

Project Budget Summary: HarvestNet

Total Project Investment: \$917,400 USD (36 Months)

Quick Overview:

HarvestNet represents a strategic investment in transforming Kenya's agricultural landscape through innovative technology and human-centered design. Our budget is carefully structured to maximize impact while ensuring responsible stewardship of every dollar invested.

Budget Allocation by Phase:

Phase	Focus Area	Duration	Investment	% of Total
Phase 1	Pilot & Foundation Building	12 months	\$87,120	9.5%
Phase 2	AI Development & Integration	12 months	\$350,000	38.2%
Phase 3	Regional Scaling & Sustainability	12 months	\$480,280	52.3%

Investment Categories (Total Project):

Category	Investment	Percentage
Personnel & Human Resources	\$390,000	42.5%
Technology & Infrastructure	\$325,000	35.4%
Training & Capacity Building	\$100,000	10.9%
Outreach & Partnerships	\$87,000	9.5%
Monitoring & Evaluation	\$28,000	3.1%

Contingency (5%)	\$12,400	1.4%
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Why This Investment Makes Sense:

Immediate Impact: Phase 1's focused \$87,120 investment will directly benefit 500+ farmers in Njoro Sub-County, providing immediate value while building the foundation for exponential growth.

Technology Excellence: 35.4% of our budget is dedicated to building world-class, hyper-localized AI systems that will serve farmers for years to come.

Human-Centered Approach: 42.5% investment in personnel ensures that technology serves people, not the other way around. Our Digital Ambassadors are the heart of sustainable adoption.

Scalable Model: Each phase builds upon the previous one, creating a multiplier effect that transforms initial investment into lasting regional impact.

Risk Management: Built-in contingencies and phased approach minimize risk while maximizing learning and adaptation opportunities.

Return on Investment:

For every dollar invested, we project:

- **Direct benefit to 5,000+ farmers** across the Rift Valley
- **15-20% increase in farmer income** through improved practices and market access
- **Replicable model** for global food security initiatives
- **Long-term sustainability** reducing future funding dependency

This investment doesn't just fund a project; it catalyzes a movement toward food security, climate resilience, and farmer empowerment that will echo across generations.