Challenge in Kenyan Dairy

Low Milk Production

Average production of 10L/Cow/Day against a potential of 30L/Cow/Day

1. Lack of data management for the cows due to lack/scanty/bulk records
   - Difficulties in tracking herd health
   - Delays in making critical decisions
   - Prolonged calving intervals

2. Limited access to proven and reliable information on animal husbandry
   - Farmers resorting to trial and error method of production

3. Difficult access to veterinary services
   - Direct loss from the sick cow and costly, delayed services
Our solution

10,000 FARMERS
✓ 24H access to information
✓ Data driven decisions
✓ Tegea, audio based trainings for farmers

2,500 COWS
✓ Verified Vet services
✓ Affordable vet services
✓ Timely services

1,000 COWS
✓ Digital Artificial Insemination services (connecting and tracking)
Realized Impact

- 24H access to information
- Access to verified vet services in 1H (vs. 24H)

AN AVERAGE INCREASE BY

4 LITERS PER COW PER DAY
Our business model

Revenue streams

✓ Advertisement to farmers (paid by corporate businesses such as feed companies)
✓ Transaction fees for the vet services (paid by service providers and the farmers)
✓ Sponsored trainings
✓ Sponsored expert Chats

Delivery costs to farmers

**COST PER FARMER**

Now: ~8$

↓

At scale: ~1$
Our scale up plan

10,000 FARMERS → 300,000 FARMERS → 1,000,000 COWS

How do we scale?

- Partnerships
- Agent model and farmer champions
- Social media communication
## Leveraging the platform

<table>
<thead>
<tr>
<th>Develop new partnerships</th>
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<tbody>
<tr>
<td>• Develop new partnerships with other service providers reaching out to the farmers.</td>
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<tr>
<td>• Develop one stop service converging Our services and offering more value the farmers.</td>
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<tr>
<th>Mitigate risks</th>
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<td>• Leverage on the platform for new technologies, create a strong brand and cultivate trust among the users.</td>
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<td>• Change in Government and service providers policies and regulations,</td>
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<th>Scale up impact to farmers</th>
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<td>Working together to create synergy and ensure impact to the farmers.</td>
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What we bring to the platform

- Integration of our services into the platform.
- Compliment other service providers to deliver value and impact the Small Holder farmers.
- Digitized contents in any local language in Kenya.
The FarmingTech Team


Full time staff -

JEMIMAH WANJIKU - Business Development and Partnerships

SIMON NJENGA - Digital Marketing and IT support.

PENINAH WANJA - Founder of DigiCow and Board Member. Peninah has extensive experience in the livestock sector through working in the Kenya Ministry of Livestock.

EPHANTUS GITHINJI - Chairman of the Board. Ephantus has over ten years’ experience in software engineering and app development.

VINCENT KIMANI - Board Member. Vincent has over 15 years experience in media and marketing, including product positioning and production of farmer training audios.

Our leadership team is driven by...

ACADEMIC, SOCIAL AND TECHNICAL CAPACITY

LEADERSHIP TEAMWORK

ADAPTABILITY AND FLEXIBILITY

COMMUNITY CONTRIBUTION
THANK YOU

DigiCow
Dairy App

Farmingtech
SOLUTIONS LIMITED