

THE FUTURE OF FARMING

# CeboAgriTech

Revolutionizing the Agricultural & Wine Sectors in South Africa through digital innovation.

Logistics

Marketplace

Education



# The Untapped Economy

---

R100bn

**TOWNSHIP ECONOMY VALUE**

Estimated worth across formal and informal sectors, representing a massive engine for growth.

R36bn

**WINE INDUSTRY VALUE**

A historic sector with limited access to the emerging township consumer base.

# Township Wine Potential



## 3.4 Million

**Addressable Market:** The Black Middle Class is growing rapidly, with an annual spending power exceeding R400 Billion.



## Growing Interest

**Cultural Shift:** Events like the Soweto Wine Festival attract record crowds (9,000+), signaling a boom in wine culture.



## The Opportunity

**Room for Growth:** Wine comprises only ~10% of alcohol consumption vs. Beer (74%). Accessibility is the key to unlocking this.

# Connecting Source to Market

---

## Wine Producers' Marketplace

Our digital platform bridges the gap between premium producers and the vibrant township economy.

- **Direct Access:** Producers list inventory directly, bypassing inefficient middlemen.
- **New Channels:** Instant connection to township restaurants, taverns, catering companies, and event organizers.
- **Pre-Harvest Showcase:** Farmers can secure buyers early by showcasing produce before harvest.



# Efficient Logistics

## Connecting Transporters

We solve the "last mile" problem by connecting farmers with the nearest available vetted transporters (van and truck owners).

## Real-Time Tracking

Transparency is key. Farmers track order status in real-time via the app, receiving updates via SMS or email. This drastically reduces spoilage and ensures timely delivery.



# Technology for Everyone

---



## Market Prices

Real-time access to daily agricultural commodity prices enables informed production and pricing decisions.



## Offline Access

Built for Africa: Critical data is fully accessible without an internet connection, ensuring usability in remote areas.



## 11 Languages

True Inclusivity: Full support for all 11 official languages allows farmers to trade and learn in their mother tongue.

# Bridging Tech & Wine Education

---



## Knowledge Transfer

Education is the foundation of quality. We use technology to democratize access to viticulture knowledge.

- **Digital Curriculum:** Tips and tutorials on viticulture, pest management, and best practices delivered to the phone.
- **Inclusive Learning:** Complex wine production techniques translated into local languages.
- **Community Growth:** Facilitating the integration of wine culture into the township hospitality sector.

# Impact on Livelihoods

---

## Food Safety & Stability

- **Tackling Poverty:** Direct market access increases farmer income and sustainability.
- **Healthier Lifestyles:** Improving the fresh produce supply chain addresses food safety and nutrition.
- **Economic Growth:** Uplifting the township economy creates a ripple effect of stability and job creation.




---

“ *CeboAgriTech is committed to empowering South African farmers and wine producers, fostering economic growth, and enhancing food safety through inclusivity and innovation.* ”

**OUR VISION**

# Questions?

Join us in transforming the future of South  
African agriculture.

 [contact@ceboagritech.co.za](mailto:contact@ceboagritech.co.za)

 [www.ceboagritech.co.za](http://www.ceboagritech.co.za)

# Image Sources

---



<https://media.istockphoto.com/id/1421229859/photo/african-farmer-making-use-of-her-phone.jpg?s=612x612&w=0&k=20&c=KqIEH4ZKN0JudTWOuu6EOS5teO0r-uDtj51s2RDU6kQ=>

Source: [www.istockphoto.com](http://www.istockphoto.com)

---



<https://www.spanamzansi.co.za/wp-content/uploads/2025/09/an-image-that-embodies-South-African-Wine.webp>

Source: [www.spanamzansi.co.za](http://www.spanamzansi.co.za)

---



[https://www.scania.com/content/www/za/en/home/transport-operations/agriculture/\\_jcr\\_content/image.img.90.360.jpeg](https://www.scania.com/content/www/za/en/home/transport-operations/agriculture/_jcr_content/image.img.90.360.jpeg)

Source: [www.scania.com](http://www.scania.com)

---



[https://media.istockphoto.com/id/2010728243/photo/its-wine-oclock.jpg?s=612x612&w=0&k=20&c=1asmJyt3RPWFglAVHWQ72p\\_Pagw7rbSUQsdjXFwbTTs=](https://media.istockphoto.com/id/2010728243/photo/its-wine-oclock.jpg?s=612x612&w=0&k=20&c=1asmJyt3RPWFglAVHWQ72p_Pagw7rbSUQsdjXFwbTTs=)

Source: [www.istockphoto.com](http://www.istockphoto.com)

---



<https://media.istockphoto.com/id/453477571/photo/african-american-woman-holding-basket-of-fresh-groceries-isolated.jpg?s=612x612&w=0&k=20&c=tILGmxGOVcM6--Wrfy9Z3tv4Kljy0SE4zCib9fyiLGg=>

Source: [www.istockphoto.com](http://www.istockphoto.com)