

STARTECH INOVATORI 2021.

SOFTVER ZA TRGOVINU U POLJOPRIVREDI

Inovacija procesa / IT & Poljoprivreda

Cooperation Manager

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Cooperation Manager je softver za elektronsku komunikaciju između skladištara (trejdera) i njihovih kooperanata (poljoprivrednih proizvođača i dobavljača), vezanih za trgovinu poljoprivrednim proizvodima, pre svega žitaricama i uljaricama. Softversko rešenje (softverska platforma + mobilna aplikacija) ima za cilj digitalizaciju procesa prodaje između trgovaca i pojednostavljivanje komunikacije sa kooperantima, čime se za obe strane povećavaju prihodi i smanjuju troškovi prodaje. Krajnji cilj je da se kreira softver u kom će korisnici i bez papirologije pratiti manipulaciju robe od njive preko skladišta do krajnjeg kupca, kao i novca od banke, preko trgovca do poljoprivrednika.

TRŽIŠNI FOKUS I POTENCIJAL

Ključna tržišta su tržište Srbije i regiona, a naročit fokus biće na zemljama Evrope, koje su veliki proizvođači poljoprivrednih proizvoda, žitarica i uljarica kao što su, Mađarska, Rumunija, Bugarska, Italija, Francuska, Nemačka, Ukrajina, Poljska, Rusija... Upotreba softvera ne zahteva velika podešavanja u odnosu na domaće tržište. Klijenti su pravna lica (skladištari), dok oni svojim kooperantima aplikaciju daju bez finansijske nadoknade.

TIM

Članovi tima imaju decenijsko iskustvo u trgovanju žitaricama i uljaricama, kroz upravljanje jedinom robnom berzom poljoprivrednih proizvoda na Balkanu. Poznavanje tržišta, trgovanja i načina rada sa kooperantima su stvorile prednost za razumevanje i uspešnu promociju proizvoda. Jedan od ključnih članova tima poseduje i 16 godina radnog iskustva u IT sektoru i od 2005. godine je vlasnik i osnivač kompanije koja pruža informatičke, inženjerske i konsultantske usluge.

DRUGE KORISNE INFORMACIJE

Prototip je krenuo da se koristi na domaćem tržištu. Dogovorena je saradnja sa prva četiri klijenta, koji saraduju sa 600 do 5.000 kooperanata (potencijalnih krajnjih korisnika). U Evropi ne postoji slična aplikacija, dok u Americi postoji od 2017. i izuzetno uspešno se razvija.

MOGUĆNOSTI ZA PARTNERSTVO

Softver je razvijen do momenta kada može da se ponudi tržištu i zadovolji potrebe klijenata. Dalja unapređenja i kreiranje novih opcija su u toku. Prodaja na domaćem tržištu je u toku, a tim trenutno radi na uspostavljanju kontakata sa potencijalnim partnerima na stranim tržištima. Investitor koji ima mogućnost da pomogne u plasmanu proizvoda na strana tržišta je dobrodošao, a svoj benefit može ostvariti sticanjem udela u vlasništvu.





STARTECH INNOVATORS 2021

AGRICULTURAL GOODS TRADE SOFTWARE

Process innovation / IT & Agriculture
Cooperation Manager

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Cooperation Manager is a software used for electronic communication between warehouses (traders) and their cooperators (agricultural producers and suppliers), related to trade in agricultural products, primarily cereals and oilseeds. The proposed solution (software platform + mobile application) aims to digitalize the sales process between merchants and simplify communication with suppliers, so as to increase revenue for both parties and significantly reduce the sales cost. The ultimate goal is to create software which would enable users to monitor the handling of goods more easily and without excessive paperwork, from the farm, through warehouse, to the end customer, as well as the money flow from the bank, through merchant, to farmers.

MARKET FOCUS AND POTENTIAL

The key markets are Serbia and the region, and the main focus will be on European large agricultural producers of cereals and oilseeds such as Hungary, Romania, Bulgaria, Italy, France, Germany, Ukraine, Poland, Russia etc. The software does not require large adjustments from the initial version for the domestic market. The clients are legal entities (warehouses), that provide the application to their cooperants free of charge.

TEAM

The team has decades of experience in trading agricultural products, cereals and oilseeds, through management of the only agricultural commodity exchange in the Balkans. Knowledge of market and trading principles generated an advantage for product understanding and promotion. Furthermore, one of the key team members has 16 years of experience in the IT sector and has been the owner and founder of a company providing IT, engineering and consulting services since 2015.



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OTHER USEFUL INFO

The use of prototype app has been initiated on the domestic market, with cooperation agreed with the first four clients, whose cooperater base (number of potential users) range from 600 to 5,000. There is no similar application in Europe, while a similar solution has been available in the USA since 2017 and is being successfully developed.

PARTNERSHIP OPPORTUNITIES

Software has been developed to a point of being offered in the market. Further improvements and new options are being developed, with sales available in Serbian market and contact being established with potential foreign partners. The team would welcome investors being able to help with product placement in the foreign markets, offering ownership shares in return.



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