

## Introduction Document

**AroundCommodities.com**

Dr. ir. Valéri Natanelov  
vn@aroundcommodities.com  
(+32) 498 692 275

GrowAbric  
BE 0844.066.284  
[www.growabric.com](http://www.growabric.com)



## Company Overview

With increasing volatility and uncertainty, risk management is no longer a luxury but rather a necessity. AroundCommodities ('AC') provides a wide range of integrated tools to understand and manage price risk, develop hedging strategies & become a market analyst.

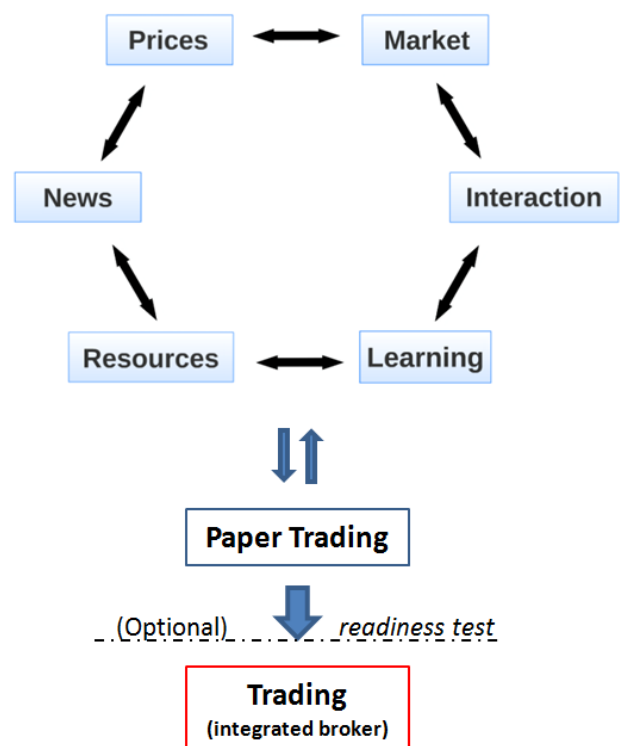
AroundCommodities.com is the first online interactive platform, structured around specific content. We have developed a novel way of online learning & information structuring. Given the large rate of data and information creation, there is an ultimate need of making information and knowledge easily accessible, eliminating various thresholds.

Around Commodities offers you: Innovative **e-learning** content, Latest **News** and Views, Accurate **Data**, Robust **Tools** and finally, the Ultimate Social **Community** Experience backed by a **Market** place for physical trade.

## Innovation

AC is the first tool developed to remove the existing barriers and grant access to knowledge and information to all the players in the market. The integrated approach creates a synergy where each user will gain market power in their respective field, and thus improve efficiency and fairness of the market and the economy. The platform is intended to strengthen the position of the most vulnerable players and offer a cutting edge solution truly accessible to all. In other words, small firms and individuals will be able to reach the level of knowledge and information access now mainly accessible to large multinational companies.

The synergy between different sections provides the user access to birds-view insights for their markets, and increases market transparency. In a nutshell, the user will be able to manage every aspect of risk management – from education to placing orders in futures markets with unprecedented ease.



## From Flanders to international markets

The direct relevance for this innovative product for Flanders is two-fold:

- Changes to the Common Agricultural Policy (CAP) 2015 are removing the last protective measures for the producers in agro-food industry. This combined with increased volatility on the international markets leaves the Flemish agro-food complex very vulnerable for price risks.

- The Flemish agro-food industry has outputs of superior quality – i.e. the production side is optimized to the best standards. However, on the price side of things such as international trading and negotiating (market power) a lot of improvement is possible.

Moving beyond Flemish borders, the innovation of AC provides a superior product to the international markets. Since globalization connected all the markets and their prices, price risk management and trading becomes an international challenge – and thus an opportunity for AC.

## Customer Solution

Customer has to deal with many thresholds before (s)he's able to manage her price risk with futures, and time consuming info-processing to manage it. AC offers an all-around solution for price risk management; market understanding; follow up; physical trading; networking. In a nutshell, the customer will be able to gain full understanding of price risk management and more importantly manage it, while maintaining strong ties with his/her peers.

## Products & Services

Innovative e-learning (cfr. Tree-of-Knowledge); Historic access to spot & futures prices with daily updates to follow up on various commodity markets; Network & interaction by sharing, commenting, and discussing structured content and news; Market Place - allowing users to trade physical commodities.

## Target Market

(Agricultural) commodities producers & Processers of (primary) commodities; Universities, Business Schools, Knowledge centra; Banks (Private banking & Asset management), Brokerages, Investment funds; Exchanges - The main platform allows the customer to gain skills in price risk management.

## Customers

### *Industry*

- Agricultural producers
- Processors of primary commodities
- Exporting companies in need of exchange-rate risk management & trade facilitation

### *Financial Sector*

- Banks (Private banking & Asset management)
- Brokerages
- Investment funds

### *Institutions*

- Universities
- Business Schools
- Knowledge centra

## Business Model

Our business model is built from "Knowledge Brokering" practices. We apply a non-linear approach to problem solving - where we consider our business similar to a living organism which requires a flexible and

dynamic approach. We strive to continuously provide added value - and extend the services on the platform while maintaining quality; user friendliness; and usability.

### Currently under development

- Second iteration of development of the physical marketplace
- Insights / Analyses publications by experts from the markets  
here you can see the beta of this section:  
<http://www.aroundcommodities.com/articles>
- Further expansion of tools & widgets for market analysis and trading strategy development
- Upcoming integration with a broker for active trading & hedging.