
bhuquagric
by Squareone International
www.bhuquagric.com

“From the dust, markets grow.”

bhuquagric

A Grassroots Deck

The problem. The proof. The path.

March 2026

THE PROBLEM

Farmers can't find buyers. Buyers can't find farmers.



Produce spoils

Farmers harvest with no buyer lined up. By the time they find one, it's too late.



Leads go cold

Buyers receive spreadsheets of available produce, sit on them for 2+ days, then claim there are no sellers.



No visibility

A cooperative manager's only tool is phone calls, WhatsApp groups, and memory. Nothing is tracked.

Source: Discovery conversations with cooperative managers - Zambia, Zimbabwe, Botswana

THE PROBLEM

What we heard.

> *"We send spreadsheets to buyers. They sit on them for 2 days. Then they call us crying that there are no sellers."*
>
> *— Agriculture Marketer / Zambia*

> *"There is a potential market. I just don't know if they care for it. In our country we have to educate."*
>
> *— App Developer / Botswana*

> *"There must be better collaboration between the farmer and their purchasers so they can build farm crops that are being needed by the consumers."*
>
> *— Comments on World Economic Forum / Farmerline video*

THE GRAVEYARD

$200M+ lost across 15 African tech startups in 2023 alone.

The common thread: technology-first, not value-chain-first.

Startup	Funding	What They Built	Outcome
Gro Intelligence	$117M raised	AI agriculture data platform. Never translated into sustainable revenue.	Shut down 2024
iProcure	$17M raised	Agricultural supply chain. Digitized 1M farmers. Couldn't close next round.	Administration 2024
Copia Global	$123M raised	E-commerce for rural Africa. Burn rate outpaced revenue.	Administration 2024
WeFarm Shop	$11M raised	Farmer marketplace app. Shut down 9 months after launch.	Shut down 2022
MarketForce (RejaReja)	$64M raised	B2B wholesale. Low margins, unpaid loans, funding winter.	Shut down 2024

Agritech funding in Africa declined to $168M in 2025, down from $207M in 2024.
Sources: Startup Graveyard Africa, TechCabal, ImpactAlpha, Launch Base Africa

THE GRAVEYARD

What they got wrong.

✕ Built apps for farmers who don't have smartphones	✓ Build on SMS and WhatsApp - what people already use
✕ Required internet in areas with no connectivity	✓ Design for zero-data: SMS costs airtime, not megabytes
✕ Tried to be the 'everything platform' from day one	✓ Solve one transaction: connect a seller to a buyer
✕ Burned millions on user acquisition before proving revenue	✓ Free for suppliers, paid subscription for buyers
✕ Ignored existing trust networks (cooperatives, agents)	✓ Embed into existing value chains, don't replace them

ONE THING. DONE RIGHT.

What BhuquAgric does



Supplier texts
LIST MAIZE 500KG



Admin
approves



Matching buyers
get WhatsApp alert



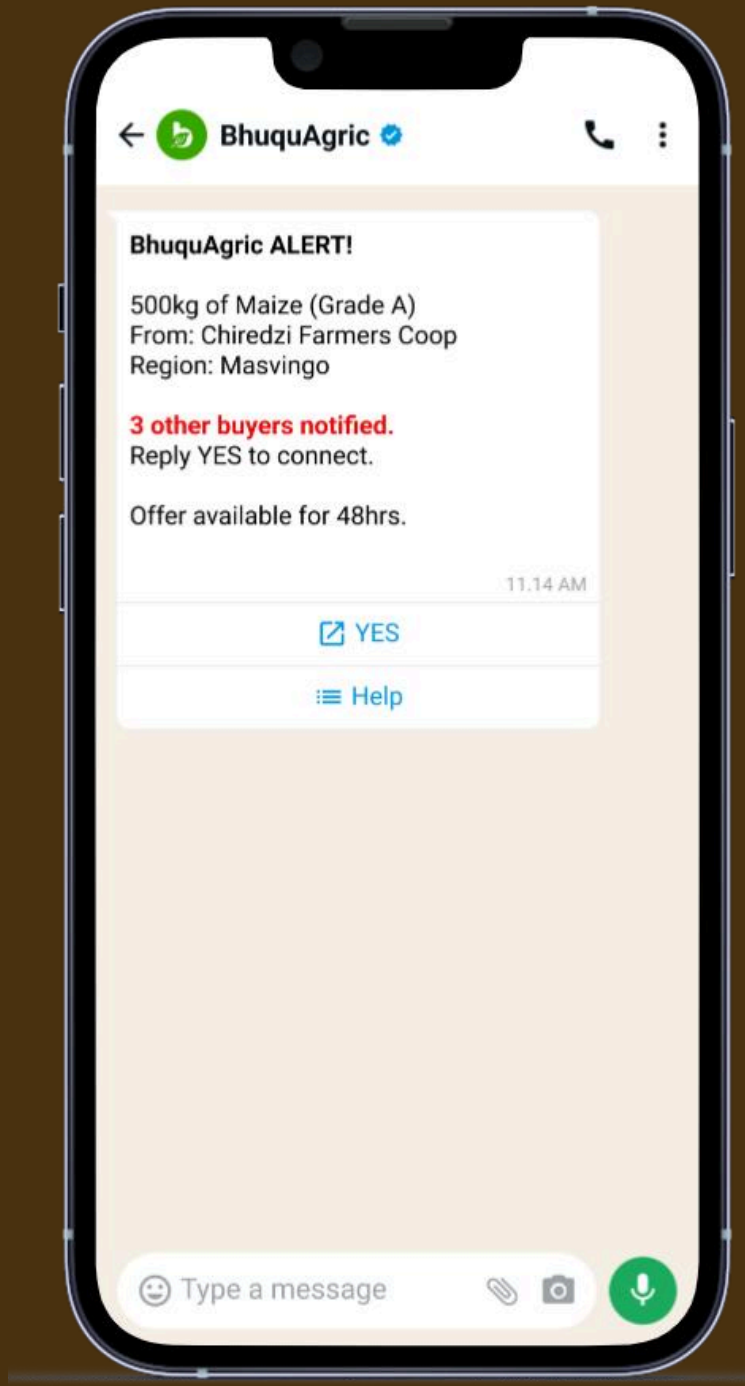
Buyer replies YES
Both connected

Suppliers: Free. It only costs your airtime.
Buyers: $5/month for instant alerts. Pay via mobile money or card.

THE URGENCY MECHANIC

Why buyers act now instead of sitting on leads for 2 days.

"3 other buyers notified" — scarcity is real. Agricultural produce is perishable. The urgency isn't manufactured, it's honest.



IT WORKS TODAY

Not a deck. Not a prototype. A live system.

SMS supplier registration	Conversational flow - text JOIN to **+1 240 724 8788**
Produce listing	Text LIST MAIZE 500KG - parsed, stored, buyers notified
WhatsApp buyer registration	Message BUY on WhatsApp - guided onboarding
Payment via mobile money	Send $5 to **+26772586975** with reference code
Payment via card	Reply PAYONLINE for Stripe checkout link
Buyer-supplier matching	Reply YES to connect - both parties get details

Deployed on Railway and a live WhatsApp sender. Zero dependency on app stores.

WHAT COMES NEXT

Partnerships over platforms



What we need:
Cooperative partners willing to list real produce. Buyers willing to test the alert subscription. Local partners for payment provider relationships.



What we don't need:
Funding. App developers. A 12-module platform. Just real farmers, real buyers, and real produce.

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SMS: Text **JOIN** to **+1 240 724 8788**

WhatsApp: Message **BUY** to **+1 240 724 8788**

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