FarmConnect: Revolutionizing Agricultural Commerce

Problem Statement

Small-scale farmers lack information about where and when to sell their produce.
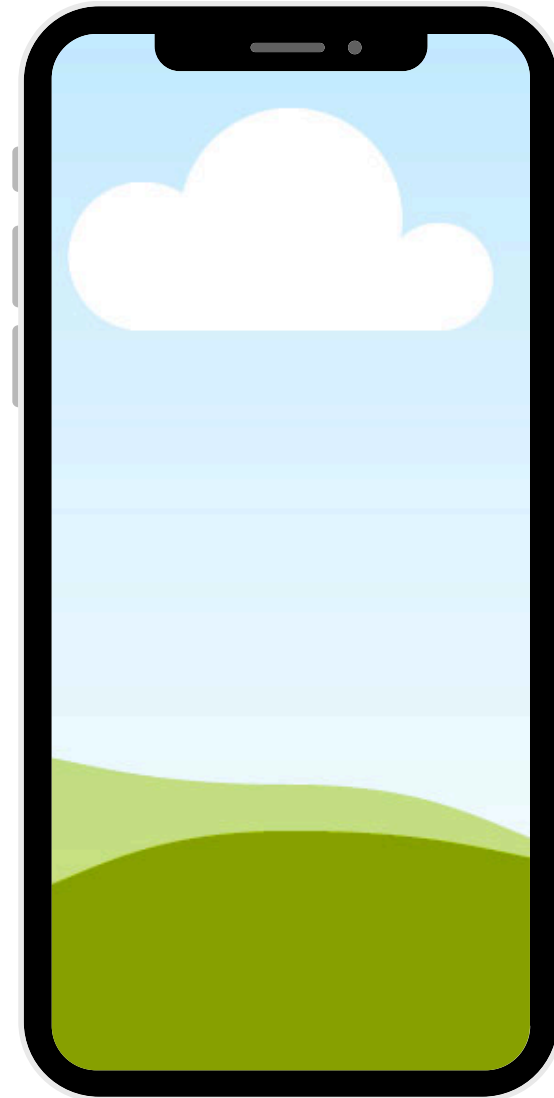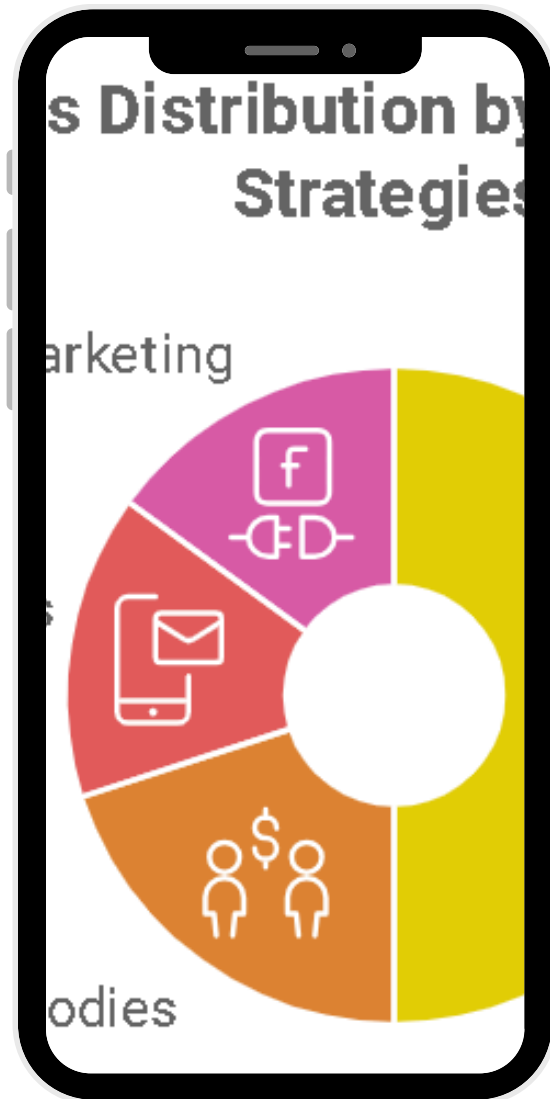
Solution

 1. SMS Market Price Updates
 2. Real-time market price display
 3. SMS notification system for farmers

Product

product

Welcome to FarmConnect, an innovative platform designed to bridge the gap between local farmers and potential buyers. Our solution leverages modern technology to streamline agricultural commerce, providing real-time market insights and fostering direct connections within the agricultural community. This presentation will detail our key features, technical architecture, and the transformative impact FarmConnect can have on local economies.
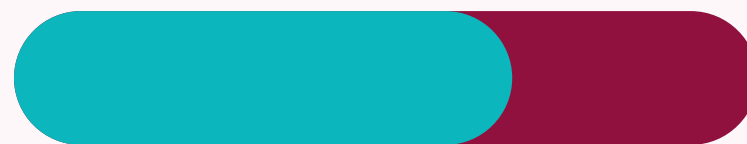
Target Market
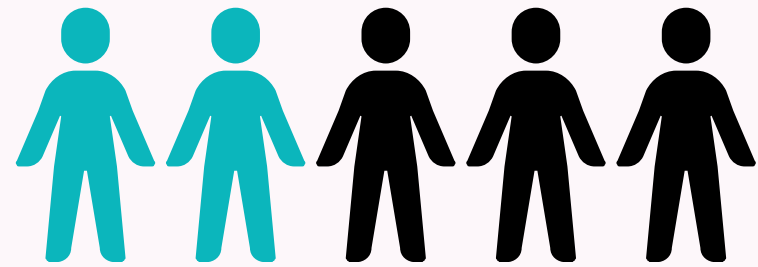
2 out 5

kenyan farmers access news updates
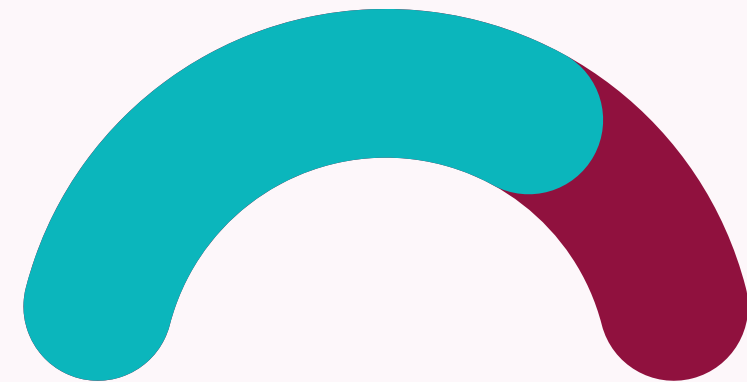
90%

Small-scale farmers contribute around

6 million

small-scale farmers (

Competitors

- 1. M-Farm (Kenya). Opportunity for MavunoLink: Offer better buyer-farmer matchmaking, richer UI, and multi-channel notifications.
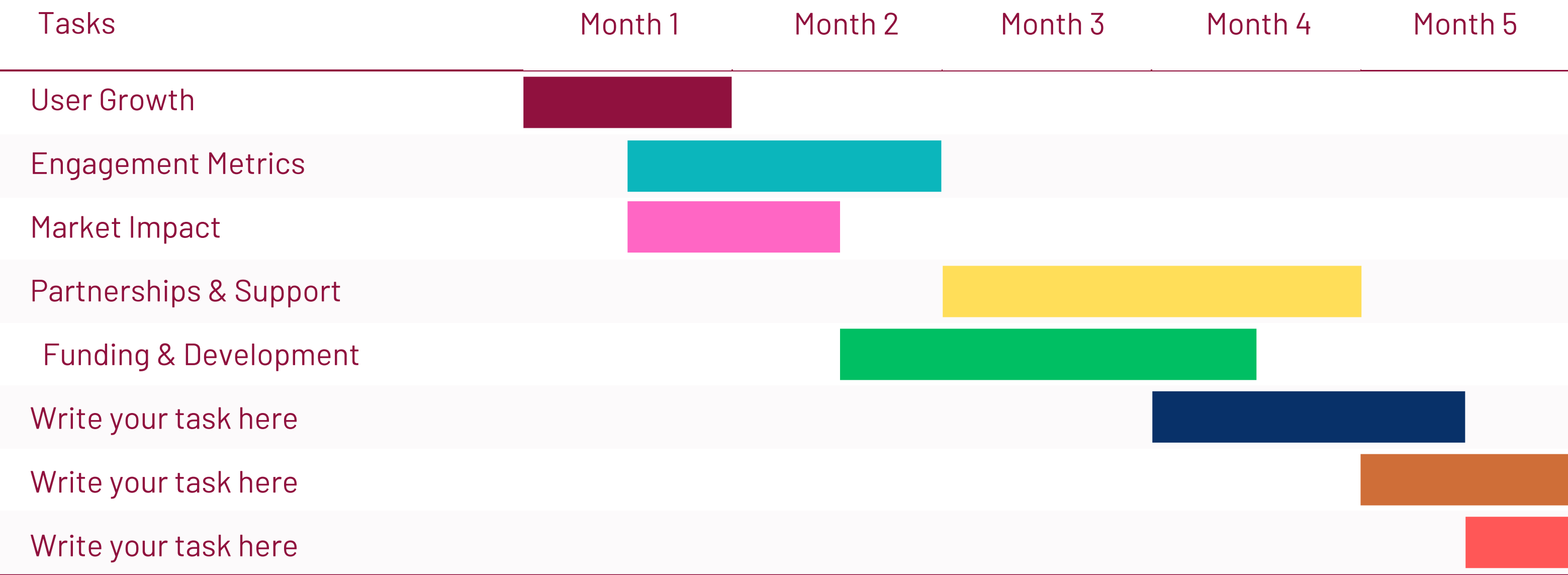
Competitive Advantage

. Multi-Channel Communication
- Unlike many competitors relying solely on SMS, MavunoLink delivers real-time alerts via SMS, WhatsApp, and in-app notifications.
- This ensures farmers and buyers get timely, accessible updates on the channel they prefer, improving engagement and responsiveness.

2. Real-Time Buyer-Farmer Matching
- MavunoLink isn't just a price info platform; it actively connects farmers to nearby buyers and markets, reducing the reliance on middlemen and helping farmers get better deals.
- This matchmaking boosts transaction efficiency and trust in local agri-markets.

Project Traction

Tasks	Month 1	Month 2	Month 3	Month 4	Month 5
User Growth	██				
Engagement Metrics		██			
Market Impact		█			
Partnerships & Support			██		
Funding & Development			██		
Write your task here				██	
Write your task here					██
Write your task here					█

Business Model

Revenue Streams:
- Subscriptions: Free basic plan; premium $5–$10/month for advanced features.
- Transaction Fees: Small commission (1-3%) on sales made through the platform.
- Advertising: Input suppliers and agro-dealers pay for targeted ads.
- Data Sales: Anonymized market data sold to NGOs, government, and researchers.

Costs:
Platform development, messaging fees, customer support, marketing, partnerships.

Key Partners:
Cooperatives, mobile operators, NGOs, government agencies, input suppliers.

Value:
Real-time market access and direct buyer connections to increase farmer income with easy-to-use alerts and input methods.

Go To Market

- Target Pilot Regions: Launch in counties with dense small-scale farming communities.
- Partnerships: Collaborate with agricultural cooperatives and extension officers for onboarding and training.
- Awareness Campaigns: Use SMS, WhatsApp broadcasts, and community radio to reach farmers and buyers.
- Free Trials: Offer limited free access to encourage early adoption and gather feedback.
- Local Events

Social Impact

- SDG 1: No Poverty – Increases farmers' income by connecting them directly to buyers.
- SDG 2: Zero Hunger – Improves food market efficiency and access.
- SDG 8: Decent Work & Economic Growth – Supports small farmers' businesses and local economies.
- SDG 9: Industry, Innovation & Infrastructure – Uses tech to modernize agriculture markets.
- SDG 12: Responsible Consumption & Production – Reduces waste by better matching supply and demand.

Our Ask

- Funding: $50,000 to scale development, marketing, and partnerships.

- Partnerships: Support from cooperatives, NGOs, and government for outreach.

- Technical Support: Help with mobile money integration and messaging infrastructure.

- Mentorship: Guidance on scaling and business development.

Team Members

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founder

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co founder

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treasurer

Thank you!

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