



TAO × Creators

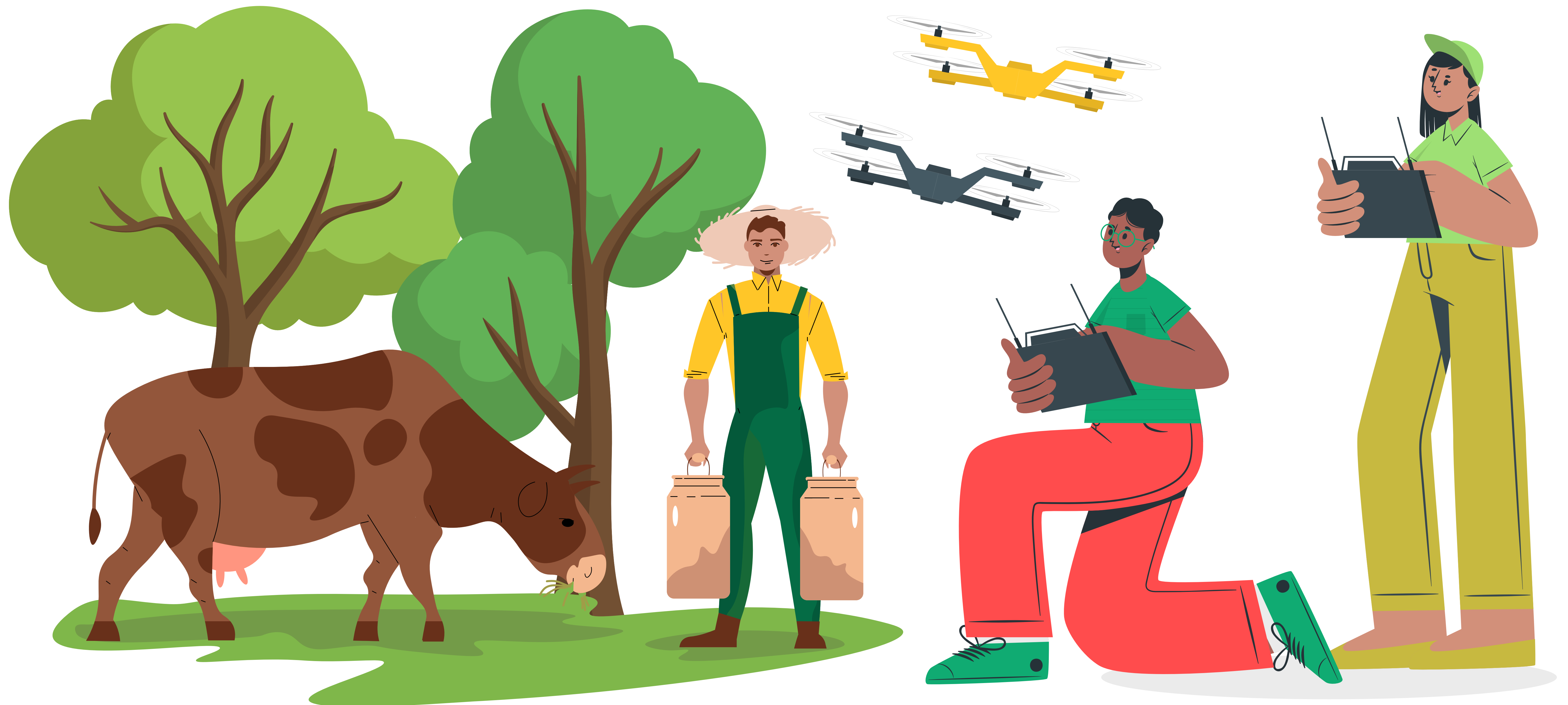
THE **AGRICULTURAL OPTION**



The Agricultural Option is making agriculture a viable economic option for young, and all people. Therefore, we have created tools, platforms, and support to turn this commitment to reality.

WHAT'S IN THE **AGRICULTURAL OPTION**?

We have created opportunities, excitement and support around farming, processing, trading, management, skills upgrade, and money in agriculture, with community interactions at their center. Our creation meets the needs of young people, and we believe they will reduce the barriers young people face in doing productive and viable agriculture.



A red tractor is shown from a side-rear perspective, plowing a field. The tractor is moving from left to right, turning over dark brown soil. To the right of the plowed area, there is a field of young green crops. The background shows a clear blue sky and a distant horizon with some structures.

Inside **The Agricultural Option**

you will find:

- ▶ **Discover**
- ▶ **The Junction**
- ▶ **Young Ranchers**
- ▶ **Boat**
- ▶ **Telagri**
- ▶ **Farm Tinder**
- ▶ **Living**

We have put a modern, refreshing, exciting and relatable spin to agriculture, which will help all of us to be successful.

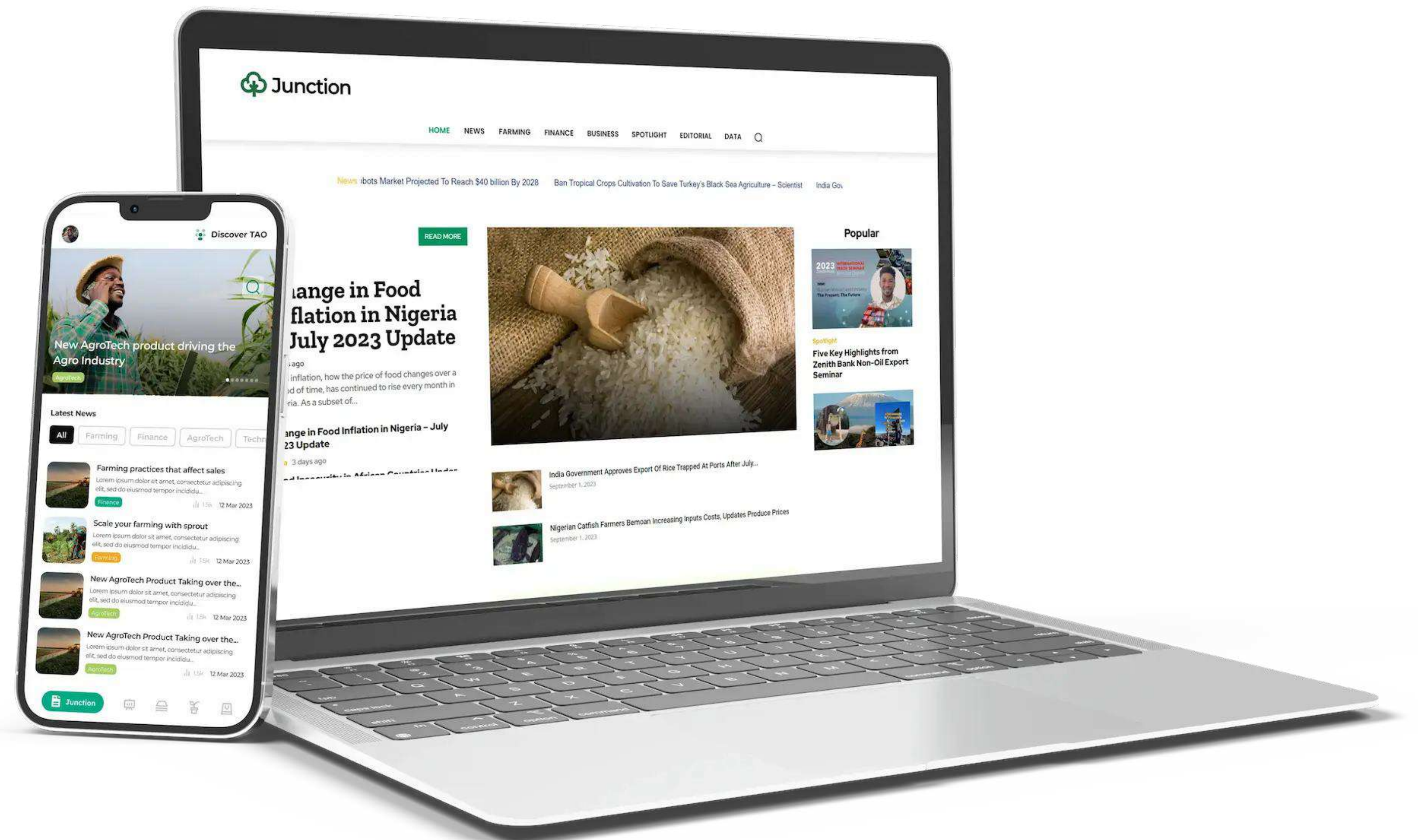
DISCOVER

A robust community of practice that provides a platform for engagement, support, and collaboration. Discover is the Facebook and YouTube for agriculture.



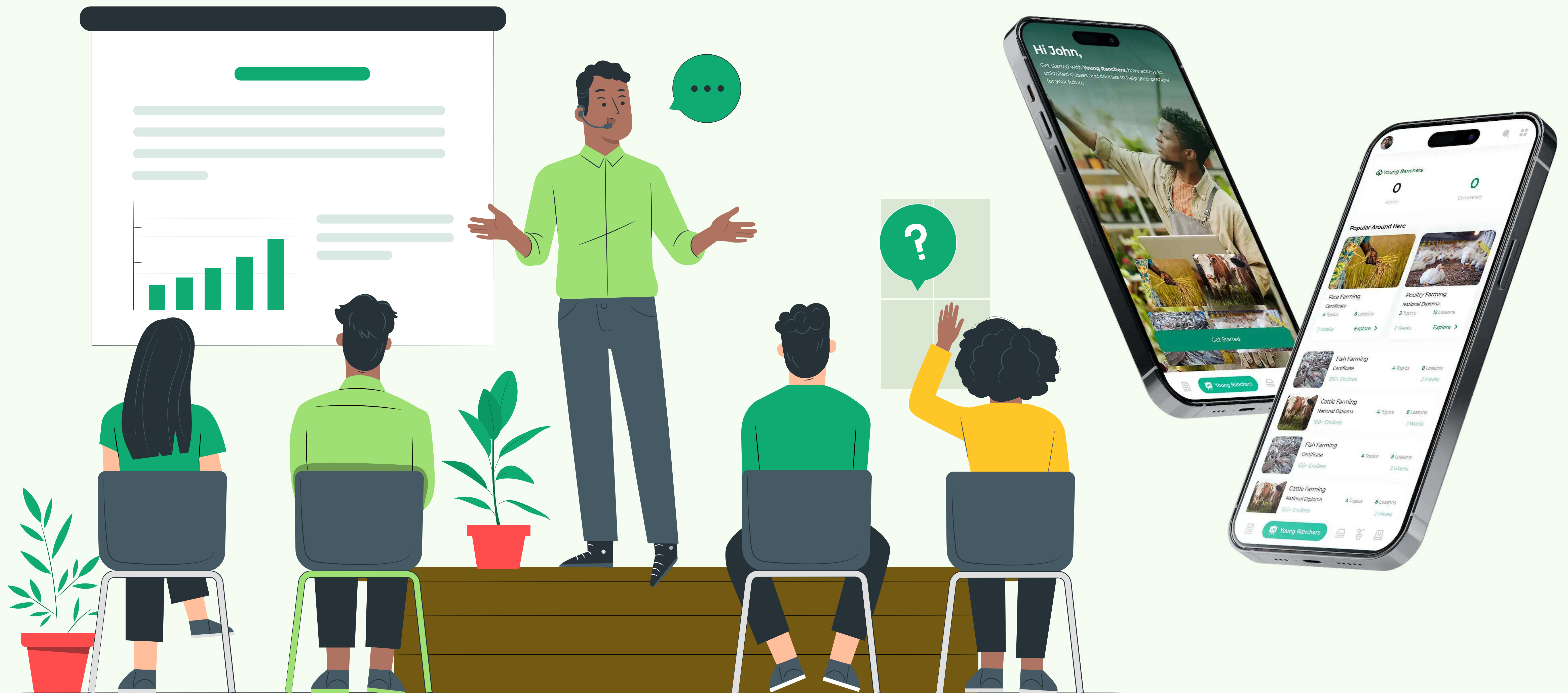
THE JUNCTION

An industry focused digital publication that will improve young people's perception and appreciation of agriculture.



YOUNG RANCHERS

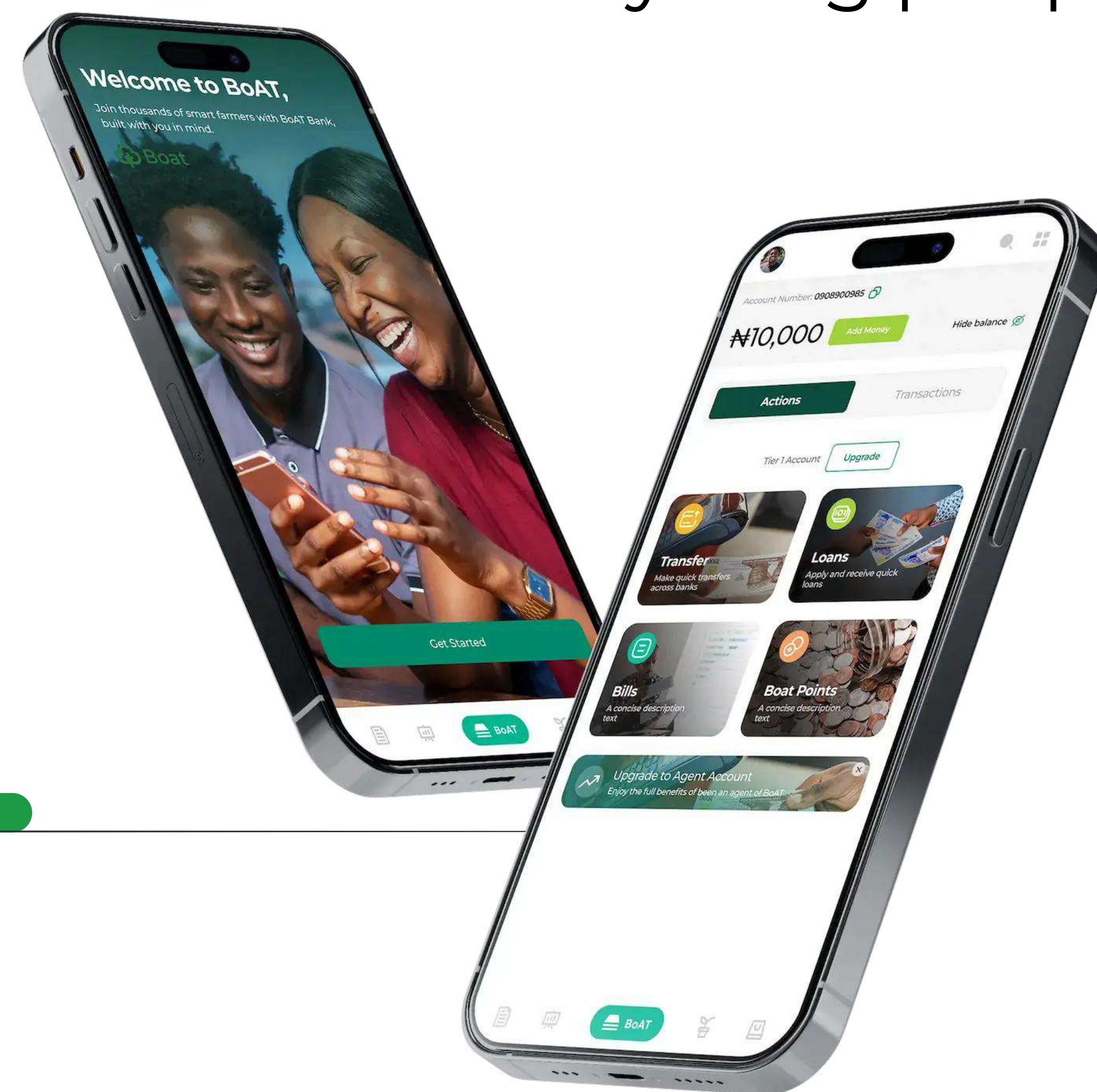
Digital and physical learning management system with a bite-size curriculum that is focused on commercial agriculture.





BOAT

A digital microfinance institution that simplifies the access to agricultural credit for young people.



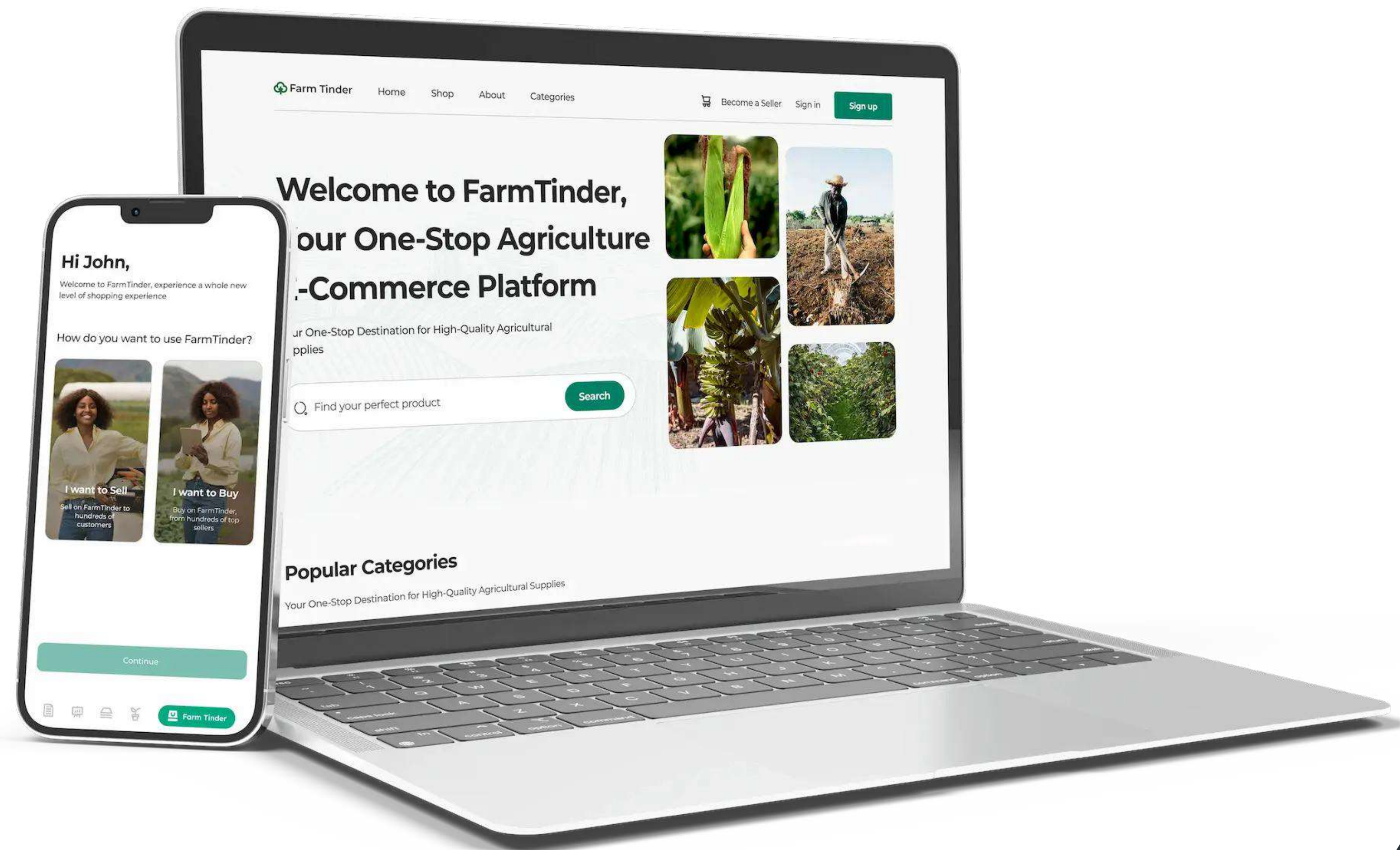
TELAGRI

Agriculture focused enterprise resource planning tool that supports data management and decision making.



FARM TINDER

A marketplace of young people to engage in discovery, market access and fair trade for agricultural enterprises.





LIVING

Agricultural production and processing communities that are linked to tertiary institutions offering agricultural majors. It prepares students to appreciate and adopt careers or entrepreneurial endeavors in agriculture.



The Agricultural Option is making agriculture a viable economic option for young, and all people.

We believe that just as it takes a village to raise a child, it also takes a community to raise agriculture, and make it viable for young and all people. We are building a community of doers and helpers that will make agriculture a viable economic option for all of us.

■ IT TAKES A **COMMUNITY**





We all can use **Helpers and Gatekeepers**

Because we believe that agriculture is viable we are putting our money where our mouth is, and we need people to join us.

So, we are partnering with those who know agriculture, those who do agriculture and those who know those who do agriculture. So that we can invite everyone that is relevant to this big party of viable agriculture.

Who is a Helper and Gatekeeper?

They are young and fresh and they get the agricultural code. They have gravitas and the ability to hold a room and are exposed to good things.

They are respected as agriculturists because they know what they are doing, they are leaders and influence actions for good. Most times, they are respected by peers, superiors and subordinates through superior subject matter knowledge, strength of character and carriage.



What does a **Helper and Gatekeeper** do?

As kings and queens of their space, our gatekeepers help to ensure that our community is made up of real people that are committed and passionate about agriculture. They help people of TAO get the right support and use the support correctly, so that everyone wins. **Typically, Gatekeepers will do any of the following:**

- ▶ Create and distribute engaging business and technical content on the TAO digital platforms.
- ▶ Support skill development and good productivity in physical communities.
- ▶ Help with validation of people that want loan, credit, or other kinds of financial support.
- ▶ Carry out extension monitoring and evaluation of behalf of TAO.
- ▶ Fulfill input and produce trade on behalf of TAO.
- ▶ Generate new ideas and ways of doing things.



WHAT SETS **HELPERS & GATEKEEPERS** APART

Because we are big on trust, we look out for people with a steady track record of promotion and growth as a community resource in agricultural value chains or areas of practice- with increasing leadership, business, and profitability.

Fully plugged into the ecosystem of their value chain of practice, with extensive reach for information and general advantage.





The Farther The Reach **The Better The Help**

The icing on the cake is the demonstration of good business revenue or digital social media community size of over 20,000 people or physical community of over 100 people. Strong industry and market network in agriculture especially in online and physical forums.

Helpers & Gatekeepers **Are Everything And Everywhere**

Agriculture is an ecosystem of many parts, from farm to plate, and body, and soul, therefore we welcome people who are everything. Farmers, aggregators, input retailers, processors, service providers, students, scientists, traders, logistics, and even foodies are welcome....from everywhere!

Yes, we know, **There is no Free Lunch**

Incentives abound to the helpers and gatekeepers that are supporting the quest to make agriculture a viable economic option, because the good work is much appreciated, and it is only proper for all to share in the benefits. Incentives include financial such as fees, commissions, and beginner grants; business development, customer linkage and trade, loans, credit, and merchandise.

Here's a sample of our way of incentives,
but note that there is much more.

1 TAO Vanilla Creator



RESPONSIBILITIES

Create any kind of content for consumption on TAO's digital platforms.

MERCHANDISE

Gold merchandise package.

REVENUE ON CONTENT

N200 per 1000 views.

REVENUE ON VALIDATION

N4000 on validation services.

SIGNUP BONUS

100 thousand Naira for creator with over 20 thousand followers on social media platforms, with commitment to move them to TAO.

MONETIZATION THRESHOLD

10,000 followers, 30,000 views, 15,000 likes in last 60-day period.

REVENUE ON EXTENDED BUSINESS

N500 on viewer account opening and profile creation across modules.

REVENUE ON M&E

N3000 on M&E visit.

Here's a sample of our way of incentives,
but note that there is much more.

TAO Community Educator



RESPONSIBILITIES

Create curriculum-based content on specific subjects for consumption on TAO's digital platforms and physical communities.

MERCHANDISE

Gold merchandise package.

REVENUE ON CONTENT

30% of subscription fee

REVENUE ON VALIDATION

N4000 on validation services.

SIGNUP BONUS

500 thousand Naira for creator with approved content, and with over 10 thousand followers on other social media platforms, with commitment to move them to TAO. Up to 10m loan for facility improvement.

MONETIZATION THRESHOLD

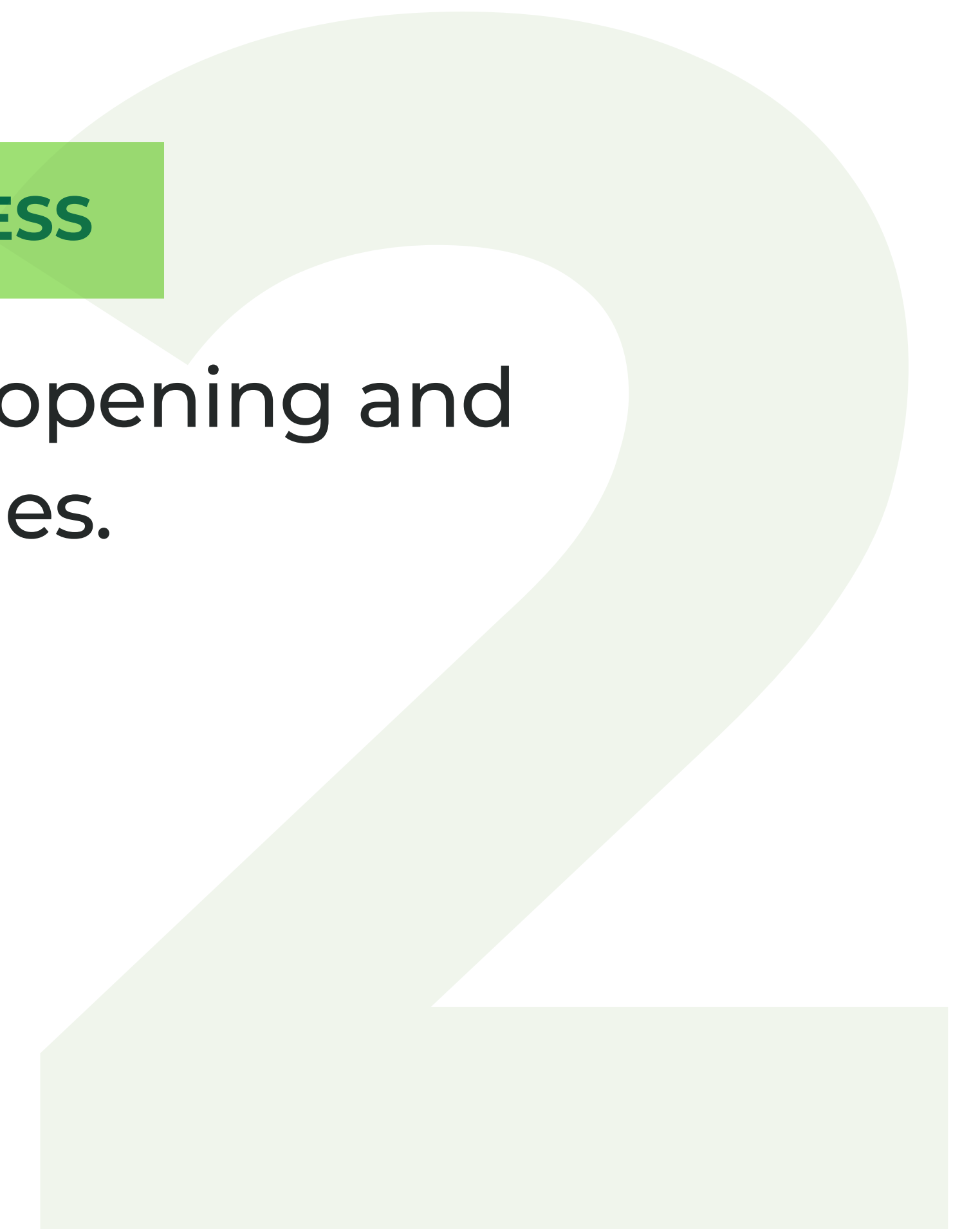
1 paying subscriber

REVENUE ON EXTENDED BUSINESS

N500 on subscriber account opening and profile creation across modules.

REVENUE ON M&E

N3000 on M&E visit.



3

TAO
Trade
Agent

**Here's a sample of our way of incentives,
but note that there is much more.**



RESPONSIBILITIES

Support input trade, produce aggregation, and credit facilitation on TAO's digital platforms and physical communities.

MERCHANDISE

Gold merchandise package.

REVENUE ON CONTENT

Per CBN provision for agency banking commission.

REVENUE ON VALIDATION

N4000 on validation services.

SIGNUP BONUS

100 thousand Naira for approved trade partner, and with over 1 thousand customers, with commitment to move them to TAO. Up to 10 million Naira loan for franchise

MONETIZATION THRESHOLD

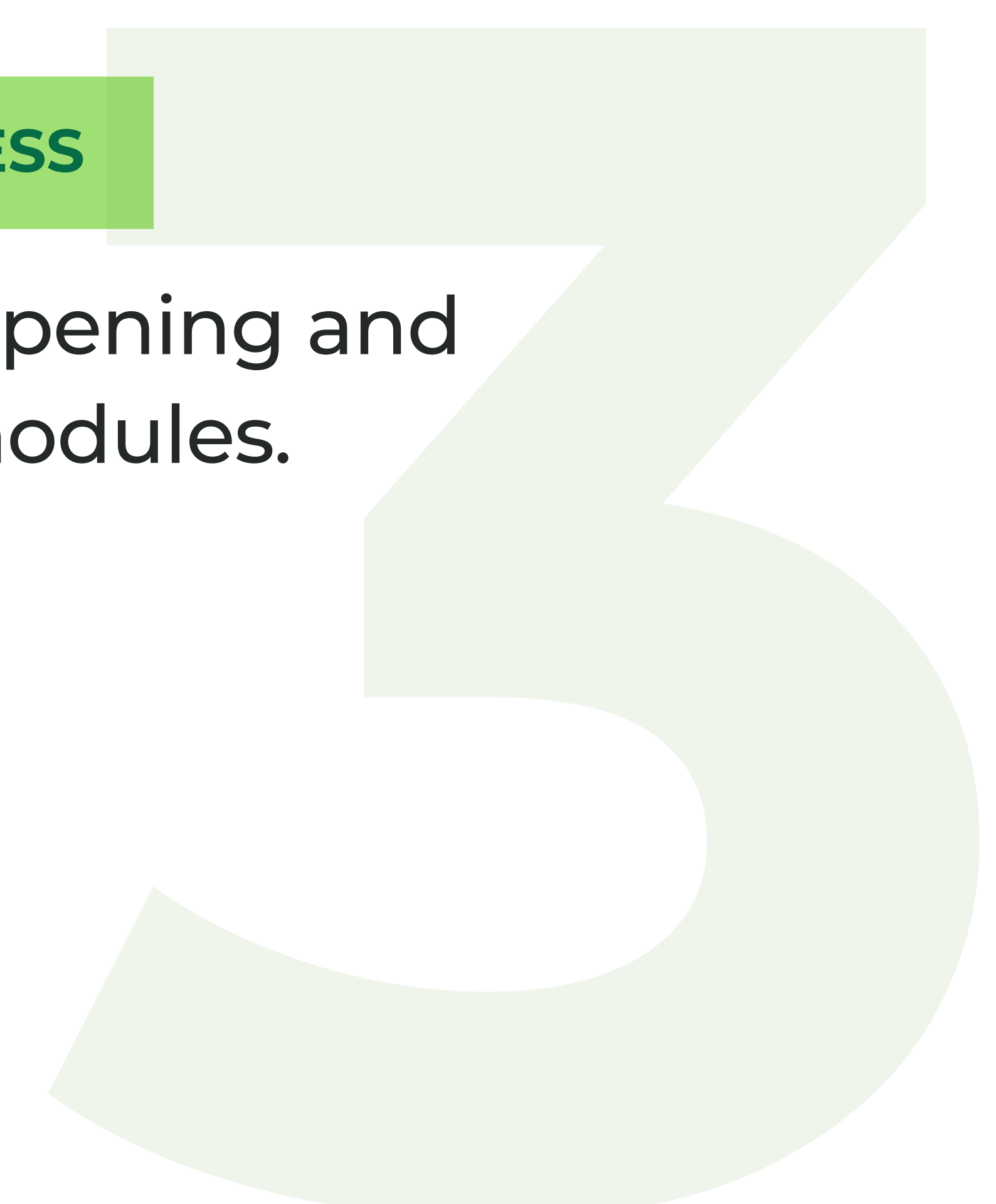
1k customers.

REVENUE ON EXTENDED BUSINESS

N500 on customer account opening and profile creation across TAO modules.

REVENUE ON M&E

N3000 on M&E visit.



Joining, **Creating, Supporting** **And Earning** Are A Breeze

Our Helpers and Gatekeepers are appraised and set up quickly, because we know that agriculture needs all the help it can get. We get our people running in 7 easy quick steps that take not more than 1 week as we do not spend more than 1 day on a step because there is no time to waste.

Our typical process gets us to work together like this:

- 1** ▶ You show **Interest**
- 2** ▶ We **Check** you out
- 3** ▶ We create your **TAO profile**
- 4** ▶ We setup your **creator account**
- 5** ▶ You start **Supporting** our community
- 6** ▶ We **Pay** you





Find Out **More** And **Act**

There is much more exciting stuff to learn about **The Agricultural Option** and our helper community.

Visit

www.tao.com.ng

www.tao.com.ng/creators

We hope to see you soon and create magic together.