Agriculture and Climate Risk Enterprise Ltd. (ACRE)

Start-up Year: 2014
Problem: Inaccessible or unaffordable insurance services for small-holder farmers.
Solution: ACRE is a service provider that links farmers to insurance products so that they can confidently invest in their farms. ACRE automates weather risk modeling, payments and communication through SMS and USSD platforms, claims calculations, and disbursement through mobile money.
Impact: 2,000 farmers
Website: http://acreafrica.com

Patrick Sampao
Business Development, Digital Product Specialist, ACRE Africa
Agrics Company Limited

Start-Up Year: 2014
Problem: Smallholder farmers lack access to farm inputs, capital, innovation, knowledge and markets. Solution: Agrics provides agricultural products and services on credit to smallholder farmers to increase production and value chain effectiveness. Agrics sells high quality inputs; fertilizers and seeds and provides farmer tailored advisory services. Impact: 11,000 farmers
Website: http://agrics.org/

Guustaaf Van De Mheen
Director, East Africa, Agrics
**AgroCares – SoilCares Ltd Kenya**

**Start-Up Year: 2013**

Problem: Smallholder farmers lack access to information (agronomic knowledge) that depresses productivity.

Solution: Agrocares offers a unique operating system combining agronomic knowledge (in a smart phone) application, inhouse developed sensor technology, databases for soil, feed and leaf and deep learning algorithms.

**Impact:** 10,000 farmers

**Website:** [https://www.agrocares.com/en](https://www.agrocares.com/en)

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Rob Beens,  
Managing Director & CCO,  
Agrocares
Start-Up Year: 2013
Problem: Smallholder farmers lack access to financial knowledge.
Solution: Arifu is a social enterprise making it possible for the least served people to access the knowledge they need on financial services on any mobile phone.

Impact: 600,000 farmers
Website: https://arifu.com/

Craig Heintzman
Founder & CEO, Arifu
Astral Aerial

Start-up: 2016

Problem: Lack of high-quality aerial data to support farmers; satellite data is outdated, expensive and is not easily accessible to local farmers.

Solution: Astral Aerial is a drone operator. Offers up to date, problem-specific data to farmers using drones (a drone covers 1000 acres per flight, with sensors to detect crop health at an affordable price).

Website: https://astral-aerial.com/

Geoffrey Nyaga
Chief Operations Officer,
Astral Aerial
CAPTURE Solutions

Start-up: 2014

Problem: Agribusinesses face issues in identifying and tracking the farmers in their value chain, making payments and other financial interactions between the two parties is difficult.

Solution: Provides digital payment and advances to small scale farmers through a fully traceable supply chain.

Impact: 60,000 farmers
Website: www.cs4africa.com

Moses Wachira
Operations Officer,
Capture Solutions
Cellulant Corporation

Startup year: 2002

**Problem:** Farmers and buyers do not have a transparent platform to conduct business and create contracts.

**Solution:** Cellulant has built a blockchain based smart contracting and customer relationship management; connecting them to market and helping them sell their goods to a diverse range of corporate buyers. Birthed in Nigeria and nurtured in Liberia, this platform (Agrikore) gives the farmers access to financial services and government subsidy programs to help reduce their costs and increase yields.

**Impact:** 14 million users (including non-farmer users)

**Website:** www.cellulant.com

Charles Kiragu
Digital Green Foundation

Start-Up Year: 2008

Problem: Smallholder farmers lack access to extension services or have access to very sub-optimal extension services.

Solution: Digital Green uses a video approach to amplify extension providers’ effectiveness to improve farmers’ livelihoods. They partner with existing extension officers to provide videos with highly localized content, human mediators to reinforce key messages and use near real-time data and feedback from farmers to inform adjustments on the content of the videos.

Impact: 676,289 farmers (including India and Africa)
Website: https://www.digitalgreen.org/

Henry Kinyua
Head of East Africa, Digital Green
Dodore Kenya (Agri-Wallet)

Start-up Year: 2013

Problem: Lack of access to financial services for small scale farmers.

Solution: Agri-wallet is a platform that enables financial inclusion of all value chain actors around smallholder farmers.

Impact: 5,500 farmers

Website: https://agri-wallet.com/

Sijmen de Hoogh
CEO, Agri-wallet
Farmers Pride

Start-Up Year: 2016

Problem: Rural farmers are underserved in regards to access to information, agricultural inputs and services.

Solution: Farmers Pride leverages technology and franchising to break down barriers that have limited success of farmers. They provide a one stop village level online mobile app/web platform popularly known as DIGISHOP that ensures access to all the necessary inputs, services and information farmers need.

Impact: 8,000 farmers
Website: http://farmersprideafrica.com/

Samuel Munguti,
CEO, Farmers Pride
FarmingTech Solutions (DigiCow)

Start-Up Year: 2014

**Problem:** Farmers lack access to information and processes needed to improve their daily dairy production output.

**Solution:** DigiCow provides extension services to farmers through the use of innovative mobile phone solutions. They provide training through a mobile app in which farmers can also chat and share ideas. Voice-based training coupled with SMSs is provided to farmers without access to smartphones.

**Impact:** 3,300 farmers

**Website:** www.digicow.co.ke

Peninah Wanja,
Founder, DigiCow
Farmster

Start-Up Year: 2017

Problem: Poor marketing and information channels for farmers lead to high post-harvest losses.

Solution: Farmster is a digital platform that operates over an SMS Chatbot for farmers and a mobile Application for local buyers. Farmers use the Chatbot to answer basic questions about their expected harvest: location, crop, expected quantity, and harvest date. Buyers receive this information through an app and directly reach farmers.

Impact: 3,000 farmers
Website: https://www.farmster.co/

Adam Abramson, Founder & CEO, Farmster
Hello Tractor

Start-Up Year: 2014

Problem: Farmers have limited or no access to farm machinery and spare parts for the existing machinery.

Solution: Hello Tractor connects tractor owners to farmers through a digital solution. They enable farmers to request affordable tractor services, while providing enhanced security to tractor owners through remote asset tracking and virtual monitoring. This value also extends to banks financing tractors and dealers who service them.

Impact: 250,000 farmers (across Africa)
Website: https://www.hellotractor.com/home

Jehiel Oliver,
CEO, Hello Tractor
Juhudi Kilimo Co. Ltd

Startup Year: 2009

Problem: Access to finance for farmers.

Solution: Juhudi Kilimo provides financial services to rural smallholder farmers and micro-entrepreneurs with operations in 34 locations across 24 counties in Kenya, operates through Grameen model.

Impact: 40,549 farmers
Website: https://juhudikilimo.com/

Samwel Tobiko
Senior Partnership Officer
Start-up Year: 2016

Problem: Farmers lack an understanding of climate smart practices.

Solution: Enables farmers adapt to climate change through precision agriculture. Lentera’s CropHQ solution uses satellite images, drone and sensors to offer intelligent farm advice.

Impact: 3,000 farmers

Website: www.lenterafrica.com

Henry Chege Ruhohi
M-Shamba

Start-up Year: 2014
Problem: Farmers need access to information to make informed decisions.
Solution: M-shamba is a Nairobi based Start-up that has been working with farmers across East Africa to effectively deploy farming technologies among smallholder farmers using basic mobile phones. The innovation focuses on the use of simple phones commonly known as feature phones to deliver vital information to the smallholder farmers even in remote areas.
Impact: 20,000 farmers
Website: www.m-shamba.net

Calvince Okello
Founder, M-Shamba
Oakar Services

Start-up Year: 1998

Problem: Access to information; farmers need the right information to make informed decisions about their farm.

Solution: Oakar’s solution package offers farmers and other stakeholders access to the latest knowledge, training, practices, data and mechanization best suited for them. Oakar’s Analytics platform incorporates dynamic datasets that can provide market information and facilitate easy links between producers and markets.

Impact: Business to business

Website: https://osl.co.ke/

Antony Olali
Head of Product Development & Marketing, Oakar Service
PP Sherpas Ltd (Farmshine)

Start-up year: 2017

Problem: Smallholder farmers lack a reliable access to markets and fair prices for their produce.

Solution: Farmshine’s platform helps smallholder farmers aggregate and sell their harvests directly to reliable commodity companies.

Impact: 5,400 farmers

Website: http://www.farmshine.io/

Luca Alinovi
Founder, Farmshine
Precision Agriculture for Development (PAD)

Start-Up Year: 2016

Problem: Due to high costs associated with operating in rural areas, traditional extension systems have been unable to incorporate and disseminate tailored information to farmers.

Solution: Precision Agriculture for Development (PAD) provides low-cost mobile agronomic advice to farmers that is accessible, relevant, and customized to boost yields.

Impact: 320,000 farmers
Website: http://precisionag.org/

Emmanuel Bakirdjian, County Director, Precision Agriculture for Development
Sunculture

Start-Up Year: 2013

Problem: Small scale farmers lack access to affordable and efficient farm machinery that can increase farm productivity.

Solution: Sunculture offers solar-powered irrigation systems to small-scale farmers and help provide financing for acquiring these machinery.

Impact: Business to business model; also reaches farmers directly

Website: www.sunculture.com

Andrew Denu,
Project Manager, Sunculture
Start-up year: 2015
Problem: Smallholder farmers lack a reliable route to market and fair prices for their produce.
Solution: TruTrade is a social enterprise that digitizes value chain transactions making rural agricultural markets work better for farmers, aggregators and buyers. TruTrade’s service provides farmers with reliable routes to market and fair prices as well as agribusinesses and wholesalers with traceable produce to meet their quality specifications.

Impact: 3,300 farmers
Website: http://www.trutradeafrica.net/

Stephen Katingima, Country Lead, TruTrade Africa
Tulaa

Start-up year: 2017

Problem: Small scale farmers lack access to inputs and output markets.

Solution: Tulaa is a marketplace for smallholder farmers in Africa. Using mobile technology and artificial intelligence, Tulaa provides quality inputs like fertilizer on credit, tailored advice, and access to reputable buyers to small-scale farmers.

Impact: 5,000 farmers in a given season

Website: www.trutradeafrica.net

Hillary Miller-Wise
Founder & CEO, Tulaa
UjuziKilimo Solutions

Start-up year: 2016

Problem: Lack of access to information to smallholder farmers for informed decision-making

Solution: UjuziKilimo provides a simple and fast way for smallholder farmers to monitor soil fertility. UjuziKilimo’s proprietary Sensor technology SoilPal is a GPS and internet enabled device with sensors that is used in farms to monitor the levels of macro nutrients, weather, soil pH and moisture content which directs water, lime and fertilizer nutrient application rates based on local requirements.

Impact: 2000 farmers are receiving weekly weather updates and have their farms monitored with UjuziKilimo

Website: http://ujuzikilimo.com/

Dickson Ayuka
Business Development Executive, UjuziKilimo
Waterwatch Cooperative

Start-Up Year: 2014

Problem: Small scale farmers lack access to information on pest and disease management

Solution: Waterwatch's Crop Disease Alert and Tracking solution (CDAT) is a (smart)phone application that combines weather data, satellite imagery, and pictures taken by farmers with their smartphones (image recognition)

Impact: Business to business model; reaches farmers through service providers

Website: https://waterwatchcooperative.com/

Gerbren Haaksma
Business Development Manager, East Africa
#DisruptiveAgriTech

Disruptive Agricultural Technology

Innovation Knowledge & Challenge Conference
Nairobi, Kenya
5-6 April, 2019

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