

BUSINESS OVERVIEW	Baseline 2017	Year 1 2018	Year 2 2019	Year 3 2020
Key Drivers				
No. Areas (counties/districts)	16	26	38	52
Total TT staff	14	18	22	25
Total Sourcing Coordinators	19	40	60	80
Total Agents	113	277	495	756
No. Farmers	1,970	7,520	16,450	29,510
Summary Business Metrics				
Total deal volume (MT)	526	2,646	5,365	8,660
Total deal value (US\$)	296,641	1,620,120	3,290,413	5,337,486
Total trade finance (US\$)	259,561	1,417,605	2,879,112	4,670,300
Trade finance fund required (US\$)	129,781	472,535	959,704	1,556,767
Trading Financial Position				
Farmer price - COB	207,649	1,134,084	2,303,289	3,736,240
Middle Costs	51,912	283,521	575,822	934,060
TF Fee	13,367	73,007	148,274	240,520
Commissions	20,765	113,408	230,329	373,624
Total Direct Costs	293,694	1,604,021	3,257,715	5,284,445
Total Sales Income	296,641	1,620,120	3,290,413	5,337,486
Total Direct Costs	293,694	1,604,021	3,257,715	5,284,445
Gross Margin	2,948	16,100	32,698	53,041
TruTrade Financial Position*				
TTS Revenue Forecast				
TT commission	10,382	56,704	115,164	186,812
Total TF fee	13,367	73,007	148,274	240,520
Profit Share	1,474	8,050	16,349	26,521
Total TTS Revenue	25,224	137,761	279,788	453,853
New Products Revenue Forecast				
Credentialing reports	-	10,000	25,000	50,000
Supply chain data	-	-	-	30,000
Total Revenue	25,224	147,761	304,788	533,853
TT Expenditure Forecast				
Staff costs	112,776	143,522	157,874	173,662
Office Costs	21,716	25,496	28,046	30,850
Field Costs	29,861	55,810	66,972	80,366
Administrative costs	19,438	28,369	34,043	40,851
Business development	34,599	26,237	31,484	37,781
Total Operating Costs	218,390	279,434	318,419	363,511
Operating Margin	(193,166)	(131,673)	(13,631)	170,342
Net Profit (after tax)			(9,542)	119,240
Capital Expenditure	2,555	4,800	5,600	40,000
TOTAL Investment required / profit	(195,721)	(136,473)	(19,231)	130,342