

# AGRO MAX

## TEAM MEMBERS

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# GCGO – AGRICULTURE

Malnutrition among children is on the rise in Nigeria, with over 30 million children suffering from it and malnutrition accounting for 45% of deaths among children under the age of five, this problem is associated with the price manipulation and heavy involvement of middlemen in the crop cycle.

## **WHY?**

With a projection of over 2 billion more people on earth by 2050, there's need to address food security in order to curb this problem that affects young children and make the food produced within the country affordable and accessible.

# USER PERSONA



**NAME:** Kazim Muhamed

**Occupation:** Farmer

**AGE:** 45 **EDUCATION:** HIGH SCHOOL

**LOCATION:** KANO

**BIO:** A productive farmer that works hard and wants to maximize the income from his agricultural output.

## GOALS

1. To meet valuable consumers and manufacturers that would be interested in his product.
2. To get the best profit for his product
3. To reach a wider audience

## FRUSTRATIONS

1. Worried about the impact of middlemen on their agriculture output
2. Worried about how to scale to a wider audience without incurring too much cost.
3. Concerned about how yield more quality product.

## MOTIVATIONS

Price ---- 80%

Convenience ----- 90%

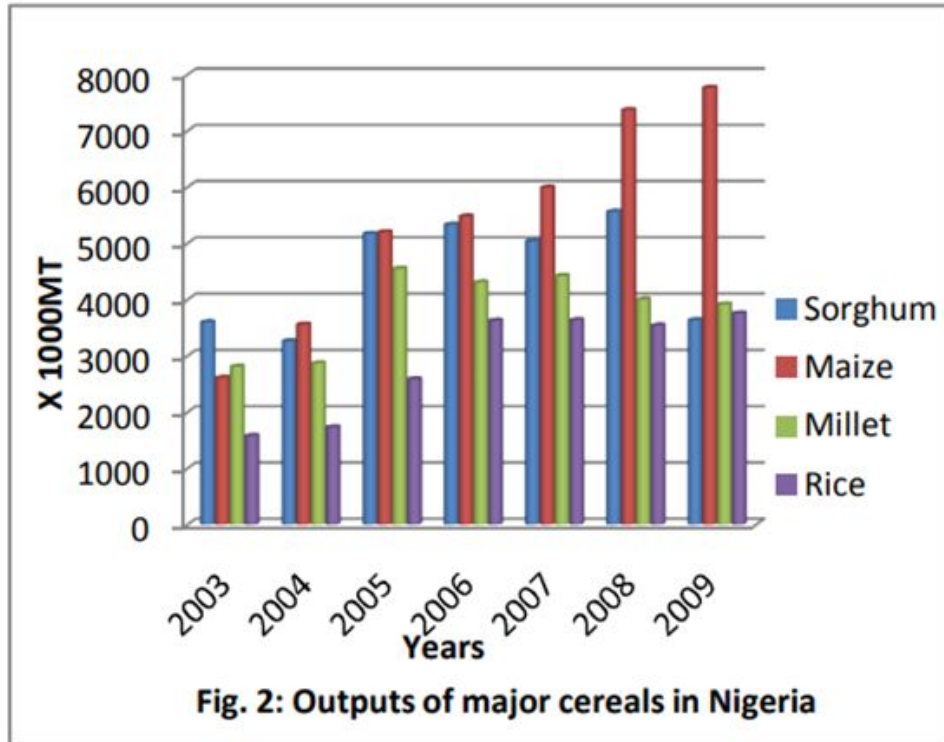
Speed ----- 60%

Loyalty/Reliability ----- 70%

# FACTUAL REPRESENTATION



# FACTUAL REPRESENTATION



Data Source:

<https://naerls.gov.ng/wp-content/uploads/2022/11/Agricultural-Performance-Survey-of-2009-Wet-Season-in-Nigeria.pdf>

# FACTUAL REPRESENTATION



# PROPOSED SOLUTION

## **Solution**

### **Description:**

We're building an application to reduce the inflationary effect of middlemen and connect manufacturers and consumers to farmers, to curb food insecurity.

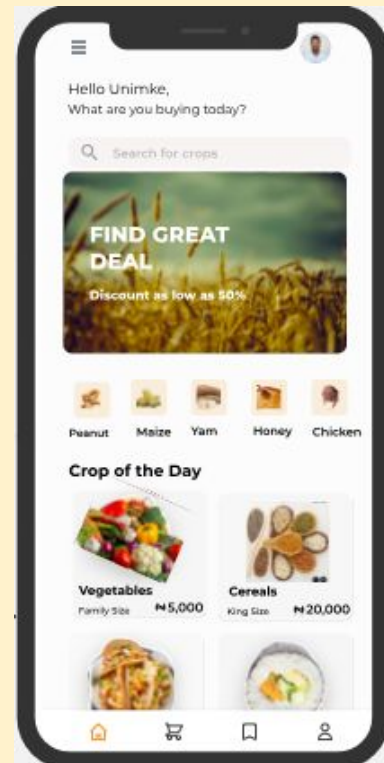
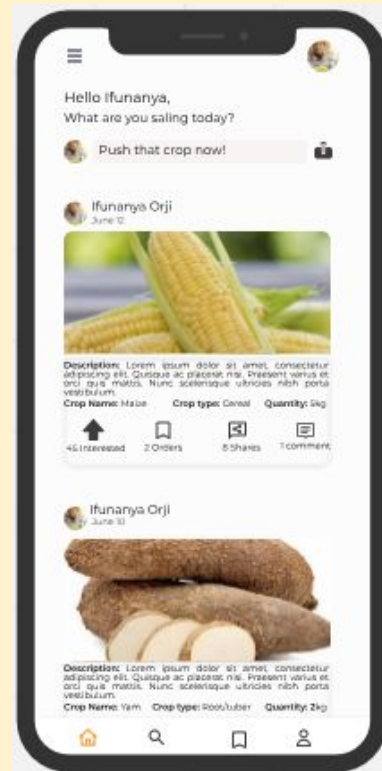
### **Why was it chosen?**

Research shows that middlemen inflate the price of agricultural products which makes food unaffordable and not readily available, especially to the vulnerable people in the society which includes young children and people living under extreme poverty.

### **Why is it likely to be effective?**

Our solution will help to curb the inflationary effect of middlemen, as we are linking consumers directly to farmers. We will also take farmers through an onboarding process on how to use our mobile application and push their produce to the market through our digital channel.

# WIREFRAME





# PAIN POINTS

## FARMERS

- Our users experience food loss and waste through delays in getting buyers for their produce.
- Our users need a way to maximize their profits.

## BUYERS

- Our users (food consumers) currently get their farm produce at a very expensive rate in the market.
- Our users' produce may not be gotten fresh at the point of purchase.



# RECOMMENDATION

1. An application to eliminate middlemen and connect manufacturers and consumers to farmers, to curb food insecurity.
2. Create a mobile food cold chains to reduce the wastage of agricultural produce being taken from farms to market.

# WHAT'S NEXT?

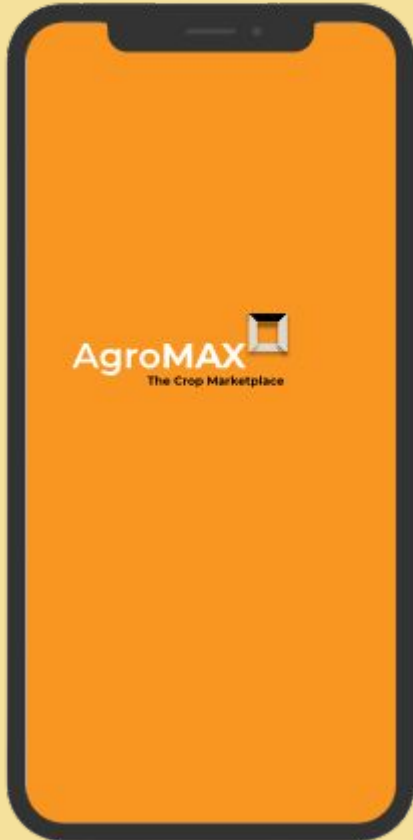
## Marketing

To maximize the impact of our solution, we will focus on scaling up the platform through marketing and user acquisition strategies, enhance the mobile application with features like inventory management and analytics

## Development

Build strategic partnerships with relevant stakeholders, invest in research and development to leverage emerging technologies, expand beyond food to other agricultural sectors, collaborate with financial institutions for access to financial services, and empower farmers through educational programs and training.

# WHY



With **AgroMAX**, our sleek application, we can mitigate the woes in the food supply chain, make food or agricultural produce more affordable and reduce the level of Malnutrition in children by 20% in Nigeria within the first year of launch.