



# Data-driven innovations & investments



**9<sup>th</sup> Annual Learning**

**Event**

**Program**

**Radisson Blu, October 14<sup>th</sup> 2025**

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**#ALE2025**



# WELCOME



## What AgriFin Learning Event (ALE) is all about...



Across Africa and Asia, agri-food systems are undergoing a powerful transformation, spurred by climate shocks, economic uncertainty, and years of underinvestment. Innovation is surging, but as we move forward, it's time to ask the big question: Where do we stand? What is working? And what must evolve to build resilient, inclusive, and sustainable food systems?

**The 2025 AgriFin Learning Event (ALE) offers a moment to pause, reflect, and reimagine the future of agriculture.** Hosted by Mercy Corps AgriFin in partnership with Briter, this year's event will center around the theme: **Data-Driven Innovations and Investments: Harnessing intelligence to build sustainable, investable Agri-Food Systems.** At the heart of the conversation is AgBase, a real-time data and insights platform designed to help governments, funders, and ecosystem actors make smarter, more informed decisions. We will discuss findings from the **State of Digital Agricultural Sector report 2025** offering deep insights into emerging trends, investment flows, and scalable solutions that are shaping the future of agri-food systems across the Global South. The pace of technological adoption is picking up, nearly USD 1 billion was invested in DeepTech across Africa in 2023 alone. But innovation without insight is a missed opportunity.



**#ALE2025**



| Time                    | Activities – Exhibitors will be available whole day                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| 7:00 a.m. - 8:30 a.m.   | <b>Guest arrival and breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 8:30 a.m. - 9:00 a.m.   | <b>Opening Remarks/Keynotes - Kilimanjaro Ballroom</b><br><b>Sieka Gatabaki</b> – Program Director, Mercy Corps AgriFIn<br><b>Stewart Collis</b> - Senior Program Officer, Gates Foundation<br><b>Tamara Cook</b> - FSD Kenya CEO<br><b>Abrhame Endrias</b> – Founder LERSHA                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9:00 a.m. – 10:00 a.m.  | <b>Presentation on Global State of Digital Agriculture Report.</b><br>Unpacks the Global State of Digital Agriculture Report, spotlighting AgTechs in emerging markets, respective investment flows that are driving innovation across food systems. From capital trends to transformative technologies, it uncovers how strategic funding is shaping the future of global food resilience and sustainability.<br><br><b>Presenter: Umang Prabhakar ISF</b><br><b>Facilitator: Dario Giuliani</b> - Managing Director and Founder, Briter                                                                                                                                                     |
| 10:00 a.m. - 10:30 a.m. | <b>Refreshment Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10:30 a.m. - 12:45 p.m. | <b>SESSION 1 - Mt. Kenya 2</b><br><b>Bridging the Investment Gap: Unlocking Capital and Innovation for Agri-SMEs:</b><br><br>A deep dive into aligning capital, innovation, and finance to strengthen Agri-SMEs and transform food systems<br><br><b>Session leads: Grace Njoroge and Betty Muriithi</b><br><br><b>Fireside chat speakers:</b><br><b>Jared Osoro</b> - Financial Sector Economist, Central Bank of Kenya<br><b>Millycent Aoko</b> - Investment Manager, Acumen East Africa<br><b>Munyi Nthigah</b> - CEO, Ketha<br><br><b>Group discussions and revolving mic share-out</b><br><br><b>Closing session remarks:</b><br><b>Mike McCaffrey</b> - Regional Digital Manager, UNCDF |

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| 10:30 a.m. - 12:45 p.m. | <p><b>SESSION 2 - Kilimanjaro Ballroom</b><br/><b>Harnessing Emerging Technologies to Unlock Investments for Agri-SMEs: Cross sectional convergence (AgriTech-Fintech-AI synergies)</b></p> <p>Africa's agriculture is full of potential, and AI could be the game changer. This session dives into how smarter investments, in people, data, and digital infrastructure, can help unlock that promise. Speakers will share real stories, challenges, and opportunities shaping AI adoption in agri-SMEs, and explore how partnerships and innovation can drive lasting impact across the continent.</p> <p><b>Session leads:</b> <b>Emmanuel Makau</b></p> <p><b>Presenters:</b><br/><b>Jessica Colaco</b> – CEO Lintons Foundation<br/><b>Nathanial Peterson</b> – Senior Scientist Climate Action Lever The Alliance of Bioversity International &amp; CIAT<br/><b>Dr. Denis Mujibi</b> – Associate Director, Strathmore AgriFood Innovation Center (SAFIC)<br/><b>Hafsa Jumare</b> - Founder and CEO CoAmana</p> <p><b>Panelists:</b><br/><b>Alfred Ongere</b> – Founder and CEO AI Kenya<br/><b>Charlene Migwe</b> – Program Director Caribou<br/><b>Dr. Shiko Gitau</b> – Founder and Managing Director Qhala<br/><b>Stewart Collis</b> - Senior Program Officer, Digital Solutions, Agricultural Development at Bill and Melinda Gates Foundation</p> |



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| 10:30 a.m. - 12:45 p.m. | <p><b>SESSION 3 - Mt. Elgon 1</b></p> <p><b>Strengthening Ecosystems: Coordination and Partnerships for Scaling AgTech:</b></p> <p>To explore ecosystem solutions which facilitate collaboration and coordination for uniform collective investments and growth of Agri-SME Ecosystems.</p> <p>Present the vision, design, and value proposition of the World Bank Kenya PPP Facility.</p> <p><b>Session leads:</b> <b>Samuel Karanja</b></p> <p><b>Presenters:</b><br/> <b>Marie-Agnes Jouanjean</b><br/> <b>Lavender Apollo</b></p> <p><b>Fireside chat Panelists:</b><br/> <b>Moderator - Dario Guilianni</b>, Founder at Briter Bridges<br/> <b>Mike Kigathi</b> - Digital Agriculture Specialist, FAO<br/> <b>Marie-Agnes</b> - Senior Agricultural Economist, World Bank<br/> <b>Elana Laichena</b> - Managing Director Kenya, Delta40<br/> <b>Salome Wanjiku</b> - Financial Inclusion and International Development Specialist, CGAP</p> |
| 12:45 p.m. - 2:30 p.m.  | <b>Lunch break/ Networking/ Marketplace</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 2:30 p.m. - 3:30 p.m.   | <p><b>Masterclass - Mt. Elgon 2</b></p> <p><b>Enhancing influence: Systems Leadership for Transformation in Digital Agriculture - Wasafiri Consulting</b></p> <p>The session will equip participants with a clear understanding of Systemcraft as a practical leadership tool, enabling them to apply its five dimensions across diverse contexts to tackle complexity and drive change.</p> <p><b>Facilitators:</b><br/> <b>Stella Odhiambo</b> – Communications &amp; Engagement Lead<br/> <b>Ledama Masidza</b> – Connect &amp; Food Systems Action Lead</p>                                                                                                                                                                                                                                                                                                                                                                                  |

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| 2:30 p.m. - 3:30 p.m. | <p><b>Masterclass - Mt. Kenya 3</b></p> <p><b>Strengthening Impact Measurement for Agtechs</b></p> <p>An overview of the importance, approaches, and indicators to be measured during an impact assessment, indicating how to collect and report data from users cost effectively.</p> <p>In addition, the session will introduce the impact toolkit that seeks to ensure that institutions/Agtechs communicate and share the value of their work through the AgBase platform.</p> <p><b>Facilitators:</b><br/> <b>Ritah Setey</b> - Mercy Corps AgriFin<br/> <b>Lydia Wafula</b> - Mercy Corps AgriFin<br/> <b>Audrey Chebet</b> - Briter</p>                                                                                                                                                                                                                                                                                                                                                 |
| 2:30 p.m. - 3:30 p.m. | <p><b>Masterclass - Kilimanjaro Ballroom</b></p> <p><b>De-risking last mile distribution and climate investment through agent network optimization- Alliance for Biodiversity - CGIAR</b></p> <p>The session will include a presentation from the Enabling Market Intelligence and Building Engagement (EMBE) project. The project implemented by Alliance of Bioversity International and CIAT, which is part of CGIAR works to provide data, analysis, and insights into agricultural markets and systems. It will involve an audience engagement/interactive segment.</p> <p><b>Facilitators:</b><br/> <b>Nathanial Peterson</b> - Senior Scientist   Climate Action Behavioral Optimization &amp; Private Sector Support, Alliance of Bioversity International and CIAT<br/> <b>Millicent Omala</b> - Climate Finance Policy Expert   Climate Action, Alliance of Bioversity International and CIAT<br/> <b>Rahab Kariuki</b> - Engagement Director, Risk Management Portfolio, Busara</p> |
| 3:30 p.m. - 4:00 p.m. | <b>Refreshment break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |



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| 4:00 p.m. - 5:30 p.m. | <p><b>Reverse pitching session- Kilimanjaro Ballroom</b></p> <p><b>What We Wish You Knew: Insights from the Other Side</b></p> <p>As part of this multi-session program, the session will offer a fresh approach to connecting startups with the right capital and strategic partners. It builds on ALE's mission to foster collaboration, transparency, and meaningful partnerships across the agricultural innovation ecosystem.</p> <p><b>Session leads:</b> <b>Elias Nure</b></p> <p><b>Speakers/Pitchers:</b><br/> <b>Dario Giuliani</b> - Managing Director and Founder Briter<br/> <b>Fred Kiio</b> - Associate Director- Agri Business at the AECF ( Africa Enterprise Challenge Fund)<br/> <b>John Kavilu</b> - Senior Manager KPMG - Impact Finance Lead<br/> <b>Mwombeki Baregu</b> - Investment Officer IFC.<br/> <b>Eugene Gikonyo</b> - Investment Principal at Mercy Corps Ventures<br/> <b>Philip Moturi</b> - Head of Ecosystem Business, NCBA group<br/> <b>Kuria Wanjau</b> - Manager FSD Africa<br/> <b>Larissa Shnyder</b> - Innovation Manager IDH</p> <p><b>Closing Remarks:</b> <b>Sieka Gatabaki</b></p> |
| All Day               | <b>Market exhibition booth</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 6:30 p.m -8:30 p.m.   | <p><b>Networking Event</b><br/> <b>Guests leave at their leisure</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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