



## Company

**Sector:** AnimalTech

**Product Type:** PaaS

**Founding Date:** 5/10/2020

**Legal Name:** Finca IT S.A

## Metrics

**Go to Market** april 2021

+ **125.000** Cattle Head Managed

+ **600.000** Registered Events

+ **USD 257.000** Revenue

## Co-Founders



**Bernardo Jordan**  
CEO  
Industrial Engineer



**Renzo Belvedere**  
COO  
Software Engineer

We are two entrepreneurs driven by the vision to **unite technology and livestock farming to sustainably produce** the food the world will need in the coming years.

## Partners



**NARABIS**



**FINCA**

**Livestock Analytics Solution** to enhance the productive, sanitary, nutritional, and economic management of **cattle ranches**.

## Market Opportunity

**1500 Millions** of Cattle Head Globally.

**340 Millions** of Cattle head LATAM.

**50 K** Obtainable Market (Target Customers) in LATAM.

**90 %** of cattle operations do not use specialized management software.

## Business Model

We will earn **1 USD per cattle** head annually

LATAM Potential Market **USD 500 M/Year**

## Key Metrics



**1.800** Interested Leads



**USD 57.000** Total Revenue in 2024 (**58%** Annual Growth)



**18 Licenses** to Break-Even



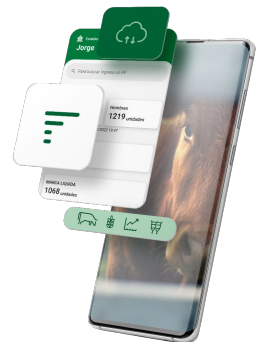
**20 %** - Projected Churn Rate 2026 (CSAT 4.5 de 5)

## Clients in LATAM



Users across **7 Countries**

**78 Active Ranches**



## Funding Ask

**USD 500.000** Investment

47% Marketing - 41% Product - 12% Operations

## Roadmap

### 1 Milestone

#### Develop a Mass-Market Product - LITE

Be the Top-Choice Solution

+ First Step in Ranch **Digitalization**



### 2 Milestone

#### Enhance the Current Solution - PRO

AI & Machine Learning

+ **Automate** Producer Decision-Making

