



**GrainLane**



# The Challenge:

Exporting agricultural goods via land out of the Ukraine requires new business relationships & transparency, next to logistics solutions



No established business relationships



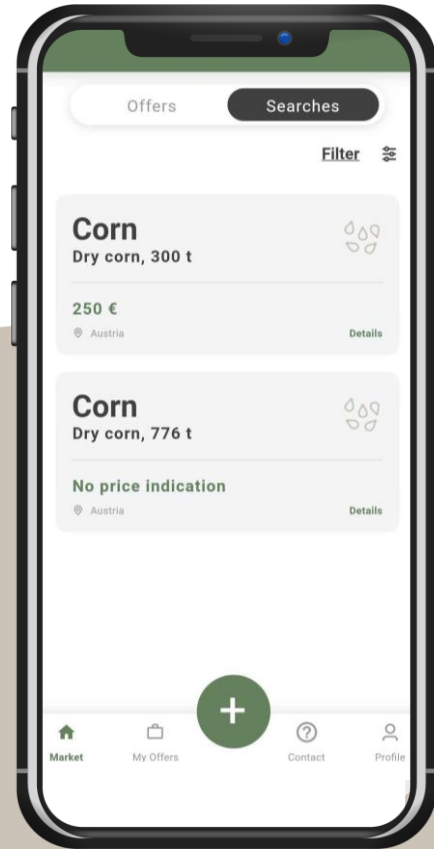
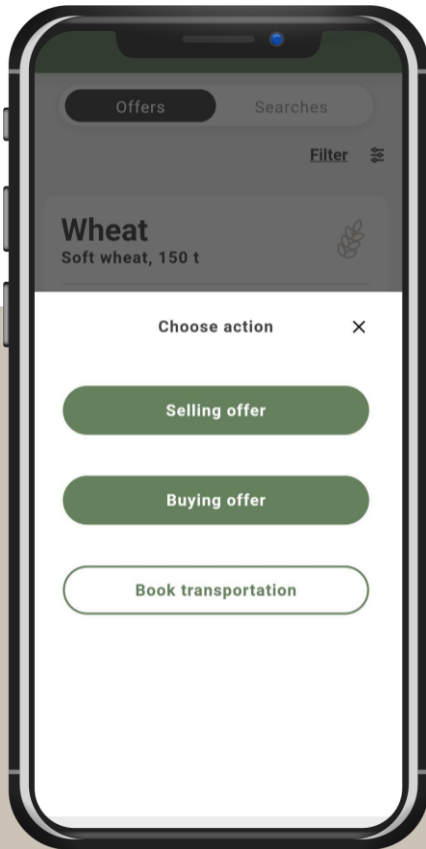
Transparency regarding supply and demand



Logistics solutions

# The Solution:

## A Marketplace for Selling and Buying Agricultural Goods



Platform creates **transparency** for supply & demand

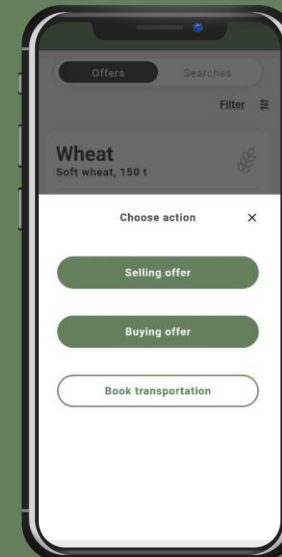
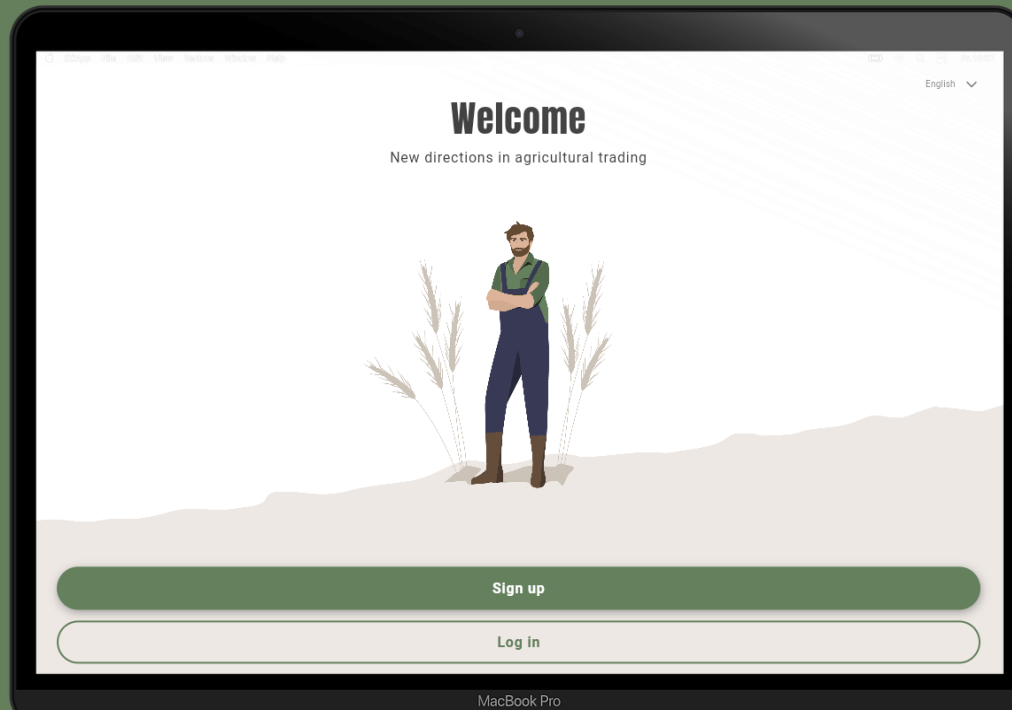
Allows Ukrainian traders and farmers to offer grain and oilseeds internationally and **access an international market**

Allows a **smoother organisation** by hosting **trading & transport requests** on one platform

# GrainLane is live

app.grain-lane.com

Available in desktop mode



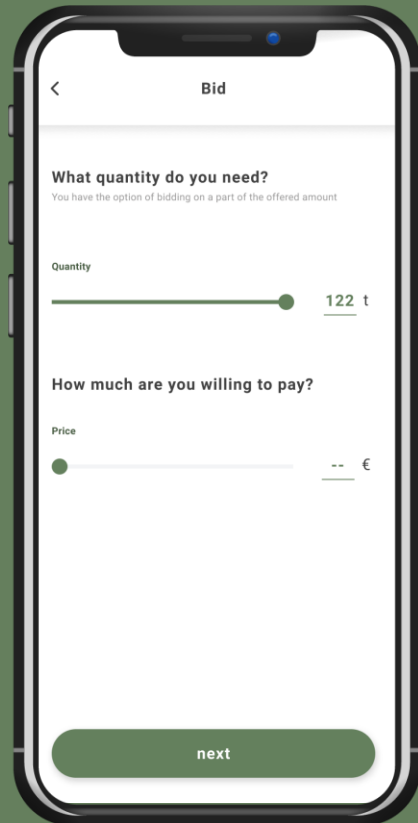
And on mobile devices

# Including: Buying or Selling Offer Creation within a few Clicks

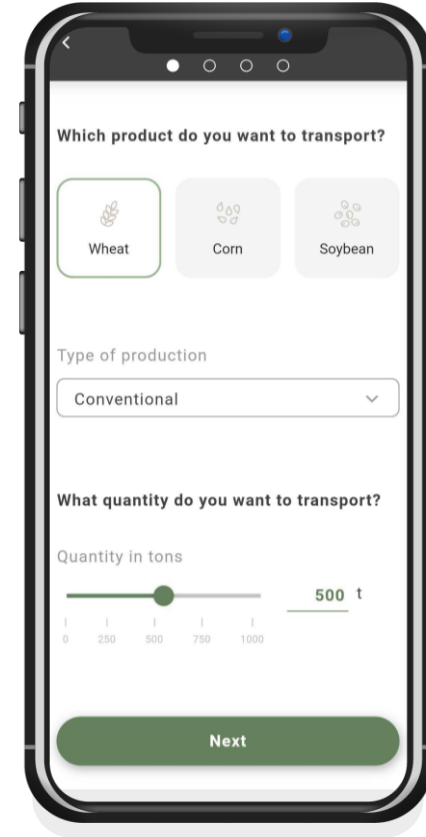
The image illustrates a five-step mobile application process for creating a buying or selling offer. Each step is shown on a smartphone screen, connected by a green line.

- What do you want to sell?**
  - Product selection: Wheat, Corn, Soybean
  - General Information:
    - Product type: Soft wheat
    - Type of production: Conventional
  - Buttons: Reset, Next
- What quantity are you selling?**
  - Quantity in tons: 1000 t
  - Origin of Product:
    - Country of Origin: Ukraine
    - City: [empty]
  - Buttons: Reset, Next
- Product Details**
  - Protein level: 12 %
  - Min falling number: -- s
  - Min hectolitre weight: -- hl/kg
  - Max moisture level: -- %
  - Buttons: Reset, Next
- Price**
  - Price on request:
  - Set my own price:
  - Price per tonne: 250 €/t
  - Validity of the offer:
    - Date: DD / MM / YYYY
  - Buttons: Reset, Next
- Additional product information**
  - Text input: delivered to border crossing...|
  - Buttons: Reset, Next

# Easy request of offers



A smartphone mockup showing a 'Bid' form. The form has a back arrow at the top left and the title 'Bid'. Below the title, it asks 'What quantity do you need?' with a subtext 'You have the option of bidding on a part of the offered amount'. There is a slider for 'Quantity' with a green dot and the value '122 t'. Below that, it asks 'How much are you willing to pay?' with a subtext 'Price' and a slider with a green dot and the value '-- €'. At the bottom, there is a green button labeled 'next'.



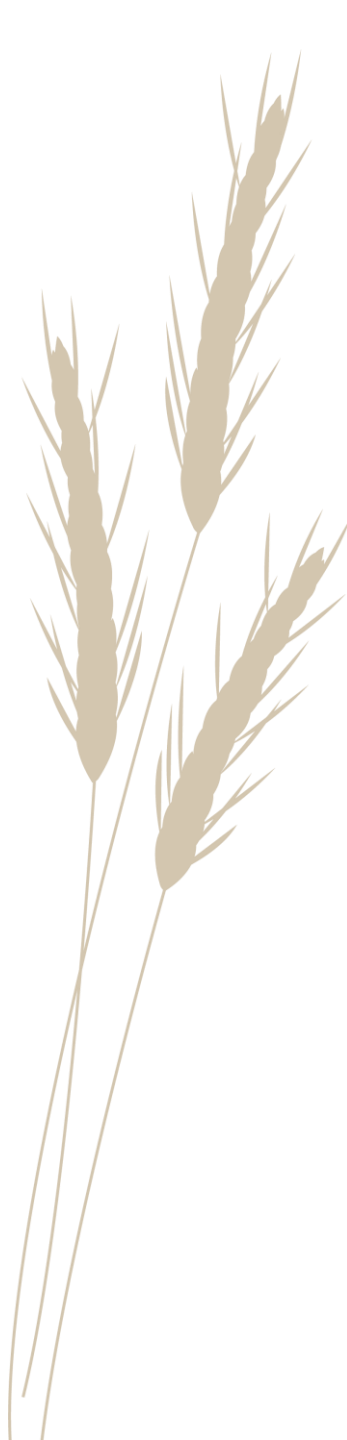
A smartphone mockup showing a transportation request form. The form has a back arrow at the top left and the title 'Which product do you want to transport?'. Below the title, there are three buttons: 'Wheat', 'Corn', and 'Soybean'. Below that, there is a dropdown menu for 'Type of production' with the value 'Conventional'. Below that, it asks 'What quantity do you want to transport?' with a subtext 'Quantity in tons'. There is a slider for 'Quantity in tons' with a green dot and the value '500 t'. At the bottom, there is a green button labeled 'Next'.



**+ Form for transportation requests**

# What it can do today:

- 1 Create buying and selling offers
- 2 Matching & establishing contact by mail



If the platform is perceived well by the Ukrainian audience, the platform can be **further developed** by:

- 1 **Adding of functionalities** (e.g. details regarding border crossing)
- 2 Creating an open & searchable **transportation demand directory** – connecting freight forwarders and traders internationally
- 3 **Translating** the platform into Ukrainian for an even easier access

**Let's use GrainLane to coordinate our efforts  
to help Ukrainian grain sellers and traders**