

Competitive Analysis:

Our product will focus on Crops and Livestock that has comparative advantage in Northern Nigeria.

We will apply Market Systems to delivery of our Solution to enable the measurement of outcomes, impact and effective delivery.

We Facilitate a Database that will enhance Crop and Livestock extension Services.

Women and Youth will be mainstreamed into Product delivery.

What Solutions exist that are familiar:

National Farmers Helpline. It is an Agricultural based call center that provides Agricultural Information and Advisory services real time to Farmers. National Farmers Helpline is a center under the National Agricultural Extension and Research Liason Services located in Ahmadu Bello University, Zaria, Kaduna State. The centre was established by Federal Ministry of Agriculture and Rural Development to help all Stakeholders in Agricultural value chain

How is your Solution different?

Our Solution is different from Farmers Helpline in the following ways.

* Network challenges may not allow Farmers reach National Farmers Helpline at times via our Solution, Farmers will have access to a downloadable application that can guide them on Good Agricultural Practices.

* Farmers will not have to depend on availability of Network all the time because Network is really poor in majority of Rural Community in Northern Nigeria.

* Awareness level on National Farmers Helpline is very low. Our product will focus on selected Farming Communities in Northern Nigeria with structured timelines to escalate to other Farming Communities of Northern Nigeria.