

# High Potential Initiatives Profiles

## 1 Accelerator

Fractals



fractals

## 2 Project and Organization

mermix

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### 2.1 Country

Greece

### 2.2 Project Abstract

Due to the company's everyday connection with farmers, they identified a huge dept for agricultural machinery management. Most of the farmers who were searching for a tool, could never find one when they needed it and on the other hand, a lot of machinery was underutilised.

mermix is the first online sharing space for agricultural machinery. It connects farmers who search for a tool to complete their agricultural work, with owners of machineries who wish to exploit them efficiently. mermix, is an innovative and disruptive service that connects farmers and machinery through a participatory web and mobile application where everyone can join. Our moto is: "You don't have to buy it, Just Rent it!"

Through mermix, farmers can easily reduce the maintenance costs and the total cost of ownership. Furthermore, renters are able to invest in other areas of operation instead of buying expensive equipment. mermix will be first exploited in Greece and at the second stage they will explore additional European markets.

### 2.3 Sector

Agriculture

### 2.4 Target Market

mermix is a two sided marketplace, a peer to peer application that connects farmers with renters. Therefore, its initial target is farmers who wish to rent and own agricultural machineries. Additionally, mermix focuses on Cooperatives that are organized communities of farmers.

In order to achieve good market penetration, mermix is using traditional marketing tools, such as digital marketing campaigns, promotional material (t-shirts, pens) as well as agri-press. mermix is establishing a new way of promotion, by using salesmen, namely farmer angels, who will engage



farmers in order to upload their listings online. Also, mermix has a huge list of demand, that is been increasing everyday and will be used in order to provide owners with all the details as long as renters' inquiries.

In Greece, where mermix initial market is, there are 0.8 million farmers. Furthermore, Greece has the biggest number of unexploited tractors and tools in Europe. Currently, mermix is focused on specific target groups, including young farmers and new farmers (32% of total). Its target groups include farmers aged 20-45 years old who are more eager to new technologies and have a bigger interest in investing in new methods of cultivation without wasting time and money.

## 2.5 Business Model

Transactions/Intermediation model; Subscription model

To date, the mermix website has over 1,000 members and there have been over 500 rental inquiries in just three monthly. In addition 45 transactions have occurred amongst the members of Stevia Hellas Coop.

During the initial trial period mermix is not charge a transaction fee. In the future they intend to charge a 7% fee per transaction from owners of agricultural machineries, and 0% from renters. Some additional income will also be generated from insurance contracts that will be signed through mermix between farmers and a large insurance company.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

## 2.6 Website

Our website is [www.mermix.gr](http://www.mermix.gr) and you can also find our Android application to the Play Store: mermix.gr