



Algrano...

- ... is a Swiss online green coffee trading platform for coffee growers and roasters.
- ... prices transparently each service in the supply chain, needed to make the trade happen.
- ... has the vision to facilitate relationship building and coffee trading with technology.
- ... has the mission to empower coffee growers by offering an independent and direct sales channel to young and connected coffee farmers.
- ... enables roasters to get the stories they want to share with their customers.
- ... doubled its user base in 2016 and tripled its transactions.

539	329	3	8
roasters from	growers	co-founders	private investors
50	85	2	2
countries	farms with quality awards	employees	impact investing institutions

History

Once	3 friends decide on skype to create an online community for coffee growers
Nov 13	selected to participate in the Start Up Chile Program
Spring 14	first version of the platform presented to roasters and growers
Sep 14	selected for participation in the Start Up Brasil Program
Dec 14	1st successful financial round with two business angels
Jan 15	move to Vitoria, Brazil to build partnerships with producers and exporters
Jun 15	official launch of the platform at the World of Coffee event in Gothenburg and awarded for best IT & Tech innovation by the Speciality Coffee Association of Europe
Nov 15	Fabio Kuhn joins as software developer
May 16	2nd successful financial round with six investors and two impact investing funds and move to Zug
Aug 16	Sabine Lanz joins, responsible for the back office.

Services

- + growers market their farms with a simple online profile and pictures
- + growers and roasters chat with an integrated translation system
- + a standardized trade process enables growers to offer their freshly harvested coffees
- + third parties ensure quality of offered and traded beans
- + for macro lot orders (>50 bags) trade finance and warehousing solutions exist
- + tools to facilitate coffee logistics, e.g. a virtual warehouse solution for roasters

Impact

algrano builds sustainable trade relations by transparently informing sellers and buyers on the services and relative costs in the supply chain. Moreover, algrano helps creating long-lasting partnerships between growers and roasters – regardless the geographic distance or the language spoken. In 2016 the coffees sold on algrano were paid on average USD 0.45/kg higher than the highest reference price observed in 2016 in the country of origin.

