AgriConnect

"Connecting Farmers & Buyers for Fresh Produce"

Power Learn Project

Problem

- Smallholder farmers struggle to sell produce beyond local, informal networks.
- Buyers (from consumers to retailers) lack reliable access to fresh, regionally traceable crops.
- Losses, inefficiency, and missed economic opportunities are widespread.

Solution & Product

AgriConnect Marketplace:

- AI-enhanced search and matching
- Real-time regional produce listings
- Secure onboarding for buyers & farmers
- Trust signals: reviews, direct chat, transparent pricing
- Engaging "wow" UI (confetti, micro-interactions, live stats)

Target Market

Farmers:

- Seeking access to new buyers and fair prices.

Buyers:

- Supermarkets, restaurants, direct consumers after fresh, local produce.

Market Size

The Total Addressable Market (TAM):
- African fruit & vegetable market exceeds $100B/year (UN FAO data).
- Over **200 million smallholder farmers** across Africa.

The Serviceable Available Market (SAM):
- Digital agriculture transactions in Africa projected to surpass $6B by 2026.

The Serviceable Obtainable Market (SOM):
- Pilot region has 50,000+ commercial buyers & 2 million farm producers accessible.

TAM
3.2%

SAM
96.7%
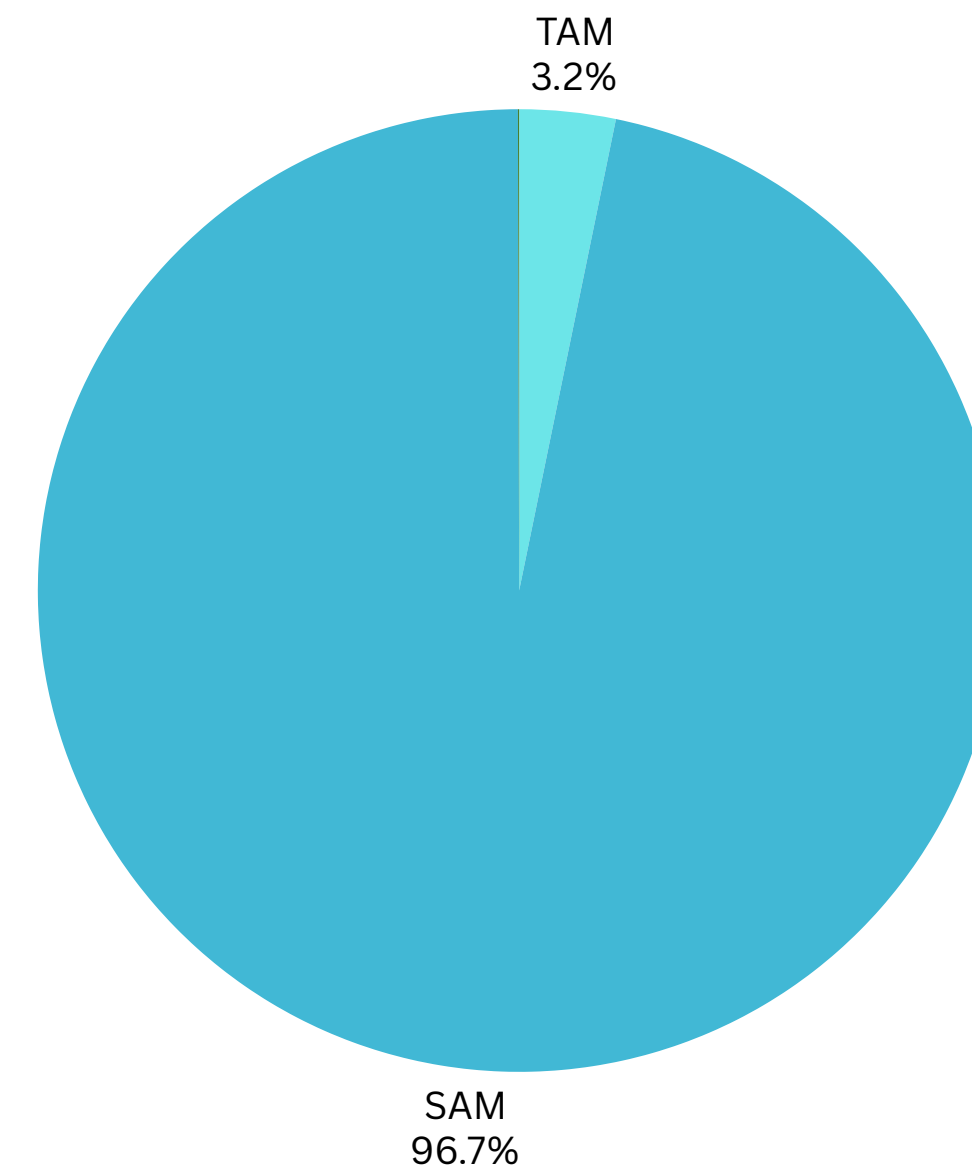
Competitors

Direct:

- **Twiga Foods** (Kenya) – Connects retailers with farmers, mostly via own logistics.
- **HelloChoice** (South Africa) – Online agri-marketplace for produce, auctions.
- **Farmcrowdy** (Nigeria) – Digital platform linking farmers to buyers/markets.

Indirect:

- Manual WhatsApp, Facebook groups, and physical markets.

Competitive Advantage

→ **Hyperlocal AI Matching:** Real-time personalization of supply & demand (unique in the region).

→ **Instant, Trust-Building Onboarding:** Role-based signup, fast access, and joyful micro-feedback (confetti, toasts).

→ **Live Market Insights:** Animated dashboards with crop trends for informed decisions.

→ **End-to-End Communication:** Secure chat, in-app reviews, and transparent farmer profiles—no need for third-party messengers.

→ **Low-cost, Scalable Cloud Tech:** Easier to adapt for new crops, regions, and languages than logistics-heavy competitors.

🚀 Project Traction

✅ Working MVP Launched

Live demo available with user authentication, produce listings, real-time filters, and buyer/farmer onboarding.

🛠️ User Engagement

3+ users registered in pilot
2+ fresh produce listings created in first day

📣 Feedback & Validation

Positive testimonials from farmers and buyers highlighting transparency and improved access.

📲 Technical Milestones

Real-time regional stats, animated charts, and scalable cloud backend
Secure chat & notification systems implemented

🎯 Goal: 1,000 Members by June 2025

Business Model & Scalability
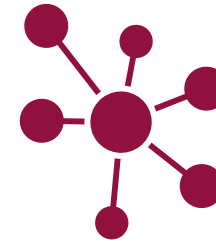
- **How we make money:**
  - Transaction/service fees
  - Premium subscriptions for analytics/priority listing
  - Advertising
- **Scalable design:**
  - Cloud-native, modular tech for easy roll-out to new regions and additional features
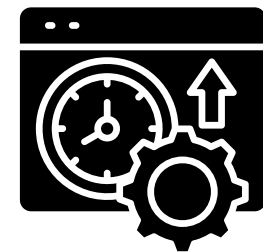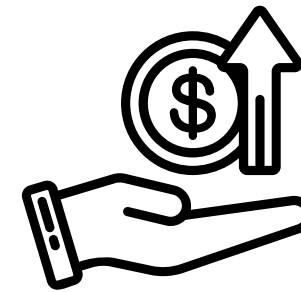
Go To Market

Community Partnerships

Digital Launch & Awareness

Value-Add Engagement

Scale & Optimize

Social Impact

🌍 **Empowering Smallholder Farmers:**

Greater market access leads to fairer prices and reduced post-harvest losses.
Digital participation improves livelihoods and community resilience.

💼 **Fostering Economic Inclusion:**

Connects rural areas to formal digital markets, supporting job creation.
Equitable access regardless of farm size, gender, or geography.

🏘️ **Strengthening Local Food Systems:**

Shorter supply chains mean fresher, more nutritious produce for communities.
Encourages sustainable, climate-smart agriculture by rewarding local sourcing.

🚀 **Building Trust & Transparency:**

Ratings, direct chat, and transparent listings promote accountability.
Helps reduce fraud and unfair practices.

Our Ask

- Pilot users/partners
- Feedback and investment
- Domain expert advisors

Team Members

VERONICA MOSHESHA

COO

Experienced entrepreneur

MOLEBOHENG MADELA

CEO

Data expert, strategist

NINIWE XAKA

CFO

Experienced Project Manager

TECH MEETS OPERATIONS = SMART EXECUTION.

Thank you!