

KWPF 10th Anniversary Conference

Toward a
New Decade
of Inspiration

DIGICOW AFRICA, PENINAH WANJA, FOUNDER



DigiCow

AFRICA



ABOUT US

We are a Kenyan Ag-tech Company that started operations in August 2016 whose core role is to innovate Commercial Mobile technologies that are changing the Agriculture landscape.

We have witnessed tremendous growth over the past years. With our database growing from 10 farmers in 2016 to over 80,000 Dairy Farmers and total 150,000 in all value chains in Kenya.

Our team include, Data scientists, Computer Scientists, programmers, Agribusiness, Agriculture extension, Livestock Production, marketing team.

OUR PRODUCT: DIGICOW APP

E-Extension
24hr digital
training room

Digital group trainings
- this is where
farmers without
smartphones get
information

Access to
agricultural
expert



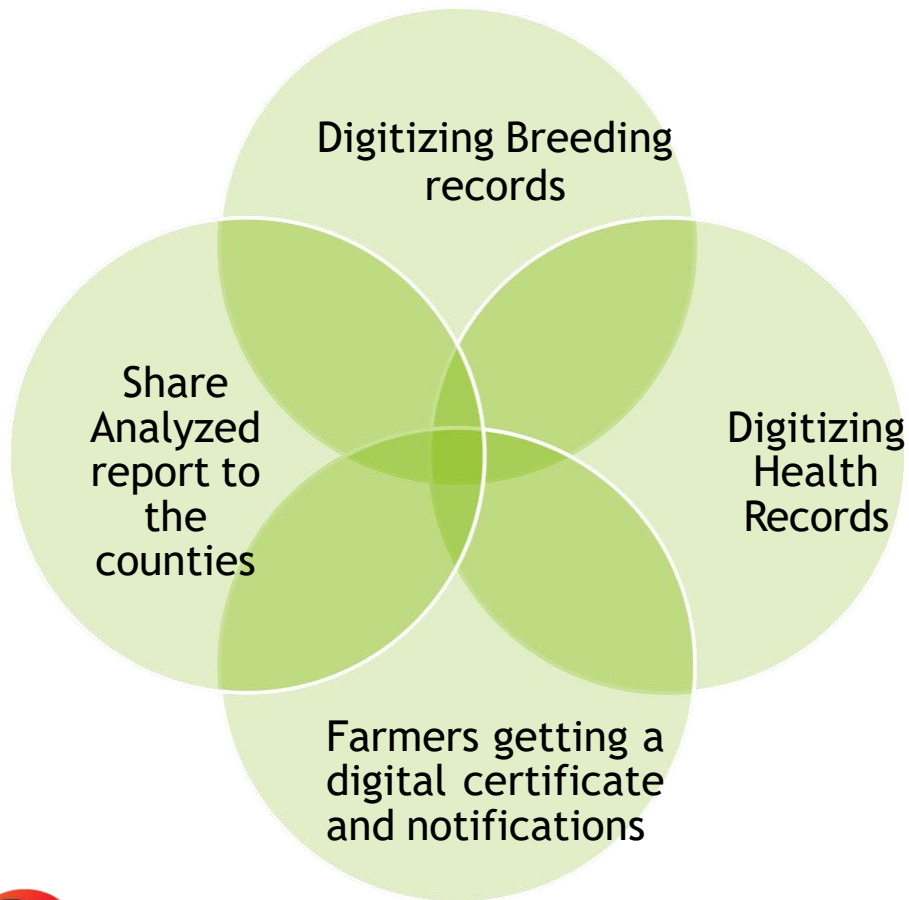
Digital Records and
registers

MERCYCORPS	LIVESTOCK INSURANCE	MERCY_CORPS	401	785	112	10271
MERCYCORPS	IMPORTANCE OF BIOGAS	MERCY_CORPS	605	1343	126	13733

Report to our
clients after
digital trainings



OUR PRODUCT: NDUME APP



New A.I

B- Black Beauty

DATE INSEMINATED
May 12, 2022

OF REPEAT AIS DONE
0

REPEAT DATE
May 30, 2022

AI COST
1000

CONFIRMATION DATE
Aug 10, 2022

PREGNANCY STATUS
 Yes No

DRYING DATE
Dec 20, 2022

STEAMING DATE
Dec 19, 2022

CALVING DATE
Feb 17, 2023

Digitizing Breeding records

Digitizing Health Records



Farmers getting a digital certificate and notifications

BUSINESS MODEL

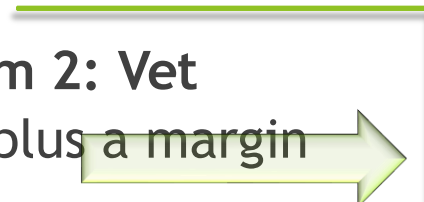
Revenue Model: Freemium model

- ▶ Revenue Stream 1: Digicow Digital

Trainings.

- ▶ Revenue Stream 2: Vet services: Cost plus a margin model

- ▶ Revenue Stream 3: Ndume Targeted SMS



SMS Log List

118	748	3078	3572
Today SMS	Last Week SMS	Last Month SMS	Total SMS

No.	County Name	Sub County	Ward	Farmer Name	Phone No.	sms_sent	Created At
3	Nandi	Chesumei	Kiptaya	Joseph Amaya	254769021253	Angalia dalili za joto za Shebesh kwa siku 35 zijazo.Ndume wa CRV wanamarisha alya,uafansisi wa mifugo.Ongoa na daktari wako kuhusu ndume wa CRV kwa ajili ya ng'ombe wako	2022-10-03 07:01:17
7	Nandi	Tinderet	Kapsimotwo	Stephen Ruto	25472754908	Ni siku38 tanga Koroti apewe Al.Siku 5 zijazo angalia kama amerudi kwenye joto.Ndume wa CRV wanamarisha alya,uafansisi wa mifugo.Ongoa na daktari wako kuhusu ndume wa CRV kwa ajili ya ng'ombe wako.	2022-10-03 07:01:11
8	Nandi	Chesumei	Kaple/Kamolywo	Marcella Songol	254727437338	Angalia dalili za joto za Birimet kwa siku 35 zijazo.Ndume wa CRV wanamarisha alya,uafansisi wa mifugo.Ongoa na daktari wako kuhusu ndume wa CRV kwa ajili ya ng'ombe wako	2022-10-03 07:01:11
10	Nandi	Engwen	Kilibwoni	John Rono	254726472391	Ni siku38 tanga lemet apewe Al.Siku 5 zijazo angalia kama amerudi kwenye joto.Ndume wa CRV wanamarisha alya,uafansisi wa mifugo.Ongoa na daktari wako kuhusu ndume wa CRV kwa ajili ya ng'ombe wako.	2022-10-03 07:01:09

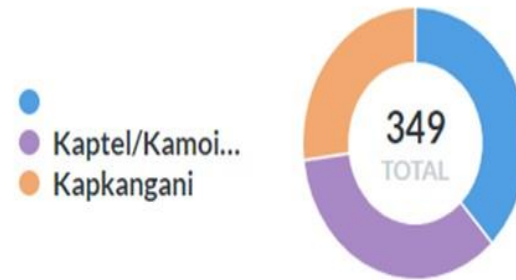


ANALYZED REPORTS ON BREEDING

5,609
Total A.Is done

2,326
Bulls used

Top 3 wards



Top 3 Bulls



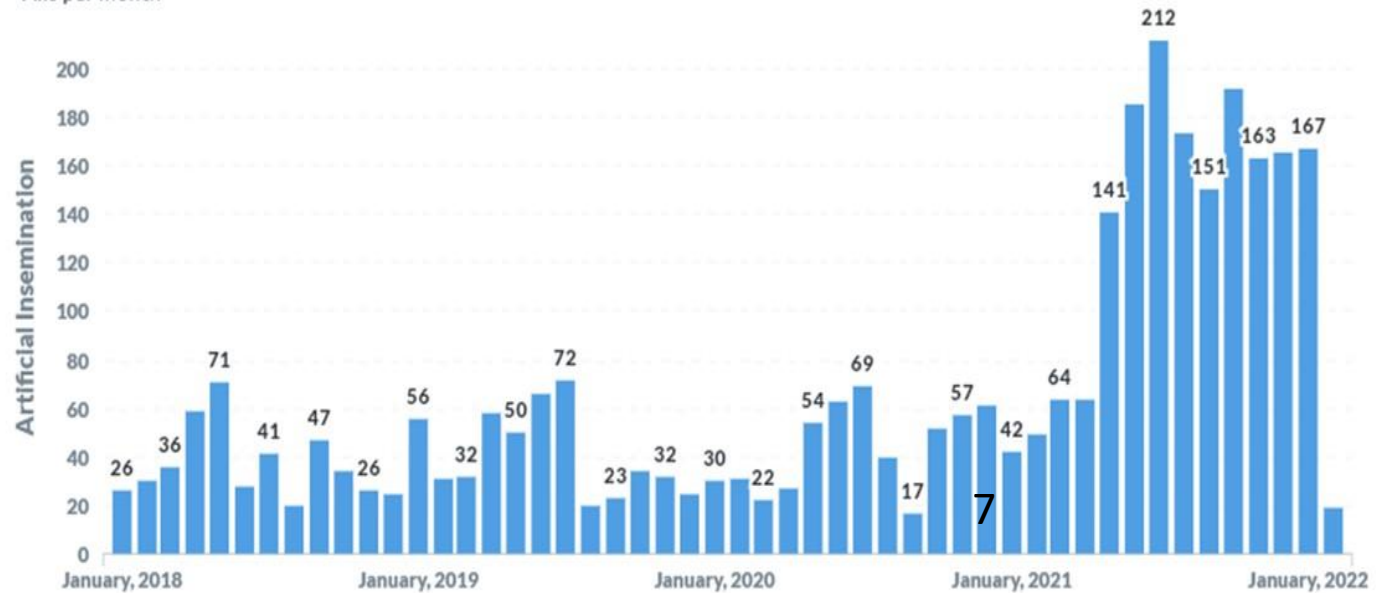
513
Cows with repeat A.Is

1,001
In Calf Cows

2,631
Farmers served

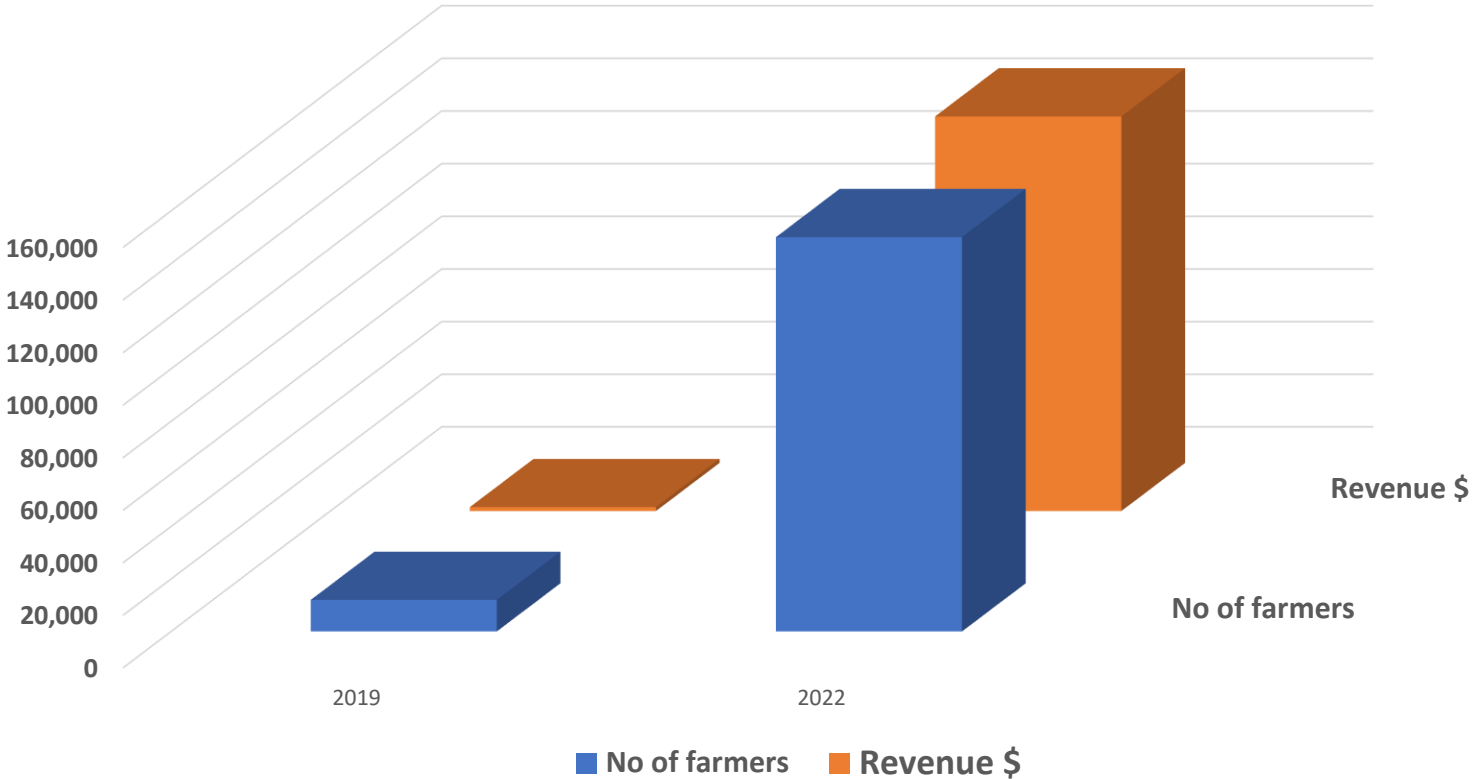
0
Expected number of re...

A.Is per month



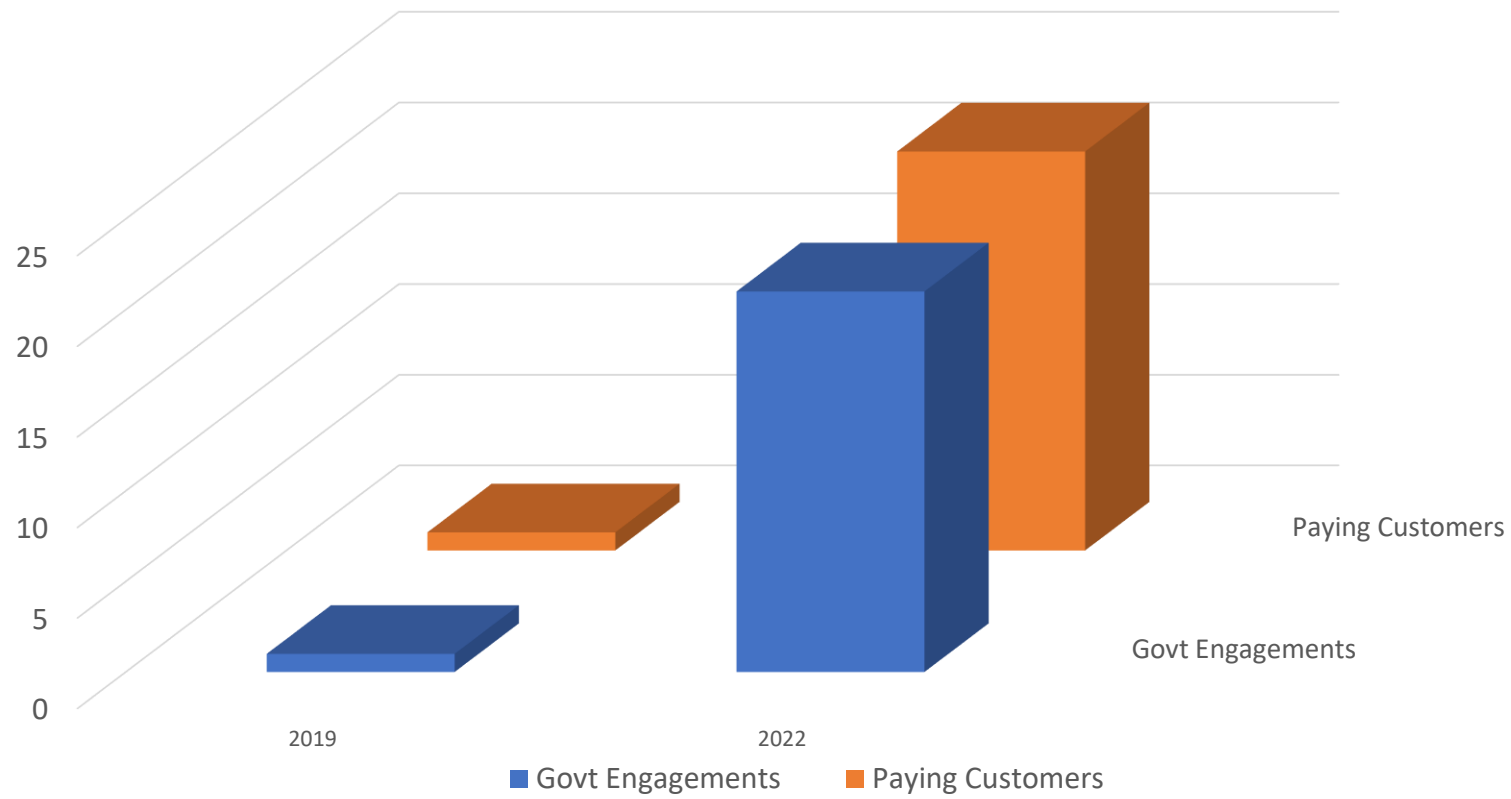
OUR PERFORMANCE BEFORE AND AFTER OMFP

NUMBER OF FARMERS AND REVENUE BEFORE AND AFTER 1 M FARMER PLATFORM



NO OF ENAGEMENTS BEFORE AND AFTER OMFP PLATFORM

NO OF GOVERNMENT AND CLIENT ENAGEMENTS BEFORE AND AFTER OMFP PLATFORM



OUR WORK AS REPORTED BY 60 DECIBEL

- Digicow is highly effective in changing :
- Farmer behavior
- Impacting on productivity and Revenue.
- 66% of the farmers we work with reported positive change on how they care for the animal health.
- 57% reported an increased Milk production and almost all of the farmers who reported increased milk production reported an increase in revenue.

“
I have seen an increase in milk production in the last five months since 3 of the 5 cows I milk calved recently. Fresh from calving, the cows increase milk they produce as their hormones tend to produce more milk in the first few months after calving.
- Male, 51

“
Milk production increased to 14 liters per day. I attribute this to the introduction of protein and carbs in the cows' meals which boost milk production. Earlier, I was feeding them Napier grass or just let them graze. I made this change after I joined DigiCow.
- Male, 39

“
After getting good training from DigiCow trainers on how to manage cows, production of milk has started increasing. I was trained on the importance of using daily meals and other supplements like mineral salts to boost production.
- Female, 45

SAMPLES OF OUR PARTNERS



Alama ya Ubora



Thank you!

