

Digital Platforms and Solutions

AGRIFIN ALE Nov 8th



idh
transforming markets

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,
yet are some
of the world's
most
vulnerable**

2.5 Bn
people
worldwide



Produce **35%**
of world's food

Stewards of
12% of global
agri-
cultural
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
- Value chain
- Enabling environment



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

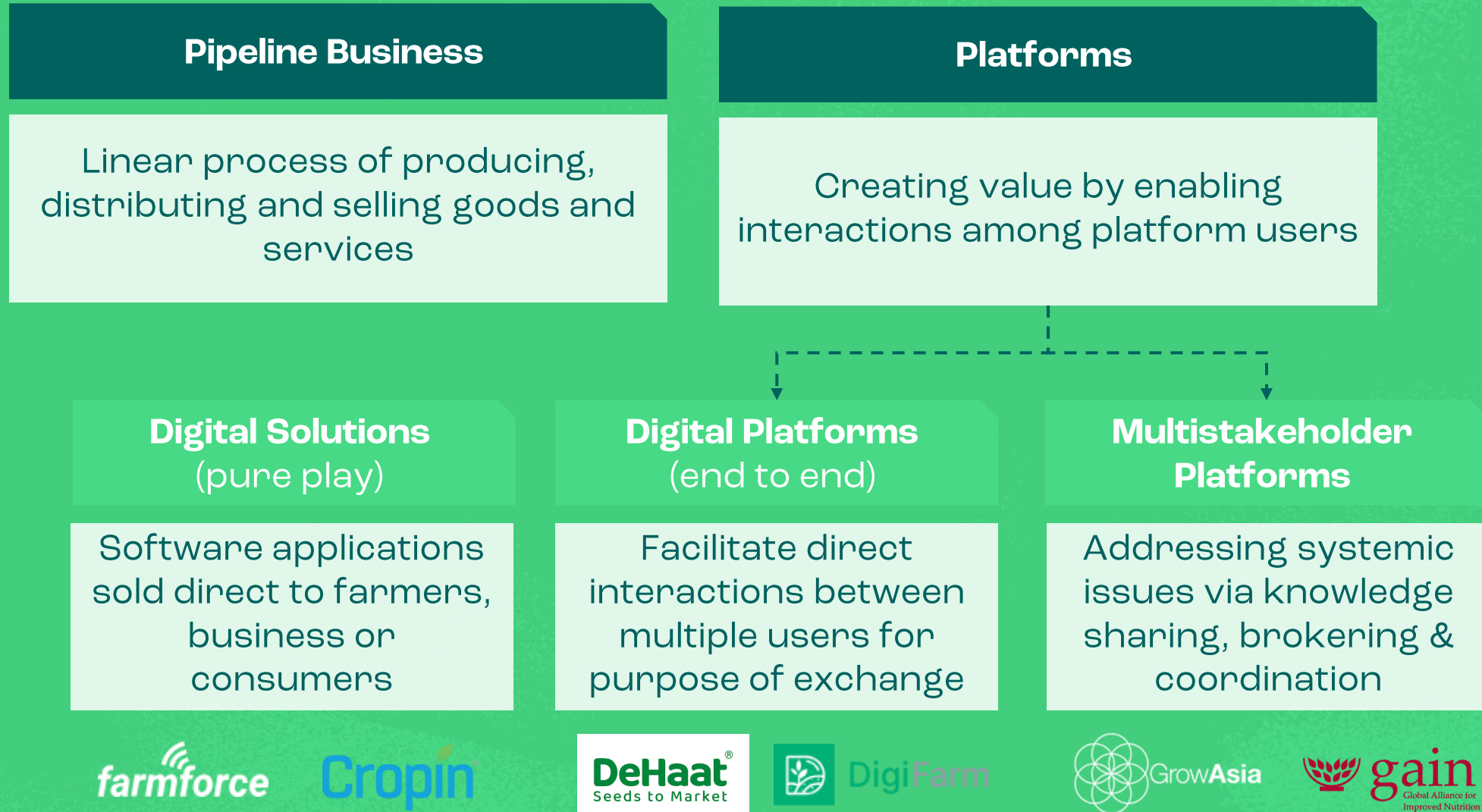
Platforms

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**



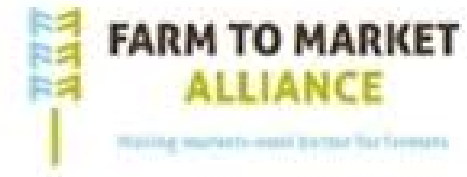
**Facilitating
higher value
interactions**



**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?

