

### Media Guide: B-Roll and Interview Footage

Time Stamp	Content Description	Text on Screen/Transcript
0:00-0:10	Title Slides describing what's on the B-roll	<p>Heifer International: AYuTe Africa Challenge Interviews and Footage</p> <p>On this feed:</p> <ol style="list-style-type: none"> <li>1. Interview with Jehiel Oliver, CEO of Hello Tractor</li> <li>2. B-roll of Hello Tractor</li> <li>3. Interview with Nnaemeka Ikegwuonu, CEO of ColdHubs</li> <li>4. B-roll of ColdHubs</li> </ol>
0:10 -0:15	Section Title Slide introducing Jehiel and Hello Tractor	<p>Jehiel Oliver, CEO of Hello Tractor</p> <p>Introducing Hello Tractor</p>
0:15 – 1:30		<p>My name is Jehiel Oliver. I'm the founder and CEO of Hello Tractor. I started Hello Tractor six years ago because I saw a huge gap in the market. Farmers across the emerging markets plant late and under cultivate their land because they don't have access to the equipment or labor that they need to take advantage of the resources that they have access to, their fields.</p> <p>And so we came into the market with a solution that brings affordable equipment services to these small holder farmers, allowing them to plant 40 times faster so they can establish their crops on time, and at one-third the cost of manual labor, which in most markets often isn't even available, mostly due to rapid urbanization and aging farm populations. We started the business in Nigeria, but we're now operational in 13 African countries, servicing a half a million farmers with over 3,000 tractor and combine owners.</p> <p>Last year, amidst the pandemic, we serviced 167,000 smallholder farmers with customers managing a few thousand tractors and combines in their fleet.</p>
1:30– 1:35	Section Title Slide	Jehiel Oliver, CEO of Hello Tractor

	How the Hello Tractor Technology Works	How the Hello Tractor Technology Works
1:36– 3:06		<p>The Hello Tractor app starts first with IOT technology. GPS monitoring devices fitted on to any brand or any class of tractor providing the owner with the ability to remotely monitor and manage their equipment fleets. This gives the equipment owner the assurance to send their equipment off to far off places and service farmers outside of their community. We then built powerful booking applications, access by community-based agents who organized farmer demand into groups and book on behalf of these smallholder farmers who may not be technology savvy or even own a smartphone. These agents, oftentimes young people, have an opportunity to bring equipment into their community while earning a commission for facilitating these transactions.</p> <p>A lot of people who look at Hello Tractor and the Hello Tractor platform, they get excited about the uberization of tractors. But the reality is, the real value in our platform is our ability to organize farmers into clusters of demand so those farmers can negotiate for tractor services, and also access other value-added services and products like fertilizer, seed, agronomic advice. These things can't happen if farmers aren't organized, and just like any labor market, when labor is organized, value is created.</p>
3:07– 3:11	<p>Section Title Slide</p> <p>The Impact of the AYuTe Africa Challenge on Hello Tractor and Smallholder Farmers</p>	<p>Jehiel Oliver, CEO of Hello Tractor</p> <p>The Impact of the AYuTe Africa Challenge on Hello Tractor and Smallholder Farmers</p>
3:11– 5:13		<p>When I found out about the Heifer prize and us winning the prize, I was ecstatic. And I think to be completely honest, I was most happy for our customers because I know what this prize can do for them, and I was also really excited about what this means for the future of our company and the role we can play in unlocking opportunities for farmers to come. Right? So we proved this use case, we use the prize to do it, and then we catalyze that success into more success for our growers.</p>

		<p>Hello Tractor received a prize to finance our pay-as-you-go product. The pay-as-you-go product is designed to provide loans to traditionally unbanked individuals to own their own equipment for the very first time using very unconventional underwriting methodologies. Once they receive a tractor, they get a full book of business to ensure that as an entrepreneur, they're successful, servicing farmers, generating revenue and paying back their loan on time. We partner with MasterCard so that we're capturing the payments between the farmers and the tractor owners, deducting a very small loan repayment to ensure that as that tractor owner is successful, the investment is repaid and recycled into the system to finance even more equipment, impacting more farmers.</p> <p>AYuTe prize will provide the capital to prove out this use case around pay-as-you-go tractor finance, which ultimately is designed to crowd in more investment to fill that massive mechanization gap that exists across the markets that we currently operate in. And Kenya has a \$2.3 billion gap, and Nigeria is even larger at \$25 billion worth of tractors needed just to get the country up to the global average of mechanization. So there's a lot of work to be done, but proving the use case is a powerful first step.</p>
5:14– 5:17	Section Title Slide	<p>Jehiel Oliver, CEO of Hello Tractor</p> <p>The Role of Young Africans in the Future of Agriculture and Technology</p>
5:18– 6:49		<p>Youth are going to be critically important in the labor market in general. Specifically in agriculture, they're going to be the future of the industry. Right now, the industry is facing some headwinds because young people don't want to be on the farm. That's what's stimulating a lot of that rural to urban migration. And when you have that, what the downside is the labor isn't there. The upside is, there's all sorts of opportunities to innovate around that. Hello Tractor is a small piece of that story, but I think there's all sorts of other interesting opportunities because young people are more prone to technology and innovation, open to new ideas. So we're seeing all sorts of amazing things, from regenerative agriculture to precision applications, drones being used on African farms that would have been unheard of just 10 years ago.</p>

		<p>And I think it has a lot to do with the appetite of these young people who are becoming interested in agriculture, engaging and bringing with them new ideas, something that they create from scratch. Because these young people are brilliant. Right? And so it's amazing really to see this transformation that happens, and you see this kind of transition from the old guard to this new class of farmers that are more prone to using technology leaning into innovation. And I think that's going to help accelerate a lot of the development in the sector.</p>
6:50 – 6:54	Hello Tractor B-roll Title Slide	<p>HELLO TRACTOR B-ROLL</p> <p>Jehiel and woman booking a tractor on Hello Tractor</p> <p>Farmer and booking agent in field confirming booking</p> <p>Tractor owner plowing field</p>
6:55 – 7:11	Jehiel and woman in office setting booking a tractor on a mobile phone using the Hello Tractor app.	<p>Jehiel (standing) and woman (sitting) book a tractor on phone together at table in office setting</p> <p>Includes multiple angles including close ups of the app</p>
7:12- 7:33	Farmer and booking agent in field confirming booking.	<p>Two farmers and a booking agent stand in a field with tractors in the background</p> <p>This section includes close-ups of the Hello Tractor app on a mobile phone</p>
7:34- 8:12	Tractor owner plowing field at various angles, including aerial shots.	Shows tractor tilling the soil and overview of farmland and tractor in field.
8:13– 8:17	Section Title Slide introducing Nnaemeka and ColdHubs	<p>Nnaemeka C Ikegwuonu, CEO of ColdHubs</p> <p>Introducing ColdHubs</p>
8:18– 8:40		My name is Nnaemeka Ikegwuonu and I'm Founder and CEO at ColdHubs.

		<p>ColdHubs is a social enterprise that designs, builds, operates and maintains 100% solar powered walk-in cold rooms, branded as ColdHubs in farm clusters, in produce aggregation centers and also in outdoor food markets, enabling small holder farmers, retailers, and wholesalers to store and preserve fresh fruit and vegetables and extend the shelf life from two days to twenty one days.</p> <p>ColdHub addresses the problem of food spoilage due to lack of cold storage at key points along the food supply chain. There has to be cold storage in farm clusters to preserve fresh fruit and vegetables once they have been harvested. There has to be cold storage at aggregation centers, where farmers are coming out from their small villages to sell their produce at last scale to wholesalers or middlemen. There has to be a ColdHub there. And also at outdoor food markets, where people come in to source for high quality fresh fruit and vegetables, there has to be cold storage. But at all these key food distribution points, there is no form of cold storage. And what we are doing is to really close the gap.</p>
9:41– 9:45	Section Title Slide	<p>Nnaemeka C Ikegwuonu, CEO of ColdHubs</p> <p>The Impact of ColdHubs on Smallholder Farmers in Nigeria</p>
9:46– 11:00		<p>So ColdHub provides smallholder farmers an opportunity to store and preserve their fresh fruit and vegetables and reduce spoilage and increase their income. Last year, we were able to enable 5,250 smallholder farmers increase their income by 50%. This was the 50% that used to be spoiled food, that used to be food thrown away, or sold out at ridiculous prices because they have spoiled. Now, what ColdHub does is because it enables them to extend the shelf life of the food, maintain the quality, the freshness, the color of the food, making sure the same water content is there. The food that used to be thrown away as spoilt food is now being sold as fresh food. So, farmers have already started reducing that spoilage of 50%. And that's spoilage becomes new sales.</p> <p>In Nigeria, we will be able to support about 90 million smallholder farmers and their accompanied food supply chain actors. So, that's the targets for ColdHubs and that's who we want to reach within the next 10 to 20 years.</p>

11:01 – 11:05	Section Title Slide	<p>Nnaemeka C Ikegwuonu, CEO of ColdHubs</p> <p>The Potential to Expand ColdHubs Beyond Nigeria</p>
11:06 – 11:50		<p>What we are looking at is not only supplying the cold storage, but also several add-ons to the cold storage, by making sure that refrigerated vehicles are there to quickly move out food, by making sure that we have a robust educational component that enables them to prioritize the right packaging materials, and also providing those packaging materials that reduces spoilage too. So there's a whole lot that ColdHub does, and can be scaled to all across Africa and several other developing countries.</p> <p>The future of ColdHubs is to become the number one cold storage company in the developing world that deploys solar power to walk-in cold rooms.</p>
11:51 – 11:55	Section Title Slide	<p>Nnaemeka C Ikegwuonu, CEO of ColdHubs</p> <p>The Impact of the AYuTe Africa Challenge on ColdHubs</p>
11:56 – 13:49		<p>When I found out that I've won the Heifer Africa Youth innovation challenge, I felt really fulfilled. I felt really proud. I also felt the call to action, because Heifer International is going to make a huge investment into ColdHubs. And as a local saying in Nigeria, that to whom much is given much is also expected. So I felt really proud. I felt really happy myself of my team.</p> <p>We want to scale our business as quickly as possible. We have a robust technology, we have a formidable business model behind it, we have a very strong team. For us, the hindrance has always been, do you have access to financing as quickly as possible to take it to scale?</p> <p>And we believe that from such recognitions, we will attract additional financing that will enable us cover Nigeria, for which we have already mapped Nigeria and ready to expand throughout Nigeria.</p> <p>We are going to receive a funding in grant money to actually deploy 10 Cold Hubs. Eight of them are going to be for three-ton capacity and two of them are going to</p>

		<p>be for 100-ton capacity. The cold rooms are going to the Southwest of Nigeria where we've not had a significant footprint. And with this funding, we are going to expand into four new states.</p> <p>We on the whole be deploying ten Cold Hubs, which is going to serve 10,800 small holder farmers and retailers. These cold rooms are going to collectively aggregate in a year, 81,000 tons of food, creating 26 new jobs for women and saving more than six million kilograms of CO2 from the environment. It is an incredible project for which we are proud of.</p>
13:50– 13:54	Section Title Slide	<p>Nnaemeka C Ikegwuonu, CEO of ColdHubs</p> <p>What Makes AYuTe Africa Challenge Different from other Prizes or Competitions</p>
13:55– 14:38		<p>These large ticket financing is really important to take a company to the next level where you will be visible to other companies or investors who will be interested in extending depth or equity into your company. So the prize is incredible in a sense that it is a large ticket grant financing.</p> <p>And the advisory support coming from Heifer international is going to help us build our business strategy, develop IOT, additional IOT, to drive our operational process, and also help us to look at marketing and communication with together with customer engagement very seriously.</p>
14:39– 14:43	Section Title Slide	<p>Nnaemeka C Ikegwuonu, CEO of ColdHubs</p> <p>The Role of Young Africans in the Future of Agriculture and Technology</p>
14:44– 16:26		<p>I think young people should get involved in the agricultural sector because it holds an enormous opportunity. The first thing is that food has to be delivered to humanity every day. Every human being needs to eat some food at some point in a day. And the process of food delivery involves a lot of sectors. It involves the software development sector. It involves the transportation sector. The entire food systems is massive and it provides a lot of opportunity. So young people should actually step in now, to identify opportunity within the food system and solve a problem within the food system, because it's a system that brings every sector together whether in ICT, in health, in environment, in biotech, in logistics,</p>

		<p>everything is within the food system. Where will you rather be if not within the food system?</p> <p>And it made a lot of young people, become uninterested in the sector, and I really believe that the excitement that has to be created within the space to bring in more young players will only be driven if those young people see that there is a lot of innovation, a lot of creativity, enterprise, and they are failing young people to actually making money out of agriculture.</p> <p>So young people have a role to play, to change the whole perception of traditional practice. And they have a huge role to play by bringing in new thinking within the sector.</p>
16:26– 16:30	ColdHubs B-roll Title Slide	<p>COLDHUBS B-ROLL</p> <p>Nnaemeka and staffer talking next to ColdHub</p> <p>Woman entering storage to prepare food</p> <p>Nnaemeka and woman preparing food</p> <p>Staffer checking power unit and batteries</p> <p>Farmer taking food from ColdHub to market</p>
16:31– 16:40	Nnaemeka and staffer talking next to ColdHub	Shows ColdHubs logo and shows full unit with cars parked nearby
16:40-16:45	Woman entering storage to prepare food	Woman enters storage unit and begins sorting food in plastic crates
16:46-16:55	Nnaemeka and woman preparing food	Nnaemeka and woman sort through and evaluate green vegetables such as beans and peppers
16:56-17:02	Staffer checking power unit and batteries	Staffer opens doors to power unit and checks wiring and equipment



17:03-17:24	Farmer taking food from ColdHub to market	<p>Farmer and woman sort through vegetable crate before farmer lifts crate to carry vegetables up street to market</p> <p>Farmer exits ColdHub with crate on shoulder</p> <p>Second farmer enters the ColdHub, assisted by woman, with produce in cardboard box on shoulder</p> <p>First farmer with plastic crate continues walk up street</p> <p>First farmer begins unloading and arranging vegetables from crate onto market stall</p>
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