

ViaziLink

Bringing the Potato Market to You



Mrs Rimui

Context

Over 70% of rural populations in Africa depend on Agriculture



Eunice

The Problem

In Kenya, potato farmers earn at least 30% less than expected

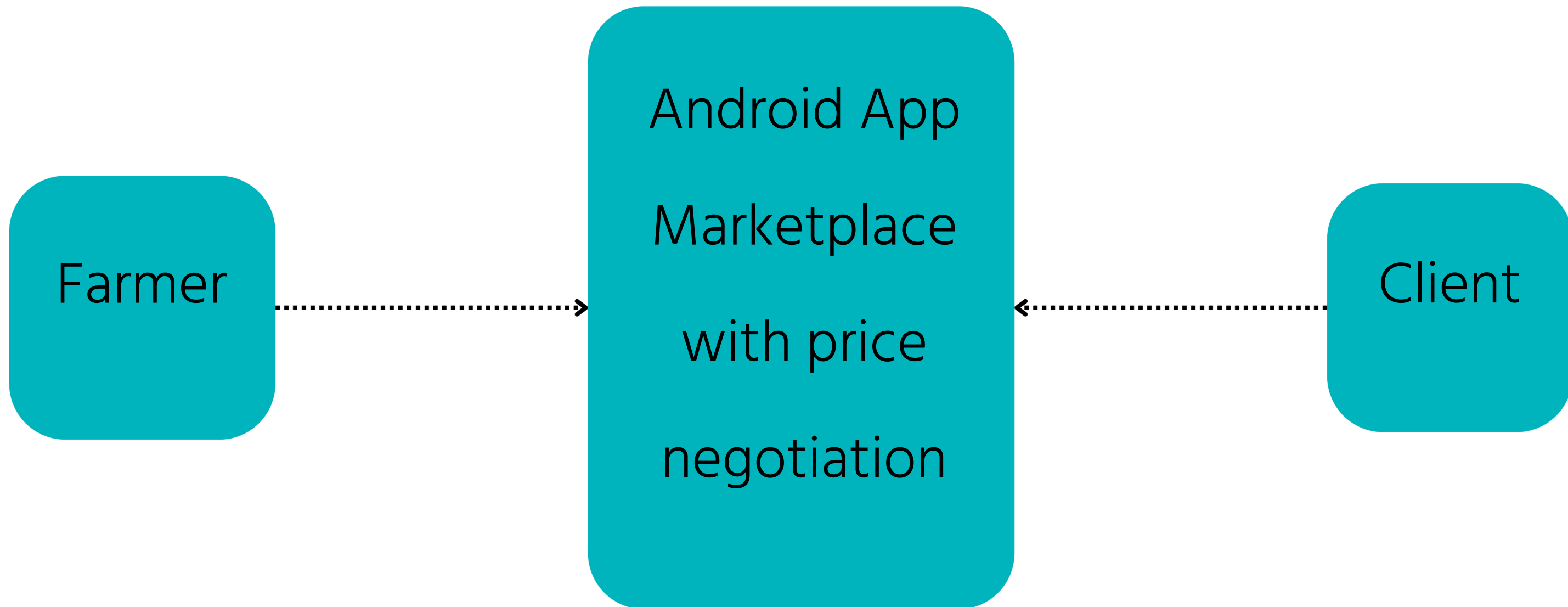
Pilot Study

Frustrations on cost of transportation and cess duty

Proposed Approach

An Android application that connects potato farmers directly to buyers

Proposed Solution



Gap



Potential Benefit

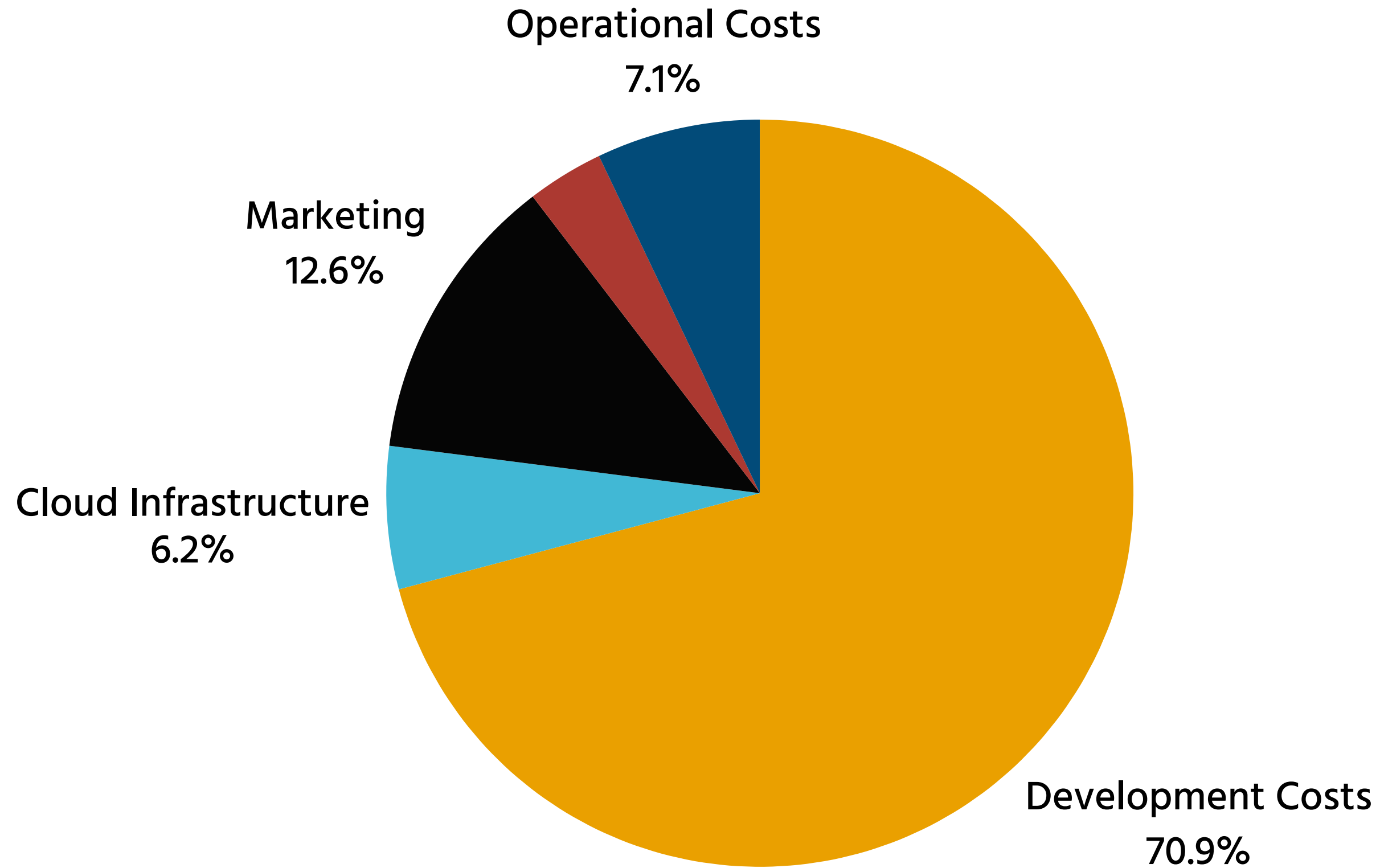
Access to a ready market, potentially increasing their incomes

Market Opportunity

KES 50 billion

Solution Build Ask

KES 9 Million



Team



Kristian Onjala
Jetpack Compose



Hansel Omondi
Kotlin & Firebase



Prince Gichere
System Design

ViaziLink

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Post-Pitching Debrief

Changes based on the feedback we received:

1. More relevant competitors currently in the market? (Allan)

- For this, we identified Tawifresh, Greenspoon and Tushop

2. Who is your target buyer? (Bett)

- We identified mid-scale buyers who plan their restocking well in advance before their inventory runs out e.g. schools and small restaurants.

3. How are you delivering your potatoes? (Bett)

- We will facilitate transportation once a transaction/order between a buyer and farmer is complete. Fleet vehicles will run on a timetable and orders placed within certain hours will have a fixed delivery time. A small fee will be footed by the buyer to sustain this model.

4. How are you making money? (Allan)

- Advertisements from farmers for their produce as well as delivery fee buyers pay for their orders.