Disruptive Technology as Game-Changers for Small-Scale Agribusinesses
What are we disrupting?

Small scale subsistence farming with practices that generate value.
What are we disrupting?

Traditional ways of working with technologies that create efficiencies.
What are we disrupting?

Old business models with entrepreneurial endeavors that create profits.
Growing export markets require an upgrading of the agribusiness industry in Kenya in order to be competitive.
Upgrading requires a combination of hardware and software based solutions.
The finance industry is gearing up to expand into ag-tech and energy.
Agribusiness is ready to invest in more updated machinery and analytics.
Technology entrepreneurs are making some breakthroughs, but slowly.
Your call to action: Bring down first-mover disadvantages; build trust in the ecosystem through dialogue.