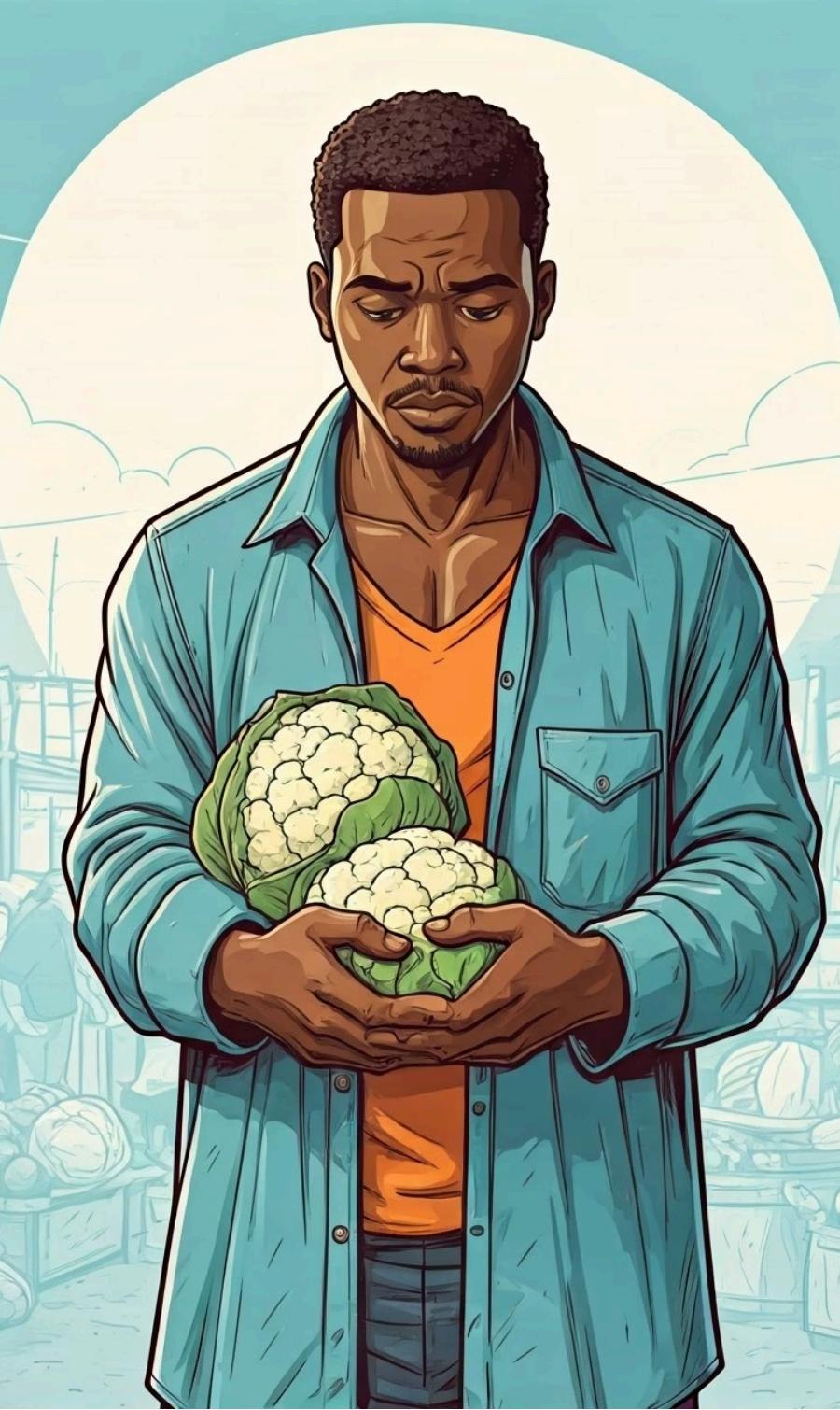




Agritech: Market Match Platform

Connecting Kenyan smallholder farmers to buyers with real-time pricing and sales tools.

by: PLP GROUP 101



The Problem for Small-Scale Farmers

Limited Market Info

Farmers lack trusted info on where and when to sell products.

Price Exploitation

Brokers often take advantage of uninformed farmers, lowering profits.

Market Access Issues

Dependable buyers and markets are hard to reach for many farmers.

Unsold Harvests

Farmers lose income from produce that goes unsold or undervalued.

Existing Market Challenges in Kenya



Major Workforce

70% of Kenya's workforce relies on smallholder agriculture.



Fragmented Networks

Market connections remain scattered, especially in rural zones.



Digital Gaps

Many farmers still lack access to efficient digital platforms.



Weak Negotiation

Selling alone limits farmers' bargaining and price power.



The Solution: Market Match Platform

Live Market Prices

Real-time updates on prices and demand in local markets.

Location Alerts

Automated recommendations for closest and best markets to sell.

Secure Trading

In-app messaging and e-commerce facilitate safe transactions.

Buyer Connections

Direct links to retailers, wholesalers, and processors nearby.

How It Works: Key Features

Price Alerts

Receive live data from regional buyers and markets instantly.

Location Matching

Platform suggests optimal nearby markets or buyers based on location.

Bulk Coordination

Groups of farmers sell together to command higher prices.

Ratings System

Builds trust through feedback on buyers and sellers.

Offline Access

USSD/SMS features support farmers without smartphones.

A photograph of a young man with short dark hair and a beard, smiling warmly at the camera. He is wearing a light blue and white checkered long-sleeved shirt. In his hands, he holds a bunch of fresh green bell peppers. The background is slightly blurred, showing what appears to be a outdoor market with other stalls and people.

Impact & Opportunity



Strong Demand

Platforms like Tawi demonstrate large market interest in Kenya.



Digital Growth

75%+ market digitalization share achieved in 2023.



Better Pricing

Farmers get improved prices and faster payments using digital sales.



Negotiation Power

Group selling boosts margins through increased bargaining strength.

Business Model & Competitive Landscape

Commission

1-3% fee per successful sale
on the platform.

Premium Subscriptions

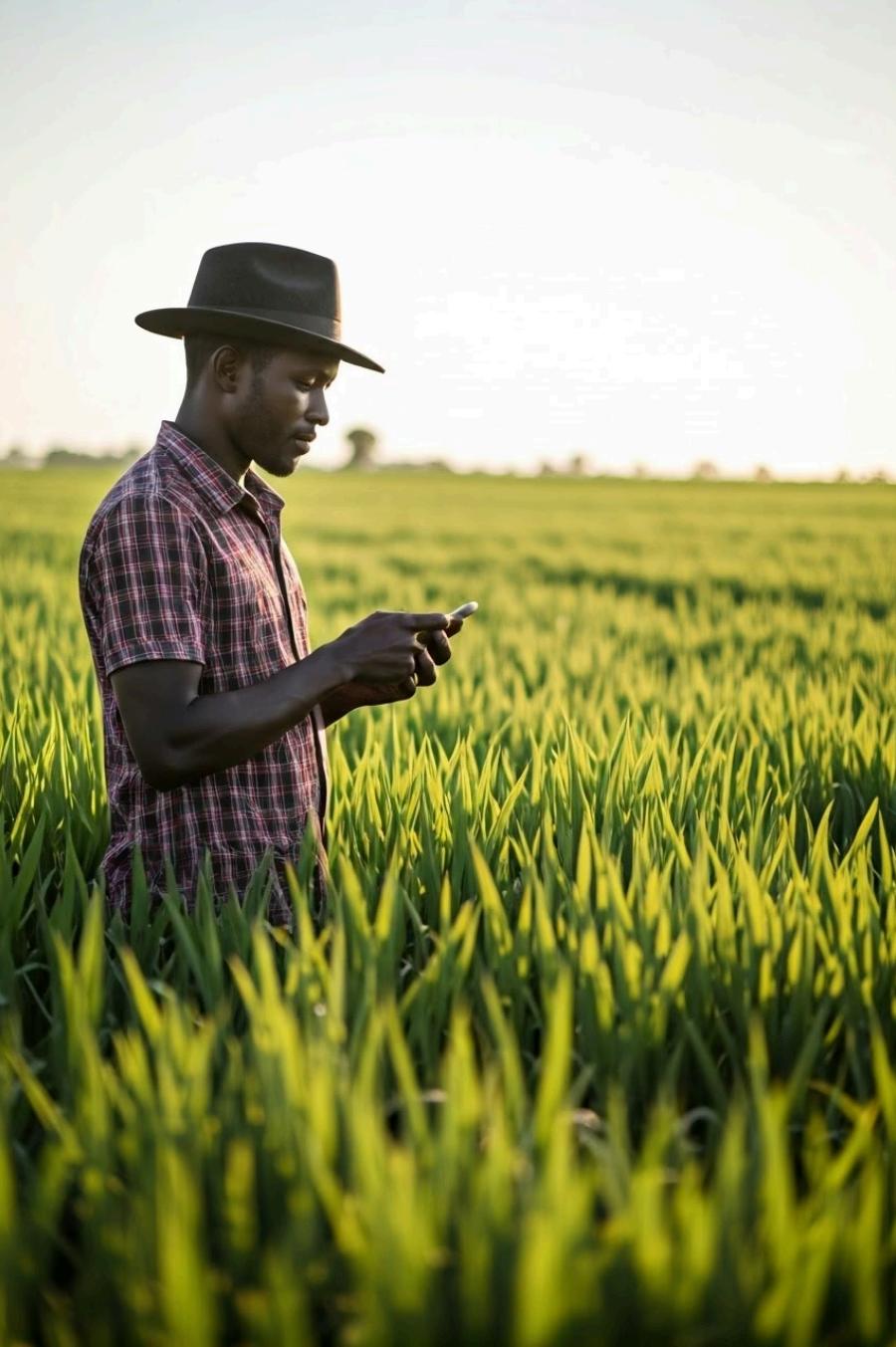
Advanced data insights
offered for subscribed users.

Strategic Partnerships

Collaborations with finance,
logistics, and input
providers.

Competitive Edge

Hyper-local focus with
group negotiation and
offline accessibility.



Vision & Next Steps

1 Pilot Phase

Engage 2,000 farmers in 3 counties during the first year.

2 Regional Growth

Scale Market Match platform across East Africa by year three.

3 Funding & Partnerships

Seeking investors and collaborators for technology and outreach.

4 Brand Vision

Become Kenya's most trusted, farmer-first digital marketplace.



Key Takeaways

Addressing Gaps

Market Match closes information and access gaps for farmers.

Empowering Farmers

Platform enables direct sales and fair pricing transparency.

Scalable Model

Hyper-local and group-based selling drives expansion potential.

Strong Market Fit

High demand and proven digital growth in Kenya's agricultural sector.

Call to Action



Invest

Join us in scaling Market Match with tech and funding support.



Partner

Collaborate on logistics, finance, and farmer outreach programs.



Participate

Connect your farm or buying business to our platform today.



Grow

Empower Kenyan farmers and transform agricultural markets.

