

Six consumers. One dataset. Farmers earn.

CONSUMER	UK	UK + EU	GLOBAL	STATUS
● Advisory SaaS	£5M	£25M	£100M+	Live
● Buyer verification	£40-80M	£250-500M	£1-2B	Live
● Platform API	£10-40M	£100-300M	£500M-1B	Y2
● Certification	£50-100M	£250-500M	£1-2B	Y3
○ Lender/insurer	£10-50M	£50-200M	£200M-1B	Y3-5
○ Government	Early signal, no mechanism yet			Y3-5
Total addressable	£115-275M	£675M-1.5B	£3-6B	

● Live now ● In projections ○ Signal only

Evidence for each layer:

Buyers: Wildfarmed (inbound), Boortmalt (active). Scope 3 mandates cascading. £150k on £30M = 0.5%.

Platform API: Omnia (1.5M ha, 4,000 agronomists) inbound. 20p/ha/month = £3.6M/yr one deal. Near-zero CAC.

Certification: Red Tractor £350-500/farm x 100k+ farms. We map to 27 schemes. Digital audit is next.

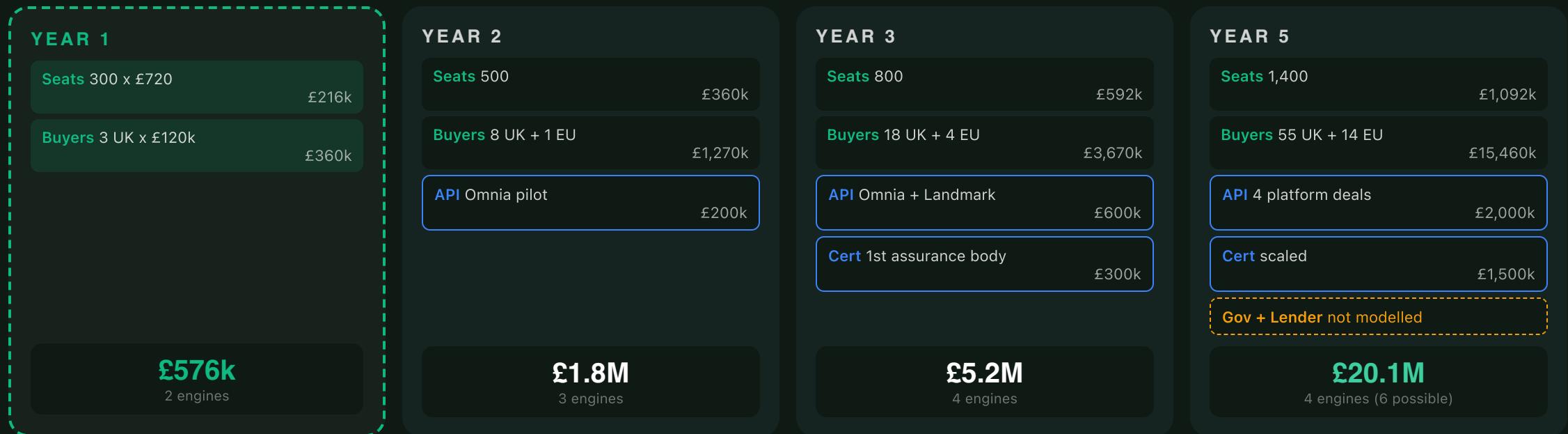
Lender risk: £62.7B UK farm debt. PnP/Farm Credit System actively looking 2+ yrs. Named demand.

Government: SFI £2.4B. AI-focused CEO at RPA. Different buyer (audit data). Signal only.

US signal: PnP / Farm Credit System: "Looking for this 2+ years." Accelerator offered. Not modelled.

Farmer data monetization: Farmers own their data, earn 20% when consumers access it. Credits initially, revenue share at scale. Aligns with AHDB data principles.

Four engines modelled. Two more waiting.



THE 0.5% VERIFICATION TOLL

Advisory seat **£720/yr per seat**

Buyer: Wildfarmed £150k on £30M gross **= 0.50%**

Per-tonne: barley £163/t (DEFRA) **= £1-2/t**

Every engine draws from the same evidence layer. Data consumers fund verification. Farmers own and earn from their data. Marginal cost of each new consumer approaches zero.

BOTTOM-UP MODEL

Four engines to £20M.

	Y1	Y2	Y3	Y4	Y5
● Advisor seats (300 → 1,400)	£216k	£360k	£592k	£836k	£1,092k
● UK buyers (3 → 55)	£360k	£1,120k	£2,970k	£6,650k	£12,100k
● EU buyers (0 → 14)	-	£150k	£700k	£1,680k	£3,360k
● Platform API (Y2)	-	£200k	£600k	£1,200k	£2,000k
● Certification (Y3)	-	-	£300k	£800k	£1,500k
Total ARR (4 engines)	£576k	£1.8M	£5.2M	£11.2M	£20.1M

ARR GROWTH CURVE



NET NEW ARR PER YEAR

+£1.2M Y1→Y2	+£3.4M Y2→Y3	+£6.0M Y3→Y4	+£8.9M Y4→Y5
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~70%
Gross margin
(incl. farmer share)

Y2
EBITDA +ve

3.5x
LTV:CAC

REVENUE MIX BY Y5



• Seats 5% • UK Buyers 60% • EU 17% • API 10% • Cert 8%

regeno.

Not in these numbers

Government (£2.4B SFI) + Lender data (£62.7B farm debt)

Top-down meets bottom-up.

	Y1	Y3	Y5
Top-down TAM	£18M	£66M	£148M
Bottom-up ARR	£576k	£5.2M	£20.1M
Market capture	3.2%	7.9%	13.5%
Y1	3.2%		
Y3		7.9%	
Y5			13.5%

13.5% capture of a **£148M** market.
First mover. Network effects compounding.
Two engines still on the bench.

KEY ASSUMPTIONS

- Seats: 300→1,400 (28% of 5,000 UK advisors)
- UK buyers: 3→55, ACV £120k→£220k (per-tonne scales with volume)
- Platform API: Omnia pilot Y2, 3-4 deals by Y5
- Certification: first assurance body Y3, scaled by Y5
- Farmer share: 20% of consumer revenue (margin ~70%)

