

# When technology nourishes soil & water

Orchestrating Ecosystems to Build Climate  
Resilience & Regenerate the Planet



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**Problem**

**Extractive agriculture is  
depleting nutrition &  
contributing to climate crisis.**

We need a system-level solution.

# For the same amount of Vitamin A -

Your grandparents ate:



You need to eat:

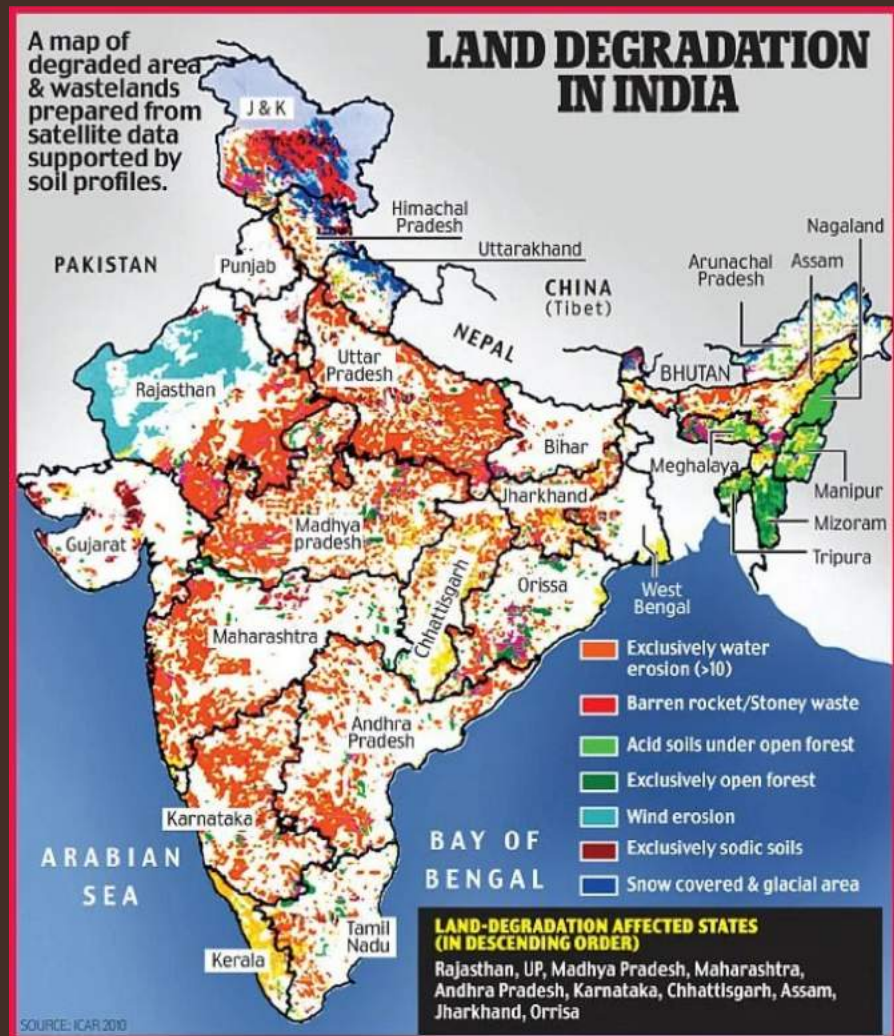


**Why?**  
**Soil Depletion.**

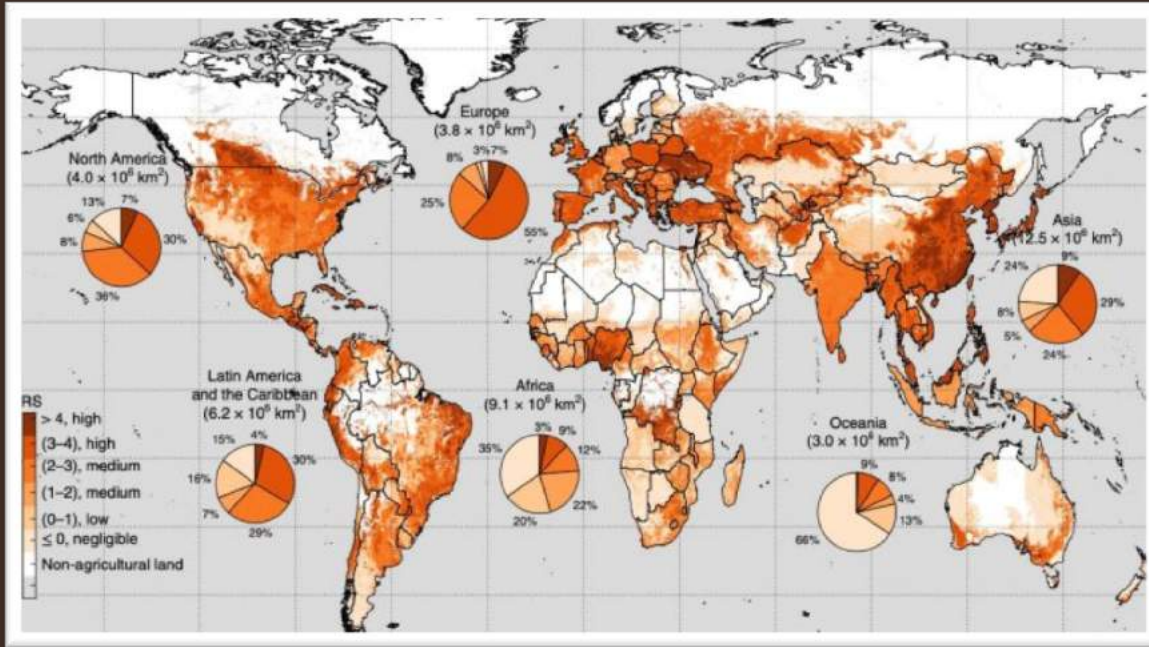
# Desertification

Soil = Nutrition = Health

49% soils in India deficient in Zinc = stunting & underweight children



# Pesticides Poison Soil, Water & Biodiversity



64% of Arable Land  
at Risk Globally

69% Decline in  
Wildlife Population

A photograph of a lush green field of plants, likely a rice paddy, with a narrow water channel running alongside them. The plants are vibrant green and densely packed. The water channel is filled with clear water and is bordered by dark brown soil. The overall scene is bright and healthy.

# The Solution

**There already exists a solution  
– a system-level solution –  
for all the above problems.**

And it has been practiced since ancient times.



# Regenerative Agroecology

Conservation & rehabilitation approach to food production

Practices for topsoil regeneration, improving water cycle, & increasing biodiversity



Produces nutrient-dense food and stores carbon to mitigate climate change.

The  
**JANANI**  
Solution



# Janani Regen Ecosystem

Enable farmers to transition to regenerative agroecology  
& build climate resilience in communities.



Ecology  
Enable Transition



Economics  
Create Markets

## Serving Nature

Build tools & services to enable small farmers to transition

- Knowledge Library
- Events & Trainings
- Accelerate Regen Solutions



## Creating Demand

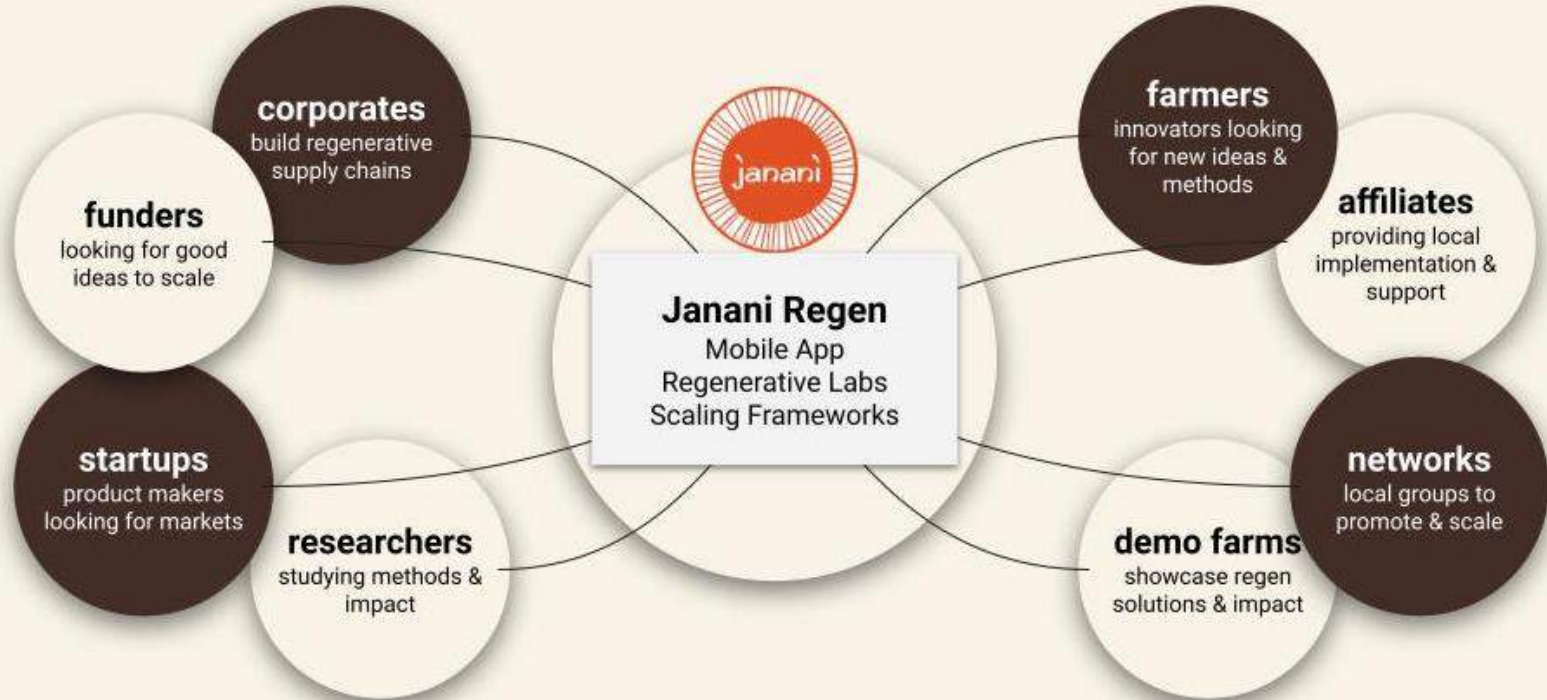
Create services & markets that facilitate widespread adoption

- New Market Connections
- Producer Trainings
- Consumer Fests



# Janani Regen Ecosystem Business Model

Making profitable connections that regenerate our planet

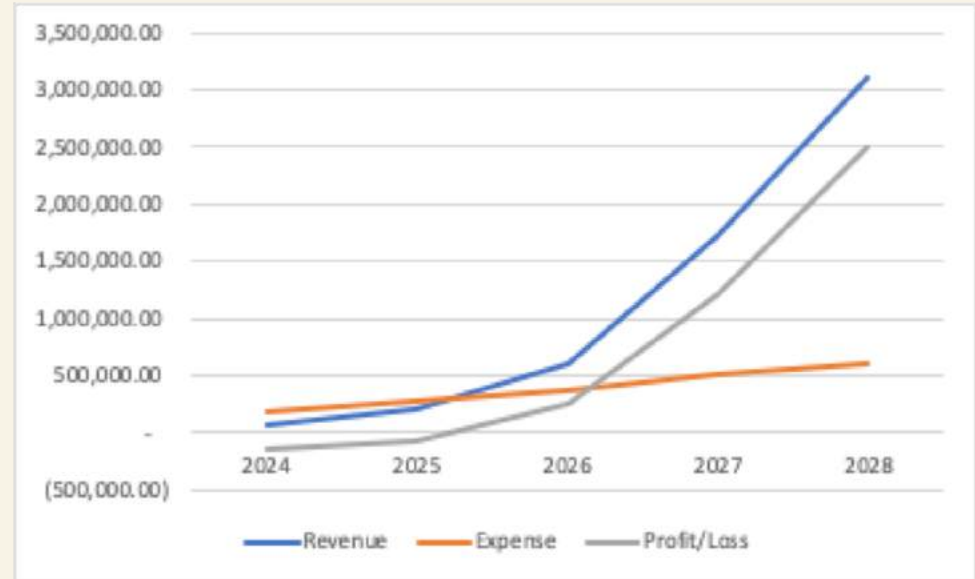


# Janani Regen Ecosystem Financial Model

Making profitable connections that regenerate our planet

## Revenue Streams

1. Agritech Platform: Market Access ([example](#)) & Software Licensing (future)
2. Events & Trainings ([example](#))
3. Regen Labs: Ecosystem Projects & Lab Services ([example](#))



# Janani Regen Ecosystem Financial Model

## Pre-Revenue, Ramping Up Tech & Global Reach

### Agritech Platform

- 1. Market Access:** Sell inputs, outputs & services to farmers
  - 10% margin on sales facilitated by Janani
  - Listing fees for service provider directory
- 2. Software Licensing:** Platform licensed to regen enterprises in other countries
  - Grants to setup the country platform
  - Ongoing license fees from the enterprise

### Regen Labs

- 1. Ecosystem Projects:** Project fees from corporates for regenerative projects
  - Pay for transition to regen supply chains
  - Fee for & nature-based climate mitigation
- 2. Lab Services:** Service fees for the lab's scaling framework
  - Startups pay a fees to access farmers
  - 20% margin on on-farm implementations

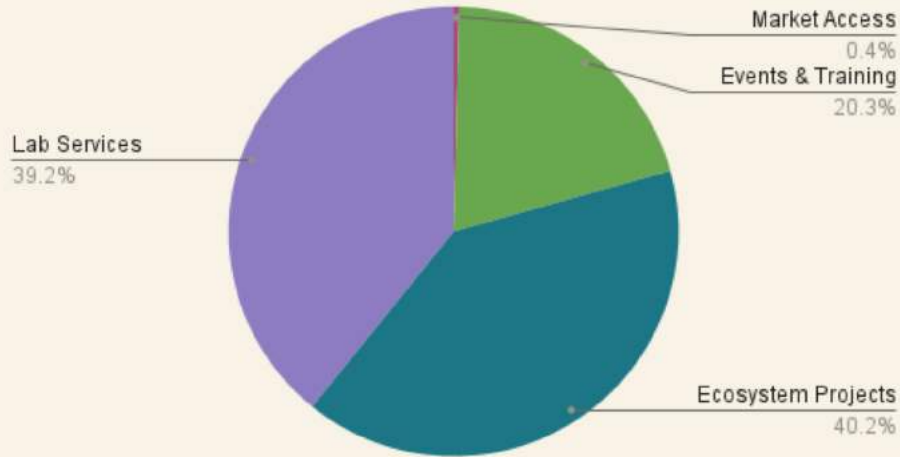
### Events & Trainings

**Event Fee:** Fee from 6 regen trainings & 2 large events a year  
Event sponsorships & participation fees

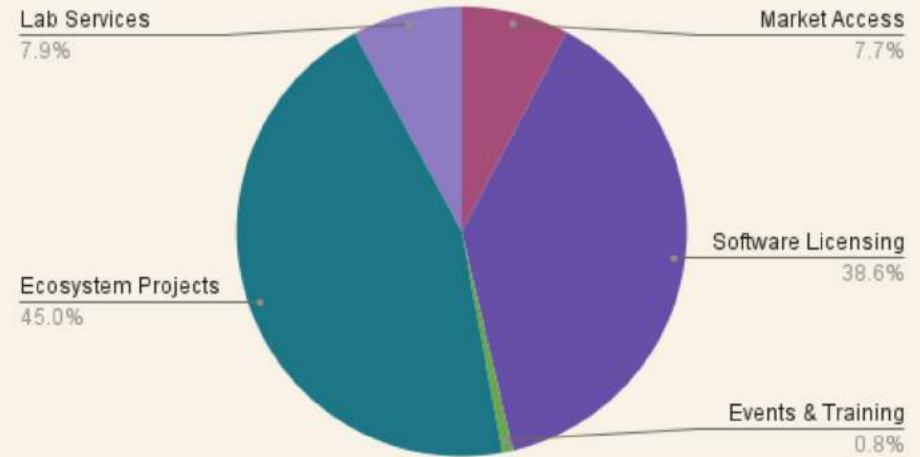
# Janani Regen Ecosystem Financial Model

Pre-Revenue, Ramping Up Tech & Global Reach

**2024**



**2028**





# Janani Regen Ecosystem History

## Global Ambition, Local Vision



- 2 rural retail outlets & buying groups
- Learn local contexts & leverage

2016-2018

2019-2021

- Text messaging platform & market access work
- Pandemic disruptions & learning



- Launch mobile app & knowledge activities
- Ecosystem project & value-aligned scale path

2022-2023

# History & Traction

What we have successfully built



## Science-Based Traditional Practices

- Reviving traditional practices for modern times
- Understanding the scientific validity of traditional practices
- Promoting practices that are scientific, economic and viable
- Creating public commons library for knowledge & bio resources

# History & Traction

What we have successfully built



## Janani Mobile App

- Tamil language mobile app
- Location-based market module to buy and sell inputs, products, and services
- Peer 2 peer knowledge sharing and personal library for regen practices
- Search and attend local natural farming trainings and events
- Growing digital engagement

# History & Traction

What we have successfully built



## Growing Farmers Network

- 12,000 farmers in offline & online channels
- Moving them gradually to the app
- Mobile app downloads:
  - 15 months for the first 1,000 installs
  - 6 months for the next 1,000 installs
- Mobile app becoming the hub for regen activities for all farmers

# The Team



## Team



**Usha Devi Venkatachalam**  
Founder & CEO



**Ara Ramalingam**  
Fractional CTO



**Vishnupriya M**  
Director, Operations

## Board



**Lakshmi Suresh**  
Director



**Sibi Gnanasundaram**  
Director

“Agrarian crisis. Rural distress. Climate change. Articles and attention to these topics are growing in number and urgency. These may look global in scope. But at the end of the day, all of it is about individuals that make up that global community. Individual farmers. Distinctive agroecologies. Unique farming communities. Special ecosystems. Soil & water.”

**Usha Devi Venkatachalam, Founder & CEO**



# Team

## Usha Devi Venkatachalam, Founder & CEO



Computer Engineer. Social Entrepreneur. Daughter of an Indian Farmer. Implemented Software Solutions in 20+ Countries.

*"I spent decades in Washington DC, US with stints in NASA, NMP, Appnet, Beaconfire, & WLP building technology platforms for social change. My family's agricultural roots challenge me to create a global solution for small farms and farmers. That solution is right under our foot, in the regenerative capacity of nature."*



# Team

## Ara Ramalingam, Fractional CTO



Data Scientist. Serial Entrepreneur. Computer Engineer. Building custom software solutions for 25+ years. Specialize in retail & financial products with global footprint.

*” My deep passion for agriculture, coupled with my wife's dedication to clean and healthy food, led us to establish a successful free-range hens farm in Tuticorin. When offered the opportunity to combine my technical skills with my love for farming at Krishi Janani, I eagerly seized the chance to make a meaningful impact. My mission: utilize technology to revolutionize agricultural practices for a healthier, more sustainable food system.”*

# Team

## Vishnupriya Mani, Director of Operations



Developer turned people & process manager. Focuses on efficient systems to create healthy & nutritious agriculture & food systems.

*"I witnessed agriculture's move towards chemicals and the health differences in the last three generations in my family. My passion is in creating better agriculture and food systems for the wellbeing of the society and my family, especially my daughter."*

# Board of Directors

## Founder, Mazhai Thuli Foundation



**Lakshmi Suresh**

Los Angeles, CA

Water Advocate. Entrepreneur. Realtor. Social Activist. Advisory Board of USKids4Water. Volunteer at Heal the Bay, Los Angeles.

*"In my lifetime, I have seen the Vaigai go from a perennial river often overflowing its banks to a dry river. As someone who has seen women in my village walk miles to fetch drinking water, this hurts me and moves me to act on saving our waterways. In Janani's work, especially in the soil & water labs, I see the possibility of building the next generation of sustainable businesses focused on regenerative water."*

# Board of Directors

## President, High T Products



**Sibi Gnanasundaram**

Washington, DC

Investment Banker. Investor. M&A. Startup Operator. Previously with UBS & Valmiki Capital. Advising on \$500M+ transactions in technology & tech-enabled companies.

*"Krishi Janani stands out by looking to leverage age-old practices in an industry that has seen diminishing returns and farmers leaving their profession despite "technological advances." As someone that comes from a lineage of farmers from Tamil Nadu, this mission and also potential for growth stands out to me as a good investment in our food and the people that provide it but also in a sub-industry that has generally been forgotten."*

# Advisory Council



**Sharon Chang**  
Strategy



**Michael Cervino**  
Fundraising



**Rakhee Goyal**  
Impact



**Bagyarani Vijayan**  
Finance

# Advisory Council

## Director, The Nature Conservancy

Investor. Entrepreneur. Fundraiser. Decades in Environmental Causes. Strategy & Management.



**Michael Cervino**

Fundraising

*"I saw the unique opportunity to pair my passion for conservation and climate change activism with a remarkable business investment. Janani has an inspiring vision being delivered on through its technology, growing farmer based and most importantly -- true regenerative results."*

# Advisory Council



**Sharon Chang**

Strategy

**Founder, Yoxi**

Artist and Architect to Manifest Beautiful Futures

*"Krishi Janani has the vision and operational resilience that allows meaningful growth to be both the spread of invisible roots and the blossom of beautiful canopies. In a world where innovation often chases shiny new objects, and impact can be buried in data bureaucracy, we need more companies like KJ to establish nodes of connections in regenerative practices."*

# Advisory Council

## Founder & Trustee, Shraddhanjali Trust



**Rakhee Goyal**

Impact

NGO Leader. Human Rights & Social Justice Activist.  
Decades designing & implementing women's empowerment programs in Africa, Asia & the Middle East.

*“I invest in Janani for its ethical, principled and life sustaining approaches towards both the people and the planet who we rely upon for food and survival. To me Janani embodies its name “life-giving” by improving the livelihoods of vulnerable farmers and reenergizing the earth. Janani proves that prosperity - economic and climate - can and must be mutually beneficial for the sake of present and future generations.”*



# Advisory Council

## Partner, S Ram & Co



**Bagyarani Vijayan**

Finance

Chartered Accountant. 25+ years in Financial Management, Corporate Reporting, Complex Accounting Problems, Direct & Indirect Tax Compliance, Reporting.

*"My family is from a farming background, and our farm is on a rain shadow area, receiving minimal rainfall. Easy falling prey to drought every other year, borewells are going deeper and deeper. So was happy to associate with Janani for soil and water Regeneration. I am interested in exploring new financing models for rebuilding water resources for future generations."*

# Recognitions & Networks



Acumen Foundation, New York, USA

**Climate Resilient Agriculture Accelerator**

**One of two selected to receive an investment**



Ashden, London, UK

**Global Climate Champions Award**

**Finalist in Regenerative Agriculture category**



Sangam Ventures, New Delhi, India

Selected from a national pool

**Emerging India Accelerator Program**



Miller Center, Santa Clara, USA

Selected from a global cohort

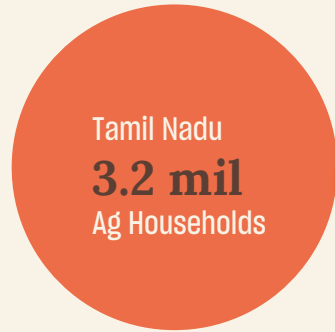
**Women's Economic Empowerment Accelerator**

# The Future

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# Opportunity & Impact



## Services

### Farmers

- Decrease inputs & expenses
- Improve soil fertility & productivity
- Access new revenue streams

## Impact

### Households

- Escape the vicious cycle of extraction
- Build climate resilience
- Long-term abundance & prosperity



## Nature

- Creating ecological prosperity
- Nature based solutions for wealth
- Ecology + Economics as Growth Engines

## Communities

- Local, seasonal, biodiverse economics
- Pockets of ecological renaissance
- Serve as role models for replication

# Reg CF: Raising up to \$750,000

## From Tamil Nadu to the World

1. Grow App & Activities in Tamil Nadu
2. Launch Scaling Regen Labs
3. Build Tech Stack for Global Deployment



# Plan & Use of Funds

## Goals

### 1. Software Development & App Promo

\$100,000



#### Start Technology Design & Infrastructure Work

- Start creating technology design - tech architecture & user interface - for the next version of the app
- Assemble components for technology infrastructure which is both cost-effective and elastic (stretches for growth) and cost-effective

### 2. Expand & Grow in Tamil Nadu

\$200,000



#### Release Next Version of App & Scale Out in Tamil Nadu

- Release farm diary, groups, and notifications in the next version
- Expand to all of Tamil Nadu with local partners & collaborators
- Create knowledge repository for different agroecological contexts

### 3a. Launch Scaling Regen Labs

\$200,000



#### Launch regen labs that focus on scaling viable solutions

- Implement, support, and spread regenerative solutions
- Explore innovative ecology + economics models & ecosystems
- Create scaling framework for spread of regenerative models

# Plan & Use of Funds

## Goals

## What we are building:

### 3b. Build Tech Stack for Global Deployment

\$100,000 →

#### Create Modularized Multilingual Tech Stack

- Create a tech stack that can be extended to various countries
- Build multilingual capabilities in the stack for other states in India
- Identify partners to collaborate with for implementing internationally

### 4. International Expansion

\$150,000 →

#### Port Technology Stack to Another State or Country

- In collaboration with operational partner, implement agritech platform in another state or country
- Test multilingual modules and their usability in different language context

# Ask: Raising up to \$750,000

Crowd equity fundraising to grow a new regenerative agroecology & economic model

- \$250 minimum investment
- Investment Tiers  
\$1,000 - \$2,500 - \$5,000 - \$10,000+

## How you can help:

- Fund us
- Promote us

### Crowd Equity Milestones

1. \$100,000 for first milestone for Software Development & App Promotion
2. \$300,000 (addl \$200K raised) for second milestone to Expand & Grow in Tamil Nadu
3. \$600,000 (addl \$300K raised) for third milestone for Scaling Regen Lab & Tech Stack for Global Deployment
4. \$750,000 for final milestone for International Expansion.





# Reg CF: Raising up to \$750,000

## Tiers & Investor Perks

\$1,000	\$2,500	\$5,000	\$10,000+
<b>Meet Growers</b> Janani Regen Living Guide +	<b>Program Briefs</b> Janani Regen Living Guide +	<b>Join Events</b> Janani Regen Living Guide +	<b>Impact Experience</b> Janani Regen Living Guide +
Meet our growers & producers on Zoom	Dive deeper into our programs on Zoom	Celebrate at Janani's events & festivals*	Understand the impact with a guided tour*

\* India-based perks. Travel costs not included.

Janani Regen Living Guide is a pdf document on everyday actions all of us can take.

Each tier perks are available on a biannual schedule.

# Reg CF: Raising up to \$750,000

## Direct Offer Details

- **Preferred Stock:** Offering nonvoting preferred stock with a preferred dividend and liquidation preference.
- **Patient Capital:** Krishi Janani PBC is a public benefit corporation seeking patient capital with non-traditional exit options. This is not a typical tech start up promising outsized returns and growth at all costs.
- **Preferred Dividends:** Equity investors receive preferred dividends from company profits - a sale of the company is not required for investor returns.
- **Ecosystems as a Stakeholder:** Krishi Janani PBC considers all stakeholders as equal. First among equals are nature and ecosystems.

# Regenerative agroecology is...

**Our love story.** It is the expression of our gratitude to soil, water and nature that has fed and nourished all of us.

**Our moral obligation.** It is our actions for stewardship & well-being of all. It is the spiritual solution for the responsibility that nature has placed on us.

**Our economic imperative.** It is the evolution of consumerism and capitalism into circular economies that could regenerate society from its very roots.



**Thank You.**

Usha Venkatachalam  
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# Appendix

## Learn More

### Soil & Water: India

Indians consuming rice & wheat low in food value, high in toxins: [ICAR study](#)

[Desertification in India](#): How Green Revolution hastened the man-made soil degradation

3 Maps Explain India's [Growing Water Risks](#)

Soil Fertility in Tamil Nadu [Reduced by Half in 30 Yrs](#), Says Govt Paper

The World's Highest, and Most [Reckless User of Groundwater](#)

### Soil & Water: Global

[Dirt Poor](#): Have Fruits and Vegetables Become Less Nutritious?

64% of World's Arable Land at [Risk of Pesticide Pollution](#): Study

Wildlife Populations Plummet by 69%: [Living Planet Report](#)

[Facts About the Nature Crisis](#): UN Environment Program

6 Charts that Show the State of [Biodiversity and Nature Loss](#)

### Regenerative Agriculture

What is Regenerative Agriculture? [World Economic Forum \(WEF\)](#)

Why Regenerative Agriculture? [Regeneration International](#)

Regenerative Agriculture and the Soil Carbon Solution. [Rodale Institute](#)

Farming Our Way Out of the Climate Crisis. [Project Drawdown](#)

The Soil Will Save Us. [Janani Field Notes](#)