Powering Africa’s digital transformation to transform rural livelihoods

A NEW ECONOMY FOR MIDDLE EAST AND NORTH AFRICA COUNTRIES: YOUTH, TECHNOLOGY AND FINANCE

ALGIERS

March 28, 2018
1. **Market Info Service**
   - Weather
   - Market prices
   - Agronomic advice
   - Agric/Nutrition
   - Specialized Clubs (VFC)

2. **Field Data Collection**
   - GIS Farm/Land Mapping
   - Field Agents Deployment
   - Customized Workflows

3. **Knowledge Plus (K+)**
   - Create Content Online
   - Access it on a mobile device in offline mode
   - Conduct a quiz offline
   - Collect user feedback offline
   - Report cases from the field

4. **Ready by Q4 2018**
   - Registry (database/Profiles)
   - Standard for sharing & privacy
   - APIs to integrate service providers
   - Identify & recruit partners
Market price enumeration

<table>
<thead>
<tr>
<th>Item</th>
<th>Price (wholesale)</th>
<th>Price (retail)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundnut (dry, shredded)</td>
<td>56.8</td>
<td></td>
</tr>
<tr>
<td>Maize (white, large)</td>
<td>68.9</td>
<td></td>
</tr>
<tr>
<td>Maize (white, small)</td>
<td>25.96</td>
<td></td>
</tr>
<tr>
<td>Rice (unpolished)</td>
<td>87.8</td>
<td></td>
</tr>
<tr>
<td>Sorghum (white)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomato (Cooking)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: The prices are in Ghanaian cedis (GHS).
Automated alerts to keep folks informed

1. **Market Prices**
   Farmers can improve their revenues by negotiating better prices, shipping to newer markets or timing to sell better.

2. **Weather Forecasts**
   Critical forecasts can help farmers plan fertilizer and pesticide use and improve efficient use of irrigation. Critical weather advisories.

3. **Bids & Offers**
   Farmer Groups can aggregate and respond to buy offers from larger traders. Traders can advertise to buy.

4. **Crop production protocols**
   Tips can be programmed and scheduled to be sent via SMS or via Voice Messages to specific users at specific times in their crop calendar.

5. **Nutrition Tips**
   Tips can be programmed and scheduled to be sent via SMS or via Voice Messages to specific users at specific times.
Esoko Price Alert
06-12-2010 11:48am
Pineapple (large):
(GHS/KG, WHS/RTL)
AGBOG= 0.70/0.82
TECHIMAN= 0.60/1.00
TAKORADI= 0.40/0.50
SEKONDI= 0.30/0.50
KASOA= 0.50/0.60
SMS
Voice Messages
Call centre
E-extension service
Farmer Club

Join Vodafone

free information
- Crop Tips every Monday
- Rain Forecast on Wed/Fri
- Market prices
- Nutrition tips
- Climate advice
- Personalized by SMS

free calls
- Free calling to other club members
- Free Money Account

ask an expert
- Live expert agronomists
- Available 8am-5pm weekdays
- Normal call rates apply

discounted offers
- Crop Insurance
- Micro-Loans
- Seeds
- Fertilizers

marketplace
- Find Buyers
- Register your crop to sell
- Minimum quantities apply

just 2 Cedis every month
- Taken off your airtime
18 cents/kg

→

90 cents/kg

500%
Social impact too

WE DONOT HAVE PROBLEMS IN OUR MARRIAGE
When the pathogen attacks the plants at emergence, the resulting seedling blight causes sparse or inadequate stands and weakened plants. On young leaves, the spots are smaller than those on older leaves. The spots may vary in size and shape from minute dark spots to large oval to circular spots. The smaller spots are dark brown to reddish-brown. The larger spots have a dark brown margin.
2. Data Collection Service - insyt
What is Insyt?
Poverty reduction is taking different dimensions

OVER 1.9 BILLION PEOPLE IN 136 low- and middle-income countries benefit from social safety net programs.

The combined spending on social safety nets amounted to about US$329 billion between 2010 and 2014. Low-income countries still face the greatest gaps in reaching the poorest people.
Insyt social impact

1,043,000 households (5.2 million people) have digital profiles and integrated into various national programs & social services

1,085 young men and women trained in various roles of data digitization, collection, integrated into the internet revolution and have incomes

Enumeration from 6000 communities scattered across all districts in Ghana, making these communities visible on maps for the first time.

From 90 to just 15 days to qualify a household – increasing the speed at which pro-poor interventions can be implemented in the most remotest areas

From 18% to 48% qualification rate of enumerated households in S.P programs – allowing additional 30% of poor HHs to receive cash benefits

100% improvement in data accuracy rate, from 58% in traditional systems – improving cost benefit ratios and therefore more people to be reached by dev’s interventions
Hello Mr Daniel,

We have successfully completed the PIC work from Bole and Central Gonja. I don’t know how to thank you. Your support to me have always made significant impact on my self and my family as a whole. The GIS mapping you involved me, enable me to acquire a motor bike which am still using. Currently, as a PICM I have been able to complete my house and moved in, it has also enabled me to apply for a masters program and awaiting admission. Importantly, the resources that I have acquired has also enable me to invest in to 10 acres of crop farming, 6 acres of maize and 4 acres of groundnut. This and other important things I have gain from your support makes me see you as a family brother. I pray for you at all times and am ever ready to assist Esoko at all times. I heard you are again going to register other districts in Northern Ghana.

I am ever ready to support. Thank you very much. May Allah the Almighty grant you all you desires in life.

11:55

Kassim Imoro, field enumeration coordinator
Tells his story about the impact of Insyt on His life and that of his family
Challenges & Lessons Learnt

- We the People Can’t Read
- Connectivity for the Developing World
- Old Way vs. New Way
- Lessons Learned
- Trust
- I have no idea what I’m doing
- Know Your Audience
Our Solution - Human interface between technology, content & end user

5% Technology

95% Deployment
10 years of experimentation and successes

- $10m invested
- 1.2m farmers
- 20 countries
- 30m sms sent
- 180k calls received
- 5.2m Individual profiles
- 104k Acres of farmland
- 729k Biometric profiles
Going Forward - Digital Identity

Ready by Q4 2018
Company Overview

- Founded in 2008 in Ghana
- 70 employees across Africa,
- 1,500 contract staff
- Deployed in 20 Countries
- Private business
- Financed by individual and institutional equity investors

Our Partners
Thank you!