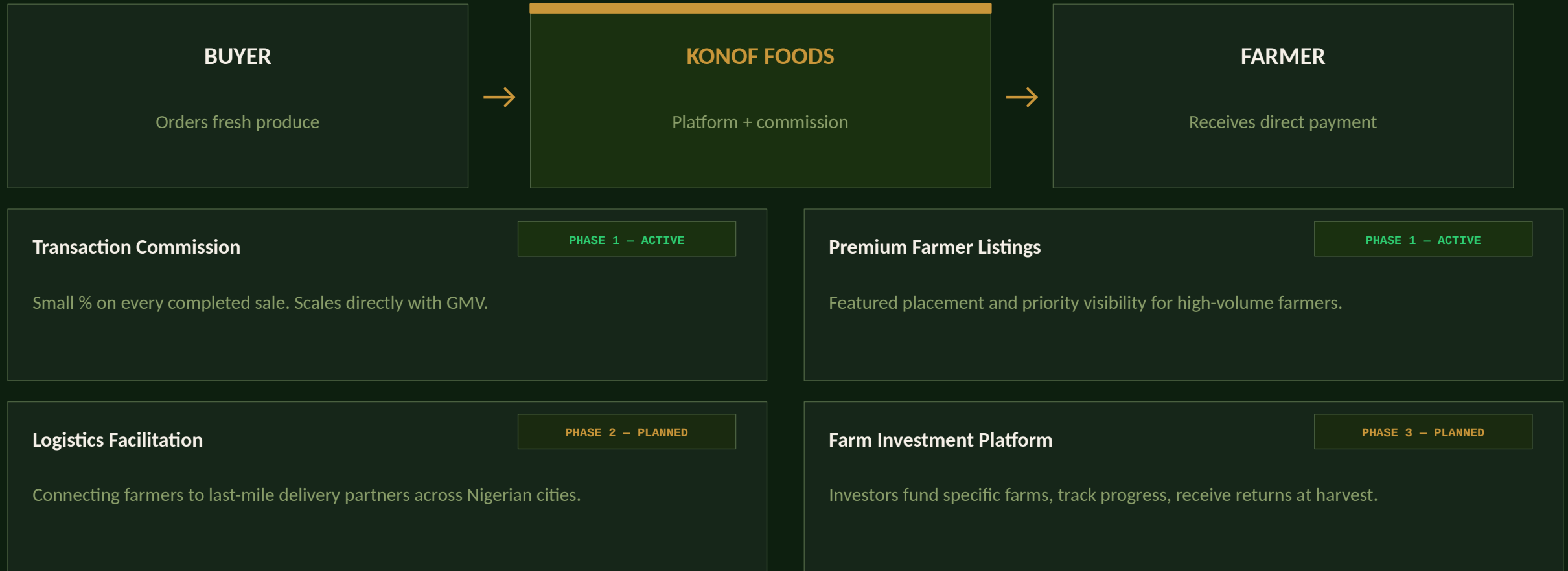
Nigerian states represented in farmer base

The only dedicated mobile app in this space.

Every competitor in African agritech focuses on investment, lending, or B2B sourcing. Konof Foods is the only platform with a live, dedicated Android app on the Google Play Store connecting farmers directly to end consumers.

	Mobile App	Multi-language	Caribbean Mkt	Multi-payment	Fair Price Guide	Direct Marketplace
❖ Konof Foods	YES	YES – 4 langs	YES	YES	YES	YES
Farmcrowdy	–	No	No	No	No	Invest only
ThriveAgric	–	No	No	No	No	Lending only
TradeDepot	Partial	No	No	Partial	No	B2B only
Middlemen	–	No	No	Cash only	No	Exploitative

Every transaction creates value for all sides.



Nigeria is only the beginning.

\$100B+

Total Addressable Market

Nigeria's agriculture GDP — the continent's largest agricultural economy

\$9B

Serviceable Market

Annual value lost to post-harvest losses and distribution inefficiency in Nigeria alone

\$50M

5-Year GMV Goal

Platform transaction volume target as we scale from Lagos across West Africa

EXPANSION ROADMAP

01

LAGOS

Prove the marketplace. Build the farmer and buyer community.

02

NIGERIA

Scale across 36 states. Partner with farming cooperatives and NGOs.

03

WEST AFRICA

Liberia, Ghana, Senegal. Founder already on ground in Liberia.

04

CARIBBEAN

Jamaica and diaspora communities. Technical co-founder's home market.

Small team. Deep conviction. Built to last.



Benjamin Okonofua

Founder & CEO

- 21 years old · Nigerian · Based in Monrovia, Liberia and Lagos, Nigeria
- Runs Konof Konnect — software dev company with 6 active paying clients funding this vision
- First generation tech founder with deep market knowledge across Nigeria and Liberia
- Generated 100+ farmer registrations in week one with only \$8 in ad spend
- Confirmed office space offer inside Monrovia Super Mall — premium clientele access



Technical Co-Founder

PLATFORM ENGINEERING TEAM

- Based in Jamaica · Built entire Konof Foods platform in Kotlin/Android Studio
- Identified the same farm-to-market problem in the Caribbean diaspora — expanded the vision
- Built the platform on belief — deferred payment until the company is funded
- Identified critical Paystack API and escrow architecture issues before they became expensive problems
- Technical equity structure being formalized ahead of investment round

Pre-revenue today. Clear, honest path forward.

CAPITAL EFFICIENCY PROOF

100+ farmer registrations from \$8 in ad spend = <\$0.08 cost per farmer. Industry benchmark: \$15-\$50 per farmer. That is a 200× capital efficiency advantage — before any optimization.

TODAY

\$0

Revenue

Pre-revenue stage. First transactions expected within 60 days of funding secured.

12 MONTHS

\$50K

GMV Target

1,000 active farmers · 500 buyers · 5% avg commission. Revenue generation from month 4.

36 MONTHS

\$5M

GMV Target

Nigeria-wide scale. Logistics fees active. Premium listings recurring revenue. Series A preparation.

THE INVESTMENT ASK

\$400K+

Pre-seed • 12-month runway • Equity negotiable • SAFE notes and convertible notes welcome

35% Developer Payment & Tech Infrastructure

Pay Platform engineering team to resume critical updates and active monitoring for threats. Firebase scaling. Paystack integration. App improvements and server costs.

30% Marketing & Farmer Acquisition

Proven Facebook ad campaigns. Agricultural cooperative partnerships. Goal: 5,000 registered farmers in 12 months.

20% Operations & Founder Salary

Founder operates Konof Foods full time. Customer support. Farmer onboarding specialists.

15% Legal, Compliance & Reserve

Company formalization. Payment processor compliance. Operating reserve.

WHAT THIS CAPITAL ACHIEVES

Month 1-3

Foundation

Pay developer team. Launch Paystack. 500 active farmers. First transactions on platform.

Month 4-8

Growth

2,000 farmers. Buyer campaign. First \$10K GMV month. Liberia market expansion.

Month 9-12

Revenue

5,000 farmers. \$50K GMV. First revenue-positive month. Series A prep begins.

KONOF FOODS WHITE PAPER

36 million farmers.

One platform.

No middlemen.

The farm is producing.

The market is waiting.

Let's connect them — together.

FOUNDER

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Start in Lagos • Scale across Nigeria • Build across Africa and the Caribbean