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
icz 48 hours to access markets
猰 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

<table>
<thead>
<tr>
<th>What We Offer</th>
<th>What We Receive</th>
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<tbody>
<tr>
<td><strong>Data</strong></td>
<td>• Leverage on the diversity of the platform to get relevant data on service improvement</td>
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<td>• We shall provide insights on what farmers need or the frequently asked issues</td>
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<tr>
<td><strong>Sales Leads</strong></td>
<td>• Get leads on our product and service provision</td>
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<tr>
<td>• Provide sales leads to other complimentary services e.g insurance</td>
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<tr>
<td><strong>Innovation</strong></td>
<td>• A consortium of like minded entrepreneurs willing to innovate</td>
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<tr>
<td>• Possible co-creation of products and services</td>
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<tr>
<td><strong>Policy</strong></td>
<td>• An environment to formulate and discuss policy</td>
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<td>• Strongly contribute to the favourable policy change to enable Sector growth</td>
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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: Calvince 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