

M-shamba

Disruptive Agricultural Technology Challenge

April 5-6, 2019 | Nairobi, Kenya



Smallholder Farmers can't access vital Services

Smallholder farmers unable to access

- Qualified Extension Service Providers
- Verified Markets at Competitive Prices
- Reliable Transport
- Affordable Credit

Key stats:



72 hours- to access extension services



48 hours to access markets

1200:1 The current ratio of government extension worker to a farmer



INTERACTIVE VOICE TECHNOLOGY FOR FARMERS IN AFRICA

Access to vetted, verified service providers and market linkages through Interactive Voice Service



Why our Solution is Unique

- Interactive Voice Response Menu with a suite of service options, on low end mobile phones, on any language, no internet required, any age
- Vetted and Verified Service Providers

Features

- Extension Services e.g Weather forecast, Agronomy
- Market Access
- Financial Services
- Logistics

Business Model

We make money on

USD 1-6 subscription

KES 1-5 per Kg of aggregated produce

USD 20 on Premium Service providers

USD 500 on Platform License

Reduce cost through Complimentary Services



Target: **From 10,000 to 200,000** farmers to be reached by 2021

What we shall do to Achieve this:



Partnerships – Implement MoU's with NGO's



Franchise – To other countries in Africa



Digitization – Full process

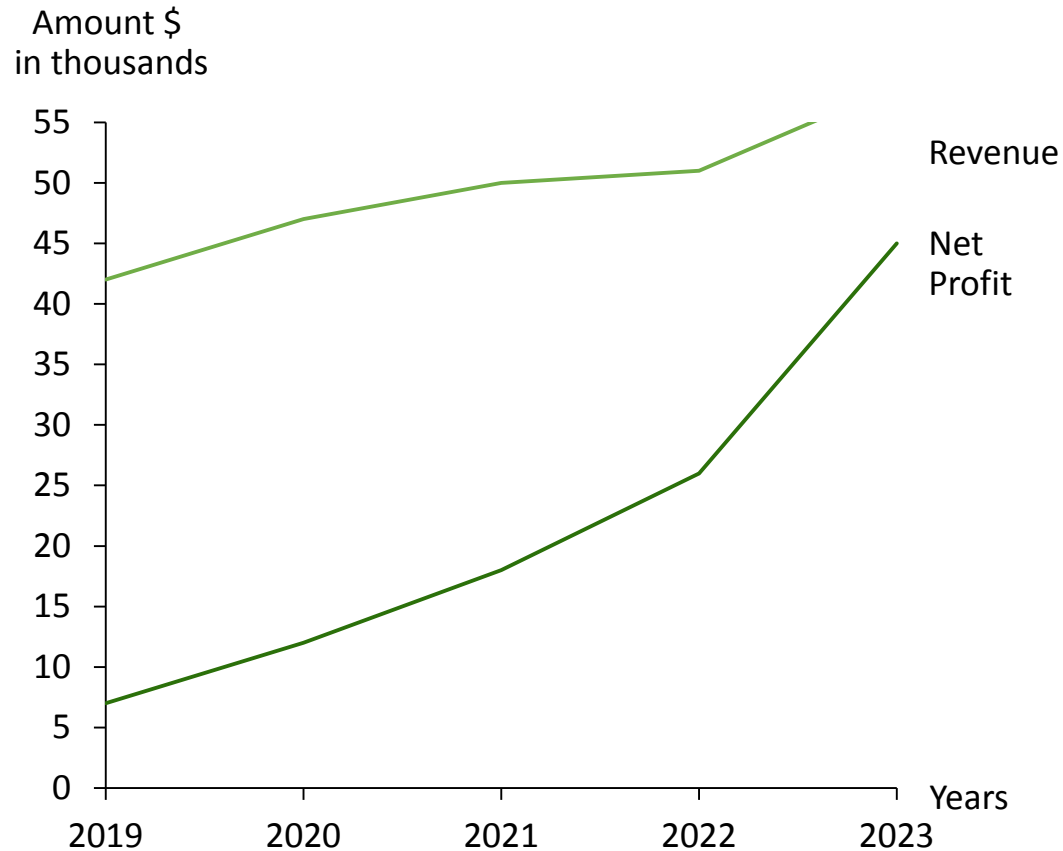


Value Added Services – AI, IoT



Financial projections

Projected annual growth of revenue and net profit over 5 years (%)



Impact :

- 35% Farmer productivity increased in general
- 150% increased productivity on Technology Transfer
- 1,200,000 Million USD value of aggregated produce
- 40,000 MT of Aggregated produce
- 60% Increase in Farmer income

Cost optimization:

- On-boarding process automation, Continuous

Improvement Culture



Unit cost before

= \$6 per month



Unit cost after

= \$0.5 per month

Leveraging the platform can help us Provide and Receive Value

	What We Offer	What We Receive
Data	<ul style="list-style-type: none">• We shall provide insights on what farmers need or the frequently asked issues	<ul style="list-style-type: none">• Leverage on the diversity of the platform to get relevant data on service improvement
Sales Leads	<ul style="list-style-type: none">• Provide sales leads to other complimentary services e.g insurance	<ul style="list-style-type: none">• Get leads on our product and service provision
Innovation	<ul style="list-style-type: none">• Possible co-creation of products and services	<ul style="list-style-type: none">• A consortium of like minded entrepreneurs willing to innovate
Policy	<ul style="list-style-type: none">• Strongly contribute to the favourable policy change to enable Sector growth	<ul style="list-style-type: none">• An environment to formulate and discuss policy

Resources needed to meet scale-up target leveraging the platform



Technical resources – Last mile Connectivity for IoT, Technical Expertise



Knowledge resources – Knowledge Partner, Extension Department,



Financial resources – USD 200,000



Policy – Harmonisation of VAS Policy by East Africa Communications Organisation

Annex: Meet the team



Name: Calvin Okello
Role: CEO
Expertise/skills: Agriculture,
Technology, Engineering
Years of relevant experience: 8



Name: Dr. Milka Sally
Role: Operations
Expertise/skills: M&E, Business
Years of relevant experience: 12



Name: James Odede
Role: Technical
Expertise/skills: Engineering,
Technology
Years of relevant experience: 6