AGReFIND:

Linking stakeholders to research findings in agriculture

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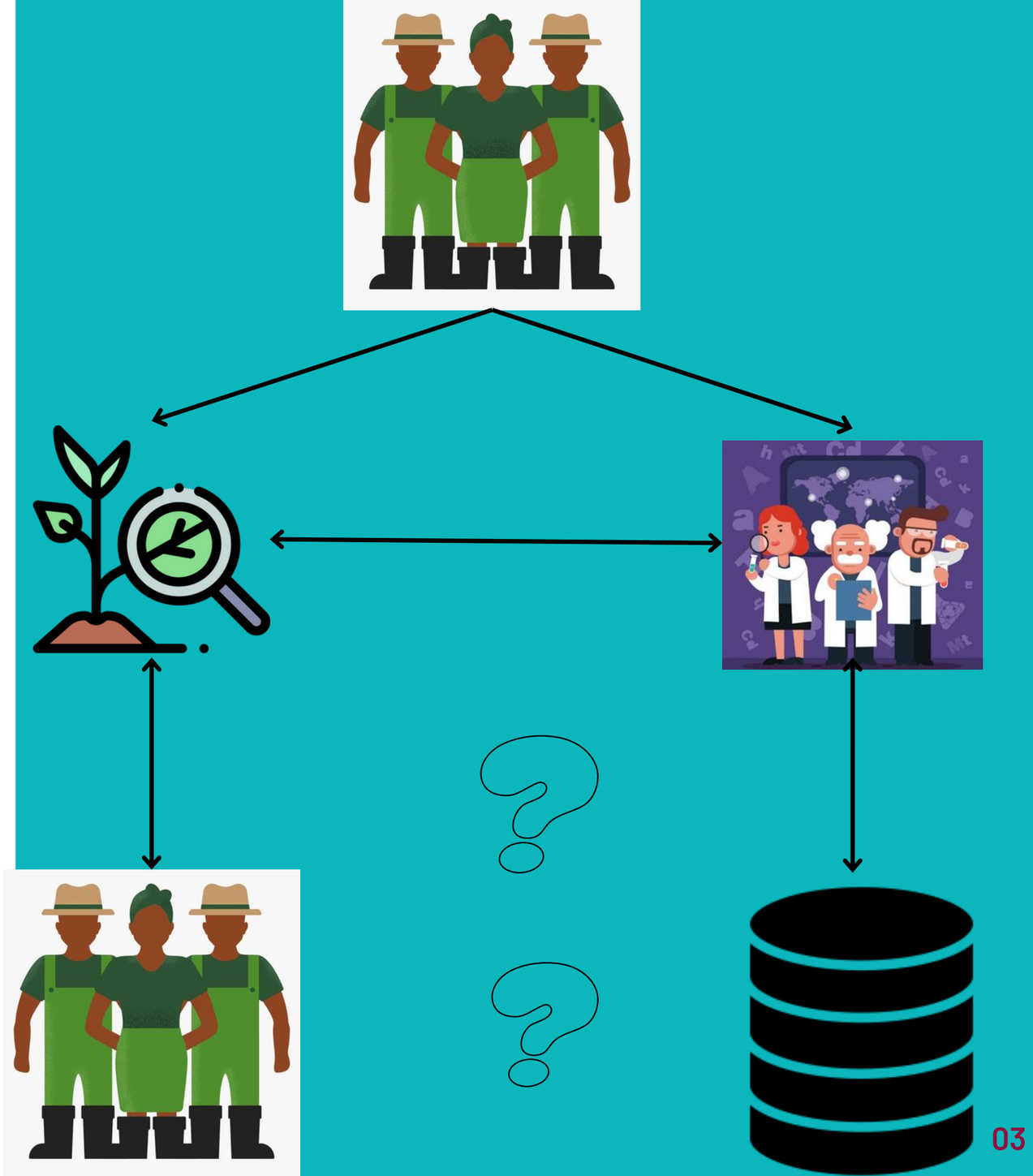
PROBLEM

- Declining National Food Productivity due to:
  - Pest Infestations (e.g., Fall Armyworm, Tuta absoluta)
  - Soil Degradation and Infertility
  - Ineffective Seed Management
  - Misuse of Agrochemicals
  - Reliance on Conventional Farming Practices
  - Impact of Climate Change

- Food Insecurity among communities dependent on agriculture for both sustenance and commercial purposes i.e. approximately 0.25% of Kenyans that fully contribute to the National Food Balance Sheet (KNBS Census Report, 2019).

- Despite the availability of innovative farming solutions in agricultural research repositories, stakeholders in the sector rarely implement these advanced technologies in their production systems, creating a gap in technology adoption.

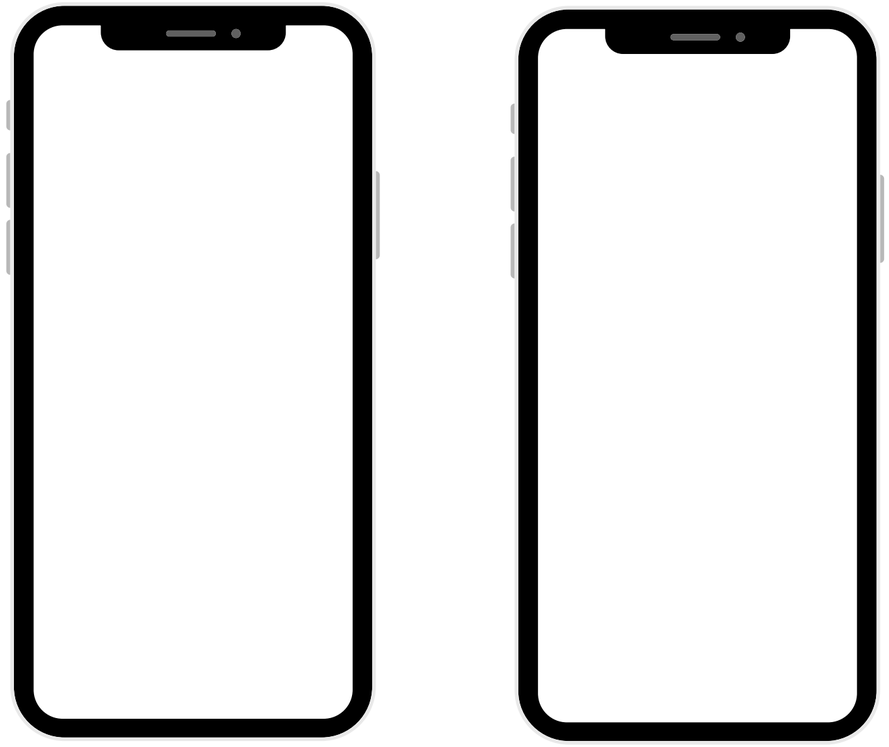
Limited transition of agricultural research findings to targeted audience (farmers)



SOLUTION: AI integrated application

- ❑ Mobile link between research findings (reposited) and stakeholders e.g. farmers
- ❑ Category based findings: agricultural value chain; problem; Region based findings
- ❑ Credible i.e. verified, published and traceable sources; Up to date projects

FEATURES



1. *Find agricultural technologies and research findings on relevant topics/concepts : Data sharing*

2. *Search by problem, value chain or Region (AEZ) :Contextualized data retrieval for localized and adaptive solutions.*

3. *Interact with the researcher(s) for clarifications: communication tools (SMS, video, discussions) to support data validation, queries, and feedback loops.*

4. *Participate in future research: data contribution and real-time project participation, enhancing predictive modeling.*

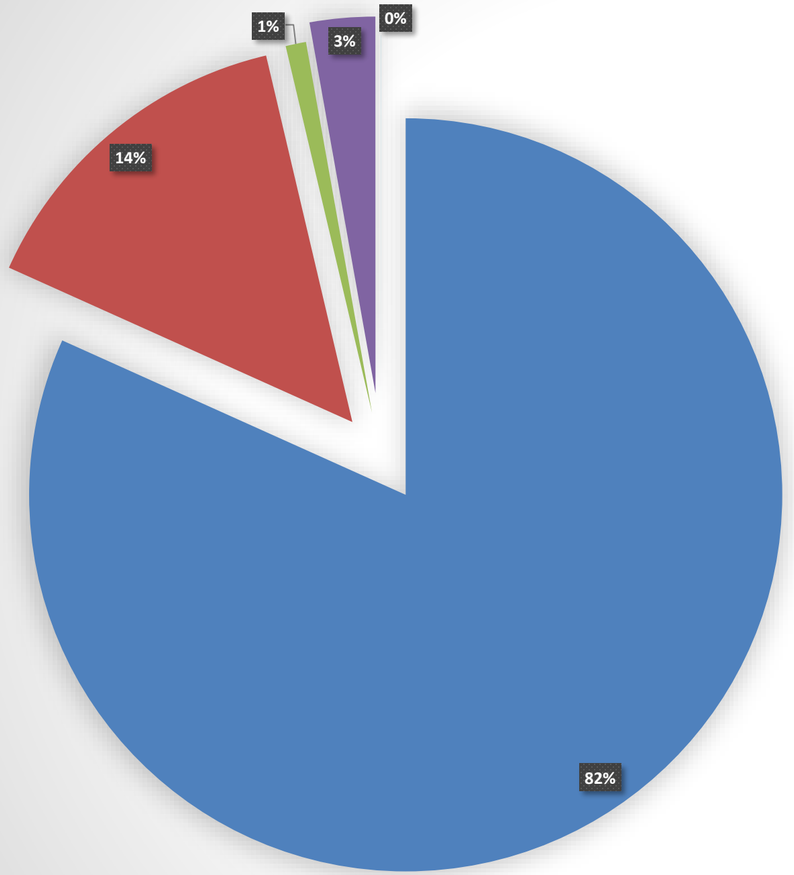
5. *Data analysis :data integration, aggregation, and analysis to support evidence-based decision-making.*

6. *Community building: farmer networks and success stories , all localized and/or adapted*

Target Market

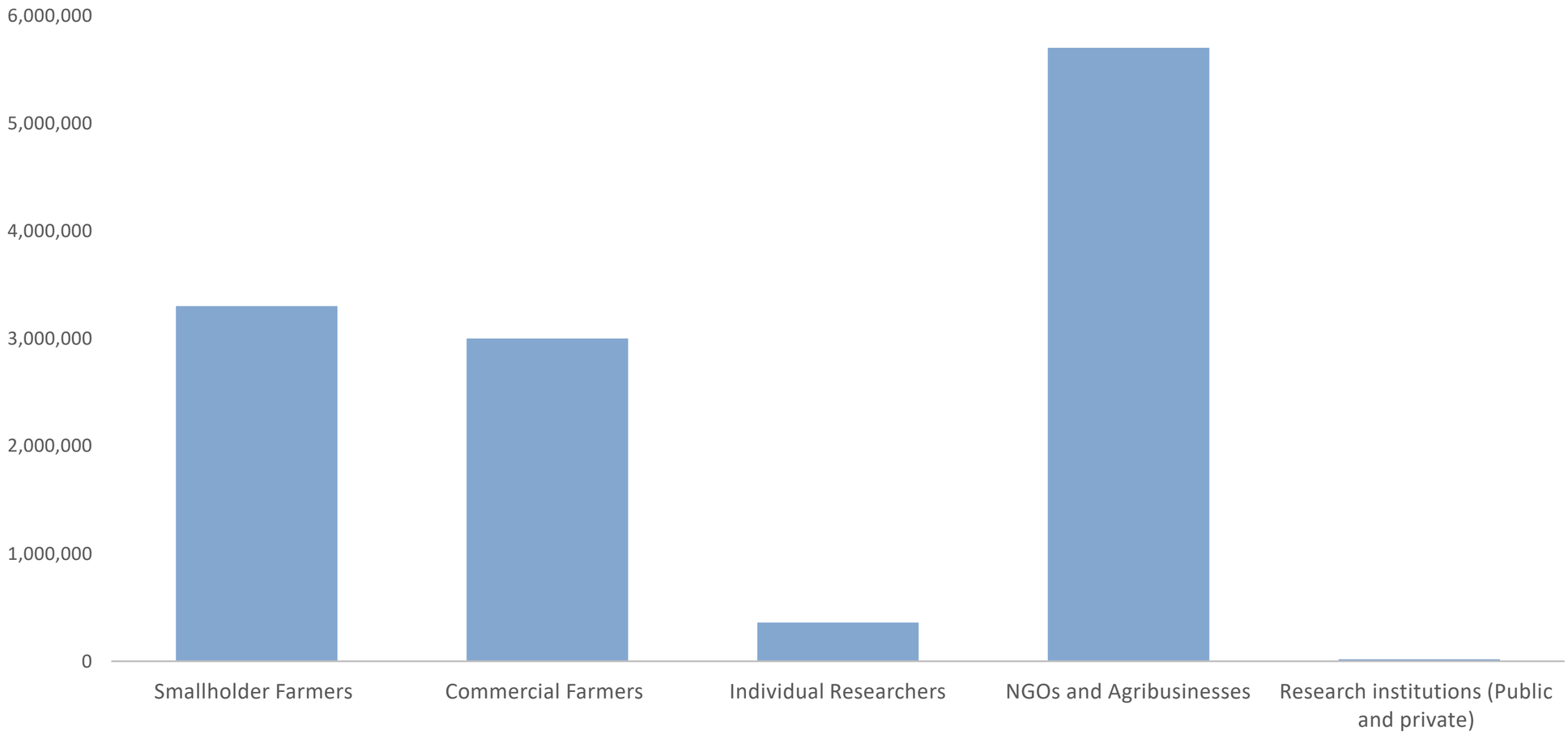
Segment	Total Population as 0f 2019	Approximate potential users at the start (%)	Subscription Fee (USD)
Smallholder Farmers	5.6 M HH	5	$1
Commercial Farmers	506,000 HH	10	$5
Individual Researchers	10,575	30	$10
NGOs and Agribusinesses	96,200	1	$50
Research institutions (Public and private)	84	20	$100

Market Size: Number of users



- Smallholder Farmers
- Commercial Farmers
- Individual Researchers
- NGOs and Agribusinesses
- Research institutions (Public and private)

Market Size: Annual revenue (USD)



Competitors

WeFarm

Arifu

KALRO
Kenya Agricultural & Livestock Research Organization

DigiFarm
Powered by Safaricom

iShamba
iShamba

Digi Farm
BY SAFARICOM

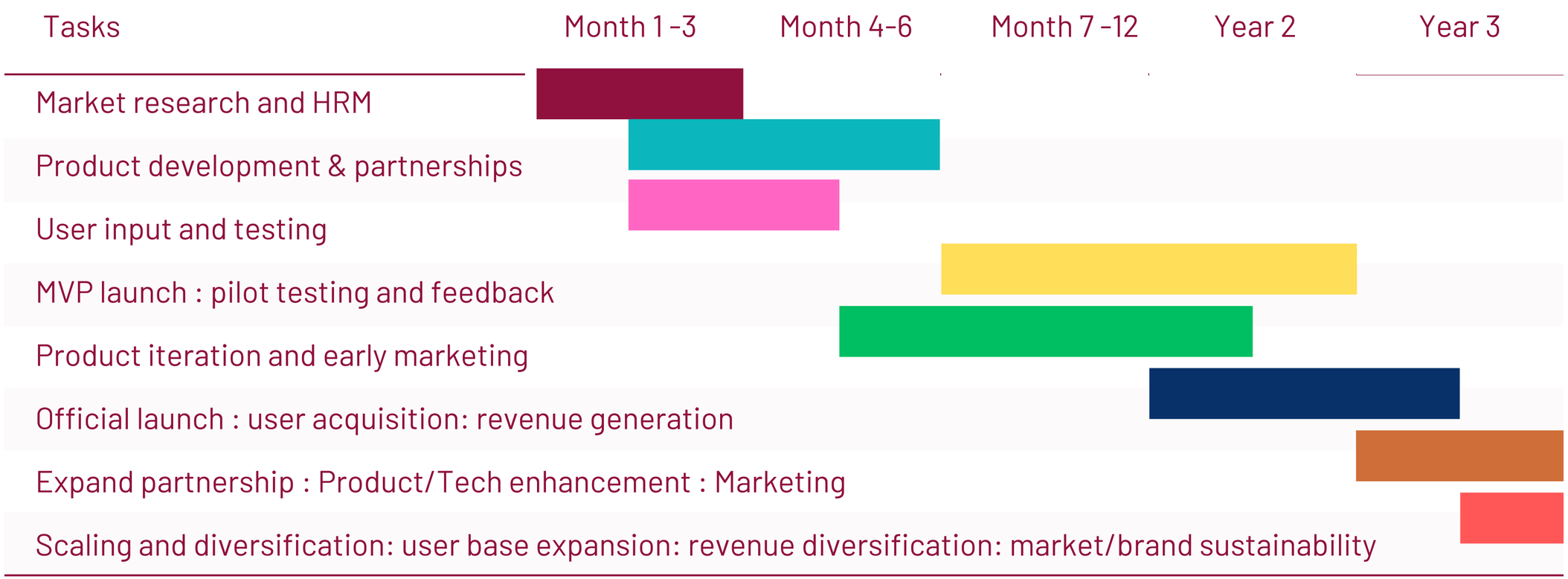
M-Farm
connecting farmers

Agri-Data Analytics and IoT platforms

Competitive Advantage

- ❖ *Niche Specialization and Customization*: Focus on **specific research output** offering tailored solutions to **stakeholders per AEZs**
- ❑ Advanced data integration and analytics: real time data insights and predictive analytics providing **actionable insights**, not just static information.
- ➢ Holistic farmer support ecosystem: Offering **End-to-End solutions along a value chain coupled with localized farmer education and training**
- ✓ User-Centric Design and Local Language Support: **Mobile and Offline Accessibility and local language support**
- ○ Collaborations with researchers: Exclusive **research partnerships** with a **feedback** loop that enhances stakeholders to fine-tune solutions based on actual field data.

Project Traction



Business Model

Freemium model

- *Free Access*: For basic features like research summaries, weather forecasts, and community forums to farmers and agribusinesses
- *Subscription*: For advanced features like personalized research recommendations, in-depth reports, farm-specific advice, and data-driven solutions.

Sponsored research and reports

- ✓ *Paid Research Partnerships*: Partner with agricultural research institutions and universities to share and distribute research findings. Charge for providing research summaries, reports, and studies to a targeted audience of farmers, agribusinesses, and policy-makers.
- ✓ *White-Label Reports*: Offer customized, branded reports to agribusinesses or government agencies, detailing how specific research findings can benefit their operations or regions.

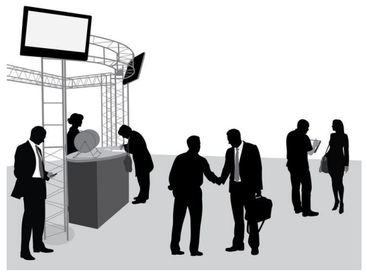
Data Monetization

- *Aggregated research insights*: Sell aggregated, anonymized data to agribusinesses, policymakers, and researchers, who can use this data to improve product development, market understanding, and research outcomes.
- *Customized analytics*: Offer tailored data analysis services to commercial farms, agribusinesses, or NGOs looking for detailed insights on crop performance, weather patterns, or soil health, based on research-backed data.

Marketing Strategy

- Online and digital platforms :

- Physical visits: Participating in target market social/networking fora



Social Impact

- ***Climate action***: leveraging AI and ML tools to enhance implementation of mitigation and adaptation strategies.
- ***No poverty***: empowering farmers to achieve financial freedom utilizing research output for improved productivity
- ***Zero hunger***: bolstered food production from actionable data insights will enhance food and nutrition security.
- ***Sustainable production***: data capture, contribution, analysis and sharing promotes collective action towards sustainable technologies.

The Ask

- Financial support to facilitate the development and deployment of the tool. An estimated total of $250,000 for a 3 year-plan for development, growth, scaling and diversification.

- The funds will be utilized in the procurement of necessary infrastructure for development and deployment as well as remuneration of additional staff (human resources) needed to actualize the goal of the product/tool.

Team Members

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Agribusiness expert
Front end developer

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Statistical
Programmer

Joseph Onyango

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