

S4YE Spark Session # 6:
New Solutions for Youth in Agriculture

2023 INNOVATION EXCHANGE & PARTNER SUMMIT

*From Algorithms to Opportunities:
Harnessing Innovation for Youth Employment*

November 7-8, 2023



S4YE SOLUTIONS
FOR YOUTH
EMPLOYMENT



S4YE Spark Session # 6:
New Solutions for Youth in Agriculture

**Providing interactive learning to
help youth acquire skills to
succeed in agriculture**

Marisa Conway
Chief Learning Officer, Arifu

Hi! it's ARIFU.

Reply with a number to learn for free how to:

1. *Grow my money*
2. *Build my business*
3. *Increase my yields*
4. *Products*
5. *Tell friends*



Arifu is a smart personal learning assistant and content marketplace.

With partners we've reached **2M** people in **10 countries** with contextualized content designed to inform decision making and drive behavior change in multiple sectors.





With our partners in Agriculture, we've created **skills courses, decision support tools** and linked learning to **additional value for farmers.**



Personalized recommendation Engine and ROI Prediction



Location-Based Weather Forecast



Digital skills and product trainings on complete value chains, business, and finance



Info and linkages to loans, farm inputs, and buyers.



Courses and tools are developed with organizations, experts and members of the target audience to ensure content is **relevant, accessible, and actionable**.

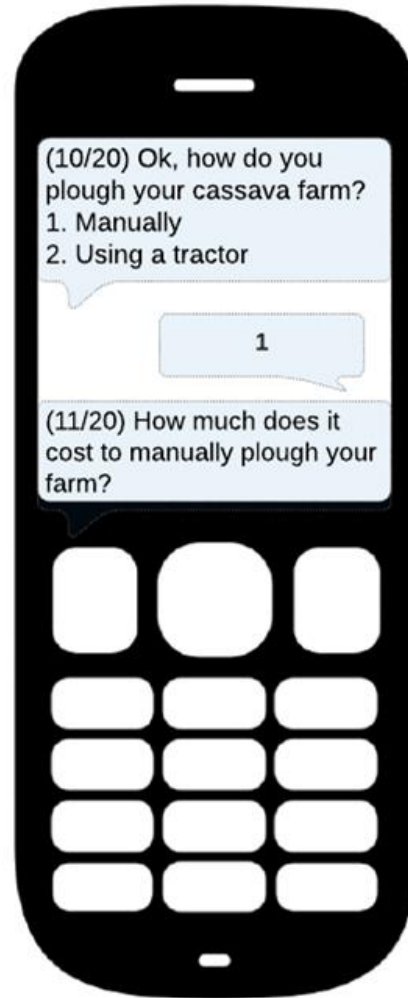
What makes it accessible?

FREE

Available Anytime on Any Device

SMS, Whatsapp, Telegram, Facebook Messenger

Chat, Image, and Video Learning Content



What makes it relevant and actionable?

Inclusive design process with experts, partners, and members of target audience

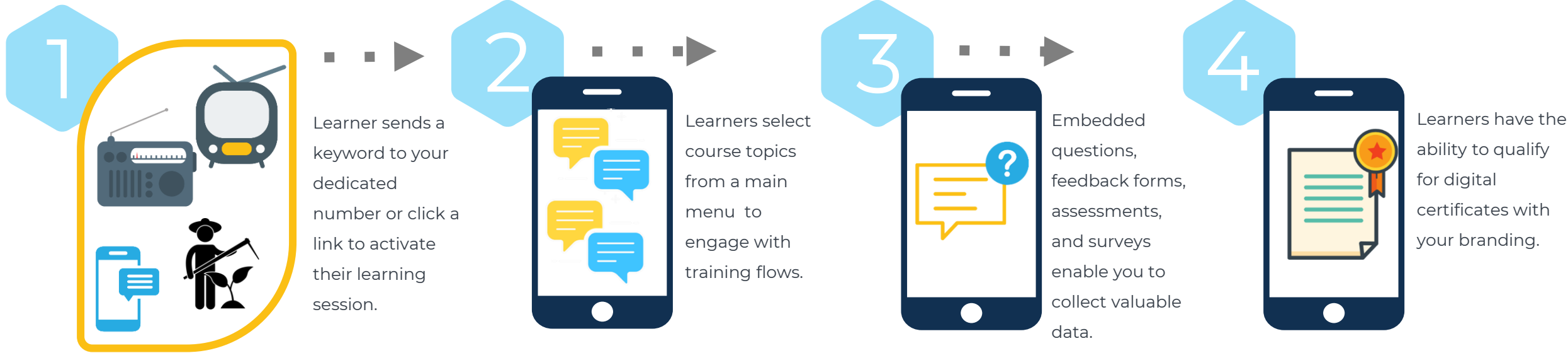
Contextualized and Localized

Narrative-Based Learning

Certificates and Badging



Individuals learn about and access courses and tools through different models, including **marketing campaigns, partner apps, and blended learning.**



On USSD menus and Apps of Major Banks and MNO's -> Reaches large audiences with minimal cost and effort, adoption and engagement increases if partner has **established trust** with audience.

Blended trainings and/or Agent onboarding-> Time and cost intensive to set up, but better **audience targeting** and a **clear value proposition** to target audience leads to deeper engagement.

Marketing campaigns like radio and blind SMS invites -> Variable cost and adoption. Reaches a wide audience, but not all target audience. Most effective when partner has a strong **brand/presence** with target audience.

● ● ● ●
Case Study: Agriculture



KCB | Making the Difference



Problem: cost-effectively reaching smallholder farmers with the technical information they will need to improve production and mitigate seasonal risks can be difficult.

Solution: organizations including Kenya Commercial Bank, Mercy Corps, Google.org, and Heifer International have used Arifu's training content and technology to engage over 1 million smallholder farmers with agronomy, agribusiness, and input information to make more informed and effective decisions throughout the growing seasons.

Results: several studies have shown farmers have benefited from increase production, increased utilization of products and services from partner organizations and greater confidence in addressing risks.



81%

Increased crop production

65%-75%

Increased spending on farm inputs

77%

Investing in quality of life improvements

"I know I will be able to expand my farm, because I have information from Arifu." - Zachary



"I was doing business in the market but I stopped because (of) COVID 19, now I get money from farming. The things that I was buying from other people in the market for example potatoes, tomatoes, beans and red cabbage. (After learning with Arifu) I can now get them from my farm and sell."

Arifu now offers a **SaaS platform** so more organizations can search or build impactful content and deliver it to their audiences.

The image displays the Arifu SaaS platform interface, showing content creation and delivery options. The interface includes a sidebar with navigation icons, a main content editor, and a preview window. The content editor shows a draft titled "Dhibiti Pesa za Biashara Yako" (Control Your Business Expenses) with four numbered sections: "1. Record-Keeping", "2. Good Money Management", "3. Ray: Ndugu yangu, kununua bidhaa upya na kulipa bili zangu zinaweza kuwa changamoto kubwa..." (Ray: My friend, buying goods and paying bills can be a challenge for you...), and "4. Ray: Nilitumia pesa nyingi mwezi huu kwenye sherehe za harusi ya rafiki yangu na biashara yangu haikuleta pesa za kutosha mwezi huu za kulipa kodi." (Ray: I spent a lot of money this month on my friend's wedding and my business didn't bring in enough money to pay the bills). The preview window shows the content being delivered via a chatbot interface. The right side of the image shows a library of content cards, categorized by "AGRICULTURE" and "BUSINESS". The "AGRICULTURE" cards include "Dairy Housing for Smallholder Farmers", "Tomato Farming for Smallholder Farmers", "Poultry Farming for Smallholder Farmers", and "Dairy Farming for Smallholder Farmers". The "BUSINESS" cards include "Agribusiness for Smallholder Farmers", "Digital Payments for Business", "Digital Marketing for Businesses", and "Digital Skills for Business".



To learn more, visit www.arifu.com
or contact: marisa@arifu.com

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Uberization of Agriculture Inputs

Jehiel Oliver
Founder & CEO, Hello Tractor



hello tractor

GROWING TOGETHER

BREADBASKET PARTNERSHIP STRATEGY



500M+

acres of land suitable for agriculture, or **65%** of the total global inventory

20%

of the continent's GDP is generated in agriculture

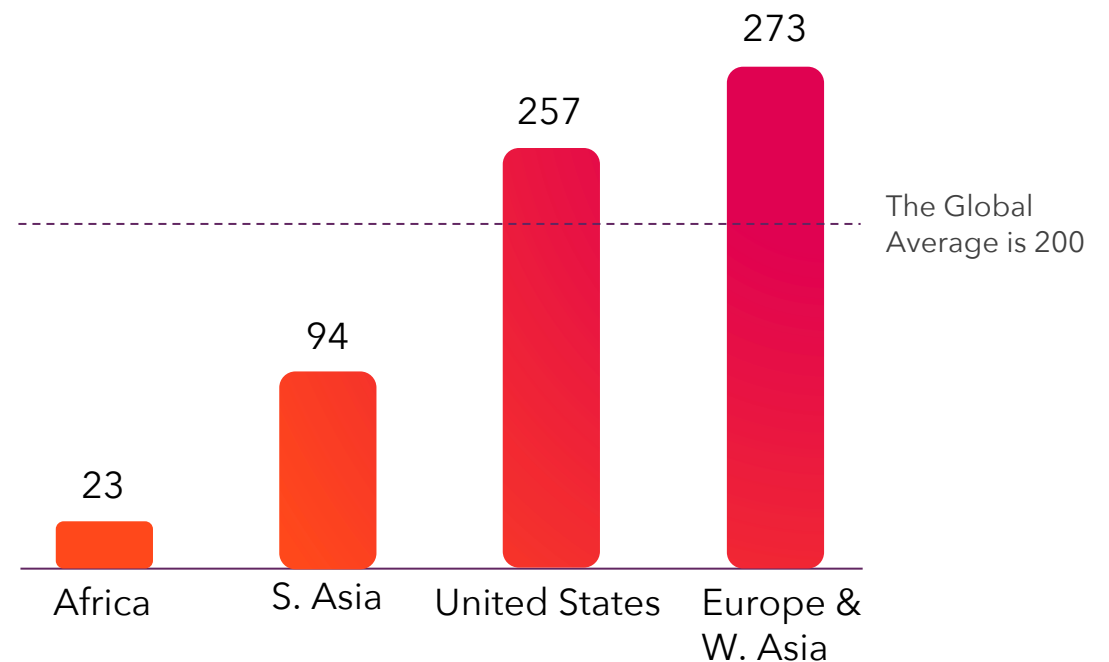
26%

African farmer's yield vs. the global average

60%

of Africa's labor force is engaged in agriculture

Tractors per 100Km² of Arable Land



Opening a
world of
opportunity by
closing the
yield gap.



1. World Bank, *Agricultural machinery, tractors per 100 sq. km of arable land*, [link](#); 2. Internal analysis; 3. FAO, 2017, *FarmDrive improves access to credit for smallholder farmers*, [link](#); 4. Mastercard, *Rural and Agricultural Finance*, [link](#); 5. FAO, *Developing Sustainable agro-input market systems for farmers in sub-Saharan Africa: upgrading through innovation*, [link](#)



Marketplace App

Community-based agents earn commissions scheduling farmers in their community for services through Hello Tractor's booking app.



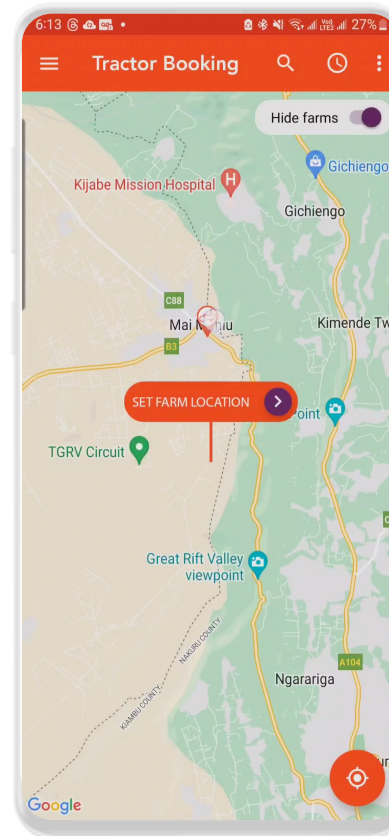
Tractor Owner App



PAYG Finance



Hubs



Field measurement



Algorithmic farmer clustering



Optimized equipment matching



Digitized sale and distribution of inputs



Marketplace App



Tractor Owner App

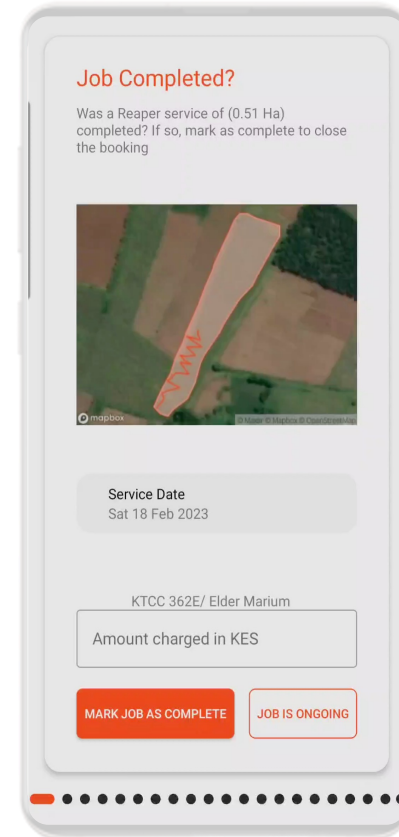


PAYG Finance



Hubs

A network of farm equipment owners managing their equipment, operators, and bookings through Hello Tractor's GPS fleet management solution.



Fleet monitoring and management



Maintenance tracking and alerts



Work completed and revenue tracking



Operator management



Fuel monitoring



Route optimization



Marketplace App



Tractor Owner App

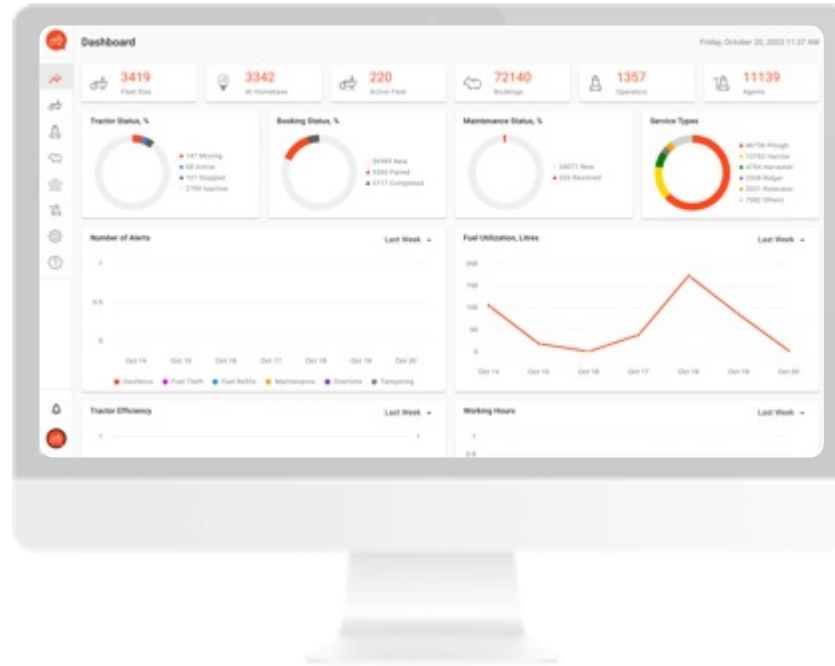


PAYG Finance



Hubs

The Hello Tractor pay-as-you-go tractor finance product rewards high-performing booking agents with tractor ownership.



Analyze serviceability of booked work via proprietary models



Closely monitor borrower performance to plan



Pay-as-you-go auto-adjust repayments for seasonality of demand



Seamless weekly payments



Marketplace App



Tractor Owner App



PAYG Finance



Hubs

The Hello Tractor pay-as-you-go tractor finance product rewards high-performing booking agents with tractor ownership.



Demonstration plots



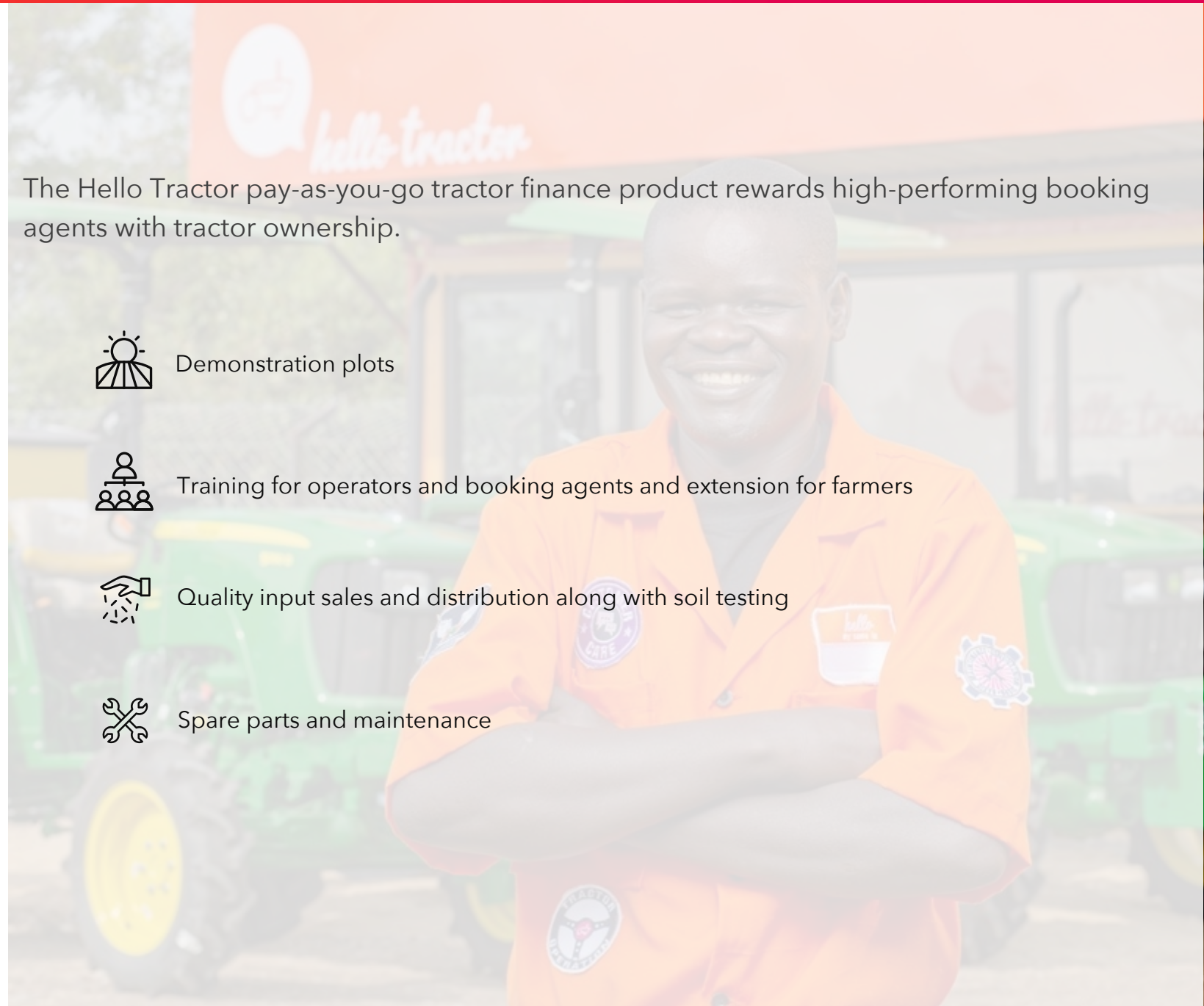
Training for operators and booking agents and extension for farmers



Quality input sales and distribution along with soil testing



Spare parts and maintenance





IMPACT

4,500+

TRACTORS AND COMBINES

+1M

SMALLHOLDER FARMERS

2.6M

MILLION ACRES

138%

INCREASE IN INCOME