**SCALE X DESIGN RESPONSE TO THE TEAM ASSESSMENT**

1. **Background of Team Members:**

* Please refer to the attached CVs of Maria Teresa Bayombong (or Tess), Maria Adelma Montejo (or Madel) and Jayson Mendoza (or Jayson)
* The signed Team Agreement and photo of our team is also attached.
* The Team Co-captains are Tess Bayombong and Madel Montejo.

1. **Role of Team Members:**

**Tess Bayombong** will give more attention on the commercial strategies balanced with the social and environmental aspects of the social enterprise. Her extensive experience in design and implementation of various pro-poor economic development programs has exposed her to the persisting problems of marginalized smallholder farmers and deepened her aspiration to create viable, pragmatic solutions beyond a period-bound programs. Educated in engineering and management, and with socio-economic development programming and private business practice, Tess has good grasp of business operations and financial management, and becomes business oriented, community-driven, creative, practical and determined in her approaches. These are essential qualities she is bringing into building the Agri-Asenso enterprise.

**Madel Montejo** has a knack for research on development projects and social enterprise projects (i.e. agriculture and rural development, gender in agricultural value chains) – in constant search for new ways of doing which can be useful in refining the design and implementing the Agri-Asenso social enterprise. Her years of experience in Monitoring & Evaluation and Learning (MEL) will contribute in generating evidences of progress to date, performance measurement and outcomes; translating results to appropriate knowledge products; and process documentation. Madel also has passion for social justice and gender and she will ensure that these lens are used in the social enterprise.

**Jayson Mendoza** will focus on the financial aspects of the social enterprise. He is a multi-skilled licensed accountant that despite his youth was given a decision-making roles in the international government organizations he worked with. He may not have that much experience, worked with the private sector for a year and three years in development work, but he always strives to deliver results. Jayson is a financial literacy advocate and an entrepreneur with a heart. His passion to help uplift the economically marginalized would be a plus factor to the enterprise

1. **Accommodation for Participants:**

The Team members are literate in English and do not require translation or other accommodations.

1. **Profile of the Agri-Asenso Initiative:**

See the one-pager outline on project objective, description, progress to date, outcomes and forward plan.

1. **Background on Innovation Aspects of the Agri-Asenso Initiative:**
   1. *Background documents.*

The Agri-asenso package initiative is currently implemented as one of the interventions under the Typhoon Haiyan Reconstruction Assistance Project (THRA) funded by the Global Affairs Canada (GAC). Thus, the documents we are sharing are not all very specific to the initiative but more on the THRA project in which vegetable is one of the focus commodity. Please find the following documents and photos:

* Vegetable value chain analysis report
* Vegetable enterprise gendered market map
* Activity proposal for the vegetable farming replication
* Story of farmer beneficiary involved in the vegetable replication activity
* Photos of vegetable farms
  1. *Have you already started the process of scaling up? If so, what has been accomplished?*

The process of scaling up has started in January 2018 with 59 smallholder farmers (SHFs) who were trained at the demonstration farms (or field schools) on the production of bitter gourd, eggplant and squash applying the good agriculture practices (GAP). These farmers were provided with the package of inputs and tools that included (i.e., seeds, organic fertilizer, insect repellant, materials and tools for installing trellis, mulching and drip irrigation to set-up their farms and be able to apply the GAP learning. The level of production support commensurate to the level of production forecast that the Cooperative could guarantee buy-back.

Though the project covered the costs of the package, in line with the project sustainability design, the package is considered as loan that the farmer will repay to the Cooperative (LePACo) to build a revolving fund that will support additional farmers. A simple contract was signed between LePACo and the SHFs. The contract stipulates the contents and costs of items and the repayment schedule to LePACo as well as the agreement that SHFs will sell back their produce only to LePACo.

The beneficiary SFH is on their first production cycle. Summary of data gathered from nine farmers are as follows:

* Ave Harvest Duration: 8 weeks (Feb 15 to Apr 15)
* Total Number of Hills: 2,015 hills
* Total Yield:   3,404 kg
* Average Yield Per Hill: 1.67 kg
* Total Sales: Php 111,992
* Total Net Income: Php 76,657

Of these nine replicators, three were not successful and incurred losses. Seven were already able to start paying their loan amortization to the Cooperative.

* 1. *What are your team goals for scaling?*
* Maximize the shared talents and expertise of members
* Achieve professional growth in social entrepreneurship
* Improve the quality and sustainability of development interventions through a business-oriented solutions.
  1. *Five years from now, how far do you expect scaling up to have progressed?*

Five years from now, the team anticipates that the initiative would have improved the income and resiliency of at least 200,000 smallholder farmer-households (or one million men, women, boys and girls) through access to Agri-asenso package. To achieve this outcome, our initiative should have progressed as follows:

* five provincial dealerships (i.e. cooperatives, micro finance institutions or MFIs and agro dealers) established to cater to municipal level sub-dealers;
* at least 50 municipal-level sub-dealers (i.e. cooperatives and farmers’ associations) to manage the last mile distribution through community-agents;
* at least 1,000 trained women and men community agents promote, demonstrate and sell the Agri-Asenso package, with each agent handling an average portfolio of at least 200 household-farmers..
* has diversified to other agricultural value chains- with strong market demand and in which the most number of smallholder farmers can participate
* with efficiently functioning IT-supported supply chain
  1. *In the application, we asked about the biggest barrier to scale. Are there additional barriers we should be thinking about?*

Other than those obstacles mentioned in the application, the following could be barriers to scaling this initiative:

* Funding to support the scale-up process beyond the THRA project
* Availability of necessary staff level of efforts to carry on the work beyond their contract with CARE.
  1. *If your team could prioritize learning new information or a new set of skills that should help you take the innovation to scale, what would it be?*

Learning the following skills and information would be most beneficial for our team to take the enterprise into scale:

* Market System Analysis
* Business Modeling
* App/Systems Development for business intelligence, last mile distribution, direct after sales support
* Horticultural vegetable crops production and marketing
* Legal aspects in establishing the social enterprise
  1. *If your team had access to a mentor that would support you on a particular issue, what would that issue be and what knowledge, skills or connections would that mentor have?*

A mentor who is already a successful entrepreneur with a broad knowledge in business logistics and supply chain management for horticulture crops in the Philippine context would best help develop our enterprise. He should have the business acumen and operations savvy and strategic that will keep the balance of striving for social impact and keeping the enterprise profitable and sustainable.

* 1. *If your team had access to consultant or vendor support, what would you hire that consultant to do?*

A consultant who can help in the Business Modeling and App/Systems Development for business intelligence, last mile distribution, direct after sales support

* 1. *What else? Is there anything else you would like to tell us?*

Nothing to add at this point.