



 **MERCY
CORPS**

AGRIFIN

7TH  **AGRIFIN
LEARNING
EVENT**

**7th & 8th November
Nairobi, Kenya**

**SESSION 4: Enhanced collaborations for
effective digital platforms**

#ALE2023 #AgriFinALE2023

Speakers



NOVEMBER
7th & 8th
2023
NAIROBI, KENYA

SESSION 4: Markets/Platforms

Theme: Enhanced collaboration for effective digital platforms



Samuel Karanja
Agriculture Manager,
Mercy Corps AgriFin
Session Moderator



Abrhame Endrias
Founder and Managing
Director, Lersha



George Njoroge
Country Coordinator,
Farm to Market Alliance



Paul Asura
Projects Manager,
Green Edge Digital Africa



Uzoma Henry Alika
Head of Crop Operations
Thrive Agric Limited



Alexis Teyie
Research Lead,
SPARC



Wouter van Monsjou
Business Analytics
team Lead, IDH



Hellen Mutogoh
Head of Community Engagement,
AfriScout Project

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AGENDA

Duration	Topic	Speaker/Facilitator
	Introduction to the session - Objectives- Room settings	Samuel –AgriFin
15mins	Effective agriculture platforms models and learnings with examples.	IDH-Wouter Van Monsjou
15 min	Digital Solutions-Pure platforms-Learning on collaborations around an effective digital platforms for Farmer Service Centres (FSCs)	FtMA- George
15 min	Digital Platforms-End to end platform-Best practises and learnings from an end to end digital platform	Samirah -Thrive Agric Nigeria
30 min	Debate-An end to end platform is more effective to a pure platform- 2 Groups	Moderator- SparcAlexis
30 min	Plenary- What can we do better in terms of collaboration for effective digital platforms	Panelists-Moderator- Kafui IDH
15 min	Q/A	



Chapter 1: Effective agriculture platforms models and learnings with examples- IDH

Wouter van Monsjou

Community farmer

- Near Amsterdam
- 300 member farmers
- Crowdfunded
- 2ha regenerative vineyard
- Demo and education plot
- Sustaining 1 family



Smallholders play a crucial role in global food systems, but are some of the world's most vulnerable

2.5 Bn people worldwide



Produce 35% of world's food

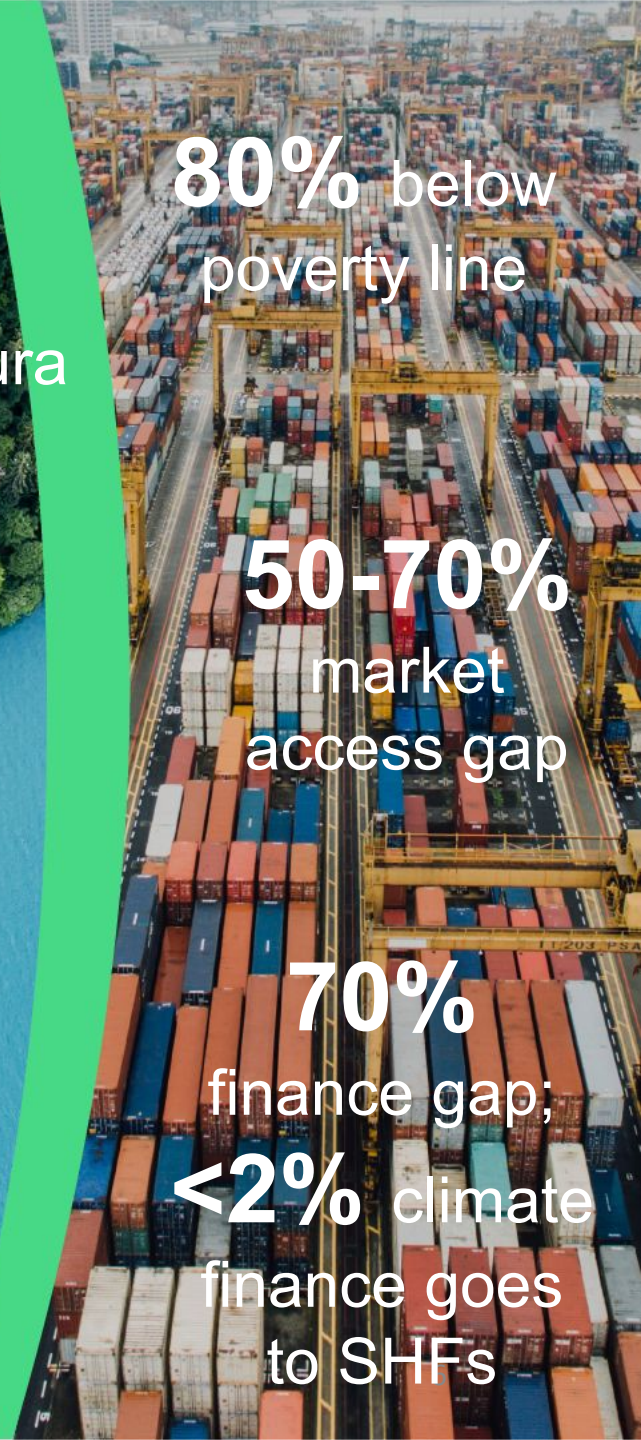
Stewards of 12% of global agricultural land

50-90% yield gap relative to developed ag economies

80% below poverty line

50-70% market access gap

70% finance gap; <2% climate finance goes to SHFs





IDH Business Analytics

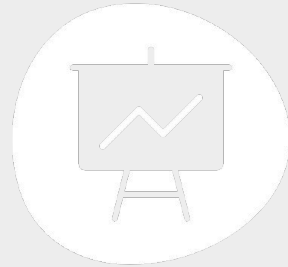
Data-driven approach to amplify the impact, commercial viability and scale of smallholder-inclusive business models

We have studied 120+ companies in a standardized way, collecting 180+ KPIs each



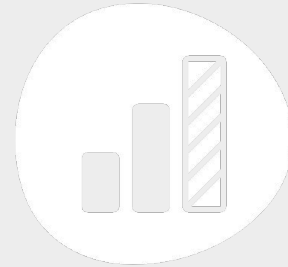
Context

- Market
- Supply chain
- Environmental impact



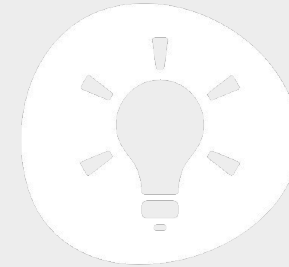
Business Model

- Strategy
- Value proposition
- Clients / Suppliers
- Partners
- Operational model



Business & impact case

- Scale
- Financials
- Farmer business case
- Social Impact



Innovations

- Feasibility
- Effectiveness
- Viability
- Replicability



Today we seek to understand platforms

Pipeline Business

Linear process of producing, distributing and selling goods and services



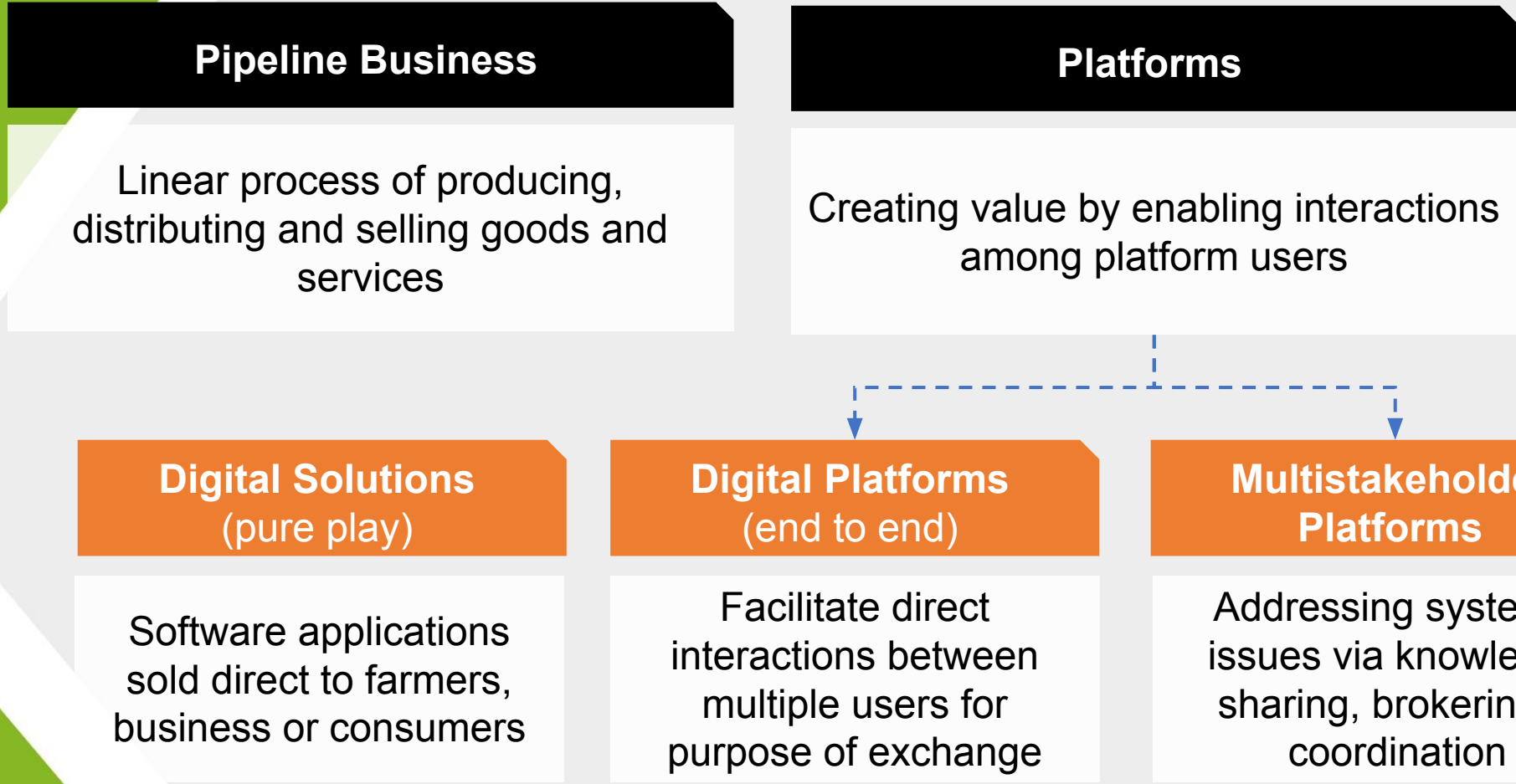
Platforms

Creating value by enabling interactions among platform users





Not all platforms are equal





Platforms can create value by



**Creating new
and/or more
interactions**



**Creating more
efficient
interactions**



**Facilitating
higher value
interactions**



**Providing data
for decision
making**



Today's companies



Listen carefully

- Are they providing a Digital Platform or Solution?
- What did they learn along their journey, and how did they adapt?
- How do they measure success?
- Can you compare their effectiveness?



A smiling man wearing a straw hat and a plaid shirt is talking on a mobile phone. He is standing in a field with a herd of brown cows in the background. The scene is set outdoors with mountains visible in the distance under a cloudy sky. There are green decorative shapes in the top-left and bottom-left corners of the image.

Chapter 2: Digital Solutions- FtMA

About FtMA

- ❑ A global consortium of six public and private organizations, each of which brings specific expertise, experience and assets. **AGRA, Rabobank, Yara International, WFP, Syngenta** and **Bayer**). Active in Kenya, Tanzania, Rwanda and Zambia
- ❑ FtMA works towards enabling **sustainable** food systems through **strengthened markets** to empower farmers to **increase** their **yields, incomes** and **resilience** and to **improve** global food security.
- ❑ FtMA seeks to contribute towards **Sustainable Development Goal (SDG) 2**; “Zero Hunger”- specifically towards SDG Target 2.4 on **Ensuring Sustainable and Resilient Food Production Systems** - and SDG 17 **Partnerships to achieve the Goals**”.



TARGET 2-4



SUSTAINABLE FOOD PRODUCTION AND RESILIENT AGRICULTURAL PRACTICES



Knowledge grows



+500k farmers currently engaged through FSC Network

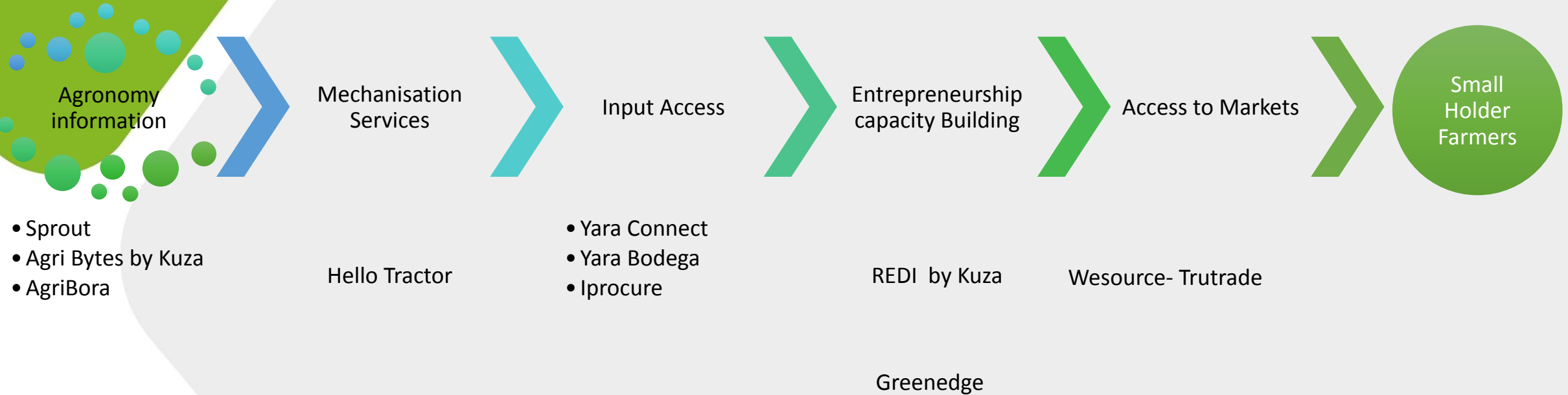


1,900 Farmer Service Centers in FtMA Network

Active in 4 countries with plans to assess entry into other target countries in 2023



Some examples of digital solutions..



One Network by Kuza – an Ecosystem Platform offering bundled services

Experience

Today's farmer, agripreneur is exposed to digital solutions that...

Donor driven

Low Digital Skills

Low fulfilment

User interphase

Language Barriers

Numerous & Complex digital Agri solution

Backend support

Commercial digital solution



Solution

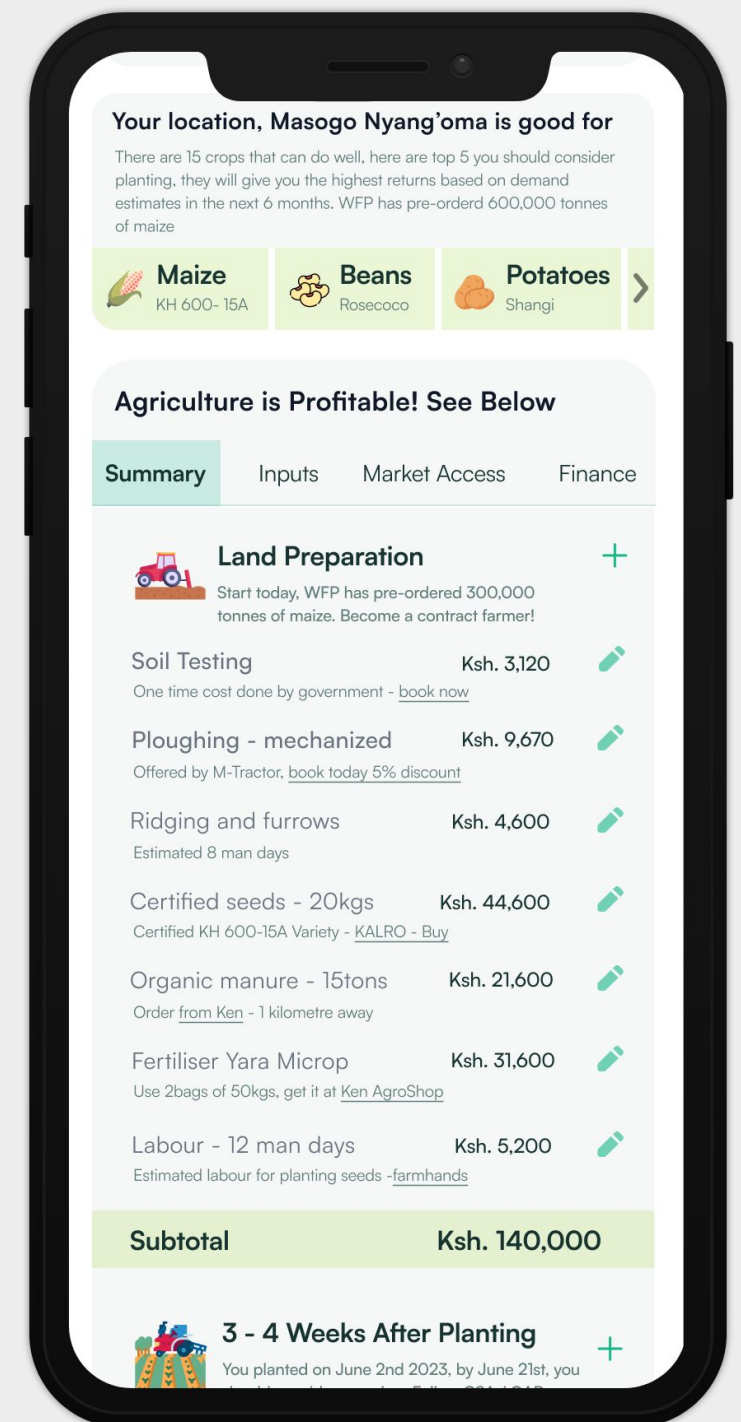
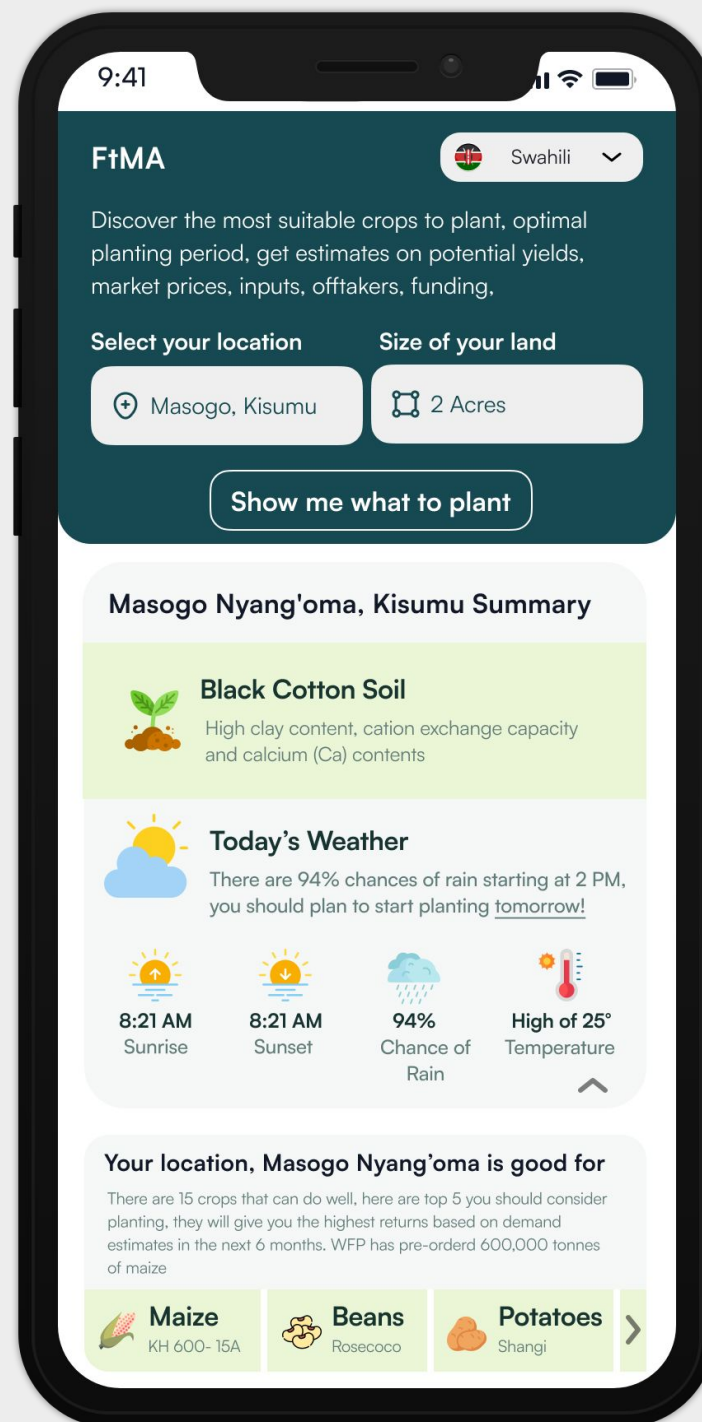
Easy to use,
trustworthy solution
suitable for
intermediaries,
localized, and results
oriented



The future

Trust, Low Literacy,
Low Digital Skills,
Language Barrier,
Extension Services

Multi-pronged –
FSCs and HCD
agri-digital solution
for smart and
feature phones





***Thank
You!***

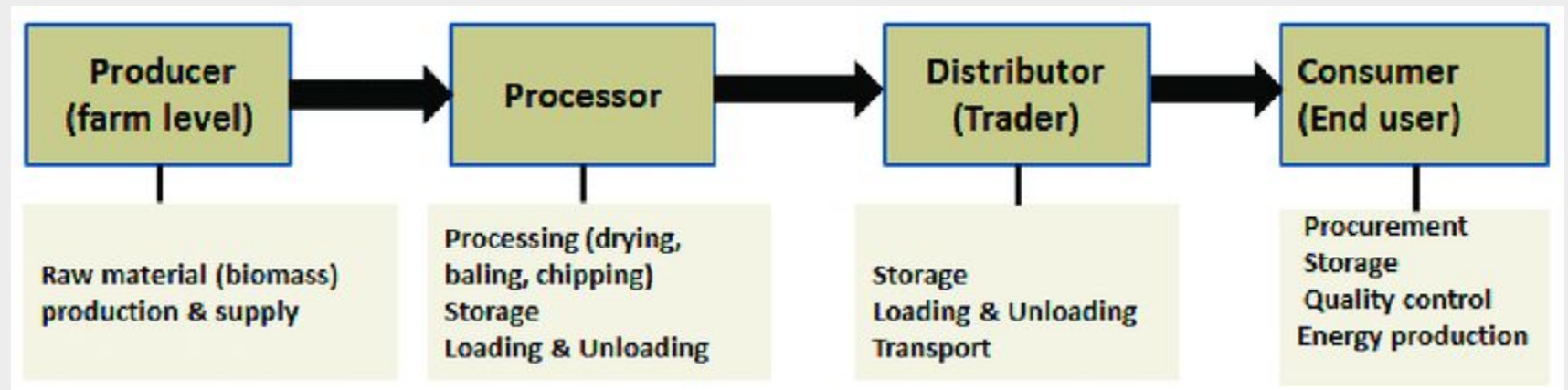


A woman with dark hair, wearing a white short-sleeved shirt, is smiling as she harvests tea leaves in a lush green field. She is leaning over a large, woven wicker basket. The background is filled with dense green foliage and trees. The image is framed by a white border with green geometric shapes on the left side.

Chapter 3: Digital Platforms- Thrive Agric

End to End Platform

End-to-end solutions refer to the process where a system or service is carried out from beginning to end without assistance from a third-party. A solutions provider strives to deliver a fully functional system, service, or project from start to finish.



Aisha.



The Problem.

\$100 billion
in food imported.

The Barriers

- ➔ Lack access to Credit
- ➔ Lack access to inputs
- ➔ Lack access to market
- ➔ Lack access to information and technology
- ➔ Excessive pre and post-harvest loss

We created a platform for smallholder farmers to thrive.

Co-founders



Uka Eje (CEO) Ayodeji Arikawe (CTO)

Impact



Smallholder Farmers
600,000+



Input Financing
\$120 million in input loans



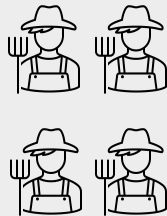
Metric Tonnes
1.3 million



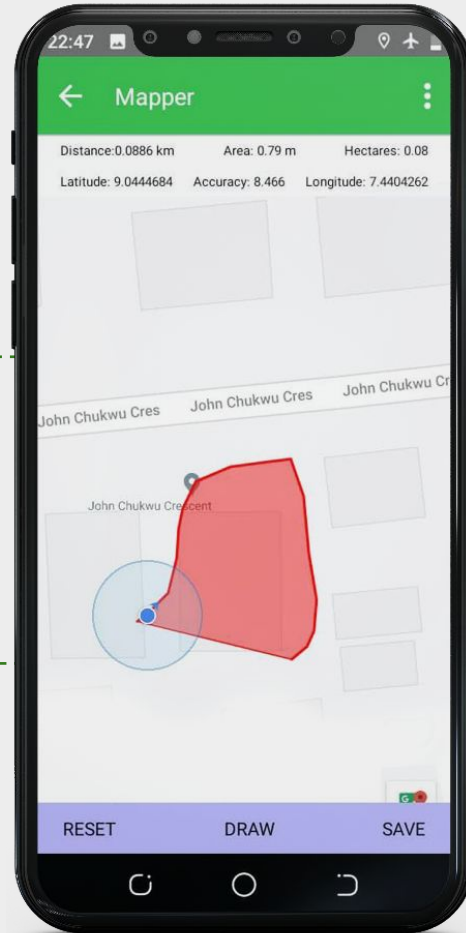
Staff
240 full-time & 2,000 contract



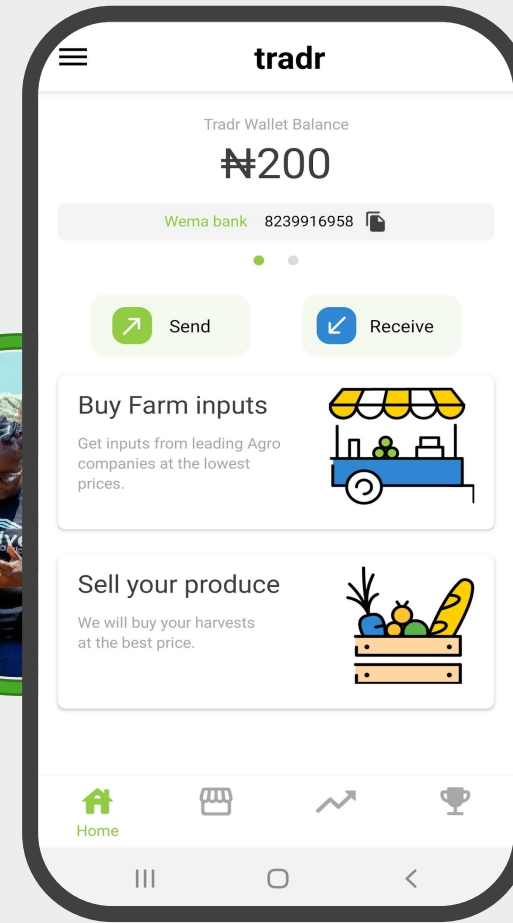
Storage & logistics
550+ warehouses



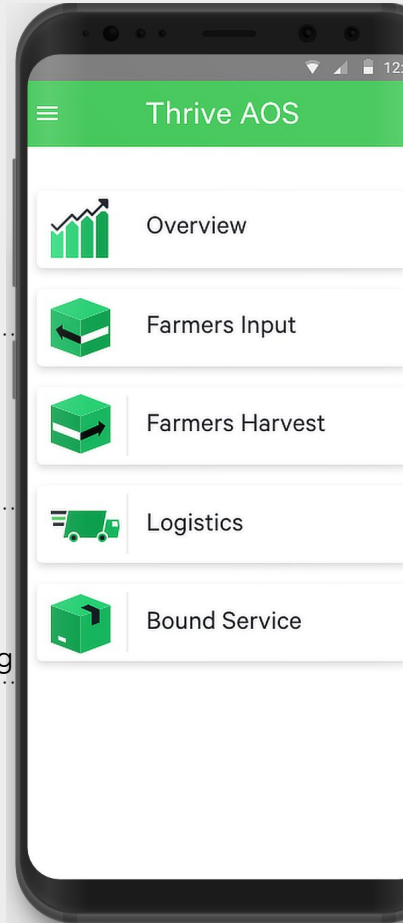
AOS



Tradr

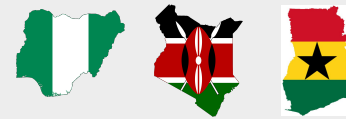


IMS

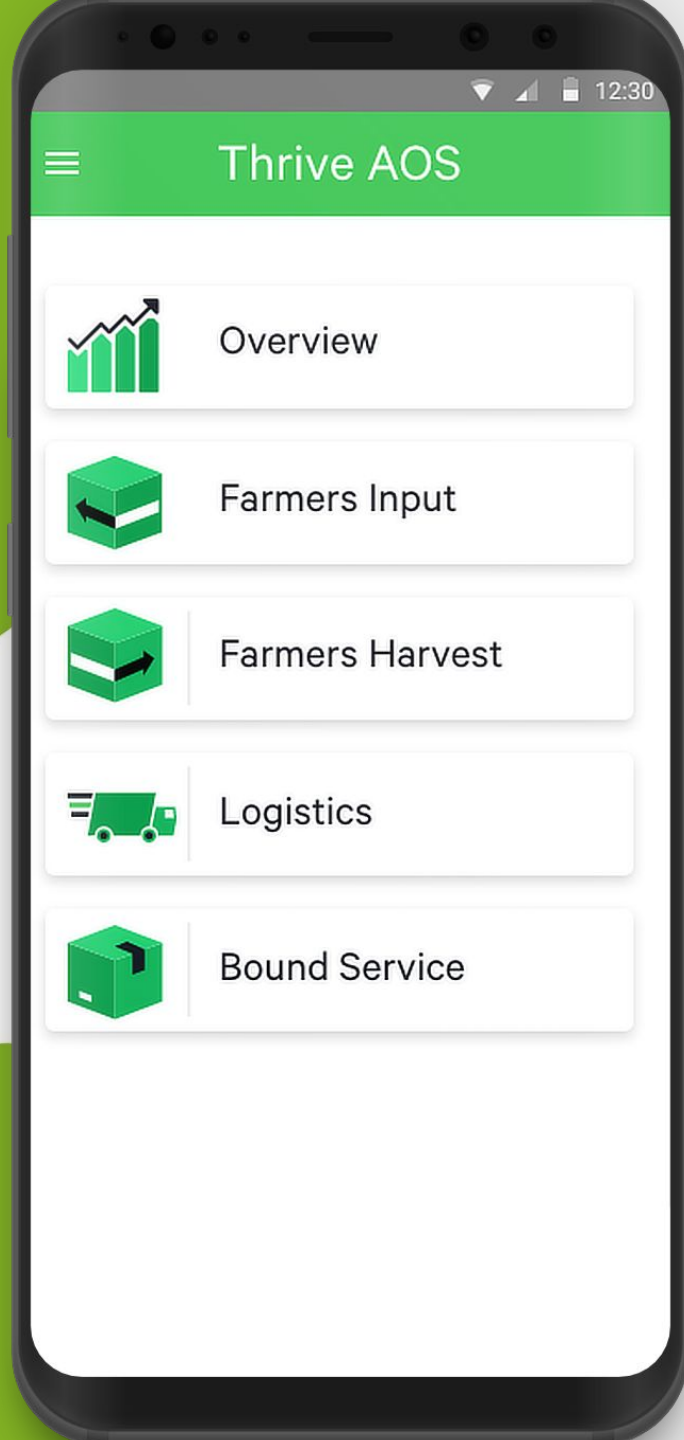


Inputs

Financing



Our End To End Platform – For Farmers



1

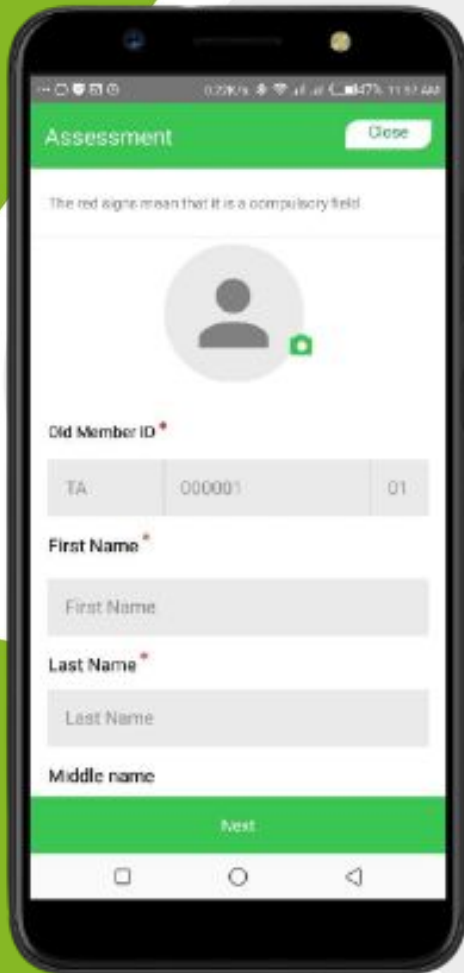
Agricultural Operating System (AOS)

Our flagship product is called the Agricultural operating System (AOS). Our AOS consists of several apps that serve as the backbone of any agricultural operation. With this product, ThriveAgric leverages technology and strategic partnerships to provide finance (input loans), insurance packages, technical support, and premium off-take to smallholder farmers through an out grower scheme year-round.

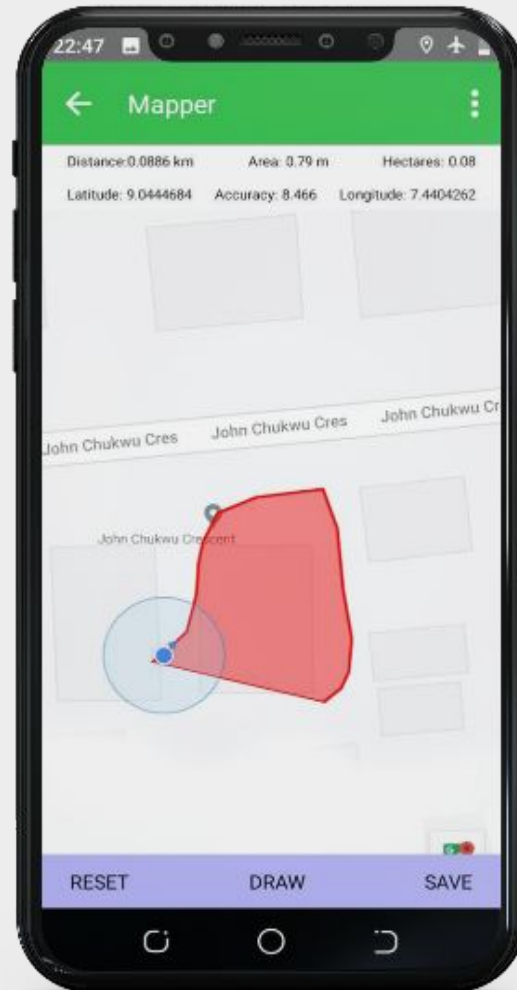
The AOS is used to provide all confidence boosting and credit decision making required by major agricultural financiers and agribusinesses, including onboarding smallholder farmers, capturing all their bios, mapping their land sizes and location, carry out soil testing and analysis, provide precision farming, monitor farmers' progress, run psychometric tests, cluster farmers in groups, ensure they are creditworthy, and provide data analysis and yield estimation predictions. This is done by ThriveAgric field extension agents who also use the app to provide data-driven extension services.

Features of the AOS App.

Know your farmer



Farm mapping & analysis



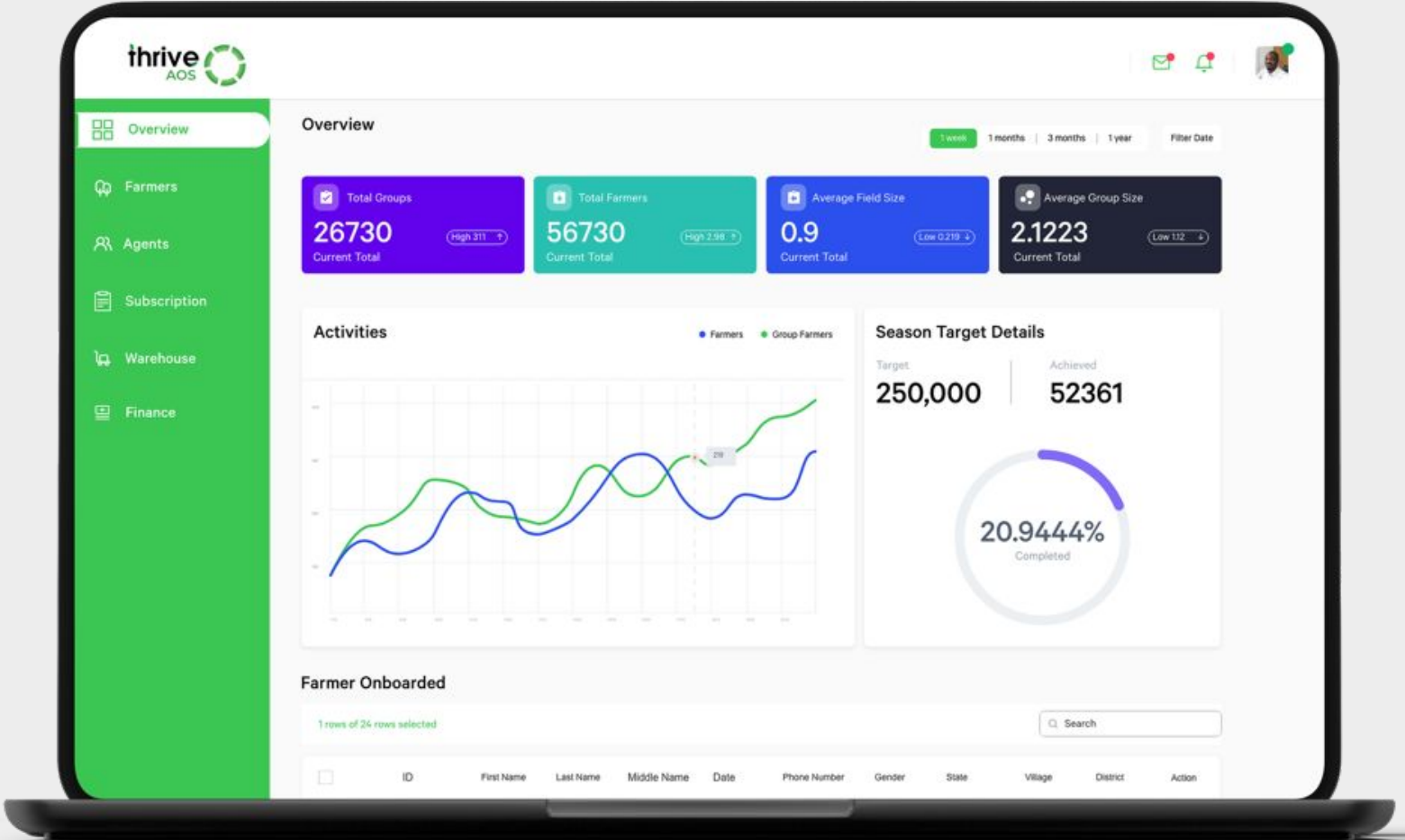
Precision Farming Input Distribution



Harvest Collection



AOS Dashboard

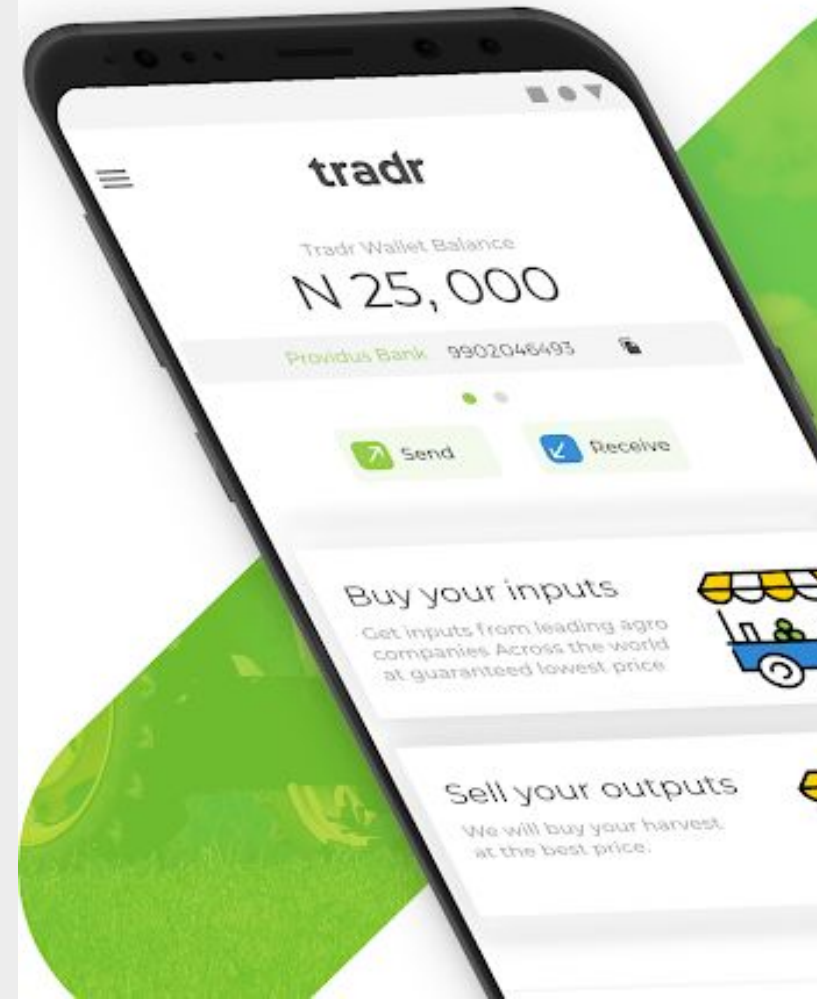


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Tradr

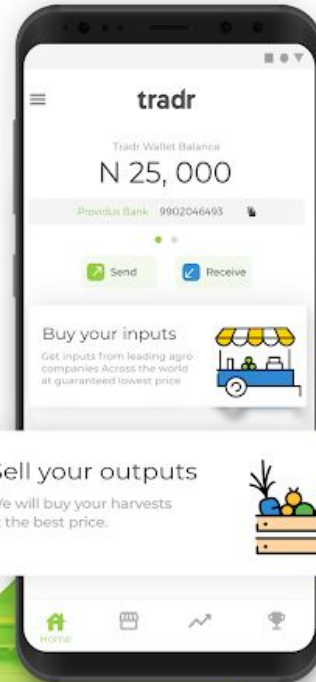
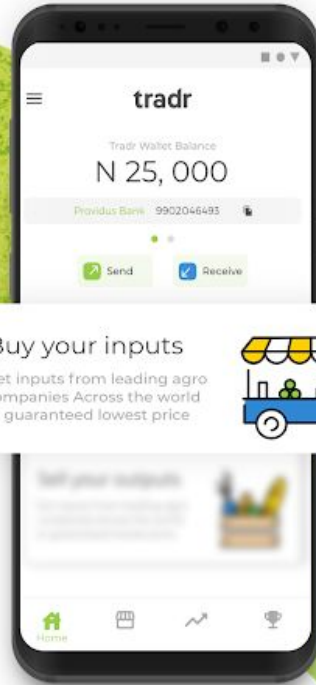
Tradr provides a **digital platform** where agri-traders and farmers who don't directly farm with Thrive Agric, can interact and trade with players in the agriculture supply chain such as quality input providers, machinery service providers, and off-takers. Trading through the platform is supported by our registered agents on the ground who facilitate the movement of commodities.

No. 1 market place for everything agriculture.



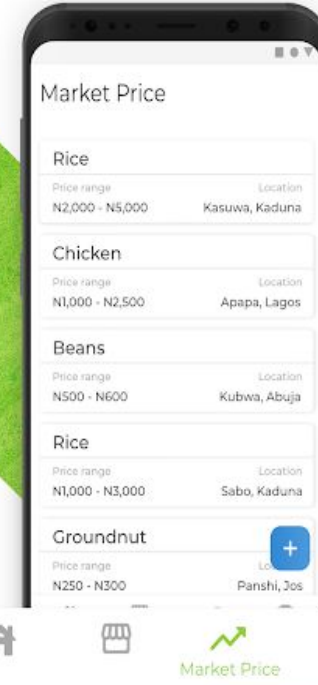
Features of the Tradr App.

Access top quality agro inputs



Sell your harvest for more

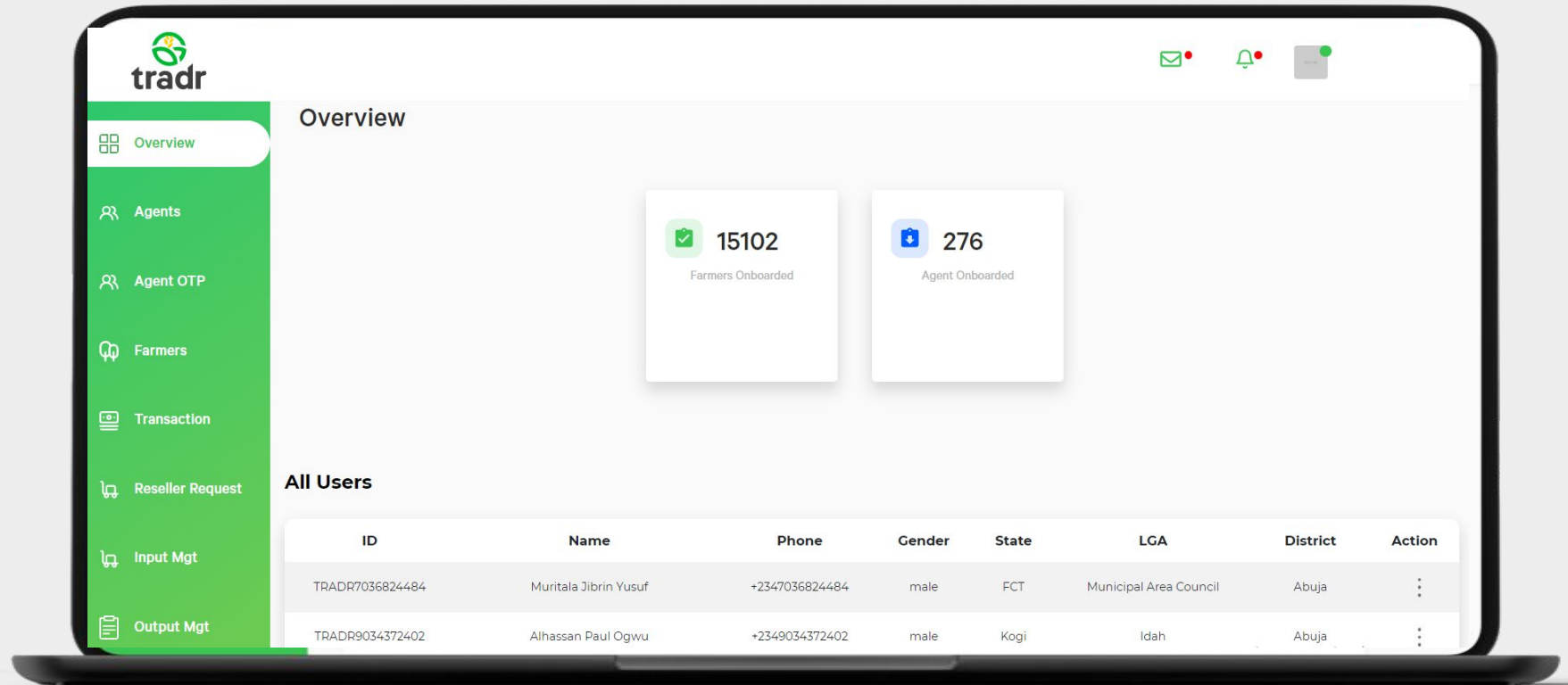
Update market prices and get rewards



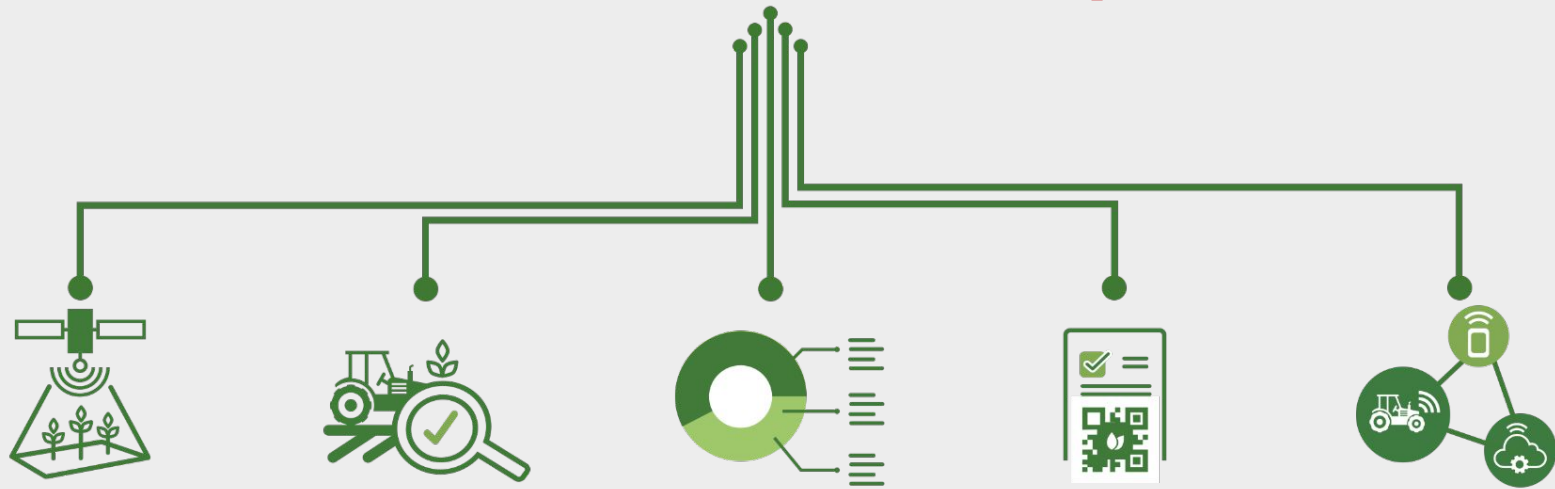
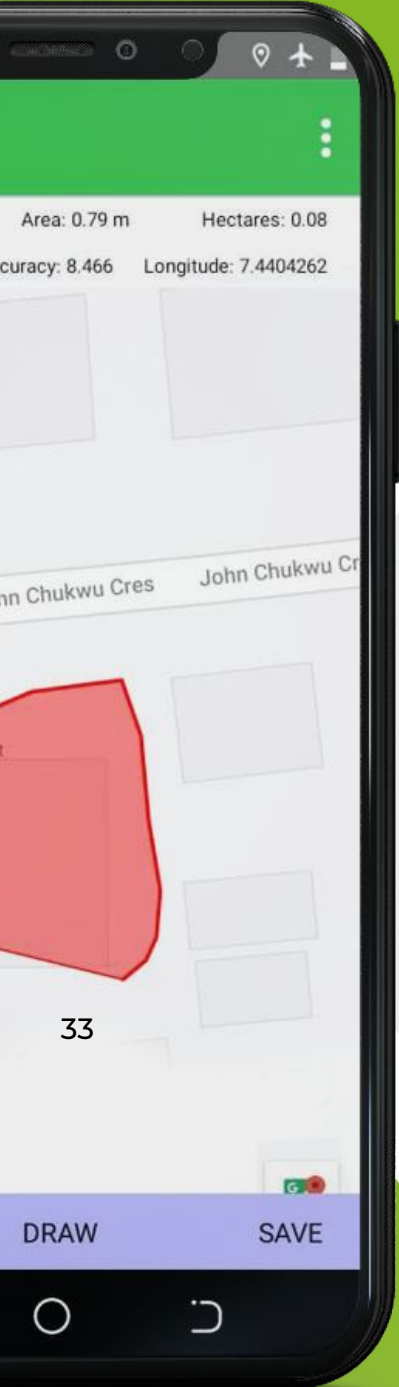
Earn credit and top the leaderboard



Tradr Dashboard



How our technology is unique.



Real-Time Insights

Field Operations

Farm Analytics

Traceability

Ag Data Exchange



Farmers Identification



Farm Monitoring



Inventory Management



Competitive Advantage

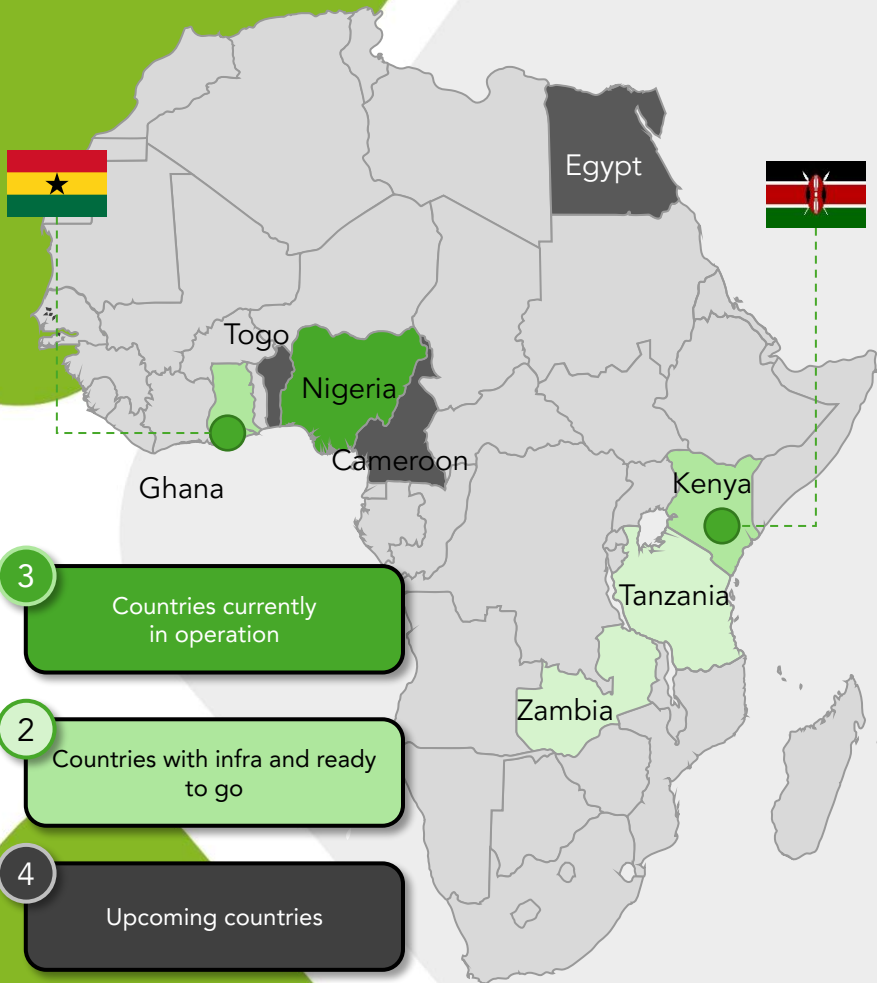
Identity is the number one requirement for access. Our technology ensures that investors have verifiable farmers data enabling the farmers on our network have access to finance and resources needed to improve.

The goal of farm monitoring is to match farmers to their farmlands and give tailored advisory to increase productivity.

Tracks the movement of inputs and outputs from our warehouses in real time, ensuring information on movement of goods are accurate.

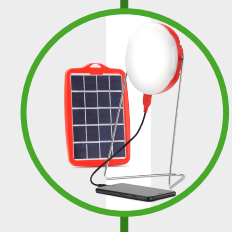
A functional AOS helps us to achieve a **higher level of efficiency and competitive advantage**

Reliance and Sustainability



Agroforestry

- Plant trees across smallholder farmers land
- Benefits include carbon credit, soil nutrition, climate mitigation and adaptation, sales from fruits amongst others



Solar home systems

- +450 locations across Nigeria to store & distribute SHS
- Partnered with SHS providers to conduct a roll-out of SHS across our locations

Solar irrigation is a \$1.6b market by 2030



Future offerings



Machinery



Solar irrigation



Cleaning & processing factory

Learnings



Learnings



Smallholder farmers

- Lack of mobile devices
- Illiteracy/limited education
- Trust



Agent network

- Infrastructure Challenge (Internet & Road)
- Illiteracy



Sustainability and long term impact

Best Practices





*Thank
You!*



DEBATE

Definition

- Digital Solutions- Offering one or a few digital services to a farmer organisation
- Digital Platforms- Offering end to end digital services to a farmer organisation

Debate Format-30 min

- Group 1- Digital Solutions
- Group 2- Digital Platforms
- Judges- Speakers and Panellists
- Moderator- Alexis Teyie



Q/A



*Thank
You!*