Oakar Services Limited

Disruptive Agricultural Technology Challenge

April 5-6, 2019 | Nairobi, Kenya
Problem Statement

- There is lack of information around the farmer.
- There are challenges in decision-making on policy, and support services for the farmer.
- Real-Time Monitoring and evaluation of agricultural projects to assess impact.
Our Value Proposition – Farmer Information Platform

- Where is the farmer? Facilities?
- What is the farm size?
- What are the farm activities? *Crop? Animal?*
- How is the crop fairing? Disease? Yield?

**Decision Making**

- Planning
- Measure Productivity?
- Worth of a farmer? *Credit*
- How much was lost? *Insurance*

**Who, Where, What, When, Why and How?**
Our Solution

• Physical **mapping** using high accuracy GPS/ Mobile Phone Application
• Using Satellite Imagery to conduct;
  • **Real-Time Crop** Health Monitoring
  • **Yield Prediction** and **Acreage Estimation**
• Ground **Truthing** exercises
Classification of produce by sub-national administrative units;

Aggregation by crop and livestock production, harvests, yields, and soil types.

Accessibility to Markets in relation to produce and infrastructure
Output of the Solution

We work with national and county government, researchers, donor agencies, policy makers and other stakeholders to map farmers, farms and collect project related data using high accuracy handheld GPS and produce quality maps and analysis dashboards.

Farmer Data collection
Mapping Resources
Crop Health Monitoring
Crop Acreage Estimation
Agro- Data Dissemination
Scalability and Financial Viability

Our platform is easily scalable as the data is aggregated on collection by:

• Our Field Data collection team
• Other services providers in the ecosystem can simply subscribe to the application and map out their target farmer population.

This platform is viable as it is subscription based and is highly sustainable if agricultural service providers plug in use and consume the data.
Meet the team

Name: **Janet Mbula**  
Role: Project Manager  
Expertise/skills: Project Management, Business Development  
Years of relevant experience: 12

Name: **Antony Olali**  
Role: Product Development  
Expertise/skills: Solution Development, Data Analytics  
Years of relevant experience: 15

Name: **Isaac Chann**  
Role: Software Developer  
Expertise/skills: GIS Software Development  
Years of relevant experience: 4