

Digital Dera Private Limited

“Bringing climate smart digital agriculture to those that need it the most”



Country: Pakistan
Sector: Agriculture & Food
Established: 2021
Number of staff: 5
Annual revenue, \$: 55,000



BUSINESS MODEL

Problem

Smallholding farmers cannot afford climate smart digital technological innovations that can improve their agriculture productivity and fight climate change related food security challenges.

Solution

Deploy 200 climate resilient smart villages across Pakistan to transform how rural communities can access digital agriculture, finance, grow and sell their produce with a core focus on smallholding farmers especially youth and women helping them counter the brunt of climate change while improving their livelihoods.

Business Model

Digital Dera enables large-scale food processing industry to invest in regenerative cooperative farming with smallholding farmers. The Digital Dera Infrastructure is developed through sponsorships, grant funding and public and private partnerships.

Revenue Streams

Digital Dera generates revenue through Cooperative Regenerative farming with large corporate(s) where they sell the produce from smallholder farmers to these companies and retain 20%-40% (dependent upon negotiation) of the profit as a fee for providing this service.

IMPACT

Climate Change Impacts Addressed



Drought



Desertification



Land & forest degradation



Increasing temperatures

Adaptation Relevance

A combination of product, service and technology in the form of climate resilient solution to connect and improve agriculture productivity and sustainability while ensuring zero hunger and strengthening food security while responding and adapting to climate challenges.

Gender Relevance

Improved gender equality, women participate in the farming community and are direct beneficiaries

OPPORTUNITY

Future Plans

Connecting 200 villages to the Digital Dera smart villages network introduces climate smart agriculture practices at scale while ensuring sustainable social and commercial outcomes. The long-term goal of the initiative is to counter food insecurities and climate impacts through innovative solutions that help improving farming practices, introduce climate smart innovations that can promote carbon capture and lower greenhouse gas emissions through smart agriculture practices.

Ask: USD 10,00,000 | Equity/Debt

1 million for creation of Food Security Special Entity to generate capital from institutional investors and public through the stock exchange so people have a stake in climate response and their food security.

Team & Contact

Fouad Riaz Bajwa, Chief Executive Officer and Co-founder, bajwa@agriculturepublic.com
 Aamer Hayat Bhandara, Chief Operations Officer and Co-founder, bhandara@agriculturepublic.com



Implemented by:



In partnership with:



Digital Dera Private Limited

FUNDRAISING

Current Shareholders

Fouad Bajwa
Aamer Hayat

The Ask

10 Million USD
Equity/Debt

Valuation

50,000,000 USD

Latest Investment(s)

61k USD sponsorship by
Pakistan Government and 54k
USD by Internet Society

Funding Equity Share

33%

Total Investment

\$ 2,000,000

Min. Ticket Size

10 Million USD (if debt)
40 Million USD (if equity)

FINANCIAL & STRATEGY OVERVIEW

Financials, \$	2021	2022	2023	2024(e)	2025(e)
Revenues	54,000	61,000	55,000	100,000	200,000
Net profit	10,000	20,000	30,000	30,000	150,000

Latest Developments

- Completing 3rd Cooperative Regenerative Farming Crop Cycle for Maize Corn Crop (March-May)

Next Steps

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