

WINNER TWIGA



science & innovation
Department
Science and Innovation
REPUBLIC OF SOUTH AFRICA

WINNER GAP BIOSCIENCES



EMORY
UNIVERSITY

ANML FARM

Livestock farming in your pocket

13 April 2026



Spirit of the Time: Agtech is on the Rise

"One of the largest-ever [funding rounds] in agtech globally... reflects growing demand for virtual fencing technology." — Halter press release, March 2026

"Signals a major shift in how Silicon Valley's elite investors view agricultural technology — not as a niche play, but as a critical piece of the climate and automation puzzle." — TechBuzz.ai, April 2026

"Livestock and livestock startup activity tracked by iGrow News reached \$238.9 million in disclosed funding in 2025, driven mainly by Series A, B, and D rounds."



The Problem: African farmers need help with tech adoption to capture profit

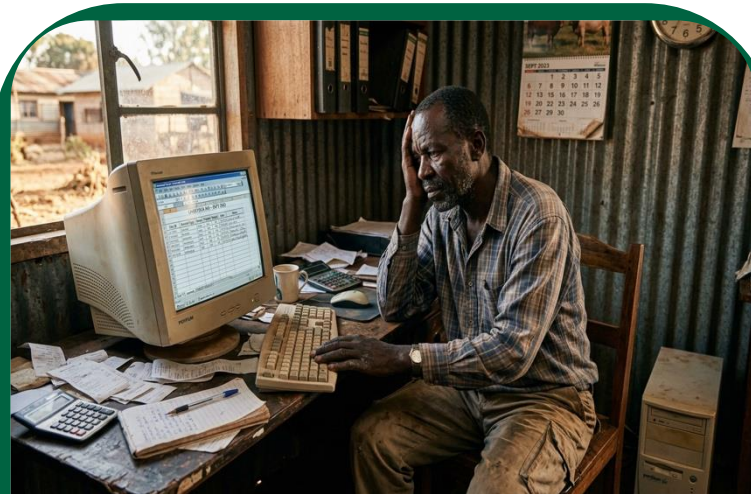


At 3% system adoption, tech outpaces other issues like supply chain, infrastructure, climate, and market fragmentation



Failure to track what they know

- Lack of record keeping
- Isolation of understanding
- Single person dependency



Failure to match market

- The global meat market is heading to \$2.1 trillion by 2030
- *Africa is contributing less than 1% of global livestock exports*



Failure to track theft

- 152,000 animals stolen in South Africa last year
- *R1.38 billion in losses in a single year*

The Solution: ANML FARM as a portable livestock farming command center



Main principal is that every action and every interaction has an effect on the P&L of the farm

Foot-and-Mouth Disease Prevention in South Africa

Agriculture → Livestock Farming

In South Africa, Foot-and-Mouth Disease is causing problems. Farmers can help by keeping farms clean, limiting animal movement, vaccinating animals, watching for symptoms, and acting quickly if there's an outbreak.

[Read full article >](#) August 7, 2025

Browse Topics

Show All Articles

- Agriculture
- Technology
- Business
- Labour

Learning

Expanding library of articles for all for free

Reporting intelligence

Actionable reporting for the way the farm runs today

This layer ties herd performance, workforce cost coverage, facility readiness, and operational risk into one reporting surface so the farm can move from tracking to decisions.

REPORTING READINESS

33%

Weighted by animals, labour, fleet, and facilities.

LIVE HERD VALUE positive

R 93 809,93

Estimated live market value from the latest recorded weights and available price signals.

[Preview report](#)

[Download PDF](#)

[Export LOGIX CSV](#)

[Open animal reporting](#)

[Open labour reporting](#)

[Open facilities](#)

Reporting

Actionable and exportable data on production and finance

Animals > Robert

Tag: LRS22514

healthy Meatmaster Sheep

[Edit](#) [QR](#) [Share](#)

Gallery

Overview Tracking Documents Health

Device Location offline [Open Full Map](#)

Valuation Meat Grade C2/3 [Save](#)

Live Value **R 5 449,40**
@ 49.54 / kg

Tracking

Easily logg-able, shareable, and valuable data for animals, vehicles and employees

ROWING EDEN

Meatmaster, Stud

LIVE HERD VALUE **R 93 809,93**

PRIORITY ALERTS **2**

ANIMALS TRACKED **42**

TEAM MEMBERS **3**

CONNECTED DEVICES **1**

FACILITIES **0**

VEHICLES **1**

[Add Animal](#)

[Invite Team Member](#)

Overview Finance Employees Animals
Facilities Vehicles Devices Settings

AI operations [Expand full chat](#)

Annie Mei

Ask questions, create records, and run farm-specific actions inline.

Messages 0/500 Actions 0/200 Jobs 0/50

[Queue recommendations](#)

Latest conversation

Send your first farm question to start the thread.

Manageable

AI powered functions to manage animals, employees, assets, etc.

COMMUNITY MARKETPLACE

Everything You Need to Protect & Grow

Quality-tested equipment, trackers, services, and bundles curated from real farm pilots. Built for investors, priced for farmers.

[View Cart](#)
CART IS EMPTY

[Order History](#)

Browse by outcome: theft prevention, labour automation, or ROI-ready subscriptions.

Products Services Subscriptions

Search products... [Filter](#)

Theft Prevention

Real-time GPS tracking devices for your high-value animals. Choose based on your farm's connectivity needs.

Oyster 3 Global GPS

The Oyster 3 is a tracking device that can be used to track anything from your car to your goat. It is a small device that can be attached to anything and can...

Price: **R2995,00**

Stock: **1 units**

[Add to Cart](#)

Purchasable

Accessible and scalable products and services in store

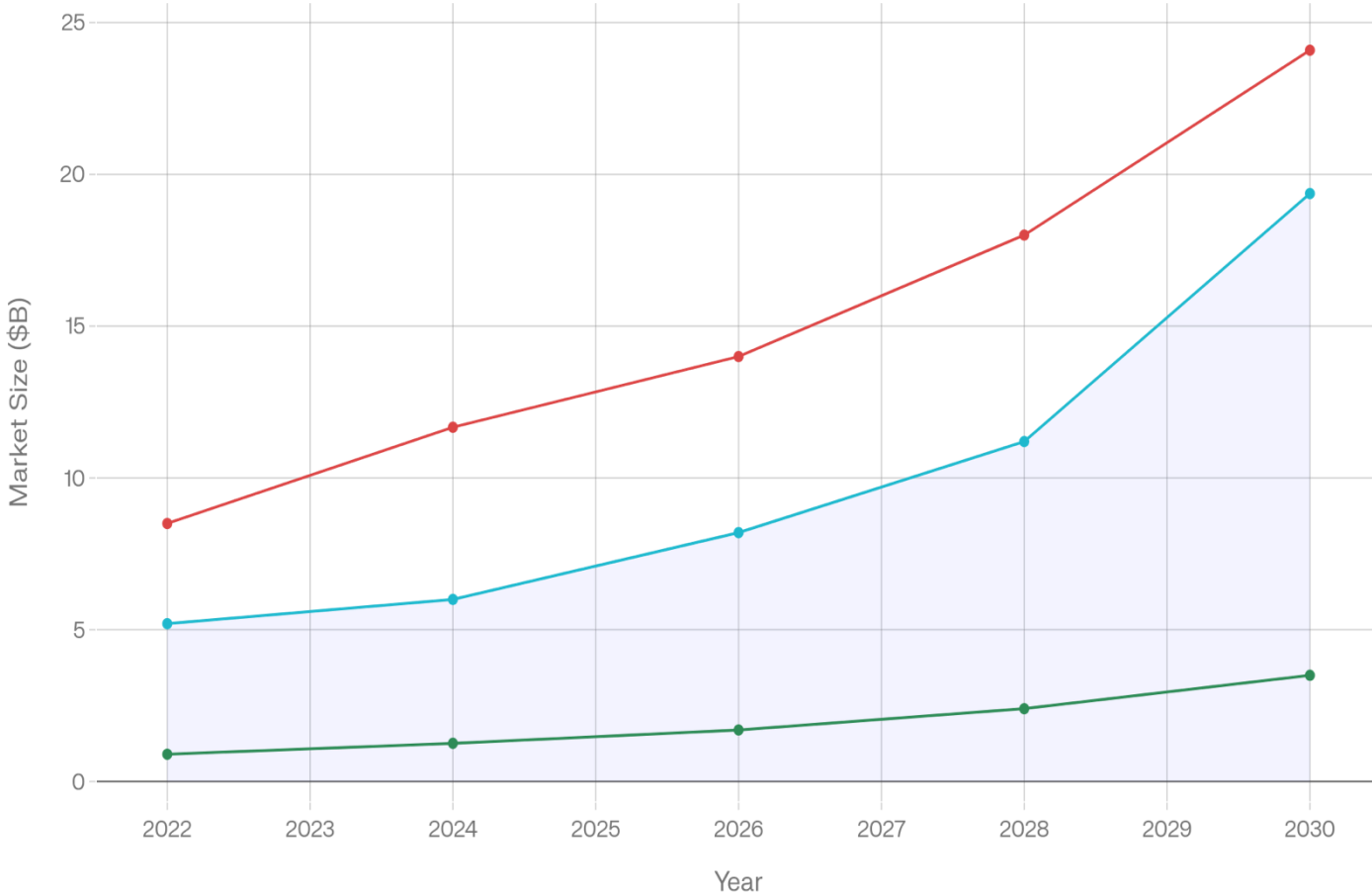
The Market: Agtech is the perfect intersection of multiple growing markets



AgTech Market Growth (\$B, 2022–2030)

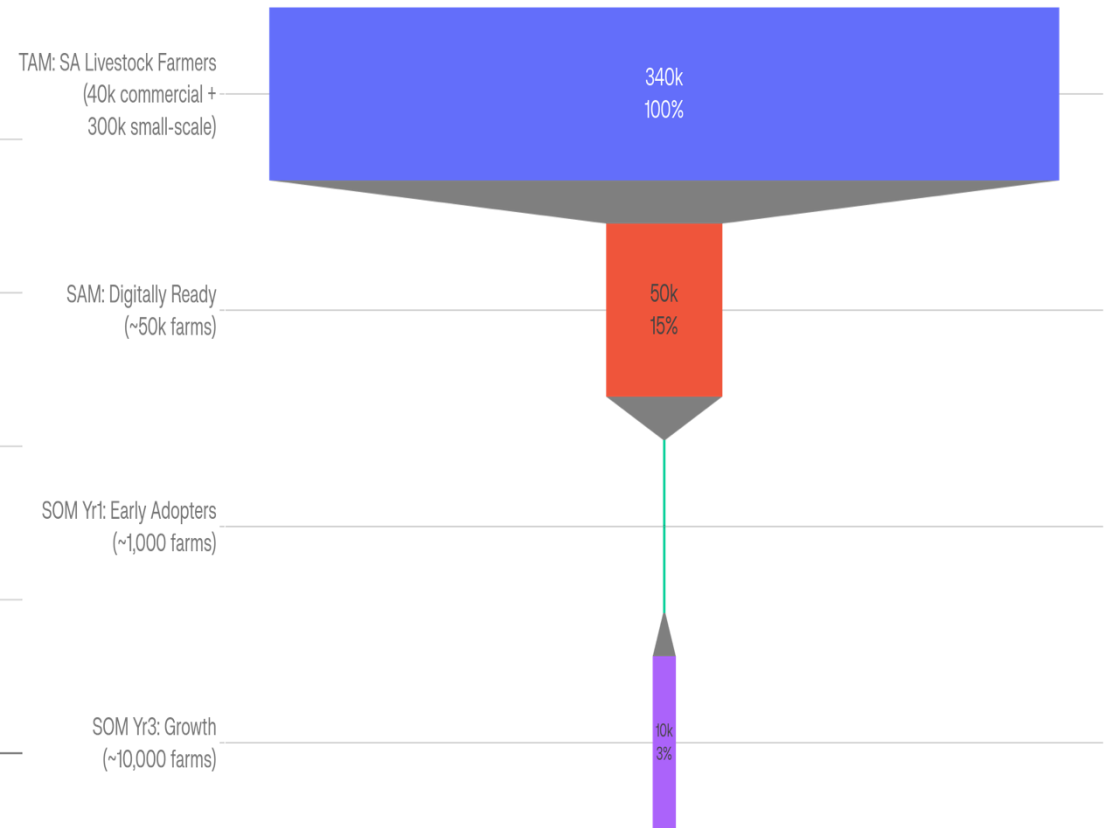
Sources: Coherent MI, Grand View Research, Reports & Data | CAGR: 11-18%

— Livestock Monitoring — Precision Farming — GPS Livestock



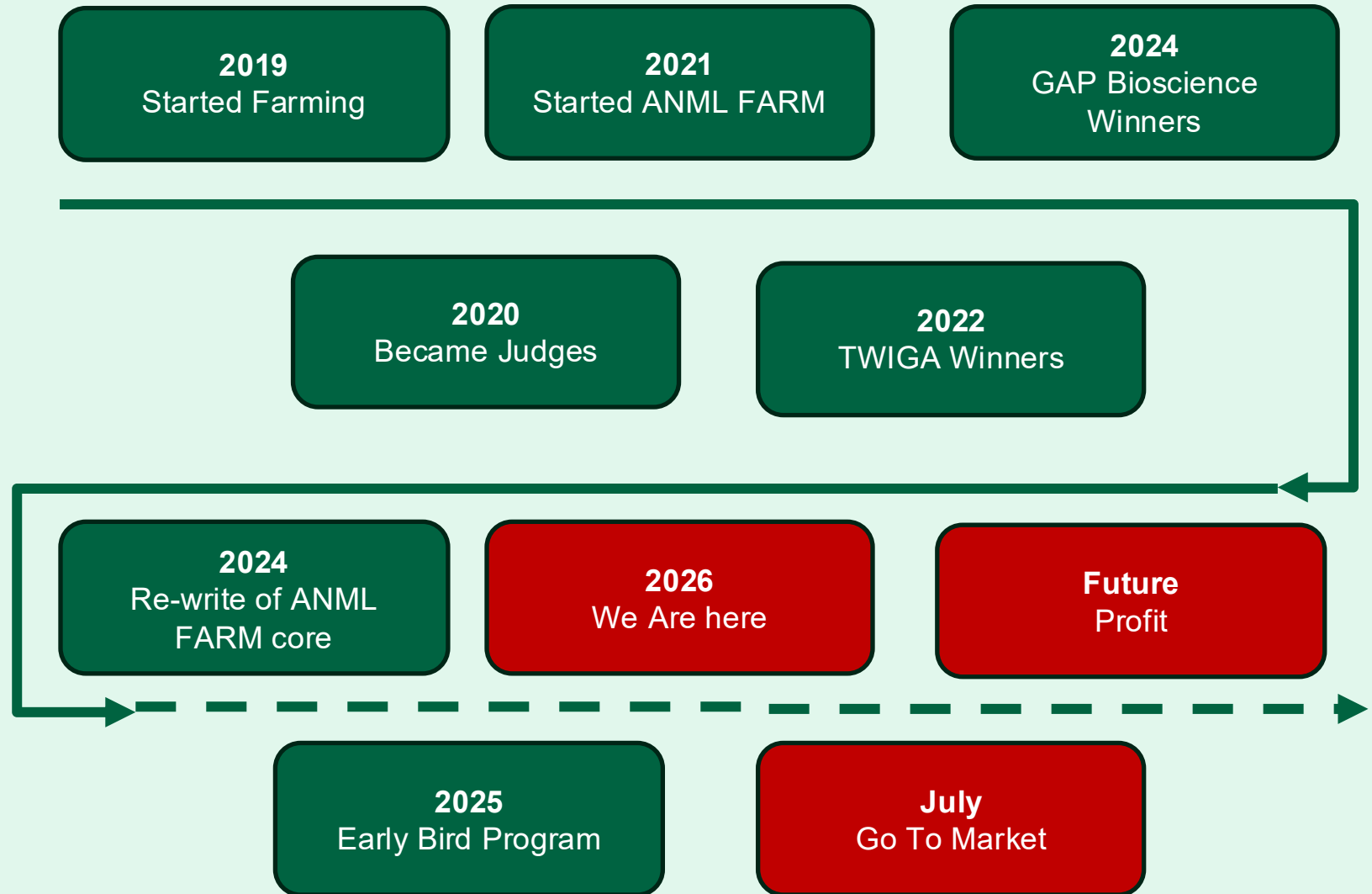
ANML FARM – SA Market Funnel (TAM→SOM)

Source: StatsSA 2022 / DAFF | Targeting commercial + emerging farms



Traction

We've been here before



ANML FARM has activated 5 Early Bird adopters since November to test and refine our solutions while we focus on building business partnerships

Customer Acquisition Cost: R2500 - Lifetime Value: R36000 - CAC:LTV @ 14.4:1 (above 3:1 average)

Farmers and Partnerships in place



**Perdekop
Potchefstroom**



**Growing Eden
Rayton**



**Denico
Petronella**

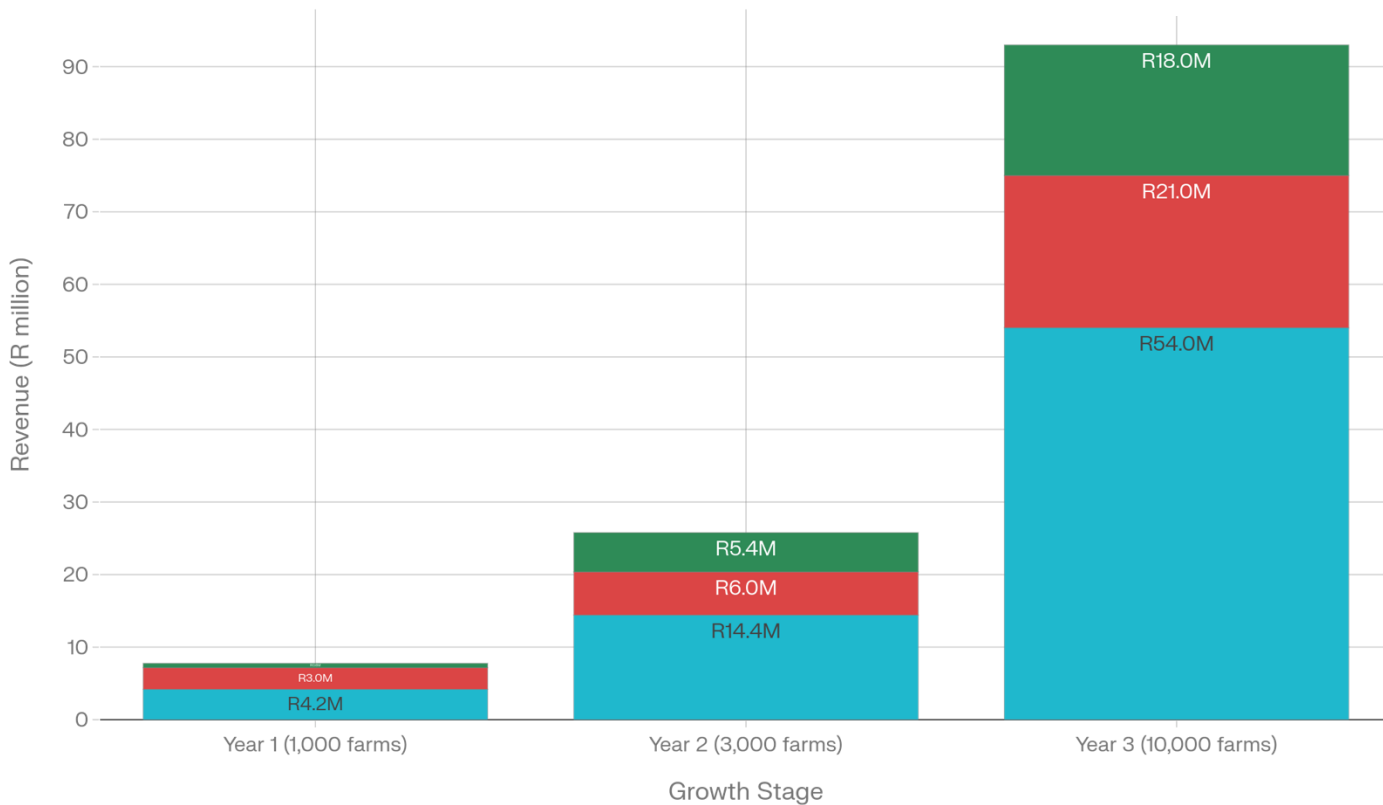
The Business: B2B2C SaaS with hardware and service sales revenue



ANML FARM Revenue Projection (R millions, SA Only)

SaaS + Hardware + Partnerships | 1k→10k farms over 3 years

■ Partnerships ■ Hardware Sales ■ SaaS Subscriptions



Free

Free tier essentials for day-one operations.
Core tracking, reporting, and community tools with starter limits for farms and animals.

Contact us

Farms: 1
Animals: 30
Users: Unlimited
Employees: 1

INCLUDED CORE FEATURES

- Animal Tracking
- Basic Reports
- Community Forum
- Education Content
- Marketplace View

Select plan

Starter Popular

Includes everything in Free.
Updated limits: animals 30 → 1,000, employees 1 → 10. Plus 6 extra features.

R 199,00 / month

Farms: 1
Animals: 1000
Users: Unlimited
Employees: 10

ADDITIONAL FEATURES IN STARTER

- GPS Tracking
- Breeding Optimization
- Health Monitoring
- Feed Management
- Advanced Analytics & Finance

Select plan

Professional Premium

Includes everything in Starter.
Updated limits: farms 1 → 2, animals 1,000 → 20,000. Plus 9 extra features.

R 499,00 / month

Farms: 2
Animals: 20000
Users: Unlimited
Employees: 50

ADDITIONAL FEATURES IN PROFESSIONAL

- Vehicle Tracking
- Employee Tracking
- Employee Management
- Predictive Analytics
- CCMA Compliance

Select plan

Early Bird Limited

Everything in Professional, without limits.
Unlimited farms, animals, users, employees, and vehicles, with lifetime early supporter access and influence on future app direction.

R 99,00 / month

Farms: Unlimited
Animals: Unlimited
Users: Unlimited
Employees: Unlimited

WHY CHOOSE THIS TIER

- All currently available feature sets
- Unlimited scale for growing operations
- Early supporter voice in product roadmap

Select plan

The Ask: R1.5M to execute and operate Y1

<i>Phase 1: Acquire</i>	<i>Phase 2: Activate</i>	<i>Phase 3: Amplify</i>
<i>Activity:</i> 30 devices @ ~R5,000 ea, transport/fuel (3 months), concessions	<i>Activity:</i> Video production, digital assets, pamphlets, NAMPO stand, social media boosting, Landbou Weekblad	<i>Activity:</i> Legal/financial prep for partnerships + Series A, contracts, analyst
<i>Estimated Cost: R285k</i>	<i>Estimated Cost: R280k</i>	<i>Estimated Cost: R185k</i>
		<i>Total GTM Cost: R750k</i>
		<i>Annual Ops Cost: R990k</i>
		<i>Total 1Y Cost + CEO: R3.7M</i>
	<i>Median Agtech Pre-seed Value: R9M</i>	
	<i>Median Equity Given: 7.7%</i>	
	<i>Median Raised: R750k</i>	



*We are asking for an investment of R1.5M for 15% equity
which equates to R20M post-money*

