

ACRE Africa Ltd

Disruptive Agricultural Technology Challenge

April 5-6, 2019 | Nairobi, Kenya



About ACRE Africa

ACRE Africa, the brand name of Agriculture and Climate Risk Enterprise Ltd. (ACRE), links farmers to insurance products so that they can confidently invest in their farms.

These products varied from crop, livestock and index insurance products to shield farmers against unpredictable weather conditions.

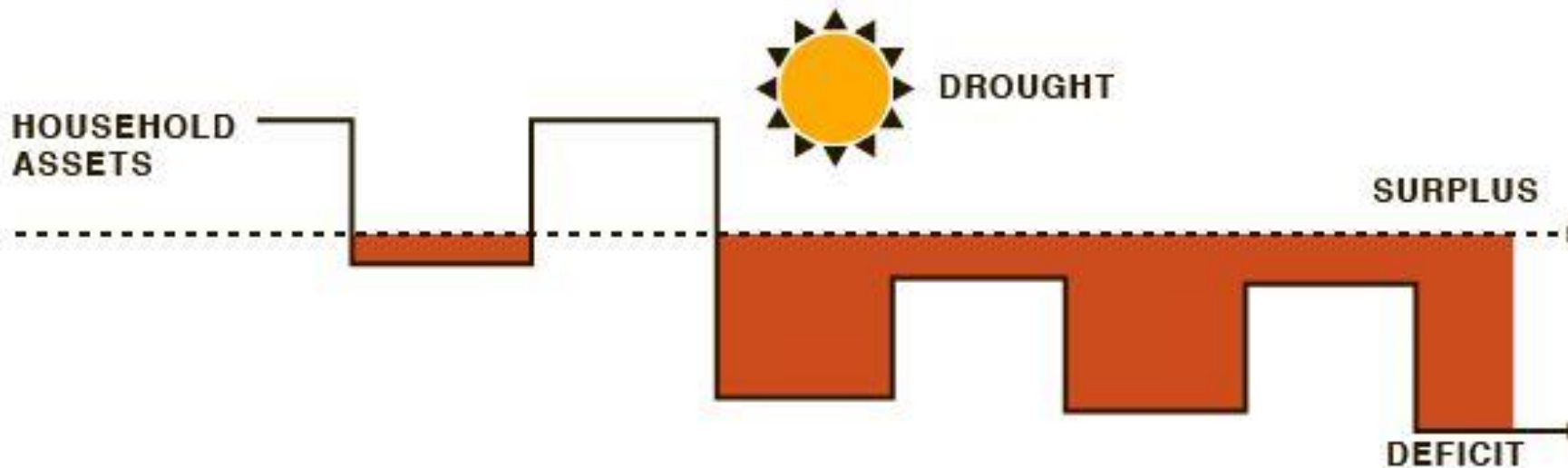
Through localized solutions that reduce climate-associated risks.



Problem statement

- Kenya has about 15.9 million small holder farmers all of whom face weather related risks in their enterprise.
- It takes a farmer 2 to 3 seasons to recover after a weather related devastation.
- Weather related risks affect the capacity of farmers to produce which impacts on their livelihoods and food security.

Major drought has immediate and long term impacts on household livelihoods.



The Product

Overview of solution ; Bima Pima

We provide commoditized insurance products in form of an off the shelf scratch card that can be distributed through Bundling with seeds bags.

This is an all season cover that protects a farmer's investment on inputs.

Features

- The product will enable farmers to use their mobile phones to pay premiums in small affordable bits.
- Mobile money payment system for premium collection and savings component.
- Use of USSD and satellite for data collection and contract monitoring.

The Product ; Bima Pima



BIMA PIMA IN DETAIL

The Bima Pima, Kinga ya Mkulima protects you from losses by refunding you up to Ksh **500** in case of insufficient, excess or poorly timed rainfall throughout the season. The refund will be made through the M-Pesa number you used to register/activate the Bima Pima card.

For more information call us on the number provided below.

Call **0790 499 599** for assistance



To activate the product , farmers will dial a USSD code integrated with Mpesa to enable remittance of the initial ksh50. Farmers will then be triggered to top up via SMS to top up whatever amount they can afford.

From our pilot over 50% of farmers who paid the initial ksh50 topped and the average amount of insurance bought was ksh200 securing ksh2000.

We have managed to insure 4000 farmers during the pilot phase.

Our scale-up plan

Target: 300,000 farmers to be reached by 2021

ACRE Africa Scale Up Plan



How We Shall Do It

- **Value Chain Expansion – add on sorghum, pulses and others.**
- **Onboarding more input manufacturers- more seed companies.**
- **Geographical Expansion – to Uganda, Tanzania and West Africa.**
- **Franchising – Allowing insurance companies to brand the product.**

Revenue Model

- **Primary Revenue Stream - Premium Collection.**

Our Value To The Platform

- **We shall de risk farmers in the platform using affordable insurance products as well as partners using agri-risk advisory products.**
- **Partnerships – We shall bring the partnerships we have forged so far with mobile networks, insurance companies and seed companies (over 7 million units of seedbags distributed each year)**
- **ACRE Products – credit scoring capability that analyzes the probability of production based on weather data, village champions , scale down weather advisory for different crops.**

Leveraging the platform To Scale



Data Resources – Pest and Disease data analytics to be used for product development and improvement. From weather index only to multi peril crop insurance.



Financial resources – Agri -insurance is relatively new to most small holder farmers we need to produce farmer on boarding , training and product activation materials.



Policy – Overcome barriers to micro insurance uptake such as the requirements for a pin number of each insured individual.

Admission of other proofs in insurance such as photos for picture based insurance.

We have already identified platform partners such as **Capture Solution** as collaborators in insuring 75,000 farmers they have , **Precision Agriculture for Development** for data provision to improve product development and **Water Watch Cooperative for** pest and disease monitoring which will be used for insurance product improvement and monitoring.

Annex: Meet the team



Name: George Kuria
Role: CEO
Expertise/skills: Insurance and Finance
Years of relevant experience: 18



Name: Rahab Kariuki
Role: Chief Innovation Officer
Expertise/skills:
Years of relevant experience: 10



Name: Patrick Sampao
Role: Digital Product Manager
Expertise/skills: 9
Years of relevant experience: