

“FarmLink” – Connecting Smallholder Farmers to Markets





Problem

Smallholder farmers in developing regions often face low income due to lack of direct market access. Middlemen take large profit margins, and farmers lack access to demand forecasting, price transparency, and logistics support.



Our Solution

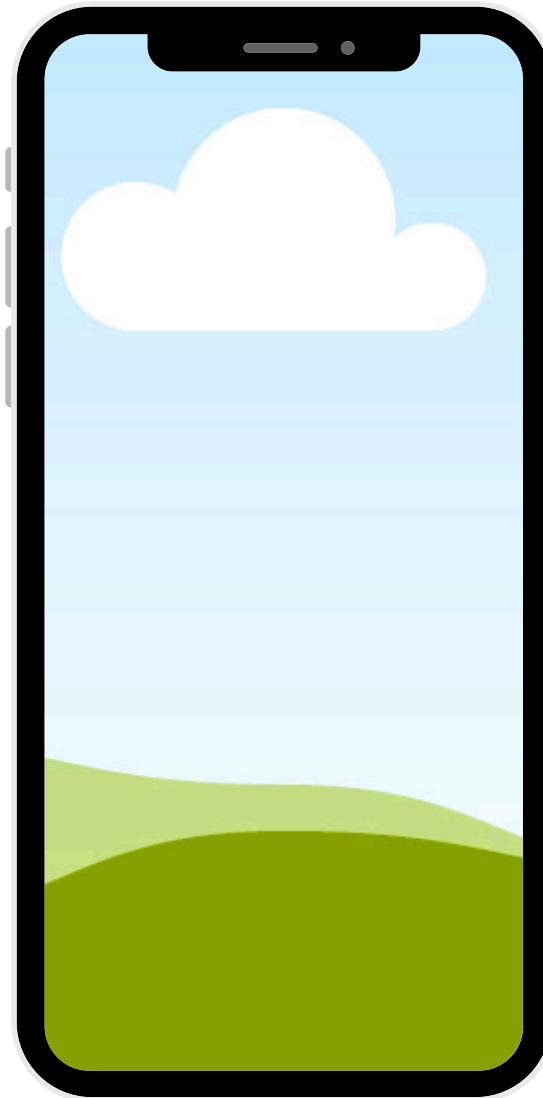
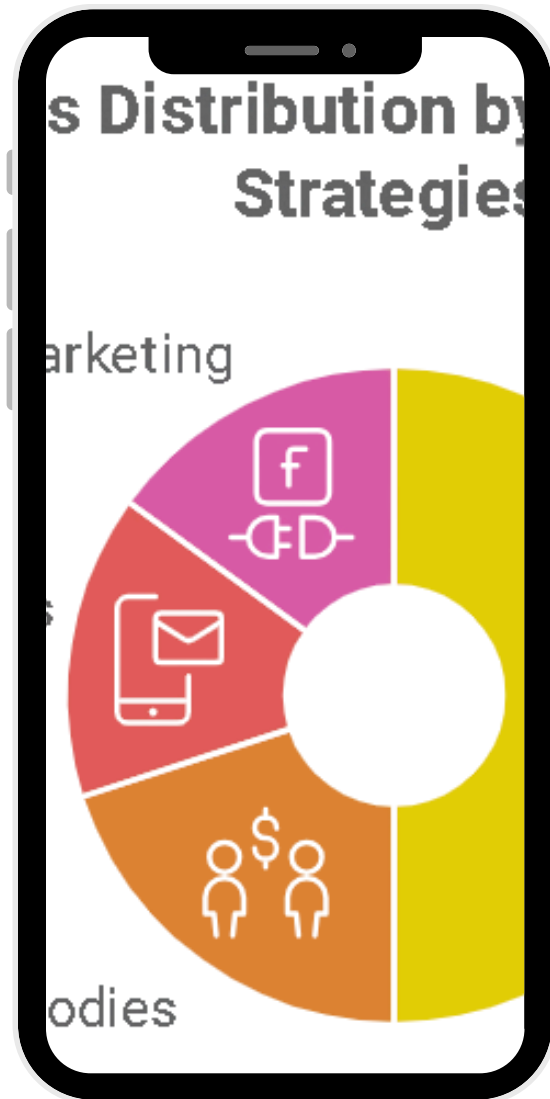
A mobile-first platform that allows smallholder farmers to list their produce, receive current market prices, connect with buyers directly (restaurants, grocery stores, exporters), and access affordable logistics and digital payments.



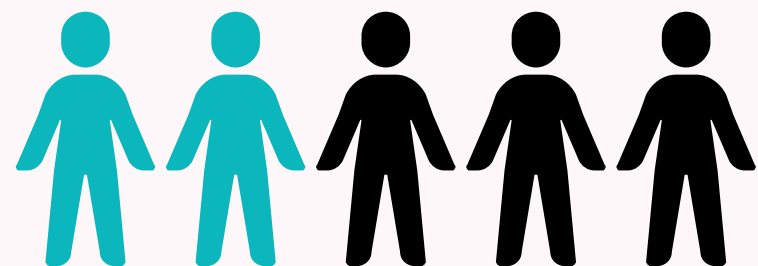
Product

A simple mobile app and USSD-based platform for farmers to:

- List produce
- Receive real-time market prices
- Accept digital payments (mobile money)
- Access group transport or pickup services
- Buyers get access to verified produce, bulk discounts, and traceability.



Target Market



2 out 5

Respondents on our survey say that they have access to a ready market.



95%

Respondents said they would onboard on this project



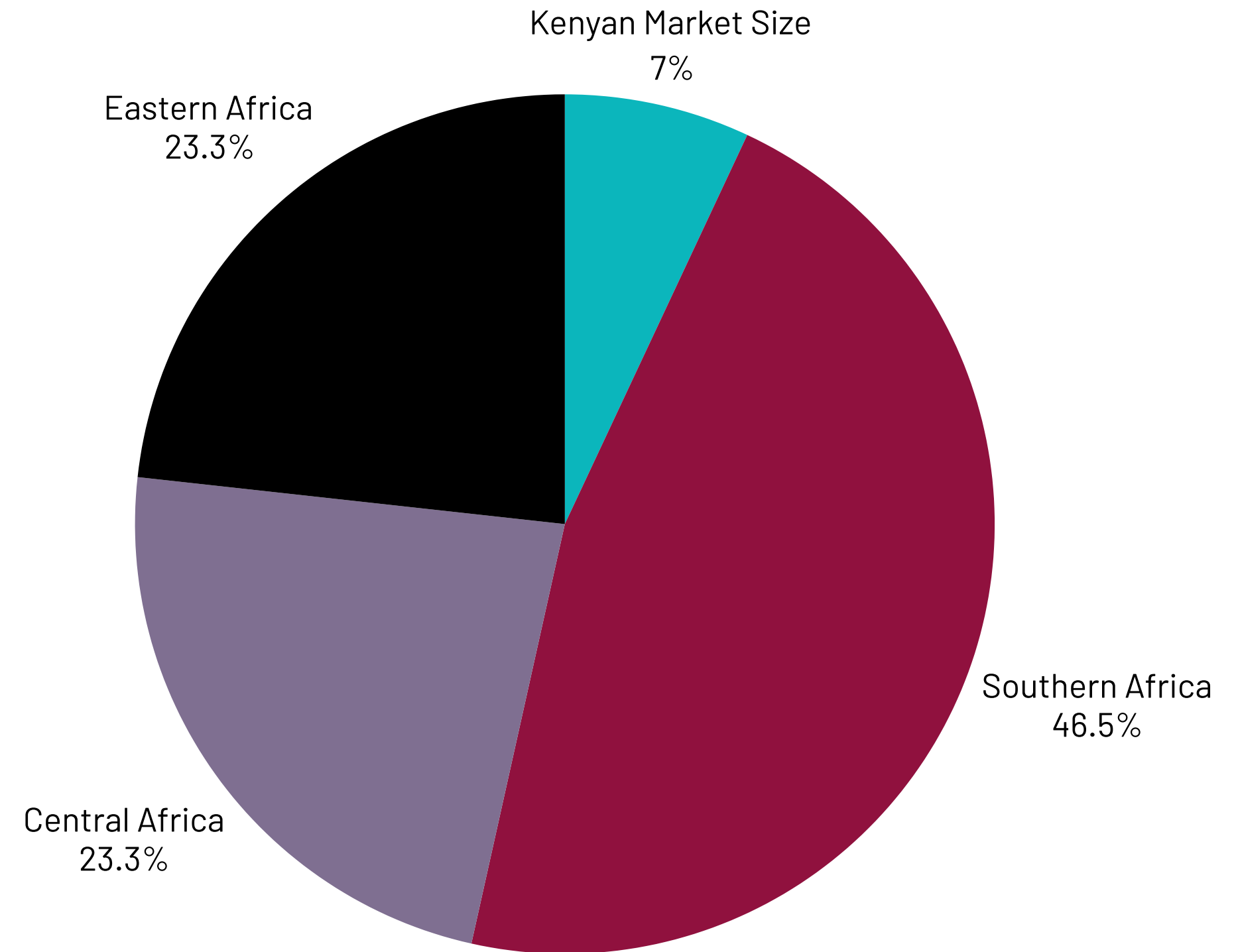
200 million

Smallholder farmers in Sub-Saharan Africa starting with Kenya.

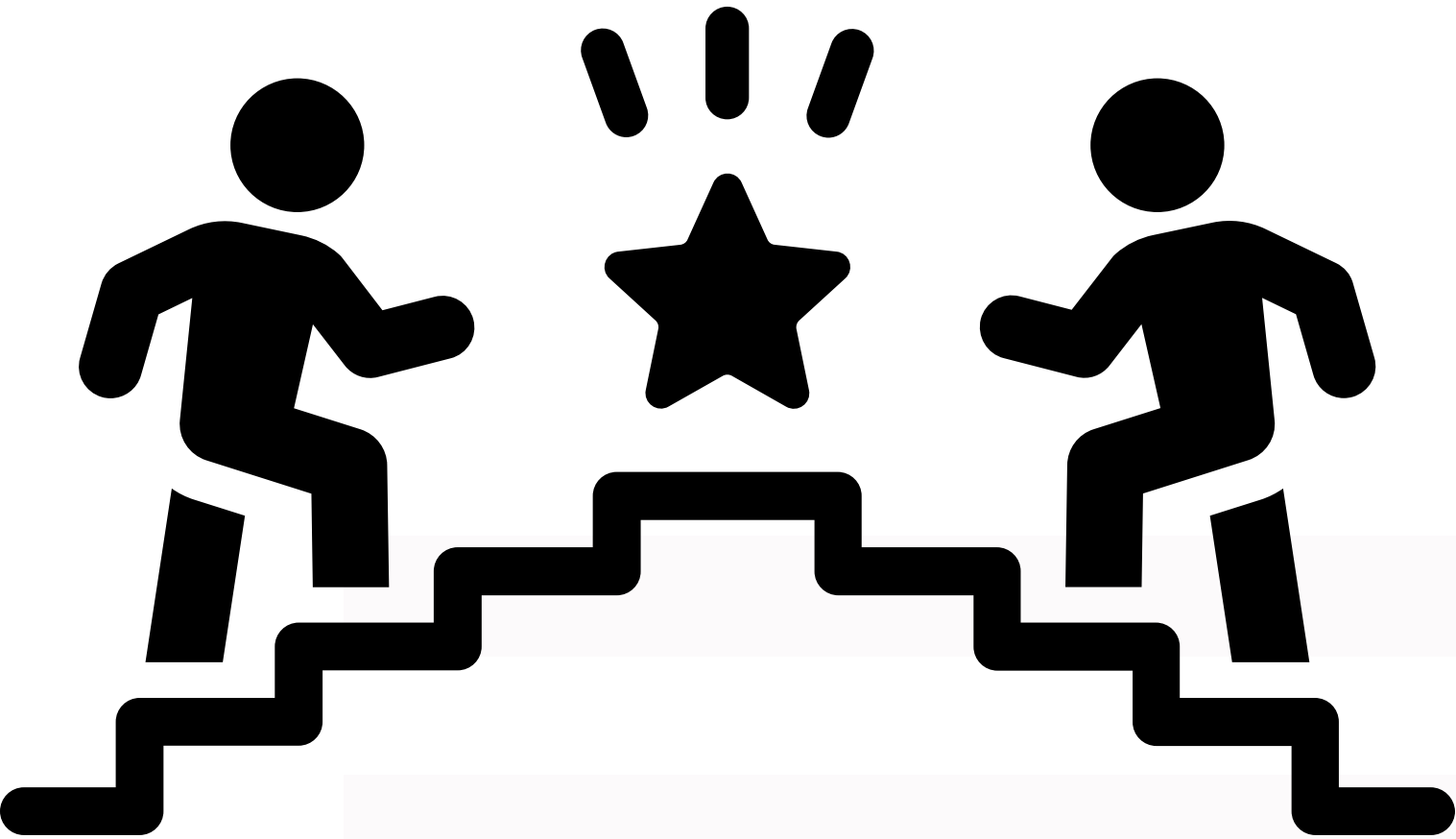
Market Size

Agricultural output in Sub-Saharan Africa:
~\$300B

- 50% of this is fruits and vegetables – initial target vertical
- Kenya alone could hold ~21B if we go to market today



Competitors



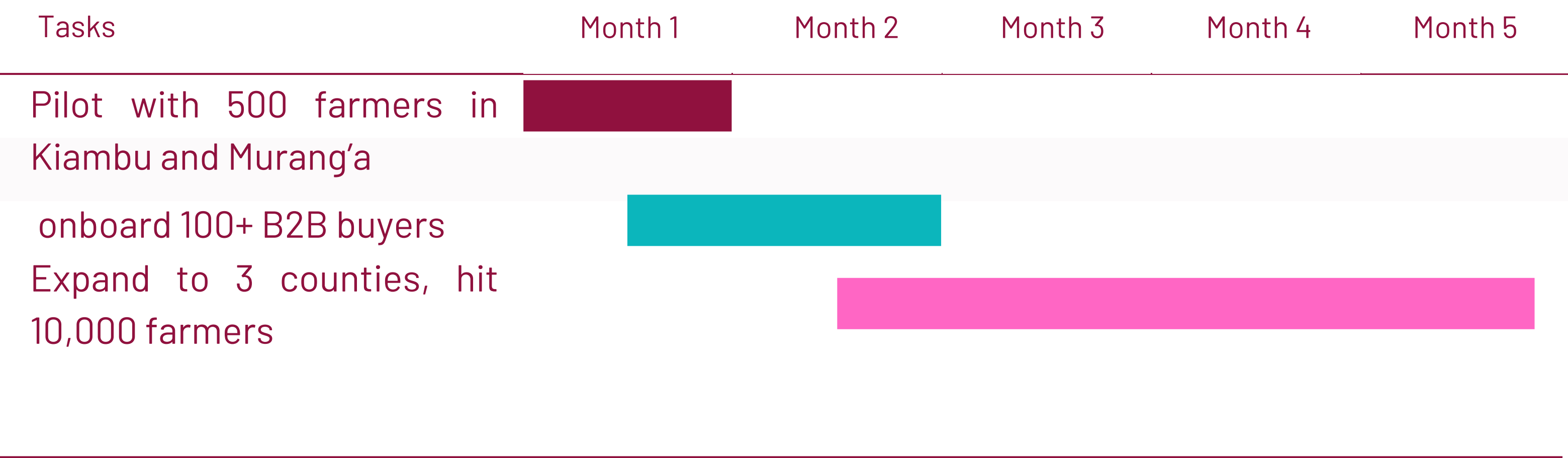
- Twiga Foods (Kenya)
- iProcure
- Agrikool
- Traditional middlemen networks



Competitive Advantage

- USSD accessibility for non-smartphone users
- Focus on price transparency and logistics bundling
- AI-powered demand forecasting for smarter planting
- Localized onboarding and trust-building through cooperatives

Project Traction



Business Model



- 5% commission on each transaction
- Subscription fee for premium B2B buyers
- Logistics margin from bundled produce transport
- Future: agri-inputs sales and microloans



Go To Market

- Partner with farmer cooperatives and NGOs for trust
- Community agents for onboarding and support
- WhatsApp and SMS marketing for B2B buyers
- Leverage local radio and agrovet shops for awareness

Social Impact

1. SDG 1 – No Poverty

- Increases income for smallholder farmers by eliminating exploitative middlemen.

2. SDG 2 – Zero Hunger

- Improves food distribution efficiency, reduces post-harvest losses, and enhances food availability.

3. SDG 8 – Decent Work and Economic Growth

- Creates fair market access and economic opportunities for rural communities.

4. SDG 9 – Industry, Innovation and Infrastructure

- Leverages technology to build resilient infrastructure and promote inclusive innovation in agriculture.

5. SDG 10 – Reduced Inequalities

- Empowers underserved farmers by giving them equal access to markets and pricing information.

6. SDG 12 – Responsible Consumption and Production

- Enhances supply chain transparency and reduces waste through better demand forecasting and logistics.

Our Ask

- Seeking \$250,000 pre-seed to expand operations, hire tech and field team, and scale across 3 counties.
- Looking for strategic partners in agtech, logistics, and inclusive finance.

Team Members

Add team members Names and tiles



**CEO (AGNES
MUTUA)**

Ex-Twiga
Foods, 7 years
in agribusiness



**CTO (BRIAN
KAMAU)**

Full-stack
engineer with
fintech



**COO (JANE
WAMBUI)**

Community
development
specialist



ADVISOR

Former
Safaricom
agriculture
program lead

Thank you!



Contact Information

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Social Media Accounts

Instagram: [@farmlink.ke](https://www.instagram.com/farmlink.ke)

Twitter (X): [@FarmLinkAfrica](https://twitter.com/FarmLinkAfrica)

Facebook: facebook.com/farmlink.ke

LinkedIn: linkedin.com/company/farmlink-ke

YouTube: [@farmlinkkenya](https://youtube.com/@farmlinkkenya)

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