

REGENO.

**Everyone's building vertical ag-tech.
No one's building the horizontal layer.**

The winner in agricultural verification won't be the best farm app.
It will be the neutral proof layer every app connects to.

Five things you must **believe**

- 1 Agriculture needs a shared proof layer
- 2 Only a neutral player can build it
- 3 Data consumers drive demand. Farmers earn from their data.
- 4 SaaS is the wedge, data is the business
- 5 This market tips to one winner

The rest of this deck proves each claim.

THE PROBLEM

Same evidence captured 5 times. Uploaded to 5 portals.

SFI, Scope 3, carbon markets, regen premiums - all need field evidence. No shared layer. No interoperability.

20 min

Per task

5x

Duplication

60%+

Admin time

Who's trying to solve it:

SAX Competes with advisors. Can't be neutral.

Consultancies Each building proprietary. More silos.

Satellite / MRV "The map is not the terrain"

The harder they try alone, the more fragmented it gets.

THE SOLUTION

One capture. One proof layer. Every scheme connected.

Farm Evidence Capture
Advisors / Direct farmer / Platform API



Regeno Proof Layer



SFI

Wildfarmed

Carbon

Lenders

95%

Admin reduction

>94%

AI accuracy

"You've saved me 19 out of every 20 minutes."

— Farming advisor

We're **infrastructure**. Not a competing platform.

CONSUMER	HOW WE HELP
RPA (SFI)	Farmers prove via our evidence
Wildfarmed	Pull verified evidence for 400 farms
Red Tractor	Continuous verification, not annual audits
SAX	Evidence input to their methodology

We don't compete with any of them. We're the layer underneath.

Enterprise Traction (All Inbound)

COMPANY	SCALE	STATUS
Wildfarmed	400 farms	Negotiating
Savills	2M hectares	Commercial
Omnia	1,000 farms	Scoped
Boortmalt	Supply chain	Evaluation

Four enterprises. Zero outbound.

FASTA Cohort 2026 — Carbon Trust + UK Agri-Tech Centre. Programme partners:
Co-op, ASDA, Oxbury Bank, HSBC UK, DEFRA.

Demand drives supply. Farmers **earn** from their data.

Enterprise Distribution

One Savills decision = 70 advisors. Farmer incentives drive direct adoption.

Farmer Ownership

20% revenue share. Farmers decide who accesses their data.

Why Now

CATALYST	IMPACT
SFI rollout	£2.4B scheme. Photo evidence now required.
Scope 3	Major food buyers tracking supply chain.
AI at 94%	Ground-truth classification. First time at scale.
FASTA selection	Carbon Trust backing. Access to Co-op, ASDA, HSBC, DEFRA.

Four engines. Farmers own their data.

Engine 1

Advisor SaaS

£60/seat/month

Y5: £1.1M (1,400 seats)

Status: Live

Engine 2

Buyer Verification

£80-300k/year

Y5: £15.5M (55 UK + 14 EU)

Status: Negotiating

Engine 3

Platform API

Per-hectare + licensing

Y5: £2M (4 deals)

Status: Omnia inbound

Engine 4

Certification

Per-farm verification

Y5: £1.5M (5 schemes)

Status: Y3 launch

Farmers earn 20% when consumers access their data. ~70% gross margin. Lower margin, faster adoption, stickier supply.

AHDB aligned: Farmers own & earn from data.

FINANCIALS

£576k to £20M in five years. 17 people.

YEAR	ARR	HEADCOUNT
Y1	£576k	3.5
Y2	£1.8M	6
Y3	£5.2M	10
Y4	£11.2M	14
Y5	£20.1M	17

EBITDA positive Year 2
55% EBITDA margin at Y5

AI-native company

- 94% AI classification - no manual tagging team
- Scheme mapping is configuration - no dev cycles
- Platform API scales without linear headcount
- £20M ARR with 17 people, not 50

£918k

Revenue/head Y5

~70%

Gross margin

£350k pre-seed. **SEIS eligible.**

£350k

£3.15M pre-money · 10% dilution

SEIS Eligible

Seed reprices at 3-5x in 18 months

18-Month Milestones

- 300+ paying advisor seats
- 2-3 closed buyer deals
- First platform API live
- £400k+ ARR
- Seed round £1-2M

18 months runway. SEIS gives UK investors 50%+ downside coverage.

Agricultural conviction + technical execution

Sven Poppelmann

Founder & CEO

CTO Farmdrop (pre-seed to B)
VP Eng Automata, Cleo AI
Founders Factory / Nesta

Alan Cole

Tech Lead

Farmwalk v2 in 9 weeks
v3 rebuild in 3 weeks
94%+ AI accuracy

James Harrop

Commercial

11 active pilots
Enterprise pipeline
All inbound, zero outbound

Four engines. AI-native. Farmers own and earn from their data.

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